

Maxigloss™ Plus

High shine gel *plus no feathering* for lip formulations

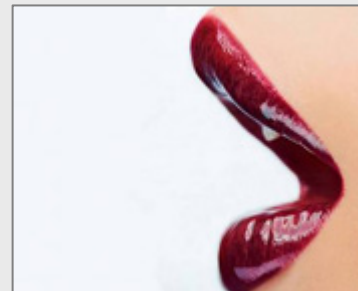
LIP GEL BASE WITH MEMORY

High lip shine is in style, but with shine comes products and ingredients which run and create the appearance of feathering or bleeding.

With Maxigloss™ Plus, high shine properties are now possible without feathering. Maxigloss™ Plus, a gel with memory, pulls back bleeding liquids and is recommended for use in lipsticks and lip glosses.

Maxigloss™ Plus consists of an optimized mixture of polar oils and high grade cellulose, which favors a slightly hydrophilic environment.

Maxigloss™ Plus generates lasting shine, and maintains the gloss on the lips with elastic gel properties we call *memory*.



FORMULATION APPROACH

Lipstick:

Use Maxigloss™ Plus at 10-20% in lip formulations with polar oils and polar waxes including: PEG castor wax, PEG beeswax, Octyldodecanol, Phenyl trimethicone. Maxigloss™ Plus also has excellent compatibility with Distinctive OD bentone gel. It also exhibits good compatibility with most organic UV filters, including Ethylhexyl methoxycinnamate.

Wand Lip gloss:

Use Maxigloss™ Plus up to 40% with phenyl trimethicone at 10-20%, and a pigment/castor oil dispersion as needed for color, when color is desired.

Ultra Gloss Lip Balm SPF15

#RON3-90

Phase	Ingredient	%	Supplier
A	Maxigloss Plus	40.0	Distinctive Cosmetic Ingredients, LLC
A	Laminactine	10.0	RON/Lucas Meyer
B	Softisan 649	10.0	Sasol
B	Syncrowax HGL-C	5.0	Croda
B	DC Odyssey Wax 201	10.0	Distinctive Cosmetic Ingredients, LLC
B	Candellila Wax	3.0	Stahl & Pitsch
B	Carnuba Wax	1.0	Stahl & Pitsch
B	DC 556 Fluid	1.0	Dow Corning
B	Liponate TDTM	12.5	Lipo
B	Escalol 557	7.5	ISP

Procedure:

Premix Phase A until completely uniform.

Charge Phases B into tank and heat to 85-90°C, homogenize until uniform.

Add Phase A to the main vessel and homogenize for ~15 minutes until uniform.

Pour at 80°C.