

NEW AT CLASSIC



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NEW ADVANCES

2010 Begins

As 2010 progresses, we are thankful to see a few bright spots in the economy beginning to emerge.

We are especially grateful for you, our loyal customers, who have continued to place their confidence in our *Classic Surfactants* and *Classic Fine Ingredients* lines.

These two lines together with our trusted long-time suppliers have improved and strengthened our position on more and more materials each year.

Here's to your success in the remainder of 2010.

Classic Surfactants

IT'S ONLY HAND SOAP

TEA Lauryl Sulfate

Classic TLS has long enjoyed popularity in quality shampoos. It's the mildest of the popular alcohol sulfates and is 40% active. For economical easy-to-make hand soap we suggest a simple solution of 3 parts water to 1 part Classic TLS. For most requirements no buffering or thickening is needed. Preservative is suggested. Fragrance is optional.

SAVE TIME, MONEY AND COMPOUNDING ERRORS

DEA IS HERE TO STAY – COCAMIDE THAT IS!

CLASSIC CE

Classic Surfactants is proud to announce our best position ever on this often used surfactant. May we help you?

DON'T USE A QUITER (TO THICKEN SURFACTANT BLENDS)

DERMOTHIX 75 AND DERMOTHIX 75 LIQUID

Does your surfactant thickener just thicken and then quit? Dermothixes thicken most surfactant blends then keep on working to stabilize foam, fragrance and color. Excellent 1:1 perfume solubilizer and emollient enhancer. All of this at no extra cost.

Announcing: MAQUAT BTMC-25%

INCI: Cetearyl alcohol and Behentrimonium Chloride

For years, many formulators and compounders have enjoyed the economy and convenience of using MAQUAT SC1632 as a stearylalkonium chloride blend for hair conditioners. At the same time, behenyl quats such as a Maquat BTMC 85% have gained popularity. Now Mason Chemical is offering the benefit of a behenyl quat blend for about \$0.15 per 8 oz. bottle more than our SC1632. An added feature is the lack of PEG label copy. If you would like to consider an upgrade at realistic prices please let us know at Classic.

Green Agencies / Mason Chemical and YOU

Mason Chemical has over 87 ingredients for household and cosmetic formulation for the following agencies. If this list could be useful for requirements or marketing, please ask us for a copy.

Naturally Derived



These Ingredients are all naturally plant derived – some from soy, some from palm and some from coconut and corn. Mason leads the industry in plant derived feed-stock where most competitors continue to rely on olefin feed-stock.



These ingredients are certified as being preferred and recommended for use by EPA's CleanGredients program, and more Mason ingredients are being added all the time. Formulating certified products is now much easier.



These ingredients have been REACH Pre-Registered, or for EINECS Polymer exempted products, the monomers have been PreRegistered to meet the changing requirements for ingredients on a Worldwide scale.



These ingredients are consistent with the goals of voluntary U.S. EPA 2010/15 PFOA Stewardship Program based on Short-Chain ($\leq C_6$) Technology cannot break down into PFOA ($\geq C_8$ in the environment, and represent a superior environmental, health and safety profile to alternative "C4" chemistry: perfluorobutanoic acid (PFBA) and perfluorobutane sulfonate (PFBS).



These ingredients report the Biorenewable Carbon % as a single comparative value in determining the relative "greenness" of an ingredient, calculated as a ratio of biorenewable carbons by the total number of carbons in a molecule or blend. All Mason Biorenewable Carbon is from plant feed-stock, not animal.

Here Comes the Sun

Most of our customers realize that Classic stocks the major sunscreens. Here are some related guidelines from several of our suppliers.

From the Lab

At Alzo International

The following Alzo esters all solubilize Benzophenone 3:

Dermol IPS (Isopropyl Stearate)
Dermol DIA (Diisopropyl Adipate)
Dermol 99 (Isononyl Isononanoate)
Dermol ICP (Isocetyl Palmitate)
Dermol CO (Cetyl Octanoate)
Dermol 25-B (C12-15 Alkyl Benzoate)
Dermol M-5 (Caprylic/Capric Triglyceride)

Suggested Sunscreen Levels:

SPF 45 UVA-UVB Lotion (SPF must be Confirmed)

Oxybenzone 6.0%
Octocrylene 2.0%
Octisalate 4.75%
Avobenzone 3.0%
Homosalate 12.25%

2 for 1!

Sound too good to be true?

Most sunscreen formulas contain some sort of emollient: most often an ester. By using Elefac I-205 you not only incorporate emollience, but add several more SPF numbers to the product.

Free Charts

Alzo International has published two new specialty ester guides – one for Alzo and one for Bernel Products. These handy guides can be obtained from your Classic representative or our office.

Why Pay More?

Preserve your money

Classic is now able to offer an increasingly popular preservative, our **Classic PE 9010** (INCI: Phenoxyethanol and Ethylhexyl Glycerine). We have an excellent price position on material from an established preservative manufacturer.

Anti-Bacterial Hand Lotion

Mason does it again with Nobac® L! Anti-Bacterial Lotionized Hand Sanitizer

Nobac® L is a formulation that features Mason Personal Care ingredients for unique non-greasy, conditioning and moisturizing properties that leave the skin with a soft, refreshing and silky after-feel.

Formula and Mixing Instructions for Nobac® L

Ingredient: Wt. %

Water	to 100.0
Nobac BZK NF/USP	0.26
Macat BD	2.00
Cetearyl Alcohol	4.00
Petrolatum	2.50
Macare LL	2.00
Glycerin	1.50
Enhansys M-100	1.00
Dimethicone	0.10
Lactic Acid, 88%	0.45

Viscosity @20°C, Brookfield LV2@12: 3-6,000cps; pH 4.0-5.0

Procedure:

Charge ingredients Water-Dimethicone. Heat to 80-85°C, mixing until homogeneous. Add Lactic Acid, Cool to ambient temperature, QC and package.

INCI Names:

Macat BD: Behenamidopropyl Dimethylamine
Macare LL: Lauryl Laurate
Enhansys M-100: Glycereth 2-Cococate and Benzoic Acid.

Natural Colors

As the FD&C color selection has dwindled over the years, an additional requirement has sometimes been demanded by marketing; that is 'natural colors'. Classic is currently considering such a line of FOOD GRADE NATURAL COSMETIC COLORS. If this is of interest, please let us know and we will pursue this line and furnish data for your evaluation.

Ultraperl 54 Extender

Our new Ultraperl 54 is a pigment extender for color cosmetics. It can replace Sericite and imparts a silky feel to formulations.

Building Blocks

(Not your kid's Legos)

Classic Fine Ingredients continues to offer formulation "Building Blocks" of commodity and semi-commodity nature. This issue's ingredients include:

Oleyl Alcohol
Lactic Acid
Polyquaternium 7

Polyquaterium 10
Pumice
Octyl Dodecanol

Intarome

What can a **Fragrance Company** do for me?

Intarome can offer far more than just a few submissions for you next fragranced product. They have done considerable work in identifying market trends and specific product categories and their corresponding fragrance requirements.

Intarome's latest area of research and development is that of Exotic Spa Fragrances. If this or any other product category ideas are of interest, please let us know at Classic.

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