



**Trust Your Gut
Mascara
(CPF 4601)**

Trust Your Gut Mascara (CPF 4601)

Celebrate love for beauty & self-expression with **Trust Your Gut**. This innovative formulation shares the joy of applying makeup with ease and confidence. Cooling sensation on every application guide you to prevent smearing of black pigment and get gorgeous volume in a few light strokes.

| Components | Supplier | INCI name | Wt.% |
|---|---------------|---|-------------|
| Water | | | 86.35 |
| VERSENE™ Na2 Crystals | DOW | Disodium EDTA | 0.10 |
| MaizeCare™ Clarity Polymer | DOW | Hydrolyzed Corn Starch | 5.00 |
| CELLOSIZETM PCG-10 Hydroxyethylcellulose | DOW | HydoxyethylCellulose | 1.20 |
| Sodium Hydroxide | | Sodium Hydroxide | q.s. |
| ACULYN™ Excel | DOW | Acrylates Copolymer | 3.50 |
| Citric Acid | | Citric Acid | q.s. |
| Glycerin | | Glycerin | 3.00 |
| Neolone PH 100 | LANXESS | 2-Phenoxyethanol | 0.80 |
| Maxxi Boropearl Shimmer Nova Silver | Maxxi Quimica | Calcium Titanium Borosilicate (and) Tin Oxide (and) Silver | 0.05 |

Procedure:

1. Add VERSENE™ and MaizeCare™ Clarity to water and mix until completely solubilized.
2. Add CELLOSIZETM slowly and then sodium hydroxide to accelerate solubilization.
3. Add ACULYN™ Excel.
4. Adjust pH up to 10 with NaOH and down to 7 with citric acid (back acid).
5. Add glycerin, preservative and glitter in this order while mixing.



Images: dow_58822723457, dow_78605854870

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