



YOUR CHOICE,  
YOUR SUCCESS

N° 21 – April 2008

# COSMETIC NEWSLETTER

## CONTENTS:



**PEARL**  
derivatives for personal care



Visit our new  
**WEB SITE**



Feeling  
**TAPIOCA PURE**



**MASSOCARE WIPE60:**  
Our solution for Wet Wipes



**QUARTERLY  
FORMULATION:**  
WHITENING O/W CREAM  
(dry skin)

## Editorial

By the time you read this newsletter, In-Cosmetic 2008 held in Amsterdam is over, and most of the cosmetic raw material manufacturer companies have introduced great majority of their latest developments. This is how we do ourselves as well, by focusing in this issue mainly on developments and news related to our company: we present you in details our new product for wet wipes, the Massocare Wipe 60 and we show you the latest changes and improvements of our web site. Of course, we continue to highlight new, interesting products from our principals — this time the Pearl derivatives from Sino Lion and Cosmocil CQ from Arch — and formulation proposal is not missing either.

In order to improve our service to customers, we have reinforced our department's sales force and I take the opportunity to welcome our new colleague: Mr Zoltán Tóth.

Ferenc Elekes — Sales Manager

## PEARL derivatives for personal care

Since the ancient times, pearl has been highly regarded in China as a beneficial health and remedy ingredient. It is believed that it can nourish skin, strengthen the body and slow down the aging process. Recent analytical tests of pearl derivatives have shown that the most beneficial ingredients in its composition are the **14-18 aminoacids** and many minerals including **bio-active calcium and magnesium**.

**SINO LION** offers a complete range of pearl derivatives for personal care applications:

| PRODUCT              | INCI Name        | SOLUBILITY        |
|----------------------|------------------|-------------------|
| <b>PPP-100</b>       | Pearl Powder     | Water dispersible |
| <b>PEARL PLUS SL</b> | Pearl Powder     | Water soluble     |
| <b>PEARL SL</b>      | Hydrolised Pearl | Water soluble     |

As an ingredient of personal care products, the **PEARL derivatives** have the following **functionalities**:

- Enhance the action of any skin moisturiser, skin lightener-toner, skin repair and UV-protection products.
- Promote skin renewal and replenish the cells of the skin surface giving a smooth, fine and elastic skin.
- Act as an exfoliator without any irritation and harshness.
- Promote activities of SOD and prevent melanine formation.
- In colour cosmetics formulations, it moisturizes and neutralizes UV-damage while imparting and incredible skin after-feel.

The **PEARL derivatives** have the advantages of **complete safety** and no record of animal testing. They can be used in many different applications including treatment creams and lotions, facial cleansers, facial masks, lipsticks, eye shadow, ... **Dose can vary from 1-10%**.

## Visit our new WEB SITE

The Pharmacy, Cosmetic and Related Products Department of CQ MASSO, are proud to announce the launch of a **renewed web site** at [www.cqmasso.com/fcr](http://www.cqmasso.com/fcr).

We put in place that web site 4 years ago with the aim to provide a useful tool to the cosmetic community: a system that allows looking for the ingredients that we deliver to the personal care industry and a way to keep everybody aware of the latest news from our principals and ourselves. During this period we have identified ways to improve that tool, always keeping in mind the same objective that encouraged us to create it: **improve the communication with our customers**.

The new web site has a completely new design, but still keeps the same basic areas than the original one: **brochures, newsletters, latest news**. The main change in terms of navigation is that it is much more **interactive**, and hopefully, this will allow the visitors to find the information they are looking for easily and quicker.

The **BROCHURES** section has suffered the biggest change: you can now look for our ingredients by using different filters which will help you to narrow the search. Those are:

- **Principal:** the actual product manufacturer

- **Trade name:** the commercial designation
- **Inci name**
- **Type of ingredient:** main function of that ingredient in a cosmetic formulation
- **Free search** of any of the words contained in the previous fields

