

NEW AT CLASSIC



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RAWS IN STOCK

Recent additions to the Classic line. Also, two soaps for our industrial customers to consider.

NEW ADVANCES

Recession or Opportunity?

We believe that our industry, though affected by the economic downturn, is in a fortunate position.

The demand for green and high-end products remains strong. Likewise, the challenge to make cost-effective / lower end products is greater than ever.

At Classic we are now able to offer a greater variety of raw materials at all performance and cost levels. We trust you can benefit from at least a few Classic Materials.

Many compounders require a low cost, effective base for shampoo, body wash and hand soap.

FORMULA BASE

Water	72%
Classic ES-60 (Sodium Laureth Sulfate 60%)	15%
Classic LO (Lauramine Oxide)	10%
Classic Pearl	+/- 3%
NACI – salt	q.s.

PROCEDURE

Add LO to about 1/3rd water and agitate. Slowly add ES-60 with mild agitation. Add remainder of water while agitating. Add pearl to mix. Adjust Viscosity with NACI. Add Fragrance and Preservative q.s. Finished product will be approx. pH 8. Buffering to pH 6-7 may require an inert thickener to reach desired viscosity. Dermothix 75 or 75 Liquid recommended.

ADVANTAGES INCLUDE

VERSATILITY – Useful for shampoo, body soap, hand cleaner, etc.

Light or White Color – Add the pearl or not, and get clear or white color without yellow.

Low Cost with Performance – Excellent Flash foam and foam stability with gentle cleansing.

Pearl Adds Slip, Feel and Conditioning – Or delete the pearl for a clear product.

Simplicity – Only three surfactants (or two for clear).

Surfactant cost is Approx. \$2.75/gallon

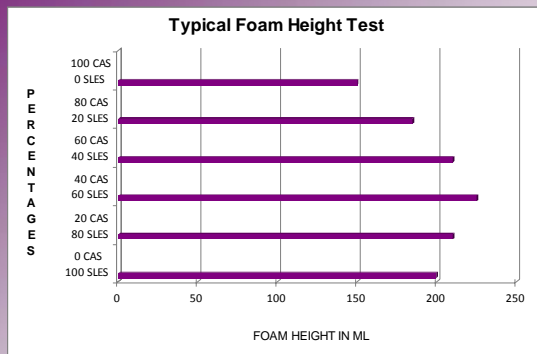
CLASSIC CAS

In the last several years, the popularity of our Cocamidopropyl Hydroxysultaine has increased dramatically. **WHY?**

ADVANTAGES

- High concentration – 50%
- Most cost effective mild surfactant available
- Viscosity builder with anionics
- Mildness to skin and eyes approaching imidazaline amphoteries
- Typical foam tests confirm that Classic CAS improves foam in Anionic (SLES 30) formulas

FOAM TEST



Behenyl Quat Conditioning with an Easily Cold-Mixed Liquid?

Yes, Classic BC-25

INCI Name: Behenamidopropyl PG-Dimonium Chloride

Pack size 110 lbs drum selling for @ \$5.00/lbs

Properties:

Physical Form	White to Slightly yellow cream
Active, %	>25%
pH, 10% solution	4.0-7.0

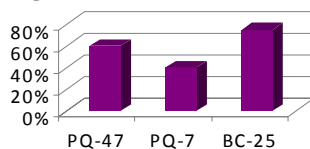
Typical use Levels and Application

- 1.0 -3.0 % for shampoo
- 4.0 – 5.0 % for hair conditioner
- 2.0 – 4.0 % for facial cleansers

Additional Benefits

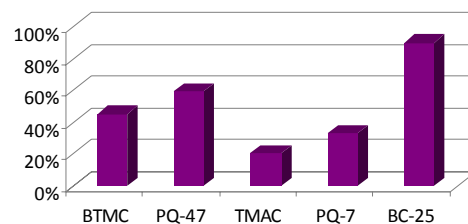
- Cold Process
- Anionic Compatible
- Anti-Microbial Properties

% Reduction of Resistance in Combing Hair Bunch in Wet Condition



BC-25 shows greater than 70% reduction in resistance when wet compared to other

Moisturing Effect to Hair



BC-25 shows greater moisturizing effect than other conditioning agents

Jarchem Innovations

Jarplex CU-WD – INCI: Cupuacu Butter Glycerides

Naturally (no E.O., PEG, or Petroleum) water dispersible cupuacu butter. Versatile exotic hair and skin care applications.

