

# NEW AT CLASSIC



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## NEW ADVANCES

# LOOKING FORWARD

ENTERING OUR 28<sup>TH</sup> YEAR OF SERVICE

As we all anticipate what 2010 will bring, we at Classic are thankful that our industry shows steady demand for products. We look forward to introducing new materials, formulas and ideas to help increase your productivity, as we move into our 28<sup>th</sup> year.

At the same time, we trust that you, our friends and customers, will continue to allow us to supply both building blocks and specialties for your formulas. We thank you for the years of support you have given us and look forward to many more years of service.

## THREE WAYS TO MILD AND NATURAL

### CLASSIC SCG – INCI: Sodium N-Cocoyl Glycinate

- Derived from Glycine (Main Amino Acid in Collagen) and natural coco fatty acid (similar to that of the Stratum Corneum of human skin).
- Most “natural” surfactant available today.
- Primary or secondary moisturizing surfactant.
- Hypoallergenic/non-irritating to skin and mucous membranes
- Superior foaming/rich creamy lather.
- Fully Biodegradable – colorless – odorless
- Very compatible with conventional anionics
- 31-33% minimum solids

### Who is using SCG?

- **Unilever**      • *Dove Energy Glow Foaming Facial Cleanser / Dove Cool Moisturizing Cleanser*
- **Beiersdorf**      • *Basis Cleaner Clean Face Wash*
- **Elizabeth Arden**      • *Intervene 3 In 1 Daily Cleaner*
- **Avalon**      • *Avalon Organics Facial Cleansing Milk*
- **L’Oreal**      • *Moisture White Cleansing Powder*

## CLASSIC DSLS

Some have voiced concern about EO being in Disodium Laureth Sulfosuccinate. In the manufacturing of sulphosuccinate, fatty alcohols like lauryl or myristyl alcohol are reacted with ethylene oxide. This intermediate is called ethoxylated alcohols. At this stage there is no free EO. This intermediate is subsequently reacted with maleic anhydride and sodium sulphite. Therefore there is no residual EO in the final product; **not even at ppm level**. While not the complete answer to alcohol sulfate replacement, Disodium Laureth Sulfosuccinate is gaining popularity with formulators. The cost effectiveness, mildness, foam, viscosity and compatibility highlight DSLS.

CLASSIC BLEND NAS - A blend of DSLS, hydroxysultaine, betaine and amine oxide – all coconut derived!

This Blend Allows formulators to quickly screen both ingredient listing and performance of our non alcohol sulfate blend with their customer’s marketing requirements. Our customers have found this product effectively thickened by using less than 1% Xanthan Gum.

# GOT QUAT?

For over 25 years, Classic Distributing has featured most of our cationic conditioning materials from Mason Chemical and this continues. Currently we have a total of four sources (Mason, Alzo, Aceto and Lincoln). We offer the following chart to help your selection process. So whether you are innovating or duplicating we probably have what you need.

TRADE NAME	INCI	ACTIVITY	PRICE RANGE	FEATURES
Maquat BTMC 85%	Behentrimonium Chloride	85%	± 4.75/LB	Most popular, cost effective Behenyl
Maquat SC18-85%	Stearalkonium Chloride	85%	± 3.00/LB	Proven performance most cost-effective
Maquat SC1632	Cetearyl Alcohol & Stearalkonium Chloride & Peg 40 Castor Oil	100%	± 2.50/LB	Very cost effective with compounding efficiency
Maquat Cetac 30	Cetrimonium Chloride	30%	± 1.25/LB	Water-white liquid versatility-incl., leave-on
Maquat SL-5	Dihydroxypropyl Peg 5 Linoleammonium Chloride	40%	± 2.75/LB	Soy-based clear blend cost effective / anionic compatible
C-TAB	Cetrimonium Bromide	100%	± 8.00/LB	Extremely substantive excellent wet/dry comb-out
Classic BC-25	Behenamidopropyl PG-Dimmonium Chloride	25%	± 5.00/LB	Cold mix flowable paste behenyl benefits
Nequat DBS	Stearyl Alcohol & Stearamidopropyl Ethyl-Dimonium Ethosulfate & Dimethyl Lauramine & Dilinoleic Acid		± 5.50/LB	Exceeds and/or meets other Behenyl performance concentrated conditioner bases
Polynecon PPI-SA-15D	Peg 15 Soyamine/IPDI Copolymer Dimer Dilinoleate		± 8.00/LB	Soy-based polymeric anionic compatible conditioning adjunct
Necon BAB	Behenylamidopropyl Dimethylamine Behenate		± 7.75/LB	Double Behenyl moiety extreme versatility