Once you have got the list of product(s) which corre-

The screenshot shows the website header with the logo 'M MASSO' and 'F.C.R. Cosmetics, Pharmacy and Related Products'. Navigation links include 'Who we are?', 'Where we are?', and 'Security and Quality'. A main image shows a woman applying eye makeup. Below it are navigation tabs: 'Personal Care', 'Health Care & Veterinary', 'Insecticides - Biocides', and 'Crop Protection Emulsifiers'. A search bar is set to 'Brochures'. Filter options include 'By: principal', 'By: type', 'By: inci name', and 'Order by', along with a 'Submit' button and a 'keyword' input field. A table displays search results with columns for 'TRADE NAME' and 'INCI NAME'. One result is visible: 'ACQUA-BIOMIN CALCIUM Y3' with 'Water & Butylene Glycol &' as the inci name. A 'View' button is next to the result. On the right, there is a 'LATEST NEWS' section with a date '12 February 2007' and a title 'MASSOCARE B72 L: CQMaso solutions'. The news text discusses the 'COMERCIAL QUIMICA MASSO - FCR' department's response to customer needs and mentions 'MASSOCARE B72L' as a best example. It also describes 'Steareth-2' as a non-ionic co-emulsifier and 'PPG-15 Stearyl Ether' as a non-occlusive polar oil. A 'NEWSLETTER' section at the bottom right offers to visit the newsletter area with 'GO!' and 'Subscribe' buttons.

pond to your requirements, you can obtain a brief product information sheet by clicking on it. That document will provide you with information such as more detailed product functionality, countries where we are distributing it, ...

We are waiting for your visit at [www.cqmasso.com/fcr](http://www.cqmasso.com/fcr) and your feed back. Enjoy it!

## Feeling TAPIOCA PURE

**TAPIOCA PURE starch** is a native starch (Latin name: *Jatropha manihot*) which has application in **powder, balm and emulsion systems**. The high purity of the starch allows for its use in a broad range of cosmetics products and makes the starch an excellent **talc replacement**. **TAPIOCA PURE** starch is recommended for use in the powder form in body powders, with or in place of talc, in pressed powders, in fragranced balms, in after-shave and after bath products. The mission of this ingredient in all those applications is to improve the sensory features of the products upon application, allowing for **excellent aesthetics in hydro-alcoholic systems, powder deposition from balms or increased cushion, richness in emulsions**.

Some suggested uses of that sensory ingredient are:

- **Liquid talc hydro-alcoholic balms.** **TAPIOCA PURE starch** interacts positively with the hydro-alcoholic vehicle to give a light powder deposition resulting in an unusually pleasant feel on skin. At **moderate quantities** in a balm formula, the **TAPIOCA PURE starch** leaves a **sensory perception of powder deposition** with no visible whitening on skin. At **higher levels** of incorporation, a **visible powder deposition** can be achieved. Regardless of the level used, the final effect is a unique, appealing feel on the skin, superior to many other powders and starches.
- **TAPIOCA PURE starch** can also be used in **emulsions** to change the texture of formulas. The starch can be dispersed into emulsions at low levels to give increased **cushion and richness** to a formulation.

Based on those concepts, we can think of incorporating **TAPIOCA PURE starch** in: Balms, Fragrances, After Bath, After Shave, Emulsions, Body/Baby Powders, Pressed and Loose Powders and as Talc Replacement. Suggested use levels are:

Aqueous emulsion systems: 1% - 10%  
Ointments: up to 30%  
Dry powder applications: 5% to 50%

# MASSOCARE WIPE60: our solution for Wet Wipes

The evolution of the **wet wipes market** in the last years has shown a considerable growing trend but also an increasing fragmentation. The reasons leading to that expansion can be summarised as follows:

- Development of products that meet specific and real consumer needs
- Anticipation of consumer needs through specialization of products and applications
- Increased consumer awareness and acceptance of products through effective marketing.

The market has moved from baby wipes to a great variety of specialised products designed to cover specific needs, adapted to many applications on top of personal care.

Wet wipes are made up by two **key components**: the **substrate** (typically a nonwoven material) and the **impregnating liquid**. The liquid part is either surfactant/solubiliser based or emulsion based, and it is actually responsible of the efficacy of the wipe as skin cleanser.

**Emulsion based wet wipes** are currently showing the fastest growth rate, as they provide superior skin care benefits than surfactant/solubiliser based wipes. Emulsions are known to provide a hydrophobic barrier which **protects and moisturises** the skin thanks to the lipids, waxes and moisturising ingredients that they contain. Moreover, emulsions have a positive impact on the **skin after-feel**, providing smoothness and softness.

