



MOMENTIVE™
 inventing possibilities

No Transfer Mascara Featuring:
 SilForm* HyFlex emulsion

COLOR COSMETICS

SilForm Hyflex emulsion promotes long lasting wearability in no transfer mascaras like the one below. It also can help define each eyelash.

Phase	Ingredients	INCI Name	Wt (%)
A	Water	Aqua	qs to 100
	Triethanolamine	Triethanolamine	1.00
	CELLOSIZET QP 100MH hydroxyethyl cellulose ²	Hydroxyethylcellulose	0.30
	SilForm HyFlex emulsion¹	Bis-Ethylhydroxycyclohexyl Methacrylate Dimethicone/Butyl Acrylate Crosspolymer	8.00
B	Synthetic Beewax	Synthetic Beewax	8.00
	Ozokerite Wax	Ozokerite Wax	5.00
	Carnauba Wax	Carnauba Wax	3.00
	Microcrystalline Wax	Microcrystalline Wax	3.00
	Stearic Acid	Stearic Acid	3.50
	Alkest ¹ SP 80 ³	Sorbitan Oleate	1.00
C	Covarine Black WS 9199 ⁴	CI 77266 (and) Glycerin (and) Aqua (and) PVP	20.00
	Bentone Gel ¹ VS5-PC V ⁵	Cyclopentasiloxane (and) Distearidimonium Hectorite (and) Propylene Carbonate	0.50

Procedure:

1. Combine Water + CELLOSIZET QP 100MH hydroxyethyl cellulose and stir it at high shear speed.
2. Add the remaining ingredients of Phase A and homogenize.
3. Heat Phase A to 80°C.
4. Combine Phase B ingredients and heat to 80°C.
5. Add Phase B to Phase A and homogenize.
6. Add Phase C ingredients and preservative as desired and homogenize.

Typical Physical Properties:

Appearance:	Black liquid
pH:	7.0
Viscosity:	N/A
Stability:	4 weeks / 50°C

Typical properties are average test data, may vary and are not to be used as or to develop specifications.

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Suppliers:

1. Momentive Performance Materials
2. The Dow Chemical Company
3. OXITENO S.A.
4. Sensient Cosmetic Technologies
5. Elementis Specialties

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Revised: November 2016

CC5012