

# Mas'Caring Primer

**2861-1.02**



**+ 2-in-1 formula**

**+ Primer mascara**

**+ Lash serum**

Phase	Name	INCI	Supplier	%
A1	DEMINEALIZED WATER	WATER	-	67.85
	AVICEL® PC 591	MICROCRYSTALLINE CELLULOSE, CELLULOSE GUM	DUPONT	0.60
	SATIAXANE™ VPC 911	XANTHAN GUM	CARGILL	0.30
A2	VANATURAL®	BENTONITE	R.T. VANDERBILT	2.00
B	<b>EMULIUM® DOLCEA MB</b>	CETEARYL ALCOHOL, GLYCERYL STEARATE, JOJOBA ESTERS, HELIANTHUS ANNUUS (SUNFLOWER) SEED WAX, SODIUM STEAROYL GLUTAMATE, WATER, POLYGLYCERIN-3	GATTEFOSSE	<b>5.00</b>
	<b>LIPOCIRE™ A SG</b>	C10-18 TRIGLYCERIDES	GATTEFOSSE	<b>5.00</b>
	<b>DEFINICIRE®</b>	JOJOBA ESTERS, HELIANTHUS ANNUUS (SUNFLOWER) SEED WAX, POLYGLYCERIN-3	GATTEFOSSE	<b>5.00</b>
	<b>COMPRITOL® 888 CG MB</b>	GLYCERYL BEHENATE	GATTEFOSSE	<b>2.00</b>
	KAHLWAX 2442L	CORPENICIA CERIFERA (CARNAUBA) WAX	KAHL	2.00
	KAHLWAX 6607L	HELIANTHUS ANNUUS (SUNFLOWER) SEED WAX, ASCORBYL PALMITATE, TOCOPHEROL	KAHL	4.00
	<b>LABRAFAC™ CC MB</b>	CAPRYLIC/CAPRIC TRIGLYCERIDE	GATTEFOSSE	<b>4.00</b>
	PRESERVATIVE	PRESERVATIVE	-	1.00
C	NATPURE® FILM AP	PULLULAN, SORBITOL, ACACIA SENEGAL GUM, TREHALOSE	SENSIENT	1.00
D	SODIUM HYDROXIDE (10% SOL.)	WATER, SODIUM HYDROXIDE	-	0.25
				100.00

## Operating instructions

- Heat B at 85°C. Check that all ingredients are melted (could present some turbidity due to Emulium® Dolcea MB) and maintain the phase at 85°C.
- Heat the water of phase A1 at 70°C. Add Avicel® PC591 and Satiaxane™ VPC 911 one by one and disperse under medium/high shear for 15 minutes each. Check that everything is dispersed homogeneously.
- Add phase A2 to phase A1 and disperse with Ultra Turrax for 10 minutes. Check that everything is dispersed homogeneously. Heat the water phase A1+A2 at 85°C.
- Proceed with the emulsion of phase B into phase A (A1+A2) at 85°C under medium shear, and then increase to high shear (3000 rpm) for 10-15 minutes.
- Cool down by stages of 5-10°C with moderate stirring, and below 45°C add phase C.
- Finish to cool down until reaching 25°C. Adjust pH if necessary (phase D).



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### Description

This 2-in-1 formula can be used as a primer under a mascara during the day, and as lash serum during the night. In any case, the product melts seamlessly on eyelashes without leaving any clumps thanks to **Lipocire™ A SG**.

Mas'Caring Primer takes care of the lashes by recreating the lipid protection layer, enabled by the presence of **Definicire®** inside.

### Specifications

- + Aspect: Soft white cream
- + pH:  $7.6 \pm 0.3$
- + Natural origin > 98% (ISO 16128)
- + Viscosity Brookfield RV (spindle B, speed 5):  
approx. 40000 mPa.s at t0  
approx. 70000 mPa.s after 24h

### Ingredients

- **Emulium® Dolcea MB** is a very robust natural origin O/W emulsifier that creates soft moisturizing textures.
- Avicel® PC 591, Satiaxane™ VPC 911, and Vanatural® are aqueous gelling agents. They increase viscosity and keep pigments in suspension.
- **Definicire®** is an active texturizing agent designed for haircare that recreates the hair protective lipid layer and ensures hair discipline. It is also adapted to lash care!
- **Compritol® 888 CG MB** is a texturizing agent that helps to improve stability and increases viscosity of the formula.
- The waxes Kahlwax 2442L and Kahlwax 6607L are used to give the soft-hard texture that is needed to be well applied on the lashes. Combined with **Emulium® Dolcea MB**, they give a well-structured product that has creaminess, lubricity/spreadability onto the lashes and do not create clumps.
- **Lipocire™ A SG** brings creaminess.
- **Labrafac™ CC MB** is a stable and inert emollient.
- Natpure® Film AP is a film former that improves drying time and film former properties.