**Emulsions used in wet wipes** applications are very concentrated and highly stable compositions. Ideally, they should have:

- Excellent **skin compatibility**, cleansing and caring benefits.
- Superior shelf life **stability** in dilution (>90 percent water) and on wipes.
- Very **low viscosity** for easy application and handling
- **Easy to work with**:
  - ◇ Dilution in water
  - ◇ Addition of other ingredients (preservatives, actives, oils, fragrances)
- Affordable in **cost**!

At this point, we are glad to introduce to you our latest own development: **MASSOCARE WIPE 60, a concentrated o/w emulsion specially designed for wet wipes applications.**

The **key characteristics of MASSOCARE WIPE60** are the following:

## MASSOCARE WIPE60

(INCI – Proposed Name : Aqua, Isopropyl Isostearate, Triethylhexanoin, Glycerin, Steareth-100, Steareth-2)

### SPECIFICATIONS

|                  | Units | Min.   | Max.   |
|------------------|-------|--------|--------|
| Viscosity (25°C) | mPa.s | 30.000 | 45.000 |
| pH               |       | 4.5    | 6.5    |

### CHARACTERISTICS

|                   | Units | Value                      |
|-------------------|-------|----------------------------|
| Appearance (25°C) |       | White, shiny viscous cream |
| Oils content      | %     | 55-65                      |

## Dilution

MASOCARE WIPE60 can be easily diluted by simply adding water under stirring, there is no need to homogenise. Depending on the requirements of the final product, we suggest two levels of dilution:

- 1:9 → 10% Massocare Wipe60 : 90% water
- 1:10 → 9,1% Massocare Wipe60 : 90,9% water

## Stability and viscosity

We have tested both, the stability of **MASSOCARE**

|                         | oil content | viscosity            | stability                              |
|-------------------------|-------------|----------------------|--|
| <b>Massocare Wipe60</b> | 60.00 %     | 30.000 -40.000 mPa.s | 3 months at 40°C & at room temperature |
| <b>Dilution 1:9</b>     | 6.00 %      | water thin           | 1 week at room temperature             |
| <b>Dilution 1:10</b>    | 5.46 %      | water thin           | 1 week at room temperature             |

**WIPE60** and the stability of the suggested dilutions. The results are the following:

## Cleansing efficacy

Opposite to the fluid nano-emulsions normally used to impregnate wet wipes, **MASSOCARE WIPE 60** is macro-emulsion. In practice, this means that by containing oil droplets which are bigger, the oil in **MASSOCARE WIPE60** is more easily delivered onto the skin than in the case of nano-emulsions, where the oil is trapped into the system. Therefore, **MASSOCARE WIPE60** has superior cleansing properties, and it is the ideal solution for make-up removers, even those which claim to be long-lasting and extremely resistant make-ups.

## Formulation Flexibility

All cosmetic oils can be added to **MASSOCARE WIPE60** without any compatibility problem, from non-polar mineral oil, (isohexadecane, ...) to polar ones (cyclopentasiloxane, vegetable oils, ...). This permits to the cosmetic formulator to adjust the sensorial properties of the final product. Oil soluble actives can be also added to the formulation without problems.

## Emollients

**MASSOCARE WIPE60** contains two emollients that are very appreciated for their cosmetic sensorial properties:

- **Triethylhexanoin**: Medium-polarity, dry emollient, good solvent for organic sunscreens, ideal for facial products, light spreading, non-comedogenic, odourless
- **Isopropyl Isostearate**: Medium-polarity light feel emollient, derived from isostearic acid, very stable, high moisturisation potential, effective solvent for hydrophobic actives, non-comedogenic, odourless

## Drainage

**MASSOCARE WIPE60** has a thixotropic behaviour. This means that the emulsion has a very low viscosity while it is handled in order to impregnate the wipes, but when shear force stops, the viscosity increases immediately and the product gets fixed to the wipe.

Don't wait to order your sample of **MASSOCARE WIPE60** !!



