

Classic CONCEPTS



A Publication of Classic Distributing Company
Third Quarter 2011

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TO PRESERVE AND CLEAN

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WHAT'S NEXT

CLASSIC HERITAGE MODERN FUTURE

We at Classic look forward to our 30th Anniversary in 2012.

Thanks to loyal customers like you, we have been able to build an ingredient product line which covers increasingly more of your raw material requirements.

Many of you have helped this process by requesting new materials and by considering some of the ideas we have offered. We plan to continue our efforts in three major areas:

- Formula Building Blocks
- High Performance Specialties
- Green/Natural Materials

Also remember to take advantage of our applications lab and expanded website. Best wishes for the remainder of 2011.

From the Lab at Alzo

The Polyderm® series from ALZO contains extremely versatile materials. Among them, Polyderm PE/PA (INCI: Polyurethane 18). It may be incorporated at low percentages in a variety of shampoos, depending on your surfactant requirements (ingredient names, etc.). Below is a suggested formula from Alzo.

VOLUMIZING SHAMPOO

Polyderm PE/PA® from Alzo is a water dispersible film former giving volume to hair. No pH adjustment is necessary as the mixture comes out ± 6.5 .

Classic ALS (Ammonium Lauryl Sulfate)	15%
Classic CAS (Cocamidopropyl Hydroxysultaine)	10%
Classicbetaine C (Cocamidopropyl Betaine)	10%
Dermothix 75 (Disteareth-75 IPDI)	1%
Polyderm PE-PA (Polyurethane 18)	0.5%
Color, Fragrance, Preservative	q.s
Water	to 100%

Add ingredients in order to the water. Dermothix 75 is heated.

Totally Green

For those formulas requiring a totally Green/Natural surfactant we continue to offer CLASSIC SCG.

Classic SCG is an amino acid based surfactant. It is derived from natural coco-fatty acid and glycine. This fatty acid is a component of human skin and stratum corneum. Glycine is the main amino acid of collagen. In Classic SCG both components, fatty acid and glycine, have bonded to each other by a peptide linkage (amide bond) that is ubiquitous in all proteins. This makes SCG the most natural surfactant compared to synthetic surfactants like fatty alcohol (ether) sulfates, sulfosuccinates, sulfonates, isethionates etc. it is an extremely mild surfactant compared to other anionics. It's non-irritant to skin and mucous membrane, hypoallergenic, and fully biodegradable.

Did You Know?

Classic CAS (Cocamidopropyl Hydroxysultaine) has so many advantages as a surfactant, we often forget its ability to REDUCE the IRRITATION of other surfactants. Some additional advantages include excellent foaming, compatibility, mildness, economy (high solids content) and viscosity boosting.

The above facts have no doubt fueled the dramatic increase in hydroxysultaine use over the last several years. Our experience at Classic certainly mirrors this.

BREAKTHROUGH ON THE GREEN SCENE

Classic is proud to introduce IMULSI-FI A30™ to the Western U.S. Finally, an all natural emulsion stabilizer from Fiberstar, Inc.

Imulsi-Fi is a new all-natural emulsion stabilizer made from orange pulp. Imulsi-Fi's distinctive cellular structure and unique chemical composition enables both hydrophilic and lipophilic properties. Imulsi-Fi will lower interfacial tension to stabilize an oil/water matrix efficiently. Imulsi-Fi provides robust protection against coalescence throughout a products shelf life. Oil in water emulsions stabilized with Imulsi-Fi are pH, heat, and freeze/thaw stable. Imulsi-Fi is non-allergenic, non-GMO and Ecocert certified. Products made with Imulsi-Fi can exhibit highly desirable sensory characteristics including skin feel. Imulsi-Fi is a free flowing powder with a neutral odor, and delivers outstanding value in a range of applications where it makes "emulsifier free" claims possible, Imulsi-Fi has an INCI name Citrus Aurantium Sinensis (orange) Fiber and has REACH exempt status and has not been tested on animals.

We have extensive data and formulas available from the manufacturer. Below is one suggested starting formula.

Citrus Fiber Body Lotion

PHASE	TRADE NAME	% FORMULA WEIGHT	INCI NAME
A	Imulsi-Fi A30	1.00	Cirtus Aurantium Sinensis (Orange) Fiber
	Dermol M-5	10.00	Caprylic Capric Triglyceride
	Sweet Almond Oil	5.00	Prunus Amygadalus Dulcis (Sweet Almond) Oil
	Evening Primrose Oil	5.00	Oenothera biennis
B	Demineralized Water	69.25	Aqua
	Glycerin	4.00	Glycerin
	Xanthan Gum	0.75	Dehydroxanthan Gum
C	Ethanol 96%	5.00	Alcohol denat.
TOTAL		100.00	

Citrus Fiber Body Lotion Manufacturing Process

- Add phase A to phase B and homogenize.
- Add phase C to phase AB

Citrus Fiber Body Lotion Stability Tests

- Stable at 50°C for 1 month
- Stable through 5 freeze/thaw cycles (-18°C to 40°C).
- Flow point at 25°C: 8080 m Pascal
- Viscosity at 1/s (25°C): 36000m Pascal

We suggest a careful reading of the EMULSI-FI A30™ booklet before evaluating this material. Although easy to use, certain variables such as pH, viscosity, usage level and mixing speed can differ from familiar conventional raw materials.

