

Phoenix Concepts & Innovations

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ASSURING CONTINUED FORMULATION ADVANCEMENTS

A cornucopia full of functional specialties are featured here to help assure your achievement of formulating advancements. In keeping with the popular all natural path, we feature two 100% vegetable derived products, **Pelemol P-1263**, an emulsifier proven to provide superior viscosity and **Pelemol P-810**, an ultra dry ester which will improve the sensory benefits of cosmetics. Additionally, we are pleased to introduce our **Pelemol D5R-1** an increasing popular cylcomethicone substitute, and **Pelemol C25EH**, a uniquely light synthetic ester. Further, we trust you will discover that **Pecosil G-10** is one of the great achievements in assuring a cosmetic with a light satin elegance.

Every girl out there has a passion for lipstick and that's a natural fact. Our **Paris Pelemol** is eager to review how her new Lipstick, "Flawless," will provide long lasting color and moisturization!

Finally, we know you will enjoy our Chef's Chicken Cacciatore. It is a great meal full of earthy flavors to enjoy with all the fall classics.

Pelemol P-1263: An Elegant and Natural W/O Emulsifier

Naturally derived functional ingredients are driving new product development in the field of cosmetics. Phoenix has announced the launching of the all-natural, and polymeric **Pelemol P-1263** (Polyglyceryl-10 Hexaoleate (and) Polyglyceryl-6 Polyricinoleate), a unique alkylene-oxide free water-in-oil emulsifier. This emulsifier will provide formulators with an edge in making creamy lotions and rich creams that are light and easily absorbed. Additionally, this mild and non-sensitizing product can reduce manufacturing costs and ease of formulation through cold process techniques.

Pelemol P-1263 is comprised of unique plant derived polymers with considerable hydrophilic functionality and balanced hydrophobicity which make it possible to prepare water-in-oil emulsions that constitute stable compositions that promote the following benefits:

- W/O Emulsions formed with a single emulsifier providing superior viscosity
- Production of W/O Emulsions with a light, fresh and creamy feel
- Excellent emulsion stability due to its high molecular weight
- Emulsification at low usage level and high internal phase loading
- Also suitable as a co-emulsifier with high HLB emulsifiers for W/O Emulsions

Pelemol P-1263 is highly compatible with actives and formulation ingredients such as sunscreens (organic and physical



particulates), electrolytes, pigments and high and low pH ingredients.

From a formulating standpoint, **Pelemol P-1263** is an easy to use ingredient. It is a liquid material that can be used in both room temperature and hot emulsification. It can emulsify and stabilize a wide variety of materials without co-emulsifiers including: combination with glycerol, glycols and sorbitan esters.

Pelemol P-1263, used at 2% to 4%, will produce low to medium viscosity emulsions with excellent heat stability. A study on formulation efficacy found that **Pelemol P-1263** consistently creates emulsions with superior viscosity to PEG-30 Dipolyhydroxystearate.

Pelemol P-1263 is certainly a cutting edge formulating emulsification advancement in keeping with the popular all natural path. Use it as a formulating aid to assure your emulsion systems are elegant and easily absorbed.

Paris Pelemol's Beauty Forum

Hello Friends,

When my friends at Phoenix Chemical first asked me to create a long lasting lipstick, I immediately thought of the downside of long wear lipstick: the dryness. I set out to solve this problem and create a truly moisturizing lipstick with feather light shine and staying power. I call it "Flawless." It takes a little longer to dry but, once it sets, you will be amazed at how long it lasts. After all, the last thing you want to worry about is your lipstick wearing off halfway through the day (or night). So ladies go ahead, drink that cocktail, eat that bucket of popcorn, kiss that cute boy—Paris at Phoenix Chemical has got your back!

Long lasting lip color is something that can be achieved with the right products. It starts with making sure that the skin on your lips stays moisturized; this helps lip color to glide on smoothly and stay on! Two products were essential to this breakthrough, **Pelemol P3D** and **Pecosil G-5**.

- **Pelemol P3D** (Polypropanediol Dimer Dilinoleate) is a soy and corn derived ester designed to drench your lips with shine as the product features a refractive index of 1.486!
- **Pecosil G-5** (Dimethicone/Phenyl Methicone/Poly C₃₀₋₄₅ Olefin) melts into skin with sheer feather-light satin elegance to both glide rich pigments and retain moisture to the lips. It also acts as a foundation to help control smearing.

