

Formulation Sample



Easy to Apply O/W Mascara with **CARNAUBA WAX HP**

Formulation No.: WWPM-02HP

CARNAUBA WAX HP can improve pigment dispersion, emulsion stability and adhesion. Because HP is difficult to solidify an oil-based formulation, unlike general carnauba wax, HP gives this mascara **moderate viscosity and film formability**. HP can also make it easier to pick up on a brush and apply. HP does not inhibit the performance of the other film-forming agents, so it can stay on lashes for a long time.

	Product Name	INCI Name	wt%
A	A-1	Dipropylene Glycol	3.4
		Hydrogenated Lecithin	1.9

	A-2	Theobroma Cacao (Cocoa) Seed Butter	3.3
		CARNAUBA WAX HP Copernicia Cerifera (Carnauba) Wax	2.0
		Ricinus Communis (Castor) Seed Oil	3.2
		Camellia Oleifera Seed Oil	2.5
		Sesamum Indicum (Sesame) Seed Oil	2.1
		Macadamia Seed Oil Polyglyceryl-6 Esters Behenate (and)	1.6
		Tocopherol	1.6
Behenyl Alcohol		1.6	

B	B-1	Water	37.6
		Hydroxyethylcellulose	0.3

	B-2	Water	3.4
		Hydrogenated Lysolecithin	0.1

B-3	Butylene Glycol	3.4	
	Phenoxyethanol	0.2	

C		Squalane	1.4

D	AMYLOPECTIN POWDER F	Iron Oxides (CI 77499)	10.2
		Amylopectin	4.8
		Calcium Carbonate	1.0
		Hydroxyapatite	1.0

E		Acrylates Copolymer, etc.	15.0