



W/O
Emulsion



- Tinted smooth emulsion
- Packaging: HDPE bottle
- EASYNOV™ provides a soft and silky texture to the emulsion without a tacky after effect.



AS40012A-1312

Formula

A	EASYNOV™	4.00%
	LANOL™ 99	5.00%
	Polymethyl Methacrylate (and) Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer (and) Isohexadecane	0.50%
	SEPICIDE™ HB	1.00%
	Beeswax	1.00%
	Hydrogenated castor oil	0.50%
	Zinc stearate	1.00%
	2-Ethylhexyl palmitate	8.00%
	Caprylic capric triglyceride	6.00%
	C12-15 alkyl benzoate	4.00%
	Dimethicone	1.00%
	Dimethiconol	2.00%
	Titanium dioxide (and) Alumina (and) Triethoxy Caprylylsilane	7.00%
Talc (and) Silane	1.50%	
Iron Oxides (C.I. 77491) (and) Triethoxycaprylylsilane	0.14%	
Iron Oxides (C.I. 77492) (and) Triethoxycaprylylsilane	0.22%	
Iron Oxides (C.I. 77499) (and) Triethoxycaprylylsilane	0.05%	
Montmorillonite	0.60%	
Water	Up to 100%	
B	Glycerine	5.00%
	Propylene glycol	5.00%
	MgSO4.7H2O	1.00%
C	Fragrance	0.20%

Procedure

Lab – Silverson Rotor Stator – 300g

1. Weigh liquid oils and powders in part A and homogenize the mixture with Silverson 4500rpm for 6 min. 2. Add other ingredients in part A and heat part A and part B at 80~85°C. 3. Put part A+C under Silverson 4500~5000rpm, add part B to part A slowly in 1 minute, continue homogenizing 4500rpm for 7 minutes. 4. Cool down without water bath with anchor mixer at 100rpm during 10min. 5. Stir the emulsion with cool water bath at 100rpm. 6. Stop stirring at 30°C.

Characteristics

Appearance	Tinted Smooth emulsion
Viscosity 1M at RT	24 200 mPa.s BROOKFIELD LV4 sp.6
Viscosity 1M at 45° C	15 000 mPa.s BROOKFIELD LV3 sp.6
Viscosity recovery at RT (after 1M at 45° C)	25 000 mPa.s BROOKFIELD LV4 sp.6
Stability*	M3 at RT and 45° C M3 after freeze-thaw cycles at -5/+40° C

Raw materials from SEPPIC

EASYNOV™

Octyldodecanol and Octyldodecyl Xyloside and PEG-30 Dipolyhydroxystearate

EASYNOV™ is a liquid lipophilic emulsifier. It allows you to develop Water-in-Oil emulsions without wax and thus gives soft and silky texture without sticky or tacky effect. Thanks to its liquid form, the emulsions can be prepared by a cold process

LANOL™ 99

Isononyl Isononanoate

Emollient agent.

SEPICIDE™ HB

Phenoxyethanol and Methylparaben and Ethylparaben and Propylparaben and Butylparaben

Liquid and easy-to-use preservative with a broad antimicrobial spectrum.

Other raw materials...

- Dimethicone : **DC 200/350cst (DOW CORNING)**
- Dimethiconol: **DC 1501 Fluid (DOW CORNING)**
- Hydrogenated castor oil: **Castorwax (VERTELLUS)**
- Alumina-silane coated anatase titanium dioxide: **Kemira AC 360 (KEMIRA)**
- Silane coated talc: **Silane coated talc (XIANGUANG)**
- Micronized triethoxycaprylylsilane coated red iron oxide: **Unipure red LC 381 AS-EM (SENSIENT)**
- Micronized triethoxycaprylylsilane coated yellow iron oxide: **Unipure yellow LC 182 AS-EM (SENSIENT)**
- Micronized triethoxycaprylylsilane coated black iron oxide: **Unipure black LC 989 AS-EM (SENSIENT)**
- Montmorillonite: **Claytone 40 (ROCKWOOD)**
- Fragrance: **Frag 279954 (DROM)**