



PURE WHITE BRIGHTENING CLAY MASQUE

Formulated with **X50 Pure White CC Powder**, a revolutionary Cosmetic Drone™ delivery system that selectively targets specific cells and releases encapsulated whitening actives to the skin for maximum results. **X50 Pure White CC Powder** results in 13x brighter and lighter appearance*. This brightening mask is infused with Bentonite and Kaolin, bio-active minerals that help draw out impurities and detoxify the skin. **Cosmosil B**, a unique blend of two cold-pressed, golden vegetable oils offers a high Vitamin E content while **Chia Seed Oil** is rich in essential fatty acids keeping the skin youthful. **Olivatis™ 18** creates a stable emulsion with high sensorial characteristics of light and cushion texture feel.

PHASE A

Deionized Water	52.147%
Dissolvine® NA2-S^{1,2} (Disodium EDTA)	0.50%
Glycerin 99.7% USP Kosher ¹ (Glycerin)	4.00%
X50 Pure White CC Powder^{1,3} (Glycolic Acid (and) Lactic Acid (and) Polyvinyl Alcohol)	0.003%
Titanium Oxide (Titanium Oxide)	2.00%
NaOH 40% aq. solution (Sodium Hydroxide)	q.s.

PHASE B

Chia Seed Oil^{1,4} (Salvia Hispanica Seed Oil)	5.00%
Cosmosil B^{1,4} (Brassica Campestris Seed Oil (and) Oryza Sativa Bran Oil)	1.50%
Vitamin E Acetate ¹ (Tocopheryl Acetate)	0.50%
Endicare® TN¹ (C12-15 Alkyl Benzoate)	1.50%
Cetyl Alcohol (Cetyl Alcohol)	3.00%
Olivatis™ 18^{1,5} (Olive Oil Polyglyceryl-6 Esters (and) Sodium Stearyl Lactylate (and) Cetearyl Alcohol)	3.50%

PHASE C

Cetearyl Alcohol (Cetearyl Alcohol)	0.90%
Ceteareth-20 (Ceteareth-20)	0.90%
Pelavie® White Clay^{1,6} (Bentonite)	13.00%
Pelavie® White K Clay^{1,6} (Kaolin)	9.00%
Jojoba Meal¹ (Simmondsia Chinensis (Jojoba) Seed Powder)	1.25%

PHASE D

Polyamide-5 (Polyamide-5)	0.50%
Sharomix 704^{1,7} (Benzoic Acid (and) Sorbic Acid (and) Dehydroacetic Acid (and) Phenoxyethanol)	0.80%

*Based on Infinetec published studies



Suppliers

¹Coast Southwest, Inc. ²Akzo Nobel Functional Chemicals LLC, ³Infinitec Barcelona, ⁴International Cosmetic Science Centre, ⁵Medolla Limited, ⁶The Innovation Company®, ⁷Sharon-Laboratories, Ltd.

Properties

pH: 6.5-7.0

Viscosity: spindle 4 at 12.0 rpm = 11,000-13,000 cst.

Procedure

Phase A – In main vessel, combine Phase A ingredients in formula order under propeller mixing. Disperse Pure White CC Powder into the solution with speed of 400 to 500 rpm, mix until fully uniform. Begin heating the solution to 65-70°C. **Phase B** – In a separate vessel, combine Phase B ingredients in formula order under propeller mixing, and heat solution to 65-70°C. Once Phase B is fully uniform, add Phase B to Phase A with continuous mixing. Discontinue heat and begin cool down. **Phase C** – Once temperature reaches below 60°C, add Phase C to Phase AB under propeller mixing. Allot time for clay to fully disperse into Phase AB using continuous mixing. **Phase D** – Add Phase D to Phase ABC. Once fully uniform, transfer to a holding vessel.