## TWO NEW NATURAL PRESERVATIVES FROM LINCOLN FINE INGREDIENTS

LINATURAL NLP-O

INCI Name:

Citrus Aurantium (Orange Oil)

Cymbopogon Citratus

(Lemon Grass Oil)

Sesamum Indicum

(Sesame Oil)

Formulation pH range 3-9

Use level 0.3%-1.2%

Appearance @ 25°C.....Clear Liquid

Color .....Pale Yellow

Specific Gravity..... 0.90± 0.01

LINATURAL NLP

INCI Name:

Murraya Koenigii (Curry Leaf Oil)

Cinnamomum Zeylanicum

(Cinnamon Leaf Oil)

Sesamum Indicum (Sesame Oil)

Alcohol (Ethyl) – Sugar alcohol  
from Molasses

Formulation pH range 3-7

Use level 0.75%-2.0%

Appearance @ 25°C.....Clear liquid

Color .....Pale Yellow

Specific Gravity..... 0.92 ± 0.01

***Irritation tests, challenge tests, samples, and data available from Classic***

## ALCOHOL PROBLEMS?

***The FLU season always raises interest in alcohol hand sanitizers. But still other alcohol problems persist year-round.***

MASURF AF-110-DE is a Patent-Pending telomer-based fluoroaliphatic surfactant optimized for foaming aqueous blends of alcohols and polar organic solvents. Based on perfluoroalkylethyl phosphate, an established ingredient with FDA approvals for Food Contact applications, and used in leading cosmetic skin care products around the world, MASURF AF-110DE is a water soluble ingredient that produces a thick, stable lather of foam that leaves skin with a soft, refreshing, non-sticky after-feel. Excellent safety study results qualify it for cosmetic, household and industrial applications.

*INCI: DEA-C8-18 Perfluoroalkylethyl Phosphate*

DERMOL OL is a totally alcohol soluble ester which counteracts drying effects of alcohol. *INCI: Oleyl Lactate*

NOBAC offers two concentrates that offer “grandfathered’ status (like alcohol) but without the stickiness of gelled alcohol. *Ask for Nobac 10X and Nobac AB-F*

## NOW YEAR ROUND

More than ever, sunscreen demand is becoming year round. Classic is now stocking a wider variety of sunscreens than ever before.

We are now a source for Benzophenone 4. In addition, we stock the number 1 sunscreen booster in the U.S. - Alzo's Elefac I-205

Alzo's Minno 21 and Minno 41 are also SPF boosting emollients. Ask us about Alzo's complete brochure on all three.

**Don't forget about the complete line of sunscreens we offer!**

Benzophenone 4  
Octyl Methoxy Cinnamate  
Octyl Salicylate  
Benzophenone 3  
Octocrylene

## PASS THE SHEA BUTTER, PLEASE

Our partner (Jarchem Innovative Ingredients) is now well established as a major source of high quality, cost competitive Shea butter.

But did you know that Jarchem has exclusive forms of Shea including patented Jarplex SB-WD? SB-WD is water-dispersible and useful for shower gels, shampoos, hair conditioners and petroleum-free emulsions.

## NOW IN STOCK

Classic Vitamin E Oil - (Tocopherol Acetate)

Now in stock at a very competitive price. Vitamin E Oil has become a popular anti-oxidant for oils as well as a nutrition-driven cosmetic ingredient.

## CONTINUING A TRADITION

For over 25 years, Classic was involved in Shaw Mudge Fragrances distribution on the West Coast. We are continuing that tradition of service and value under the Intarome Fragrance banner.

Many of our customers are aware that a large part of the Shaw Mudge line was purchased by Intarome several years ago. Classic is now taking a more active role in not only warehousing but in marketing the Intarome line.

If we can assist you on new fragrance projects, please let us know. Repeat orders can be stocked at Classic as you require.



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