

Guide Formulation

Personal Care

Fresh Whitening Cream (SJ14M_01)

This whitening cream is easily absorbed and non-greasy, thanks to the addition of SeraSense® SF MTM (Methyl Trimethicone), a volatile emollient, which leaves skin silky. SeraSoft® SW 70-A (Stearyl Dimethicone) promotes lubricity and facilitates the spreading of actives.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Aqua (Water)	To 100	-	Vehicle
Hydrogenated Lecithin	0.10	Phospholipon 90H/Lipoid GmbH	Skin Conditioning
Disodium EDTA	0.02	Various	Humectant
Glycerin	3.00	Various	Chelating Agent
Dipropylene Glycol	5.00	Various	Humectant
Glycereth-26	2.00	Liponic EG-1/Lipo Chemical	Humectant
Xanthan Gum	0.10	Keltrol-F/CP Kelco	Thickener
Ammonium Acryloyldimethyltaurate/VP Copolymer	0.50	Aristoflex AVC/Clariant	Thickener
Phase B			
Macadamia Intergrifolia Seed Oil	5.00	Floramac® Macadamia Oil/Floratch	Moisturising
Jobba Esters	2.00	Floraester 30/Floratch	Moisturising
Stearyl Dimethicone	2.00	SeraSoft® SW 70-A/KCC Beauty	Moisturising
Arachidyl Alcohol (and) Behenyl Alcohol (and) Arachidyl Glucoside	3.00	Montanov 202/Seppic	Emulsifier
Glycerol Stearate (and) PEG-100 Stearate	1.50	Arlacel™ 165/Croda	Emulsifier
Cetearyl Alcohol	1.50	Lanette O/Cognis	Emulsifier
Tocopheryl Acetate	0.10	Vitamin E Acetate/Various	Skin Conditioning
Phase C			
Dimethicone	8.00	SeraSense® SF 6/KCC Beauty	Moisturising
Methyl Trimethicone	5.00	SeraSense® SF MTM/KCC Beauty	Emollient
Phase D			
Niacinamide	2.00	RonaCare Nicotinamide/Merck	Whitening
Phase E			
Phenoxyethanol	0.40	Various	Preservative
Parfum (Fragrance)	0.12	Vitamin 248 Fragrance/Givaudan	Fragrance
Polyacrylate-13 (and)	0.70	Sepiplus 400/Seppic	Thickener

Typical Properties

Appearance:	White, viscous cream
Viscosity @ 25°C:	350000 – 450000cP (Brookfield LVDV II, Sp4, 1rpm)
pH @ 25°C:	-

Method

Mix the ingredients of Phase A until homogenous.

In a separate vessel, mix the ingredients of Phase B. Add B to A and stir until homogenous.

Premix Phase C and add to the main vessel.

Add Phase D.

Premix Phase E and add to the main vessel.



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Please note that the above formulation is only intended as a guide. It is not a commercial formulation and has not been tested as such. The formulation should be evaluated and modified for your own requirements before use. Also suggestions of uses should not be taken as inducements to infringe any particular patent.