



# Hydrating, Long-Wearing Make-Up Primer

Product Highlighted: *Floraesters K-20W® Jojoba*



Floraesters® K-20W Jojoba is a botanically-based emollient that enhances primer formulations by providing skin hydration, and improving coverage and longevity of make-up on the skin. This light weight, non-greasy primer glides on with a silky feel and softens the appearance of imperfections. 

Phase	Trade/Common Name	INCI Name	Manufacturer	%wt/wt
A.	Deionized Water	Water	-----	q.s.
	Natrosol® 250 HR CS	Hydroxyethylcellulose	Ashland, Inc.	0.75
	Preservative <sup>1</sup>	-----	-----	q.s.
B.	Deionized Water	Water	-----	64.00
	Versene® Na2 Crystals	Disodium EDTA	The Dow Chemical Co.	0.10
	Pemulen® TR-1 Polymer	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	The Lubrizol Corporation	0.25
C.	Glycerine 99.7% USP Kosher	Glycerin	Acme-Hardesty Co.	1.00
	<b>Floraesters K-20W Jojoba</b>	<b>Hydrolyzed Jojoba Esters (and) Water (Aqua)</b>	<b>Floratech</b>	<b>1.00</b>
	Deionized Water	Water	-----	5.00
D.	AMP-Ultra® PC 2000, Neutralizing Amine (15% Solution)	Aminomethyl Propanol (and) Water	Angus Chemical Company	q.s.
	Citric Acid, USP (15% Solution)	Citric Acid (and) Water	Archer Daniels Midland Co.	q.s.
E.	Chione Snowfall White S130D	Synthetic Fluorphlogopite (and) Titanium Dioxide	BASF Corporation	2.00
<b>Total</b>				<b>100.00</b>

## Mixing Procedure

- Mix the Natrosol 250 HR CS with the deionized water of Phase A in a vessel with rapid propeller agitation at room temperature. Continue mixing until well dispersed, and begin heating to 40-45°C. Continue mixing at 40-45°C until the Natrosol 250 HR CS is fully hydrated and forms a gel. Then begin cooling to room temperature.
- Add Microcare PHD to the mixture with rapid to moderate propeller agitation at room temperature.
- In the main vessel, mix the Versene Na2 Crystals with the deionized water of Phase B using moderate propeller agitation at room temperature until the Versene Na2 Crystals are completely dissolved.
- Add the Pemulen TR-1 Polymer to the main vessel with rapid propeller agitation at room temperature. Continue mixing until the Pemulen TR-1 Polymer is fully hydrated.
- Add Phase A to Phase B with rapid propeller agitation. Continue mixing with rapid propeller agitation at room temperature until Phase AB becomes uniform.
- In separate vessel, mix the ingredients of Phase C at room temperature. Add Phase C to Phase AB with moderate propeller agitation.
- Add the AMP-Ultra PC 2000, Neutralizing Amine (15% Solution) of Phase D to Phase ABC to neutralize the Pemulen TR-1 Polymer. Mix until uniform.
- Add the Citric Acid, USP (15% Solution) of Phase D to the mixture to achieve pH 5-6. Continue mixing until uniform.
- Add Phase E to Phase ABCD with moderate propeller agitation at room temperature. Make sure the Chione Snowfall White S130D is well dispersed without any clumps.

**Typical Properties:** pH: 6 - 7  
Viscosity: 41 - 59kCP

<sup>1</sup> Preservative: Microcare PHD [Phenoxyethanol (and) Decylene Glycol (and) Propylene Glycol] by Thor Specialties Ltd.

Note: The information herein is based on our research and the research of others and is believed to be accurate. No guarantee of accuracy is made and the products are provided without warranty, expressed or implied and upon condition that purchasers shall make their own tests to determine the suitability of such products for their particular purposes. Likewise, statements concerning the possible use of these products are not intended as recommendations to use these products in infringement of any patent or in the treatment, prevention, or cure of any medical condition. INCI/trade names must be verified with each manufacturer. (Cleared for Public Disclosure)