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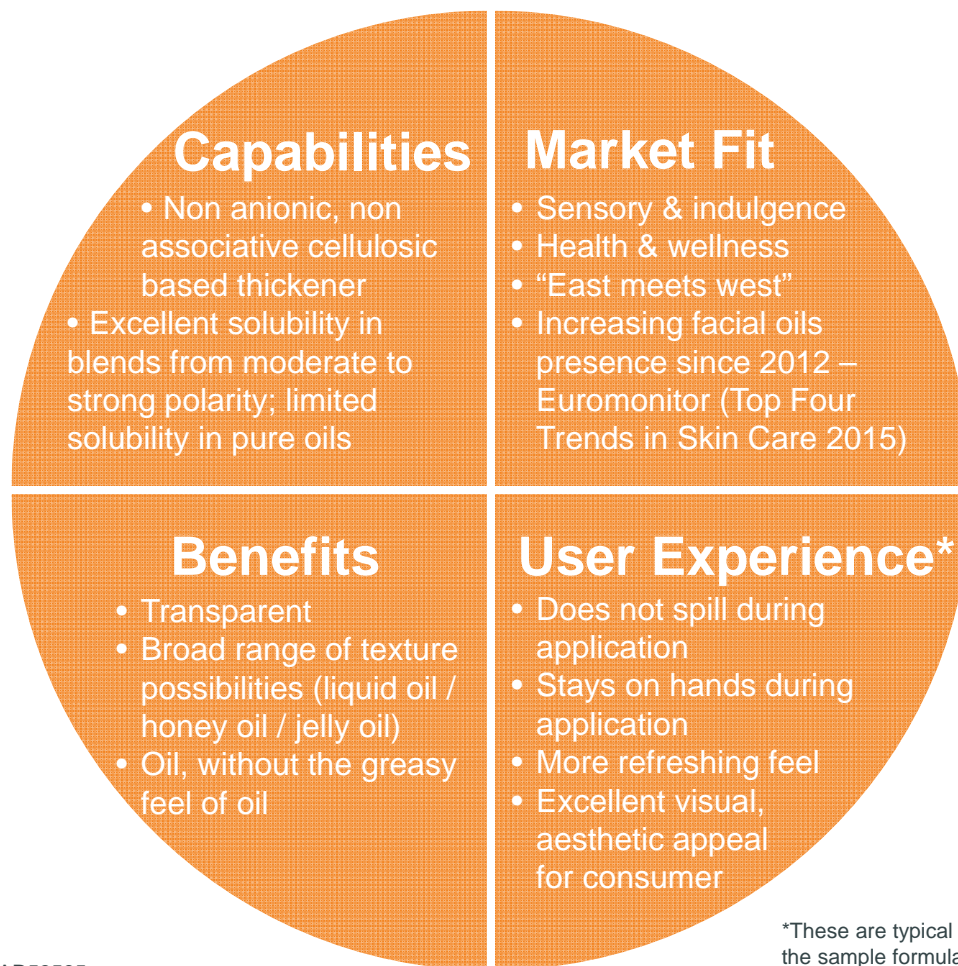
Creative Oil



Turn oil into gel textures

1

ETHOCEL™ Oil Thickeners and Film Formers facilitate creativity with oils and oil containing products in new formats, offering tailored, transparent thickening while exhibiting broad oil compatibility.



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Creative Oil: “Ultimair” – Ultimate Hair Oil

1

“Ultimair” - Ultimate Hair Oil

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Eutanol G	35,20	Octyldodecanol	BASF
A	ETHOCEL™ Standard 100 Premium	4,00	Ethylcellulose	Dow
B	Ethanol Absolute	5,00	Alcohol Denat.	
B	Escalol 557	0,50	Ethylhexyl Methoxycinnamate	Ashland
B	Crodamol IPM	20,00	Isopropyl Myristate	Croda
B	UCON™ FluidAP Emollient	15,00	PPG-14 Butyl Ether	Dow
B	DC 245	20,00	Cyclopentasiloxane	Dow Corning
B	Fragrance Sublim'Argan E_ 1023732	0,30	Parfum / Fragrance	Mane

Processing Instructions:

1. Introduce ETHOCEL™ in Eutanol G and premix with an impeller at 1000-1500 rpm.
2. Start heating to 85°C while continuing stirring.
3. Maintain at 85°C under stirring for at least 20-30 minutes to allow ETHOCEL™ swelling.
4. Check that the formulation has become clear and particle-free.
5. Cool down to 45°C and add ingredients of Phase B.

