



DOW

**DefinioPerfecto
Eye Make-up
(CPF 4672)**

DefinioPerfecto Eye Make-up (CPF 4672)

Another magic trick! A Perfecto eye liner with a long-lasting color and resistance. Give a Definio in your look!

Phase	Trade name / Supplier	INCI name	% Wt.
A	Deionized Water	Aqua	67.50
	Propylene Glycol (PG) USP/EP / Dow	Propylene Glycol	5.00
	MaizeCare™ Style Polymer / Dow	Hydrolyzed Corn Starch	5.00
	CELLOSIZETM Hydroxyethyl Cellulose QP-100 MH Europe / Dow	Hydroxyethyl Cellulose	1.00
	TEA 99 / Dow	Triethanolamine	pH=7
	Keltrol CG-SFT / CP Kelco	Xanthan Gum	0.50
B	Covarine Black WS 9199 BR / Sensient	CI 77266 (and) Glycerin (and) Aqua (and) PVP	20.00
C	Neolone PH 100 / Lanxess	Phenoxyethanol	1.00
	TEA 99 / Dow	Triethanolamine	6<pH<7

Disclaimer: Contained in this package is a sample prepared as per the formulation described on this card.
Any variation in the formulation may cause performance to change.

Processing instructions:

1. Add water and Propylene Glycol (PG) USP/EP to a beaker while mixing under 600 rpm.
2. Add MaizeCare™ Style Polymer. Once it's dispersed add CELLOSIZETM Hydroxyethyl Cellulose QP-100 MH Europe, mix for 15 minutes.
3. Add triethanolamine.
4. Add Xanthan Gum, mix for 5 minutes then start heating up to 60°C.
5. Once it's dispersed remove from heat and allow formula to cool while continuing to mix.
6. Once below 35°C add the pigment and phenoxyethanol, mix for 5 minutes.
7. Adjust pH to 6-7 and add the water that was lost during heating.

Benefits: Cost Effective, long lasting color, neutral pH

www.dow.com/personalcare

Images: dow_70175261410, dow_82010311630

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Form No. 27-3599-01-0224 S2D