

MACROBEAD® 7100 Dimethicone Exfoliating Delivery System

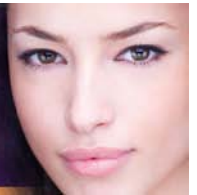
Description: A family of patented, multi-functional delivery systems capable of “self-regulated” exfoliation while delivering the ingredients entrapped in their core. MACROBEAD scrubs slowly break down into smaller, softer particles minimizing the potential for over-scrubbing and the associated irritation. As the particles break down, the MACROBEAD products deliver the ingredient entrapped in their core. Through the delivery of mineral oil or dimethicone helps provide exceptional after feel and the unique ability for skin protection claims from exfoliant products.

Typical Properties

Composition (INCI Name):	Lauryl Methacrylate/Glycol Dimethacrylate Crosspolymer (and) Dimethicone
Appearance:	White powder
Particle size:	200 – 400 micrometers
Ingredient Level:	35 ± 3% (0.35 grams/ gram of product)
pH Stability of Polymer:	3 – 11
Solubility of polymer:	Insoluble

Benefits

- Effective, yet gentle exfoliation
- Rubout that precludes over-scrubbing
- Controlled particle attrition provides sensory cue of gentleness
- Leaves behind a luxurious after feel providing sensory indicator of effectiveness
- Enables simple formulation of novel facial and body cleansers/washes featuring high levels of silicones



Typical Applications

- ❖ Facial and Body Scrubs
- ❖ Oil-free Acne Cleansers
- ❖ Anti-aging Cleansers
- ❖ Skin Polishers
- ❖ Liquid Soap
- ❖ Bar Soap
- ❖ Medicated Shampoos

CUSTOMIZED PRODUCTS

In addition to the standard products, the MACROBEAD system can also be customized. Because of their unique combination of properties, the use of MACROBEAD products can create novel new claims when customized. Some of the potential applications possible through customization include:

- Fragrance delivery and extension while exfoliating;
- Delivery of acne medications during facial or body cleansing;
- Incorporation of colored materials for enhanced visual effect.

Formulating with MACROBEADS:

The base polymer of the MACROBEAD system is insoluble in all common cosmetic solvents, as well as having excellent stability across a broad range of pH and temperature variations. This allows the MACROBEAD product to be incorporated into a variety of exfoliating and cleansing vehicles such as masks, cleansers, gels and soaps. The larger MACROBEAD product can also provide a pleasing visual cue, helping support the novelty of the claims that can be made with these products.

When using MACROBEAD products in colloidal systems such as clay masks or emulsion systems like cleansers, the delivery scrubs can be added to either the water or oil phase, or can be added to the emulsion during cooling. MACROBEAD products are also able to be used in a variety of gels, including carbomer gels requiring neutralization.

Storage Recommendations:

Store under normal warehouse conditions, ranging from 40-100°F, in the original unopened container

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