Product Characteristics

Parameter	Range
Appearance	Clear
Viscosity (cPs)	LV#4, 12 rpm: 6000-7000 cps

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Creative Oil: “Scrublicious” Cleansing Oil Scrub

1

Scrublicious #2

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Eutanol G	31,00	Octyldodecanol	BASF
A	Crodamol GTCC	31,00	Caprylic capric triglycerides	Croda
A	DC FZ 3196	10,00	Caprylyl Methicone	Dow Corning
B	ETHOCEL™ STD 100 Premium Thickener	7,00	Ethylcellulose	Dow
C	Lumorol K1000	20,00	MIPA-Laureth Sulfate (and) Laureth-4 (and) Cocamide DEA	Zschimmer & Schwarz
C	Reveil d'agrumes E_1023725	0,20	Fragrance	Mane
C	LipoAPS 40/60	1,00	PrunisArmaniaca (Apricot) Seed Powder	Vantage

Processing Instructions:

1. Mix ingredient phase A.
2. Introduce phase B and mix at 1000- 1500 rpm for 15 min.
3. Heat to 85°C while continuing stirring.
4. Maintain at 85°C under stirring for 15 minutes until swelling of ETHOCEL™.
5. Check that the formulation has become clear and particle free.
6. Cool down until 45°C and then introduce phase C under stirring.

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Creative Oil: “Sunlicious” Light Gel like Sun Care Oil

1

“Sunlicious” - Light Gel like Sun Care Oil

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Eutanol G	24,10	Octyldodecanol	BASF
A	Tegosoft TN	24,02	C12-15 Alkylbenzoate	Evonik
A	Crodamol GTCC	24,00	Caprylic/Capric Triglycerides	Croda
B	ETHOCEL™ Standard 100 Premium	3,00	Ethylcellulose	Dow
C	Tinosorb S	3,00	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	BASF
C	Neo Heliopan 357	4,50	Ethylhexyl Methoxycinnamate Methoxydibenzoylmethane (Avobenzone)	Symrise
C	Escalol 557	8,00	Homomenthyl Salicylate (Homosalate)	Ashland
C	Neo Heliopan HMS	6,00	Octocrylene	Symrise
D	2% Jaune Soleil Solution	0,16	CI 15985	Colorey
D	Fragrance Sublim'Argan E_1023732	0,30	Parfum/Fragrance	Mane

Processing Instructions:

1. Mix ingredients of Phase A until uniform.
2. Introduce ingredient of Phase B and premix with an impeller at 1000-1500 rpm.
3. Start heating to 85°C while continuing stirring.
4. Maintain at 85°C under stirring for at least 20-30 minutes to allow ETHOCEL™ swelling.
5. Check that the formulation has become clear and particle-free.
6. Cool down to 70-75°C and then introduce ingredients of phase C under stirring.
7. Cool down to 45°C to introduce ingredients of phase D.

Product Characteristics

Parameter	Range	Method
Appearance	Clear orange	Visual
Viscosity (cPs)	2,0-4,0	Brookfield Viscometer, LV# 4, 30 rpm