Jarplex AA-EX – Anti-Acne

Specially developed complex for the treatment of acne prone skin. Reduces excess oiliness, fights acne and normalizes skin texture without drying.

Jarplex CE-EX – Anti-Cellulite

An extract complex delivering natural caffeine from Guarana along with other botanicals. Helps strengthen collagen fibers, and stimulate microcirculation to reduce the appearance of cellulite and ‘bags’ around the eyes.

Jarplex HA-EX – Anti-Hair Loss

A complex formulated with plant extracts, enriched with amino acid (acetyl methionine) and mucopolysaccharides (sodium chondroitin sulfate). Recommended for preventing hair loss and restoring the hair bulb.

Kojic Acid

Naturally derived mushroom extract with skin lightening/depigmenting properties.

Kojic Acid Dipalmitate

Derivative of kojic acid, providing improved stability and oil solubility.

Update and Formulas

BEANTREE – A Naturally Derived Volatile Silicone Alternative

INCI: Methylheptyl Isostearate (derived from Rapeseed Oil)

APPLICATIONS

O/W Lotions	W/O Creams	Lipsticks
Bath and Shower	Stick & Solids	Make Up
Sun Care	Conditioners	Shave Cream

Cyclomethicone

- Light, dry feel
- Non-oily
- Evaporates quickly
- Synthetically derived
- Safety concerns
- Processing constraints

BEANTREE

- Light, dry feel
- Non-oily
- Absorbs quickly into skin
- Vegetable derived
- Safe, non-sensitizing
- **Ease of handling**
- **Long-lasting emolliency**
- **Broad compatibility with Organics**

FORMULA - Emollient Lotions

PRODUCT NAME	INCI	%
(Phase A)		
Hetester PHA	Propylene Glycol	
	Isoceteth-3 Acetate	10.00
BEANTREE	Methylheptyl Isostearate	15.00
(Phase B)		
Water	water	73.70
Veegum	Magnesium Aluminum Silicate	0.80
Keltrol	Xantham Gum	0.40
(Phase C)		
Kathon CG	Preservative	0.10

- Add A to B. Mix until uniform. Add C and continue to mix until all is uniform.

Claim your 'Economic Stimulus'

NECON BAB (Behenamidopropyl Dimethylamine)

At a 1% level, emollient cost is HALF as much as a 5% level of a conventional ester.
PLUS!!

Additional Benefits of NECON BAB (not found in conventional esters):

- Sheen on hair and skin
- All day skin softening
- Primary emulsifier stability benefits
- Easily incorporated with other flakes
- Mild Cationic conditioning

Triclosan Alternative?

YES, in hand sanitizer (NOBAC® 10X Concentrate) and in anti-bacterial foam hand soap (NOBAC® AB-F 10 X Concentrate)

Triclosan is on the SIN (Substitute It Now) List recommending substitution of “substances of very high concern” defined in REACH legislation, such as those that may cause cancer or persist in our bodies and the environment for long periods of time.

Update on Lysol® Healthy Touch™

While the new product is alcohol-based, it uses some of the NOBAC® ingredients which Mason Chemical produces:

Water, Propyl Alcohol, PEG 12 Dimethicone,

Behentrimonium Chloride – Maquat BTMC-85

PEG 200 Hydrogenated Glyceryl Palmate, Fragrance, Decyl Glucoside, Glyceryl Oleate

Dihydroxypropyl PEG-5 Linoleammonium Chloride – Maquat SL-5

Isopropyl Alcohol

PEG 7 Glyceryl Cocoate – Macare G-7C

Latest “NOW IN STOCK” Raw Materials

Our Classic Fine Ingredients list has steadily expanded over the last several years to provide many of the “building blocks” needed for popular formulations.

The Newest Additions Include:

- Allantoin
- Glycolic Acid, 70%
 - Squalene
- Sodium PCA-50%
- Polyquaternium 7
 - Triclosan
 - Argan Oil
- Sunscreens – OMC, OS, Benzphenone 3 and 4

For Our Industrial Customers

CLASSIC PLS – Potassium Laurate Soap

- 18% active natural soap from lauric acide
- Foaming agent for latex rubber
- Fine bubble structure
- Anionic/non-ionic compatible
- Varied industrial uses

CLASSIC PO – Potassium Oleate

- 18% active natural soap from tall oil
- Foam machine lubricant
- Cost effective
- Varied industrial uses

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