



Make-up Concepts Collection



MAIZEteint
Foundation
(CPF 4716)

MAIZEteint (CPF 4716) Foundation

Phase	Trade name	INCI name	Wt. %
A	Water	Water	66.75
	MaizeCare™ Style Polymer / Dow	Hydrolyzed Corn Starch	5.00
	Keltrol CG-SFT / CP Kelco	Xanthan Gum	0.75
B	Unipure White LC 987 PHY / Sensient Cosmetic Technologies	Cl 77891 (and) Phytic Acid (and) Sodium Hydroxide	9.94
	Unipure Yellow LC 188 PHY / Sensient Cosmetic Technologies	Cl 77492 (and) Phytic Acid (and) Sodium Hydroxide	1.32
	Unipure Red LC 388 PHY / Sensient Cosmetic Technologies	Cl 77491 (and) Phytic Acid (and) Sodium Hydroxide	0.58
	Unipure Black LC 998 PHY / Sensient Cosmetic Technologies	Cl 77499 (and) Phytic Acid (and) Sodium Hydroxide	0.16
C	Sunflower Oil Refined / Henry Lamotte	Helianthus Annus (Sunflower) Seed Oil	5.00
	Cetiol LC / BASF Corporation	Coco-Caprylate/Caprate	5.00
	MOD / Gattefosé S.A	Octyldodecyl Myristate	3.00
	EcoSense™ APP-5000 Formulation Aid / Dow	Myristyl/Stearyl Xylosides (and) Myristyl alcohol (and) Stearyl alcohol	2.00
D	NEOLONE™ PH 100 / Lanxess	Phenoxyethanol	0.50

Procedure:

1. Mix phase A ingredients 1 and 2 together and heat to 65°C while stirring. When homogeneous, add Xanthan Gum and mix.
2. Mix phase B ingredients together with a coffee grinder and add to phase A.
3. Mix phase C ingredients together and heat to 65°C.
4. Add phase C to phase AB.
5. Cool down to 40°C.
6. Add phase D ingredient to phase ABC.
7. Mix for an additional 5 minutes under high shear.

Viscosity: 1754 cP

pH: 6.2



Images: dow_85307049923, dow_85034514307

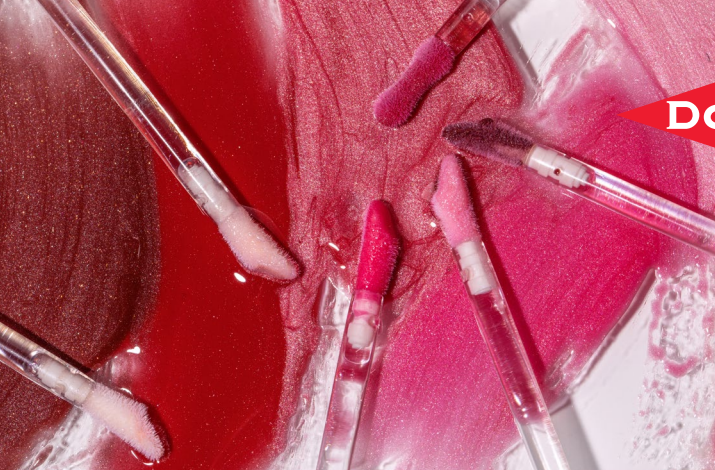
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Form No. 27-3650-01-0324 S2D



MAIZEtalic
Lip Cream
(CPF 4718)



MAIZEtalic (CPF 4718) Lip Cream

Phase	Trade name	INCI name	Wt. %
A	Water	Water	69.7
	Propylene Glycol Vegetal / Interchimie	Propylene Glycol	1.5
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	5.0
	ACULYN™ Siltouch Rheology Modifier / Dow	Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer (and) Dimethicone (and) Trideceth-6 (and) PEG/PPG-18/18 Dimethicone	2.8
	Euxyl PE 9010 / Ashland	Phenoxyethanol (and) Ethylhexylglycerin	1.0
B	Isododecane	Isododecane	5.0
	Vegelight Silk / Biosynthesis	C9-12 Alkane	4.0
	Tween 20 / Croda	Polysorbate 20	1.5
	Brij L4 / Croda	Laureth-4	1.5
C	Colorona Sienna Fine / Merck	Mica (and) Iron Oxides	8.0

Procedure:

1. Mix phase A ingredients in order listed. Mix well between each addition.
2. Mix phase B ingredients together.
3. Add phase B to phase A.
4. Add phase C to phase AB.
5. Mix for an additional 5 minutes under high shear.

Viscosity: 79 330 cP

pH: 5.4



Images: AdobeStock_452775583, dow_85014260167

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Form No. 27-3651-01-0324 S2D



MAIZEdrama
Mascara
(CPF 4717)



MAIZEdrama (CPF 4717)

Mascara

Phase	Trade name	INCI name	Wt. %
A	Water	Water	63.6
	MaizeCare™ Style Polymer / Dow	Hydrolyzed Corn Starch	5.0
	Zemea / CovationBiomaterials LLC	Propanediol	3.0
	Keltrol CG-SFT / CP Kelco	Xanthan Gum	0.4
B	Unipure Red LC 388 PHY / Sensient Cosmetic Technologies	CI 77491 (and) Phytic Acid (and) Sodium Hydroxyde	7.1
	Unipure Black LC 998 PHY / Sensient Cosmetic Technologies	CI 77499 (and) Phytic Acid (and) Sodium Hydroxyde	2.9
C	Palmera B1802 / KLK OLEO	Palmitic Acid (and) Stearic Acid	5.0
	Imwitor 900 K / IOI Oleo GmbH	Glyceryl Stearate	3.5
	Kahlwax 8104 / KahlWax	Cera Alba	8.5
D	Dermosoft LP / Evonik Industries AG.	Caprylyl Glycol (and) Glyceryl Caprylate (and) Glycerin (and) Phenylpropanol (and) Aqua	1.0
E	Sodium Hydroxide (10% solution)	Sodium Hydroxide	q.s.