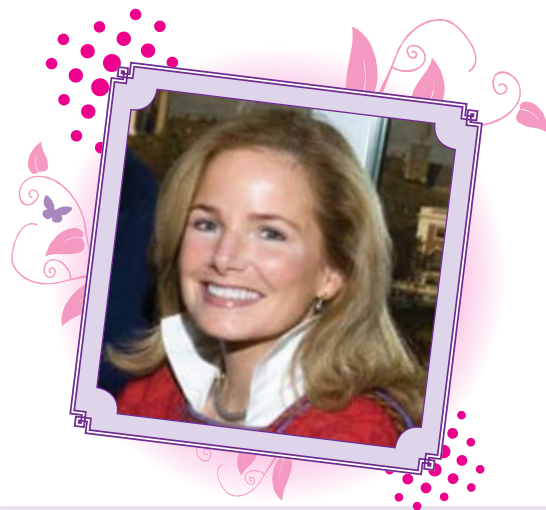
The genius behind the ultra long staying power of "Flawless" is **Giovarez BTB-50** (Behenyl Methacrylate/t-Butyl Methacrylate Copolymer).

- **Giovarez BTB-50** is a patent pending polymeric film-former that delivers state-of-the-art transfer resistance. This product is an insurance policy for color that does not budge thus providing kiss-proof lips. Once it sets, color won't come off without serious effort. Further, it feels light and comfortable on your lips—you won't even know it is there.

"Flawless" is a must have for long lasting lip color and keeping your lips soft and kissable—never dry! Try it and enjoy looking great all day on the job and through the evening as well.

With Love and Beauty,

Paris Pelemol



Who is Paris Pelemol?

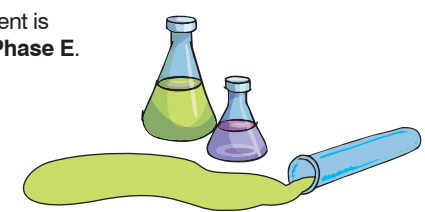
Paris Pelemol, energetic cosmetic formulator and cosmetic guru believes that beauty is an attitude and beauty starts with quality. When it comes to seeking quality, Paris is all business. She is a woman who lives for beauty and refinement. Her clientele are known for having "the best." She desires quality because quality speaks for itself. Her formulations consist of cutting edge technology and are frequently sighted as the benchmark for elegance. Paris is brimming over with knowledge regarding which cosmetic materials will deliver a blue print for imparting elegance to beauty products. Paris will guide you every step of the way to identifying the key ingredients that will enable you to achieve your dream formulations and help your clients look their absolute best! Beauty is within reach, with a little help from Paris.

Flawless Transfer-proof Lipstick (PTC5-14/2)

Product	INCI Name	Company	Percent
Phase A			
CL300	Polyethylene	Honeywell	4.70
PELEMOL® GTB	Tribehenin	Phoenix Chemical, Inc.	4.70
Ozokerite 1020	OzoKerite	S&P	2.80
Paraffin 674	Parrafin	S&P	2.15
Beeswax	Beeswax	S&P	4.00
PELEMOL® P3D	Polypropanediol Dimer Dilinoleate	Phoenix Chemical, Inc.	20.05
Phase B			
Red 7/Squalane	Red 7/Squalane	LCW	1.50
Red I/O Squalane	Red I/O Squalane	LCW	1.00
Black I/O Squalane	Black I/O Squalane	LCW	0.25
TiO2/Squalane	TiO2/Squalane	LCW	1.50
Yellow 5/Squalane	Yellow 5/Squalane	LCW	0.25
Phase C			
Silk Mica	Mica	EMD Industries	4.00
MP-29	TiO2/Mica	EMD Industries	5.00
Phase D			
Liquipar oil	Isopropyl Paraben, Isobutyl Paraben, Butyl Paraben	ISP	0.50
GIOVAREZ BTB-50	Behenyl Methacrylate/t-Butyl Methacrylate Copolymer	Phoenix Chemical, Inc.	25.00
PECOSIL® G-5	Dimethicone/Phenyl Methicone/Poly C₃₀₋₄₅ Olefin	Phoenix Chemical, Inc.	8.00
Permethyl 99A	Isododecane	Presperse	14.00
Phase E			
Flavor		Bell	0.60
TOTAL			100.00

Procedure: Heat **Phase A** to 85-90°C to melt waxes. Once melted add **Phase B** and cool to 75°C. When pigment is uniform add **Phase C**. Premix **Phase D** until no lumps are seen. Add premixed **Phase D** to **Phase ABC**. Add **Phase E**.