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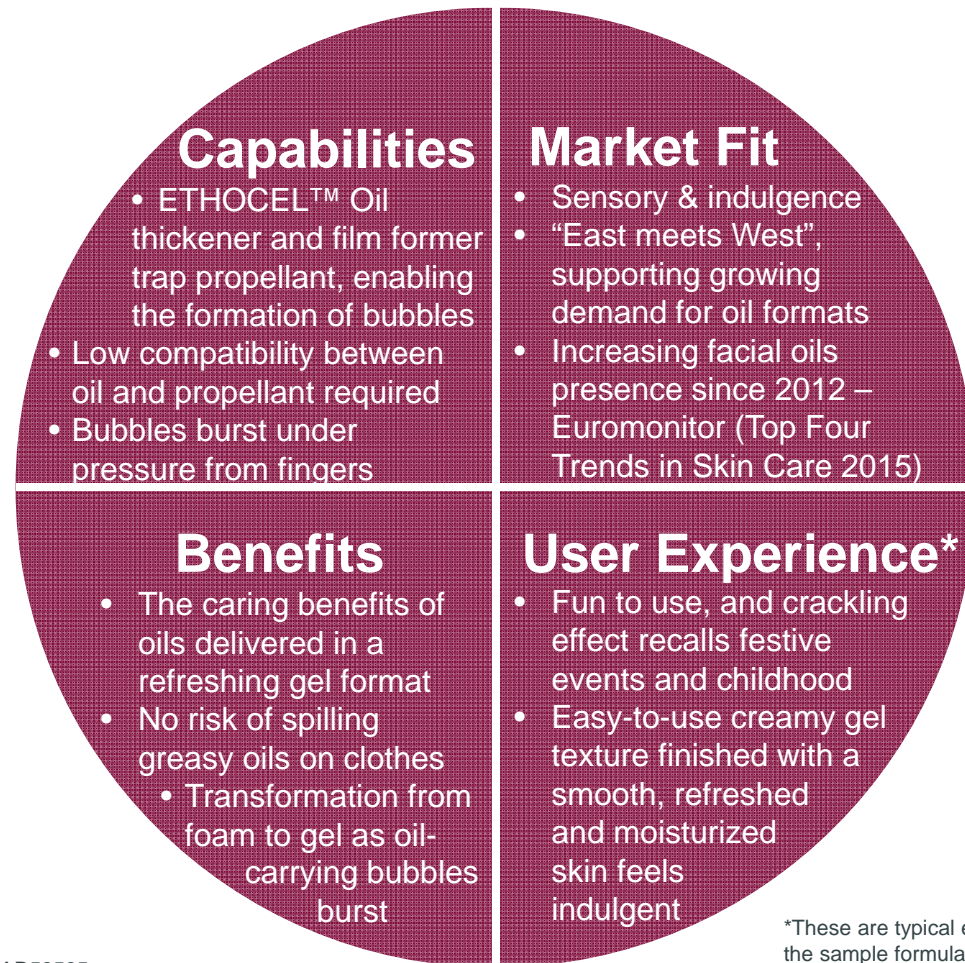
Crackling Oil



Caring oils from refreshing gels

2

ETHOCEL™ Oil Thickeners and Film Formers form non-stabilized foam bubbles that burst when touched – creating a fun, ‘crackling’ effect, and helping design of oil-based beauty products which can be combined with refreshing, easy to apply gels.



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Cracking Oil: Formulation

Cracking Oil #1

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Polyglycol P 400E	47,50	PPG-9	Dow
A	ETHOCEL™ STD 100 Premium Oil Thickener	2,00	Ethylcellulose	Dow
A	Empicol BSFA (30%)	0,50	Cocamidopropyl betaine	Huntsman
B	n-Butane / Propane 4,8 bars	50,00	n-Butane / Propane	Inventec

Processing Instructions:

1. At 80°C, mix ingredients of Phase A (introduced step by step under vigorous stirring, in the following order, until full homogenization).
2. Cool down to 40°C and add Phase B.
3. Add propellant in a system 50/50.
4. Use Actuator Magic Mousse from precision.