Procedure:

1. Mix phase A ingredients 1/2/3 together and heat to 85°C while stirring. When homogeneous add Xanthan Gum and mix.
2. Mix phase B ingredients together using a coffee grinder and add to phase A.
3. Heat phase C ingredients together to 85°C.
4. Add phase C to phase AB under mixing.
5. Cool down to 40°C.
6. Add phase D to phase ABC.
7. Adjust pH to 7 with phase E ingredient.

Viscosity: 3850 cP

pH: 7



Images: dow_85307048920, dow_85014260167

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Form No. 27-3652-01-0324 S2D



MAIZEfix
Make-up Fixing Spray
(CPF 4722)

MAIZEfix (CPF 4722)

Make-up Fixing Spray

Phase	Trade name	INCI name	Wt. %
A	Water	Aqua / Water	81.5
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	5.0
	Propylene Glycol Vegetal / Interchimie	Propylene Glycol	10.0
	Biochemica Biovera 200X Aloe / Hallstar	Aloe Barbadensis Leaf Juice	0.5
	Dermosoft 1388 ECO / Evonik	Glycerin (and) Aqua (and) Sodium Levulinate (and) Sodium Anisate	3.0

Procedure:

Mix ingredients in order listed until homogeneous.

Viscosity: N.A.

pH: 5.8



Images: dow_85307050419, dow_85014260167

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Form No. 27-3653-01-0324 S2D



AMAZing CapRICE
Highlighter
(CPF 4615)



AMAZing CapRICE (CPF 4615) Highlighter

Phase	Trade name	INCI name	Wt. %
A	Water	Aqua / Water	69.19
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	5.00
B	Olivem 2020G / Hallstar	Ethylhexyl Olivatate, Sodium Acrylates Copolymer, Polyglyceryl-4 Olivatate	3.00
	Activonol-5N / ActivON Korea	Pentylene glycol	5.00
	Olivem 300 / Hallstar	Olive Oil PEG-7 Esters	4.00
C	EcoSmooth™ Rice Husk Cosmetic Powder / Dow	Silica	5.00
D	Colorona Bordeaux / Merck KGaA	Iron Oxides CI 77491 (and) Mica	0.20
	Ronastar Golden Sparks / Merck KGaA	Calcium Aluminum Borosilicate (and) Silica (and) Titanium Dioxide (and) Tin Oxide	2.60
	Timiron Splendid Red / Merck KGaA	Titanium Dioxide (and) Mica (and) Silica	4.00
	Activonol Green-ACTree / ActivON Korea	Magnolol, Honokiol, Glycerol Caprylate, Propanediol	2.00
	Lavender Oil Organic / EarthOil	Lavandula Augustifolia Oil	0.01

Procedure:

1. Disperse MaizeCare™ Clarity Polymer into the water to obtain phase A.
2. Mix phase B ingredients together until homogeneous.
3. Add phase B to phase A and mix until homogeneous.
4. Add phase C ingredient to phase AB and mix until homogeneous.
5. Add phase D ingredients one by one to phase ABC and mix until homogeneous.
6. Add phase E ingredients one by one to phase ABCD and mix until homogeneous.



Images: dow_85307050611, dow_85014260167

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Form No. 27-3654-01-0324 S2D



CLEANSEasy!
Make-up Remover and Facial Oil Cleanser
(CPF 4571)

CLEANSEasy! (CPF 4571)

Make-up Remover and Facial Oil Cleanser

Phase	Trade name	INCI name	Wt. %
A	ECO Tween 20 / Croda	Polysorbate 20	29.50
	EcoSmooth™ Universal Fluid 1100 / Dow	Ethyl PG-Acetal Levulinate	10.00
	Crodamol IPIS / Croda	Isopropyl Isostearate	3.00
	Sensolene Light ET / Hallstar	Ethyl Olivatate (and) Olea Europaea (Olive) Leaf Extract	1.00
	Prisorine 3515 / Cargill	Isostearyl Alcohol	24.00
	Nipaguard SCE / Clariant	Sorbitan Caprylate (and) Propanediol (and) Benzoic Acid	0.50
	Sweet Almond Oil / Symrise	Prunus Amygdalus Dulcis (Sweet Almond) Oil	6.00
	Flowerconcentrole Lavender / Symrise	Pentylene Glycol (and) Lavandula Angustifolia (Lavender) Flower/Leaf/Stem Extract (and) Bisabolol	1.00
B	Deionised Water	Aqua / Water	10.00
	EcoSense™ GL-60 HA Surfactant / Dow	Glycolipids	2.50
	EcoSense™ GL-60 HL Surfactant / Dow	Glycolipids	2.50
	Hydrolite 5 Green / Symrise	Pentylene Glycol	10.00

Procedure:

1. Premix phase A ingredients until clear.
2. In a separate beaker, premix phase B ingredients until clear.
3. Add phase B to phase A under mixing.



Images: dow_85307047452, dow_85014260167

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