TAKE YOUR VITAMINS?

Many of us value Vitamin E nutritionally as a disease-preventive supplement in our diets. Verification of these properties is constantly in the news and documentation is growing.

The anti-oxidant properties of Vitamin E are useful in the food industry and now gaining increasing popularity in cosmetic formulations.

THE BEST NEWS!

CLASSIC DISTRIBUTING HAS VITAMIN E IN STOCK WITH A VERY STRONG PRICE POSITION. IT IS NOW AVAILABLE IN 50K AND 200K CONTAINERS.

ANOTHER ANTI-IRRITANT REMINDER

While Classic CAS (see page 2 of this issue) reduces the irritation of SURFACTANT formulations, Alzo's DERMOL DID (INCI: Diisopropyl Dimer Dilinoleate) is also low in skin irritation. It acts synergistically to reduce the irritation of EMULSIONS and OIL/BUTTER formulations.

Dermol DID is an excellent penetrating emollient ester finding use in numerous cosmetic applications. It appears to function as a barrier in creams and lotions and is also finding use in lipsticks and lip gloss as well as eye shadow formulations.

It is a good dispersant and binder in pigmented products such as powders and foundations. It is also helpful in moisturizing preparations such as night creams and lotions.

PURCHASING REMINDERS

- Surfactants and Quaternaries are still our "Middle Names". Remember about our great position on Classic L-30 (Sodium Lauroyl Sarcosinate 30%)
- We continue to have strong positions on Sunscreens, Glycolic Acid, Shea Butter and Preservatives.
- Xanthan Gum Continues to be a popular natural thickener in personal care formulas. Classic now has this material.
- Jarxotic™ rainforest materials are in stock at Classic. These include Acai, Andiroba, Cupuacu, MuruMuru, and many others.

Mascara Madness

Recently Alzo International advised us of three of the POLYDERM series which will add wear, adhesion and viscosity to mascara.

POLYDERM PE/PA – Provides body; dries to a film; may be used with Dermothix 100 to add body to the emulsion.

POLYDERM PPI-CO-200 – Water soluble castor oil polymer which provides pigment dispersion and film-forming.

POLYDERM PPI-CO-40 – Water dispersible castor oil polymer providing film-forming and pigment dispersion.

JARCOL I-20 (Octyldodeconol) - Classic continues to supply the long-time favorite color solubilizer.

VERSITILITY VIRTUOSO

NECON BAB (INCI: Behenamidopropyl Dimethylamine Behenate)

Few raw materials come close to Necon BAB in versatility, performance and economy. As little as 1 – 2% can enhance your existing formulas and/or replace conventional raws.

HAIR CARE

- Moiety of 44 vs. usual 18-22 moiety quats
- Compatible with most popular quaternaries
- Greatly increases substantivity of hair conditioners
- Years of proven performance
- Low levels required
- A primary emulsifier
- Provides sheen on hair
- Anionic/Cationic compatible

SKIN CARE

- Extremely long-lasting skin softening
- A primary emulsifier
- Can replace esters at a cost savings
- Low levels required
- Provides sheen on skin
- Superior mildness (Behenyl)
- Reduces greasiness
- Aids spread on skin

DON'T BE AFRAID OF THE WATER

Jarplex SB-WD (shea butter glycerides) continues to be the industry's only NATURAL water-dispersible shea butter. Multiple applications include secondary emulsifier, primary emollient and hair softener.

TWO ADDITIONAL NATURAL PRESERVATIVES

Classic's extensive (not expensive) line of natural, naturally-derived, conventional and non-preservatives is now joined by two more NATURAL PRESERVATIVES.

Linatural NLP-T – Turmeric/Clove Bud/Lemon Grass/Sesame Oils

Linatural NLP-B – Basil/Clove Bud/Lemon Grass/Sesame Oils

Both are water-dispersible oils used at .75 to 2.0% for broad spectrum coverage.

JOJOBA CRISIS SOLUTION

Classic realizes the current shortage of Jojoba Oil is causing concern for suppliers and formulators alike. We have a functional offset from Alzo DERMOL JOBA (Cetearyl Octanoate). Considering Dermol JOBA may not only relieve the current shortage, but also be a long term alternative during shortages.

INDUSTRIAL NON-IONIC SURFACTANTS

Mason Chemical announces MASODOLS straight-chain non-ionics. These are offsets to the popular materials used for years with Mason alkyl quaternaries. Several are in the stock now at Classic with more to come.

In Stock:

Masodol 91-6

Masodol 91-8

Masodol 1-7

Masodol 25-7

Let us know your requirements for this type of non-ionic. We will quote you and stock your needs as we build a regular inventory.

This is a publication of
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