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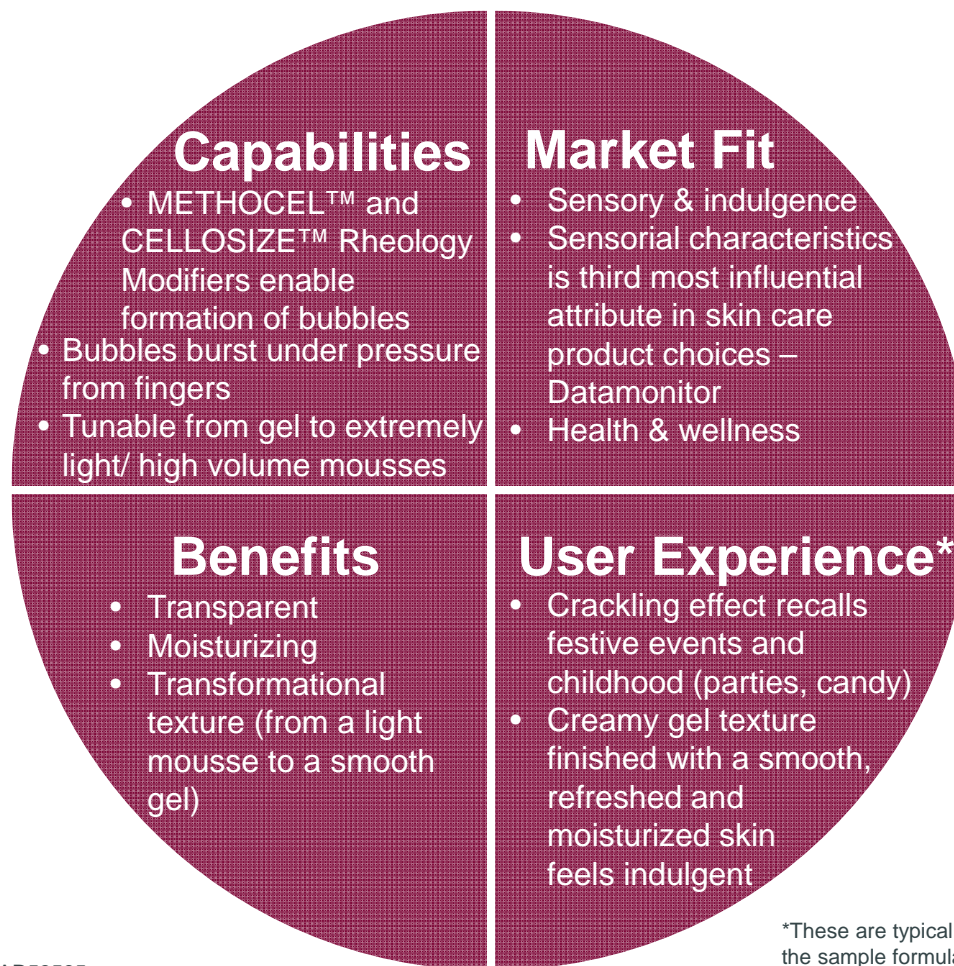


Cracking Water



Turn liquid into cracking gel/ mousse

METHOCEL™ and CELLOSIZETM Rheology Modifiers form non-stabilized mousse bubbles that create a crackling effect and contribute to a creamy refreshing gel texture easy to apply on skin – a surprising effect that plunges you back into childhood and leaves an invigorating soft sensation on skin.



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Cracking Water: Formulation

Cracking Water #1

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Water	27,00	Aqua/water	
A	CELLOSIZ [™] QP 4400H Rheology Modifier	0,50	Hydroxyethylcellulose	Dow
A	Ethanol	20,00	Ethanol	WWR
A	UCON [™] Fluid AP Emollient	1,00	1,00 PPG- 14 Butyl Ether	Dow
A	Brij 721	1,00	Steareth-21	Croda
A	Cremophor RH 40 Pharma	0,30	PEG-40 Hydrogenated Castor Oil	BASF
A	Fragrance Sublim'Argan E_ 1023732	0,20	Parfum/Fragrance	Mane
B	n-Butane/Propane 2,5 bars	50,00	n-Butane/Propane	Inventec

Processing Instructions:

1. Introduce all ingredients step by step under vigorous stirring, in the following order, until full homogenization.
2. Add propellant in a system 50/50.
3. Use Actuator Magic Mousse from precision.

