

*Build luscious,
luxurious eye lashes with
PHOENIX specialty ingredients..*

LASH CURLING MASCARA



Baseline

Post Application

Post 10 Splashes



For perfectly framed eyes...

- Builds volume and thickness without clumping
- Increases base to tip lift and curl
- Boosts eye lash lengthening
- Maintains moisture resistancy after rinsing

Studies conducted by AMA Labs,
216 Congers Rd. New City, NY 10956

LASH CURLING MASCARA AX-47-469-B

Trade Name	INCI Name	Company	Percent
A Deionized Water	Water		57.50
B Glycerin	Glycerin		5.00
C Black Iron Oxide	Black Iron Oxide C33-134	Sun Chemical	17.50
D GIOVAREZ® P 0580	Polyurethane -21	Phoenix Chemical	8.50
D PECOGEL® H-12/PF	VP Polycarbamyl Polyglycol Ester	Phoenix Chemical	1.15
E Phenonip	Phenoxyethanol & Methylparaben & Ethylparaben & Butylparaben & Propylparaben & Isobutylparaben	Clariant	1.00
F Kobo Nylon-66 Fiber 20D	Nylon-66 and Titanium Dioxide	Kobo	0.20
G Sepinov EMT-10	Hydroxyethyl acrylate (and) Sodium Acryloyl Dimethyl Taurate Copolymer	Seppic	1.25
H Sympeptide 235	Water (and) Pentylene Glycerin (and) Myristol Hexapeptide-16	Symrise	0.10
H Sympeptide 226	EL Water (and) Glycerin (and) Myristol Pentapeptide-17	Symrise	0.10
I Keratin IFP-HMW	Keratins	Sigma Aldrich	0.20
J GIOVAREZ® BTB-50	Isododecane & Behenyl Methacrylate/t-Butyl Methacrylate	Phoenix Chemical	4.19
			100.00

Procedure: Weigh water and begin mixing while adding Phase B. Begin homogenization and add Phase C colorant and homogenize for 10 minutes. When batch is uniform add Phase D, continue homogenizing. Add Phase E and Phase F, continue until batch is uniform. Add Phase G continuing to homogenize for 10 minutes, followed by the addition of Phases H and I. When batch is uniform add Phase J and mix until batch is homogenous.

Characteristics of Mascara: Glossy, black substantive emulsion.

Ingredients	Function
PECOGEL® H-12/PF	Polymer that provides water resistancy
GIOVAREZ® BTB-50	Polymer that provides a glossy, continuous, hard, water-insoluble film
GIOVAREZ® P0580	a high gloss, abrasion resistant coating derived from a low viscosity easy to apply aqueous emulsion