



YOUR CHOICE,  
YOUR SUCCESS

Nº 23 – October 2008

# COSMETIC NEWSLETTER

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COMERCIAL QUIMICA  
MASSO



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## Editorial

In an effort to maintain its consistent growth, the **personal care industry** must continuously reinvent itself by changing marketing strategies and looking for new customers and designing new products. Nowadays, the global economic situation and the increasing industry regulations are strongly influencing the way to do that.

**COMERCIAL QUIMICA MASSO** is a well known member of the personal care family. Since its inception in 1960 the company has tried to be close to the industry needs and trends in order to offer solutions to its customers.

Initially, the focus of the company had been exclusively on the **distribution of cosmetic ingredients from well recognised industry players.**

In the 90's COMERCIAL QUIMICA MASSO went a step further by growing the services offered to its customers by establishing a **development & application laboratory devoted to the design of cosmetic formulations.** In 2003, a **pilot plant** was acquired in order to increase their services yet again by **assisting customers with the up-scaling of their formulations.**

In 2008, we are adding the next milestone to COMERCIAL QUIMICA MASSO history: the **birth of the MASSOCARE® range of cosmetic ingredients and solutions.** All **MASSOCARE®** products have been designed in our development & application laboratory with the aim of simplifying the handling of some materials and the manufacturing of certain formulations.

In previous newsletters we have already introduced a couple of MASSOCARE® products: **MASSOCARE® WIPE** (emulsion concentrate for wet wipes), **MASSOCARE® B72L** (an easy to handle Steareth-2). This edition is fully dedicated to some of the newest developed MASSOCARE® blends of ingredients: **MASSOCARE® EMO** (emollient blends), **MASSOCARE® MILK** (concentrates for gel-creams, lotions and sprayables) and **MASSOCARE® PEG30 PHS L** (a liquid version of PEG-30 Dipolyhydroxystearate).

Thus, at COMERCIAL QUÍMICA MASSÓ S.A. we also must continuously reinvent ourselves. And we only know one way to do it: being close to our customers, listening to their problems and needs and helping to solve them. This is the aim of MASSOCARE® solutions. **Those products are in fact the result of a team work: you and us.** Your input has been the first step towards the product conception and we can only thank you for that. We hope that our response to your input, in the form of a MASSOCARE® cosmetic ingredient will help you to achieve new goals and successes.



J.M. García — FCR Dpt. Manager

## MASSOCARE® EMO: Emollient blends

**Emollients** can be defined as the ingredients of the oil phase of personal care preparations, which **provide skin protection and prevent skin dryness**. They are key components in the manufacture of many cosmetic products, contributing to the moisturising, lubricating, protecting, conditioning and softening properties of the final formulation. The emolliency of the finished composition is the result of the combination of various emollients, which are selected in order to achieve the targeted effect.

The **selection of the right emollients** is a tough job. There're many parameters to be taken into consideration in order to choose the appropriate products and mix them in the optimal ratio:

- ⇒ **Sensorial:** spreadability, gloss, oiliness, firmness, absorbency...
- ⇒ **Clinical:** moisturizing, substantivity, elasticity...
- ⇒ **Physical:** compatibility, viscosity, spreading coefficient, polarity...

COMERCIAL QUÍMICA MASSÓ's technical team has been extensively working in order to define mixtures of emollients targeting certain applications. Both, single ingredients and blends have been chosen by taking into consideration all the already mentioned key parameters. That work has led to the birth of **MASSOCARE® EMO range**, 8 emollient blends optimised to meet the requirements of specific personal care preparations.

FACIAL TREATMENT PRODUCTS			
DRY SKIN	MASSOCARE® EMO D1	Caprylic/capric Triglyceride, Isohexadecane, Pentaerythrityl Tetraisostearate	Moisturising, Protecting, Film-forming Quick absorption, light after-feel
	MASSOCARE® EMO D2	Caprylic/capric Triglyceride, Hydrogenated Polyisobutene, Pentaerythrityl Tetraisostearate	Moisturising, Protecting, Film-forming Excellent spreadability, Rich after-feel
NORMAL SKIN	MASSOCARE® EMO N1	Triethylhexanoin, Isopropyl Isostearate, Isohexadecane	Moisturising, Nourishing Very dry skin feel
	MASSOCARE® EMO N2	Triethylhexanoin, Isopropyl Isostearate, Hydrogenated Polyisobutene	Moisturising, Nourishing Light skin feel
GREASY SKIN	MASSOCARE® EMO OF1	Cyclopentasiloxane, Dimethicone, Dimethiconol, Phenyltrimethicone	Oil-free, protecting Very light skin feel, dry after-feel
	MASSOCARE® EMO OF2	Cyclopentasiloxane, Dimethiconol, Phenyltrimethicone	Oil-free, protecting Very light skin feel, velvet after-feel
SUN CARE PRODUCTS			
SUNSCREENS	MASSOCARE® EMO SUN1	Triethylhexanoin, Ethylhexyl Palmitate, Pentaerythrityl Tetraisostearate	Excellent spreadability, film forming. Ideal for organic sunscreens
	MASSOCARE® EMO SUN2	Triethylhexanoin, Ethylhexyl Stearate, Pentaerythrityl Tetraisostearate, Perfluoroethoxymethoxy Difluoromethyl Distearamide	Excellent spreadability, film forming, waterproof. Ideal for organic and/or mineral sunscreens

The use of **MASSOCARE® EMO** products has many **advantages**:

- ⇒ **Reduced R&D time** for new products development, as there is no need to test many different single emollients.
- ⇒ **Simplification of raw materials handling and manufacturing process**, as there are less single ingredients involved.
- ⇒ **Simplified logistics:** reduced number of references to purchase and to keep in stock.
- ⇒ **Cost reduction**

Call your nearest CQM's office in order to learn more about this exciting product range.