Cracking Water #2

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Cold Water	30,30	Aqua/water	
A	Experimental METHOCEL [™] FGTTM32	0,50	Methylcellulose	Dow
A	Brij 721	0,50	Steareth-21	Croda
A	Ethanol	17,00	Ethanol	WWR
A	Xiameter PMX-0245 Cyclopentasiloxane	1,00	Cyclopentasiloxane	Dow Corning
A	Fragrance Sublim'Argan E_ 1023732	0,30	Parfum/Fragrance	Mane
B	n-Butane 1,2 bars	50,00	n-Butane	Inventec

Processing Instructions:

1. Disperse experimental METHOCEL[™] in water at room temperature.
2. Cool down to 4-7°C, and stir to achieve METHOCEL[™] hydration.
3. Introduce all other ingredients step by step under vigorous stirring, in the following order, until full homogenization.
4. Add propellant in a system 50/50.
5. Use Actuator Magic Mousse from precision.



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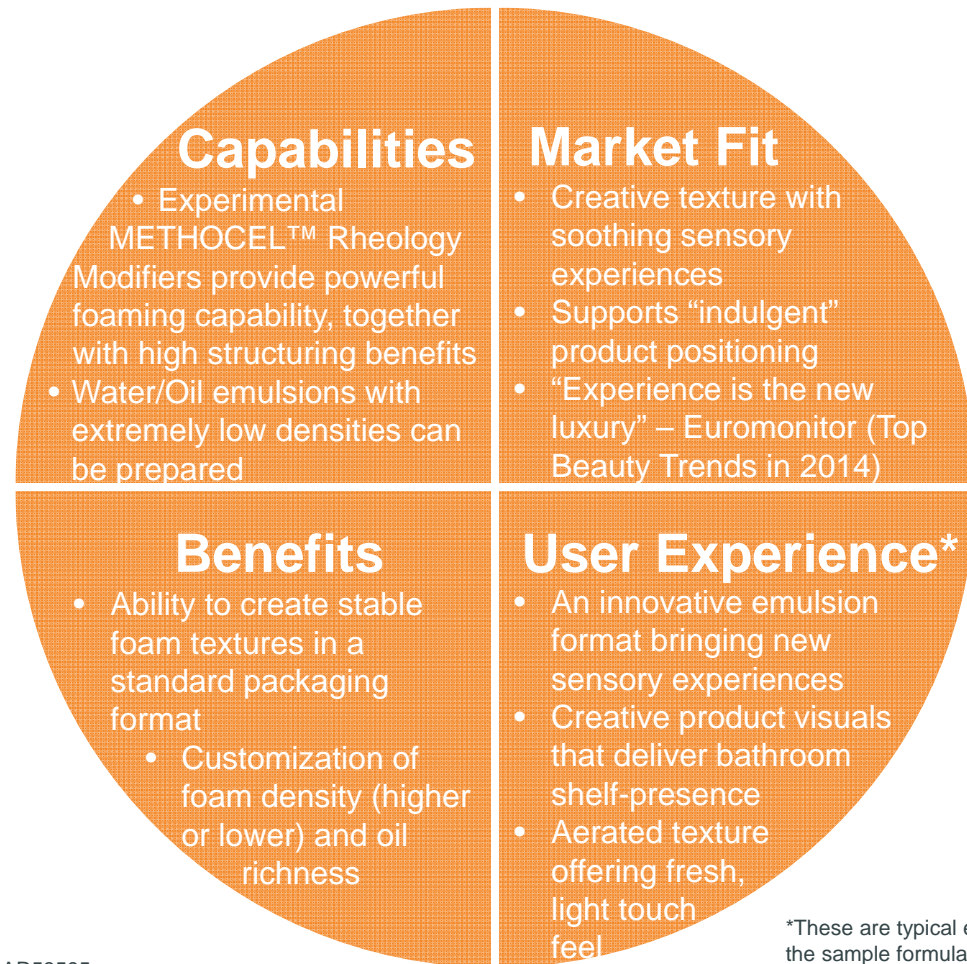
Promising Clouds



Aerated emulsions, creative textures

4

Experimental METHOCEL™ Rheology Modifiers facilitate the creation of light, aerated emulsions that quickly soak into the skin, for design of beauty products with creative textures and a fresh, airy feel.



