



Dow

®

a-MAZE-ing

Concepts Collection by

Dow



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/Caprata	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.





MAIZEtalic

Lip Cream
(CPF 4718)

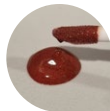
MAIZEtalic (CPF 4718)

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.





MAIZEliner
Eyeliner
(CPF 4719)

MAIZEliner (CPF 4719)

Eyeliner

Phase	Trade name	INCI name	Wt. %
A	Water	Water	59.90
	Glycerin Vegetal	Glycerin	5.00
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	5.00
	VERSENE™ NA₂ Crystals Chelating Agent / Dow	Disodium EDTA	0.10
	CELLOSIZETM Hydroxyethyl Cellulose PCG-10 / Dow	Hydroxyethyl Cellulose	1.00
	Sodium Hydroxide (10% solution)	Sodium Hydroxide	q.s.
	Keltrol CG-SFT / CP Kelco	Xanthan Gum	1.00
B	Covarine Black WN 9798 / Sensient Cosmetic Technologies	CI 77499 (and) Glycerin (and) Aqua (and) Xanthan Gum (and) Sodium Citrate	25.00
C	Dermosoft 1388 ECO / Evonik Industries AG.	Glycerin (and) Aqua (and) Sodium Levulinate (and) Sodium Anisate	3.00
D	Sodium Hydroxide (10% solution)	Sodium Hydroxide	q.s.
	Citric Acid (10% solution)	Citric Acid	q.s.

Procedure:

1. Mix phase A ingredients in order listed. Mix well between each addition.
2. Add phase B to phase A. Mix well until homogenous.
3. Add phase C to phase AB.
4. Adjust pH to 7 with phase D ingredients.





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 / Covation Biomaterials 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 Hydroxide	7.1
	Unipure Black LC 998 PHY / Sensient Cosmetic Technologies	CI 77499 (and) Phytic Acid (and) Sodium Hydroxide	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.





MAIZE4all
Clear Fixing Gel
(CPF 4715)

MAIZE4all (CPF 4715)

Clear Fixing Gel

Phase	Trade name	INCI name	Wt. %
A	Water	Water	87.65
	Glycerin Vegetal	Glycerin	3.00
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	5.00
	VERSENE™ NA₂ Crystals Chelating Agent / Dow	Disodium EDTA	0.10
	CELLOSIZETM Hydroxyethyl Cellulose PCG-10 / Dow	Hydroxyethyl Cellulose	1.25
	Sodium Hydroxide (10% solution)	Sodium Hydroxide	q.s.
B	Dermosoft 1388 ECO / Evonik Industries AG.	Glycerin (and) Aqua (and) Sodium Levulinate (and) Sodium Anisate	3.00
C	Sodium Hydroxide (10% solution)	Sodium Hydroxide	q.s.

Procedure:

1. Mix phase A ingredients in order listed. Mix well between each addition.
2. Add phase B to phase A.
3. Adjust pH to 7 with phase C ingredient.





MAIZEfix
Make-up Fixing Spray
(CPF 4722)

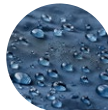
MAIZEfix (CPF 4722)

Make-up Fixing Spray

Phase	Trade name	INCI name	Wt. %
A	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 Industries AG	Glycerin (and) Aqua (and) Sodium Levulinate (and) Sodium Anisate	3.0

Procedure:

Mix ingredients in order listed until homogeneous.





MAIZEblur
Oil-in-Water Cream
(CPF 4720)

MAIZEblur (CPF 4720)

Oil-in-Water Cream

Phase	Trade name	INCI name	Wt. %
A	Water	Water	60.15
	Keltrol CG-SFT / CP Kelco	Xanthan Gum	0.60
	VERSENE™ NA₂ Crystals Chelating Agent / Dow	Disodium EDTA	0.05
	MaizeCare™ Style Polymer / Dow	Hydrolyzed Corn Starch	5.00
B	Glycerin Vegetal	Glycerin	5.00
	EcoSmooth™ Rice Husk Cosmetic Powder / Dow	Silica	1.50
C	Arlacel 165 / Croda	Glyceryl Stearate (and) PEG-100 Stearate	0.75
	Span 60-PW / Croda	Sorbitan Stearate	1.75
	Crodamol GTCC / Croda	Caprylic/Capric Triglyceride	2.00
	XIAMETER™ PMX-200 Silicone Fluid 2 cSt / Dow	Dimethicone	22.50
D	Euxyl PE 9010 / Ashland	Phenoxyethanol (and) Ethylhexylglycerin	0.70

Procedure:

1. Mix phase A ingredients in order listed. Mix well between each addition. Heat phase A to 65°C.
2. Mix phase B ingredients together.
3. Add phase B to phase A.
4. Add phase C ingredients in order listed to phase AB under mixing at 65°C.
5. Let cool down to 40°C.
6. Add phase D to phase ABC.
7. Mix for additional 5 minutes under high shear.





MAIZElift
Hydrogel
(CPF 4721)

MAIZElift (CPF 4721) Hydrogel

Phase	Trade name	INCI name	Wt. %
A	Water	Water	90.55
	VERSENE™ Na₂ Crystals Chelating Agent / Dow	Disodium EDTA	0.05
	Carbopol Ultrez 21 / Lubrizol	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.50
	Triethanolamine (85%)	Triethanolamine	0.40
B	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	5.00
	Propylene Glycol Vegetal / Interchimie	Propylene Glycol	3.00
	Euxyl PE 9010 / Ashland	Phenoxyethanol (and) Ethylhexylglycerin	0.50
C	Triethanolamine (85%)	Triethanolamine	q.s.

Procedure:

1. Mix phase A ingredients together. Pre-disperse Disodium EDTA and Carbopol in water before neutralizing with TEA.
2. Add phase B ingredients in order listed to phase A with mixing well between each addition.
3. Adjust pH to 5.7 - 6.3 with phase C ingredient.



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