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Unique all-natural semi-solid anhydrous gel based on Naturecel 750 for mattifying and soft focus

#### **Attributes & Benefits**

- Opaque semi-solid gel
- Anhydrous but not oily or greasy
- Adds mattifying and soft focus with a powdery aesthetic
- Can be used as an additive or as the base of a finished formulation
- Can be melted and resolidified (see Formulation Note)
- Worldwide approval

# Suggested Applications

Add to existing formulation to mattify and elevate powdery aesthetics, or use directly as base vehicle with desired oil soluble excipients such as vitamins, oils, and actives. In color cosmetics, can be used to create unique high frost eye shadow.

#### **INCI** Name

Microcrystalline Cellulose, Cocos Nucifera (Coconut) Oil

Brassica Campestris (Rapeseed) Seed Oil Polyhydroxystearic Acid, Cetearyl Olivate Sorbitan Olivate, Tocopherol

### Naturality (ISO 16128)

Natural Index	0	Organic Index	0
Natural Origin Index	1	Organic Origin Index	0

## **Biodegradability**

Freshwater (OECD 301) (MCC)

Typical Properties	NatureGel MC750
Dry Wax Used	14,000 - 48,000
Particle Shape	Irregular
Appearance	Tan gel
Wax Solids	0.35
Viscosity @ 25 ° C (P)	FALSE
Density @ 25° C (g/cc)	1.04
Mean Particle Size (μm)	10.0 - 15.0 (wax)



Formulation Advisory: If product is melted, pour at 59-61 °C for maximum resetting

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<sup>\*</sup> COSMOS approval pending