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Promising Clouds: Formulations

4

Delighting Cloud #2

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Cetiol LC or Cetiol CC	10,00	Coco Caprylate / Caprate or Dicaprylylcarbonate	BASF
A	Experimental METHOCEL™ FGTTTC14	1,00	Hydroxypropyl methylcellulose	Dow
A	Experimental METHOCEL™ FGTTM32	1,00	Hydroxypropyl methylcellulose	Dow
A	NEOLONE™ 950 Preservative	0,10	Methylchloroisothiasolinone / Methylisothiazolinone	Dow
B	Deionized Water (4-7°C)	84,90	Aqua / Water	
C	EcoSmooth™ Delight	3,00	C14-22 alkane (and) ethylene octene copolymer	Dow

Processing Instructions:

1. Disperse Experimental METHOCEL™ grades into the oil.
2. Add preservative.
3. Add cold DI water and apply smooth stirring for 1 min.
4. Add EcoSmooth™ Delight, and apply immediately efficient stirring providing strong air introduction into the emulsion.
5. Stir for 3 to 5 minutes (slow 1 min, then fast).
6. Heat at 50°C for 15 minutes.



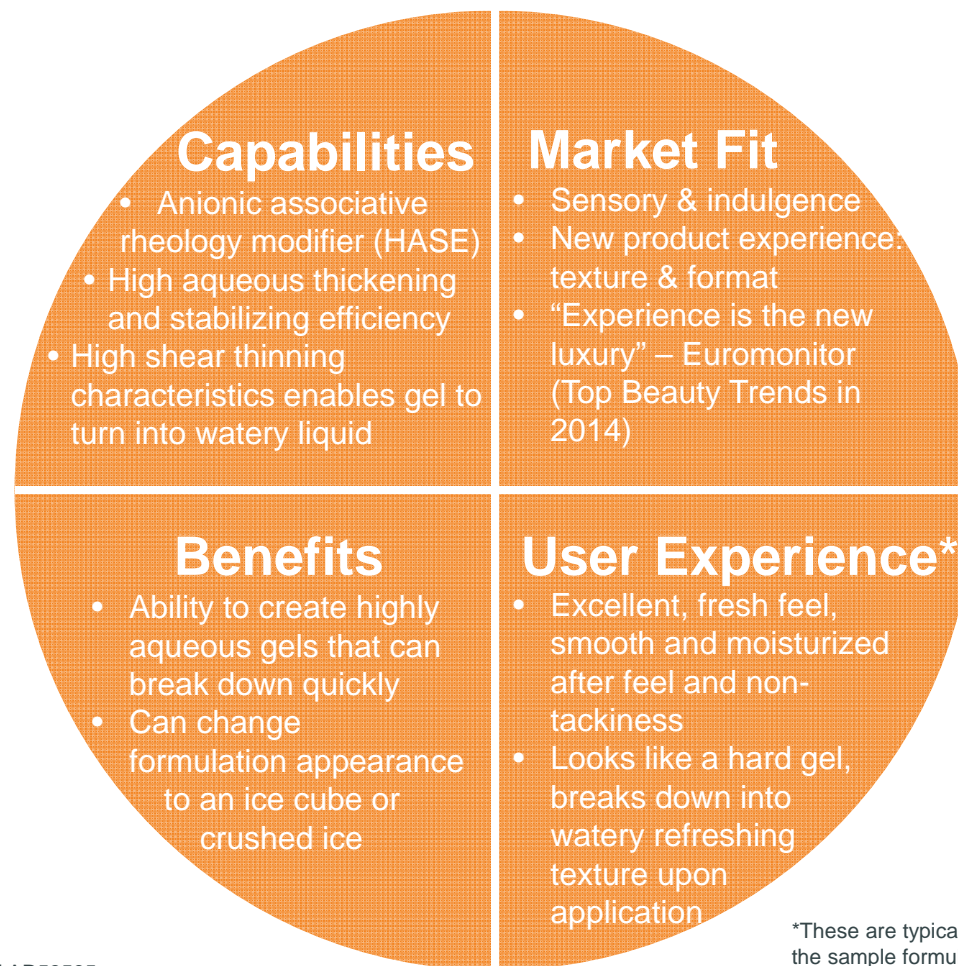
Innovative Melt



Turn gel into refreshing liquid

5

ACULYN™ 28 HASE technology with its high shear thinning characteristics helps gel to turn into watery liquid under shear. Hydrate your skin with icy cold gel that splashes into watery liquid when you gently rub it in, leaving skin feeling refreshed, supple and smooth.