CHARACTERISTICS			
Transfer-proof	Not Drying on Lips	Good Color Laydown	Shine



New Esters Featuring the Extremely Light Touch

Plant Derived Material

Extremely Dry

Crystal Clear

Achieving an innovative light skin feel is a key to improving the sensory benefits of cosmetics. Phoenix is pleased to introduce **Pelemol P-810** (Propanediol Dicaprylate/Caprate), **Pelemol C25EH** (C₁₂₋₁₅ Alkyl Ethylhexanoate) and **Pelemol D5R-1** (Ethylhexyl Isononanoate (and) Cetyl Dimethicone) three new esters which will considerably improve cosmetics texture, flow and application. They are ultra dry and offer the ability to solubilize an array of lipophilic cosmetic raw materials, decrease tack and improve spreadability. These properties assure their success in an array of applications including: moisturizer, facial moisturizer/treatment, foundation, sunscreen, make-up, anti-aging, concealer, lipstick, blush, fragrant lotion and eye-cream.

Completely Vegetable Derived

- **Pelemol P-810** is the latest advancement in our plant derived materials esterification program. The product is derived from corn and coconut and is strongly suggested as a 100% vegetable derived replacement for synthetically derived dry esters.

The Driest Ester

- **Pelemol C25EH**, though extremely dry, leaves an almost imperceptible light cushion.

Cyclomethicone D5 Functional Replacement

- **Pelemol D5R-1** is designed to mimic the sensory properties of Cyclopentasiloxane D5. It is crystal clear at 25°C and remains crystal clear with no separation down to 0°C.

Take the sensorial approach and innovate the light skin feel way. Use these new emollient esters to considerably enhance the after-feel and characteristics of your personal care formulations.



Today's Special: Chicken Cacciatore

- 1x4 lb disjointed chicken (leave skin on for more flavor)
- 2 large yellow onions, diced
- 10 garlic cloves, sliced thin
- 1 large cup fresh Italian flat leaf parsley
- ½ cup fresh chopped basil

- 2 lb fresh crimini or baby bell mushrooms, washed and sliced
- 1x1 lb 12oz can of tomato puree
- ½ cup olive oil
- 4 tbsp butter
- 1 tsp each of salt and black ground pepper

Add olive oil and butter to a deep 4 qt pan over low heat. When butter has melted, sauté chicken until lightly browned on all sides. Remove chicken and set aside. Add onion and garlic to the same pan and sauté until onions are soft. Return chicken to pan. Distribute parsley and basil over chicken. Add salt and pepper and pour tomato puree evenly over the top of chicken. Distribute mushrooms over the tomato. Cover and allow to simmer for 1 hour. Chicken should be very tender and almost falling off the bone.

Can be served over pasta or with a vegetable side such as sautéed broccoli rabe, or simply with crusty Italian bread.

Feeling Like a Million Bucks in the Cyclomethicone-free Era

There's nothing about a luxurious silicone gel that we don't love. And nothing has delivered that high tax bracket feel better than our fantastic **Pecosil G** (Dimethicone/Cyclomethicone/Phenyltrimethicone/Trimethylsiloxysilicate). As arguably the silkiest material on earth, it has been passionately used to improve the skin feel of an array of cosmetic compositions. Today, Phoenix is excited to announce that your compositions will feel just as rich with our new cyclomethicone-free **Pecosil G-10** (Dimethicone (and) Isododecane (and) Trimethoxysilicate (and) Ethylhexyl Hydroxystearate (and) C₃₀₋₄₅ Polyolefin). **Pecosil G-10** melts into skin and retains the benchmark luxurious high satin feel that formulators have known with **Pecosil G**.

Pecosil G-10 is one of the great inventions of the cyclomethicone-free age. Use it and your formulations will impart a feather light softness to the skin.