## MASSOCARE® MILK: Emulsion concentrates

Starting a new personal care product development from scratch is not always feasible due to time, people or cost constraints, among other reasons. COMERCIAL QUÍMICA MASSÓ S.A. is working with the aim to simplify the job of the formulators whenever they face any of those problems. As a result, we are proud to announce the launch of the **MASSOCARE® MILK Range: o/w concentrate emulsions for gel-creams, lotions and sprayables.**

**MASSOCARE® MILKs** can be considered almost as finished products. The addition to them of water, preservatives and/or perfume will lead to cosmetic preparations with nice feel, excellent emolliency and skin moisturising and protective properties. Of course, you can do more than that: **MASSOCARE® MILKs** are **flexible systems**, compatible with a broad range of active ingredients; they are the ideal base to be used as delivery system for the ingredients that you want to introduce. And they are **cost effective!**

There are currently 3 **MASSOCARE® MILKs** available:

<b>MASSOCARE® MILK 1</b>	Caprylic/capric Triglyceride, Glycerin, Polyperfluoroethoxymethoxy Difluoroethyl PEG Phosphate
<b>MASSOCARE® MILK 2</b>	Isohexadecane, Triethylhexanoin, Glycerin, Polyperfluoroethoxymethoxy Difluoroethyl PEG Phosphate
<b>MASSOCARE® MILK 3</b>	Caprylic/capric Triglyceride, Triethylhexanoin, Glycerin, Polyperfluoroethoxymethoxy Difluoroethyl PEG Phosphate

The ingredients of each concentrate emulsion have been selected in order to reinforce some basic properties of the resulting product. They all contain **glycerol** to provide **moisturising properties**, and **Polyperfluoroethoxymethoxy Difluoroethyl PEG Phosphate** as **emulsifier**. The influence of those ingredients in the final product is summarised in the following table:

Ingredient	Functionality	Sensorial properties
<b>Glycerin</b>	Moisturiser Dryness prevention	Lubrication
<b>Polyperfluoroethoxymethoxy Difluoroethyl PEG Phosphate</b>	Emulsifier Protection Conditioning Film-forming	Reduction of stickiness and oiliness

Thus, the differences between the 3 **MASSOCARE® MILKs** lay on the selection of the **emollients**; the desired final sensorial properties, as well as the nature of the actives that have to be added, will be the key to decide which one meets your needs better. The key properties of each one that have to be taken into consideration when deciding which is the best option are:

Ingredient	Functionality	Sensorial properties
<b>Caprylic/capric Triglyceride</b>	Emollient	Good spreadability Quick skin absorption Smooth after-feel
<b>Isohexadecane</b>	Emollient Non-occlusive barrier	Good spreading light skin feeling
<b>Triethylhexanoin</b>	Emollient Long-lasting protection Dispersion medium for pigments and other solid-phase ingredients	Light and natural skin-feel Excellent spreadability Reduction of stickiness and glossiness

We will be delighted to help you:

- ⇒ deciding which is the best **MASSOCARE® MILK** for your specific development
- ⇒ formulating with it to obtain your unique personal care product.

Call us!



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## 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

## MASSOCARE® PEG30 PHS L: Easy to use W/O emulsifier

**PEG-30 Dipolyhydroxystearate** is a well known and a very appreciated **w/o polymeric emulsifier** (non-ionic, HLB=5-6). It can be used in the formulation of creams, lotions or sprayable emulsions. It can be combined with **any type of oils** and allows the formulation of products with high water content. **PEG-30 Dipolyhydroxystearate** is also an emulsifier that forms very stable emulsions, specially regarding temperature. In terms of sensorial properties, **w/o emulsions prepared with PEG-30 Dipolyhydroxystearate have an incredible light feel**. They can be prepared by semi-cold processes, thus reducing manufacturing time and cost. The limitation to its use is related to its physical form: it is a waxy solid **difficult to handle and to dose**.

**Polyglyceryl-3 Diisostearate** is a **w/o polymeric emulsifier** (non-ionic, HLB=5-6) and **substantive emollient** ideal for formulations containing pigments. It is a liquid product.

**MASSOCARE® PEG30 PHS L** (INCI: PEG-30 Dipolyhydroxystearate, Isostearic Acid, Polyglyceryl-3-Diisostearate) is the **synergistic combination** of the just mentioned **w/o polymeric emulsifiers**.

### MASSOCARE® PEG30 PHS L:

- ⇒ is a **powerful w/o emulsifier**
- ⇒ is a **ready to use liquid**
- ⇒ **permits cold emulsification**
- ⇒ can **afford high loading of water**
- ⇒ can be **combined with a broad range of oils**
- ⇒ **provides emolliency** to the finished formulation
- ⇒ allows the formulation of **personal care emulsions** with:
  - ◆ **very light/non-greasy skin feel**
  - ◆ a broad range of **viscosities: from thick creams to sprayables**
  - ◆ **superior stability**



By using **MASSOCARE® PEG30 PHS L** the cosmetic chemists will boost the benefits related to **PEG-30 Dipolyhydroxystearate** and will avoid the shortfalls linked to that ingredient. It is important to highlight that the main advantages compared to **PEG-30 Dipolyhydroxystearate** are:

- ⇒ **Totally cold process is now possible**
- ⇒ **Ready to use liquid**

It is easy to imagine that this translates to cost reduction in terms of energy (no heating) and product handling (reduce handling time).

Your sample of **MASSOCARE® PEG30 PHS L** is ready to be dispatched. Just send your request