

powerplay vitafruit gel cream

formula # 100-10147

material # 906022

claim to fame

—
superfruit shot –
morning wake up cream –
advanced energy infusion

—
camu camu superfruit
with Suprastim™

—
jelly-like texture with
FlexiThix™

—
skin moisturization with
Lubrajel® Oil Free

description

Unique, silicone free, jelly-like texture applies smoothly, delivers moisture, and leaves the skin feeling pampered. The combination of FlexiThix™ with Ashland acrylate polymers gives the jelly-like structure with a silky soft finish, while the Lubrajel® Oil Free hydrogel contributes to the moisturizing benefits of this formula.

ingredients

Suprastim™ biofunctional

Camu camu "superfruit" extract rich in vitamin C with antioxidant nutritive and energizing properties to help mitigate the signs of skin fatigue and revive skin, providing a healthy glow.

FlexiThix™ polymer

Patented thickener that provides a pleasant after-feel and requires no neutralization, imparts viscosity to glycols and plays an essential role in jelly-like appearance.

Lubrajel® Oil Free hydrogel

Provides slip and moisturization to the formula.

Optiphen™ HD and Optiphen™ 200 preservatives

Broad-spectrum preservative system.

Antaron™ Sensory / Ganex™ Sensory polymer

Delivers a softer after feel while contributing to formula stability.

RapiThix™ A-60 polymer

Provides formula stability and increased viscosity. Easy to use and does not require neutralization. Delivers smooth gel cream texture.

Ceraphyl™ SLK ester

Imparts a silky, light and powdery feel to the formulation.

typical properties

description:	pearlescent orange creamy gel
pH:	6.0 – 6.5
viscosity (D1):	30 000 – 50 000 cps (Brookfield RVT Spindle B 5 RPM 1 minute 25°C)

This formula has passed 3-month accelerated lab stabilities and a 28-day challenge efficacy test. However, the preservative system has not been optimized to its lowest effective level.

Delivers hydration after 4 hours and 8 hours.

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ingredients (trade name INCI)		% w/w	supplier
phase A			
purified water	Water/Aqua	qs. 100	Local
Tetrasodium EDTA	Tetrasodium EDTA	0.05	Local
Lubrajel® Oil Free hydrogel	Glycerin (and) Glyceryl Acrylate/Acrylic Acid Copolymer (and) PVM/MA Copolymer	7.00	Ashland
Optiphen™ HD preservative booster	1,2-Hexanediol	3.00	Ashland
butylene glycol	Butylene Glycol	7.00	Local
glycerin	Glycerin	5.00	Local
phase B			
FlexiThix™ polymer	PVP	2.00	Ashland
phase C			
Montanov® 68	Cetearyl Alcohol (and) Cetearyl Glucoside	0.20	Seppic
Optiphen 200 preservative	Phenoxyethanol (and) Caprylyl Glycol	0.90	Ashland
Ceraphyl™ SLK ester	Isodecyl Neopentanoate	2.50	Ashland
Lexfeel® N5	Diheptyl Succinate (and) Capryloyl Glycerin/Sebacic Acid Copolymer	1.00	Inolex
Antaron™ Sensory / Ganex™ Sensory polymer	VP/Acrylates/Lauryl Methacrylate Copolymer	0.25	Ashland
phase D			
alcohol 96°	Alcohol	10.00	Local
phase E			
RapiThix™ A-60 polymer	Sodium Polyacrylate (and) Hydrogenated Polydecene (and) Trideceth-6 (and) Tridecane	0.50	Ashland
Smart5	Isododecane (and) Hydrogenated Tetradecenyl / Methylpentadecene	5.00	IMCD
PF Caipirinha Fresh G11724962	Fragrance/Parfum (and) Benzyl Salicylate (and) Citral (and) Limonene (and) Linalool (and) Butylphenyl Methylpropional (Lilial)	0.30	Robertet
phase F			
Suprastim™ biofunctional	1,3-Propanediol (and) Water/Aqua (and) Myrciaria Dubia Fruit Extract	1.00	Ashland
Unicert® Yellow 08005-J (Sol. 1%)	CI 19140 (yellow 5)	0.35	Sensient
Unicert Red 07004-J (sol. 1%)	CI 14700 (red 4)	0.25	Sensient
Timiron® Silk Gold	CI 77891 (Titanium Dioxide) (and) Mica (and) Tin Oxide	1.00	Merck
total		100.00%	

procedure

1. In the main beaker, mix phase A ingredients while heating to 70°C.
2. When phase A is homogeneous, sprinkle in FlexiThix polymer and homogenize until smooth.
3. In a side beaker, heat phase C ingredients (except Antaron/Ganex Sensory polymer) at 70°C until all melted. Then wet Antaron/Ganex Sensory polymer in phase C under stirring.
4. At 70°C add phase C (polymer stands as a wet powder) into the main vessel and homogenize. The formula should be homogeneous.
5. Cool down the batch.
6. At 25°C add phase D slowly and mix until smooth.
7. Then, add phase E ingredients one by one and mix well between each addition until smooth (viscosity increases).
8. At RT, premix phase F under stirring, add to the main beaker and mix well until homogeneous.
9. Stop once the batch color is uniform.

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