

# 3 Phase Make-up Remover

HB-DE-23-DF-4681583-005



## Main Claims:

- Cold Process.
- Innovative format.
- Efficient make-up remover.
- Alternative Silicone based.
- Minimalist Formulation (13 INCI's).
- No greasy film or residue on skin.

## Market trend:

**+120%** growth in face tri-phase cleansers

2021 vs 2023\*



## Cetiol® Ultimate

Volatile, ultra fast-spreading and dry emollient; a 100% renewable-based alternative to Cyclomethicone. Ultra light hydrocarbon emollient, provides a silicone oil-like, powdery and waxy-dry skin feel.

## Cetiol® C5

100% derived from renewable feedstocks, fast spreading emollient providing silicone-like after feel.

## Cetiol® CC

A multifunctional dry emollient. Provides a dry and velvety skin feel. Supports the incorporation of powders.

**Effortlessly remove even waterproof makeup with this formula. Effectively lifts away dirt, oil, and impurities, leaving your skin clean, refreshed, and nourished.**

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## HB-DE-23-DF-4681583-005

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	30.00	
	Glycerin	Glycerin	10.00	Humectant
	Sodium Chloride	Sodium Chloride	6.00	
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	Vitamin B12	Cyanocobalamin	0.02	Colorant
B	Hexylene Glycol (Solvay)	Hexylene Glycol	27.66	Humectant
C	<b>Cetiol® CC</b>	Dicaprylyl Carbonate	6.25	Emollient
	<b>Cetiol® C5</b>	Coco-Caprylate	12.50	Emollient
	<b>Cetiol® Ultimate</b>	Undecane, Tridecane	6.25	Emollient
	Ext D&C Violet No. 2 (1% solution)	CI 60730	0.02	Colorant
D	Perfume*	Parfum	0.80	Fragrance
	Citric Acid	Citric Acid	q.s.	pH Adjustment

## Manufacturing Process

**Cold Process:** 1. Prepare phase A and solve all ingredients, adjust the pH to 4,8 with citric acid. 2. Prepare phase B & C, add the perfume in B or C. 3. Combine all phases, the quantity of each phase is variable

\*Düllberg Frozen Berries Natura



## Specifications

Aspect	3 phase, light rose, transparent and light violet
pH value (20°C)	4.8

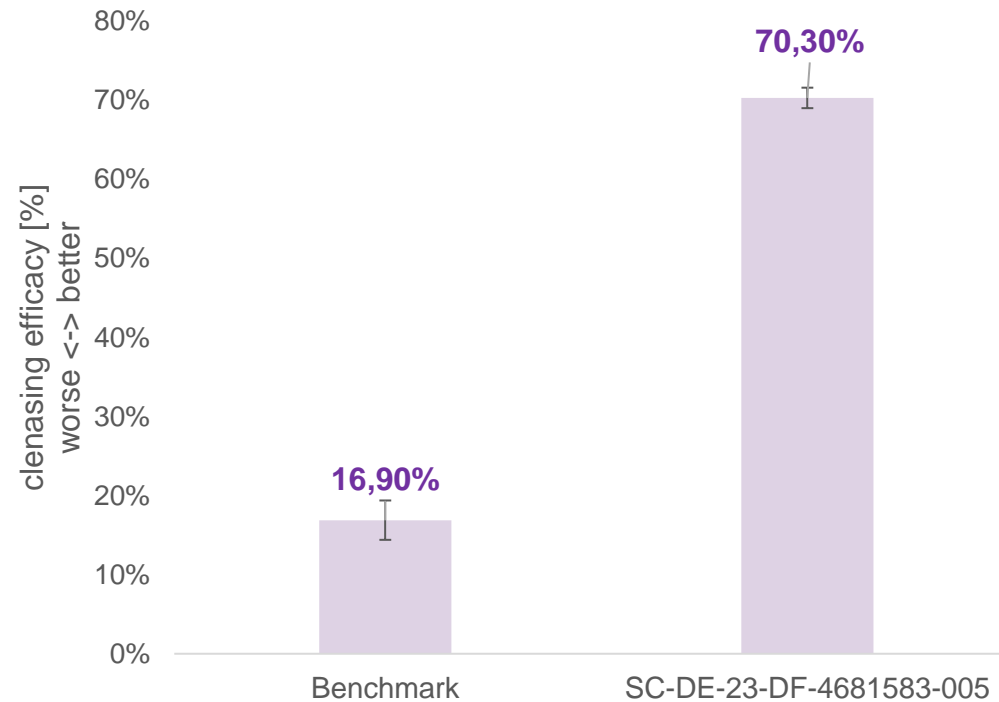
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## Performance Evaluation



### Cleansing of Waterproof Mascara in-vitro



Formulation shows an excellent cleansing efficacy of 70% & significantly better efficacy compared to benchmark.