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# QUARTERLY FORMULATION

## PRINCIPALS:

**ARCH CHEMICALS, UK**  
 Cosmetic actives

**BIOFLAVON, Russia**  
 Bioflavonoid complex

**CAREGEN, Korea**  
 Functional ingredients

**GIVAUDAN, UK**  
 Cosmetic actives

**MICAP, Germany**  
 Jojoba particles

**NATIONAL STARCH, USA**  
 Modified starches, hair care  
 resyns, cosmetic actives

**SINERGA, Italy**  
 Cosmetic actives

**SINO LION, USA**  
 Cosmetic actives

**SOLVAY SOLEXIS, Italy**  
 Perfluoropolyethers

**SUMMIT, USA**  
 Antiperspirant salts

**TAGRA, Israel**  
 Microencapsulated actives and  
 pigments

**UNIQEMA, UK**  
 Emulsifiers, emollients, fatty  
 acids, glycerine and cosmetic  
 actives

## WHITENING O/W CREAM (dry skin)

Ref.: **F-01/W-0101/15**

|  | INCI  | % w/w  |
|--|---|--------|
| <b>A. Arlancel 165 Fl.</b> (1)           | (Glyceryl Stearate, PEG-100 Stearate)   | 6.00   |
| <b>Massocare TH</b> (10)                 | (Triethylhexanoin)  | 8.00   |
| <b>Ecorol 68/30 f</b> (2)                | (Cetearyl Alcohol)  | 2.00   |
| <b>Massocare SQV</b> (10)                | (Squalane)  | 3.00   |
| <b>Prisorine 2034</b> (1)                | (Propylene Glycol Isostearate)  | 6.00   |
| <b>Massocare DOA</b> (10)                | (Diethylhexyl Adipate)  | 5.00   |
| <b>Cola Fax CPE-K</b> (11)               | (Potassium Cetyl Phosphate)   | 1.00   |
| <b>B. Water up to</b>                    | (Aqua)  | 100.00 |
| <b>Rhodicare S</b> (9)                   | (Xanthan Gum)   | 0.20   |
| <b>Veegum Ultra</b> (4)                  | (Magnesium Aluminium Silicate)  | 1.00   |
| <b>Pricerine 9091</b> (12)               | (Glycerin)  | 4.00   |
| <b>C. Lotus Zymbiozome Fermentum</b> (5) | (Aqua, Lotus japonicus Symbiosome extract)  | 2.00   |
| <b>D. Pearl Plus SL</b> (6)              | (Pearl Powder)  | 1.00   |
| <b>E. Tagranat Licorice</b> (7)          | (Glycyrrhiza Glabra (licorice) root extract, Tricaprylin, BHT, Polymethyl Methacrylate) | 1.50   |
| <b>F. Sharomix DMP</b> (8)               | (Propylene Glycol, Diazolidinyl Urea, Methylparaben, Propylparaben)                     | 1.00   |
| <b>G. Perfume</b> (9)                    | (Parfum)  | q.s.   |

### Manufacture:

Add to the water Alpantha and Purasal S/SP 60 and heat it to 55-60°C.

Mix glycerin + xanthan gum and add to the water.

Stir between 20-30 min. keeping the temperature.

Heat phases A and B to 75-80°C.

Add phase A to B stirring moderately.

Homogenise AB during 1 ½ min. (Silverson: 3.000 rpm).

Allow to cool down to 40-45°C stirring slowly. Add phases C, D, E and F.

Cool down to room temperature. Adjust final pH with NaOH (25-30%).

⇒ Viscosity (20°C): 33.750 mPa·s (Brookfield LVT, Spindle D, 12 rpm)  
 pH=6.50 (NaOH-30%)

### Suppliers:

|                                 |                           |                              |
|---------------------------------|---------------------------|------------------------------|
| (1) Uniqema (C.Q. Massó)        | (5) Ecogreen (C.Q. Massó) | (9) Rhodia                   |
| (2) Solvay Solexis (C.Q. Massó) | (6) Merck                 | (10) Tagra (C.Q. Massó)      |
| (3) Desert Oil (C.Q. Massó)     | (7) Purac (C.Q. Massó)    | (11) L'Angelica (C.Q. Massó) |
| (4) Quest C.I. (C.Q. Massó)     | (8) Akema                 | (12) Esencias Moles          |