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Innovative Melt: “Revitalicious” Moisturizing Recovery Gel

“Revitalicious” Moisturizing Recovery Gel

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Water	50.00	Water	
A	Biohyaluronic acid HA 12N	0.05	Sodium Hyaluronate	Shiseido
B	Water	33.41	Water	
B	ACULYN™ 28	2.50	Acrylates/Beheneth-25 Methacrylate Copolymer	Dow
B	ACULYN™ Excel	0.65	Acrylates Copolymer	Dow
B	Glycerin	5.00	Glycerin	Dow
B	Butylene Glycol	3.00	Butylene Glycol	
B	Nikkol BS-20	0.50	Steareth-20	Nikko Chemicals
C	10% KOH solution	2.00	Potassium Hydroxide	
D	Citric Acid	0.03	Citric Acid	
E	Soluble Ceramide RC	0.02	Alpha-Glucan, Glucosyl Ceramide	Ichimaru Pharcos
E	Biocelact Aloe vera B	0.10	Water, Butylene Glycol, Aloe Barbadensis Leaf Extract	Ichimaru Pharcos
F	Butylene Glycol	1.00	Butylene Glycol	
F	Methylparaben	0.20	Methylparaben	
F	NEOLONE™ PH100	0.50	Phenoxyethanol	Dow
G	Jojoba Scrubeads Blueberry Pie 20/40	0.05	Hydrogenated Castor Oil, Hydrogenated Jojoba Oil	Desert whale jojoba

Processing Instructions:

1. Mix ingredients of Phase A until uniform.
2. Mix ingredients of Phase B until uniform.
3. Add Phase A into Phase B and mix until uniform.
4. Neutralize with Phase C.
5. Adjust pH to pH 6.5–7.0 by adding Phase D.
6. Add ingredients of Phase E in sequence and mix until uniform.
7. Mix ingredients of Phase F until uniform.
8. Add Phase F into Phase A/B/C/D/E and mix until uniform.
9. Disperse Phase G under gentle mixing.

Product Characteristics:

Parameter	Range	Method
Appearance	Crystal Clear Gel with suspended beads	Visual
pH (10% solution)	6.5–7.0	pH meter

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Innovative Melt: Flash Melt

Flash Melt

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Deionized Water	72,00	Aqua/Water	-
A	Keltrol CG-SFT	0,20	Xanthan gum	CP Kelco
A	ACULYN™ 28 Rheology Modifier	5,00	Acrylates/Beheneth-25 Methacrylate Copolymer	Dow
B	Shea butter	1,00	Shea butter	-
B	Cetiol LC	7,00	Coco Caprylate/Caprata	BASF
B	Brij-S20-PA (Steareth-20)	1,00	Steareth -20	Croda
B	Xiameter DC 200 (Dimethicone)	2,00	Dimethicone	Dow Corning
C	Butylene Glycol	8,00	Butylene glycol	-
C	Sodium hydroxide (10%)	qsp pH 6	sodium hydroxide	-
C	NEOLONE™ PH 100	0,83	Phenoxyethanol	Dow
C	Hydrolite 8 (Caprylyl Glycol)	0,68	Caprylyl Glycol	Symrise
C	Parfum	0,05	Fragrance	-
D	Deionized water	qsp 100%	Aqua/Water	-

Processing Instructions:

1. Add the ingredients of Phase A and heat to 85°C.
2. Add ingredients of Phase B and heat to 85°C.
3. Add Phase B to Phase A and stir for 10 minutes at high speed.
4. Homogenize for 3 min at 10 000 - 13 000 rpm.
5. Stir gentle mixing and cool down below 35°C.
6. Add ingredients of Phase C and adjust pH to 6,0.
7. Complete with deionized water qsp 100%.

Product Characteristics

Parameter	Range	Method
Appearance	White cream	Visual
pH	5,5-6,5	pH meter

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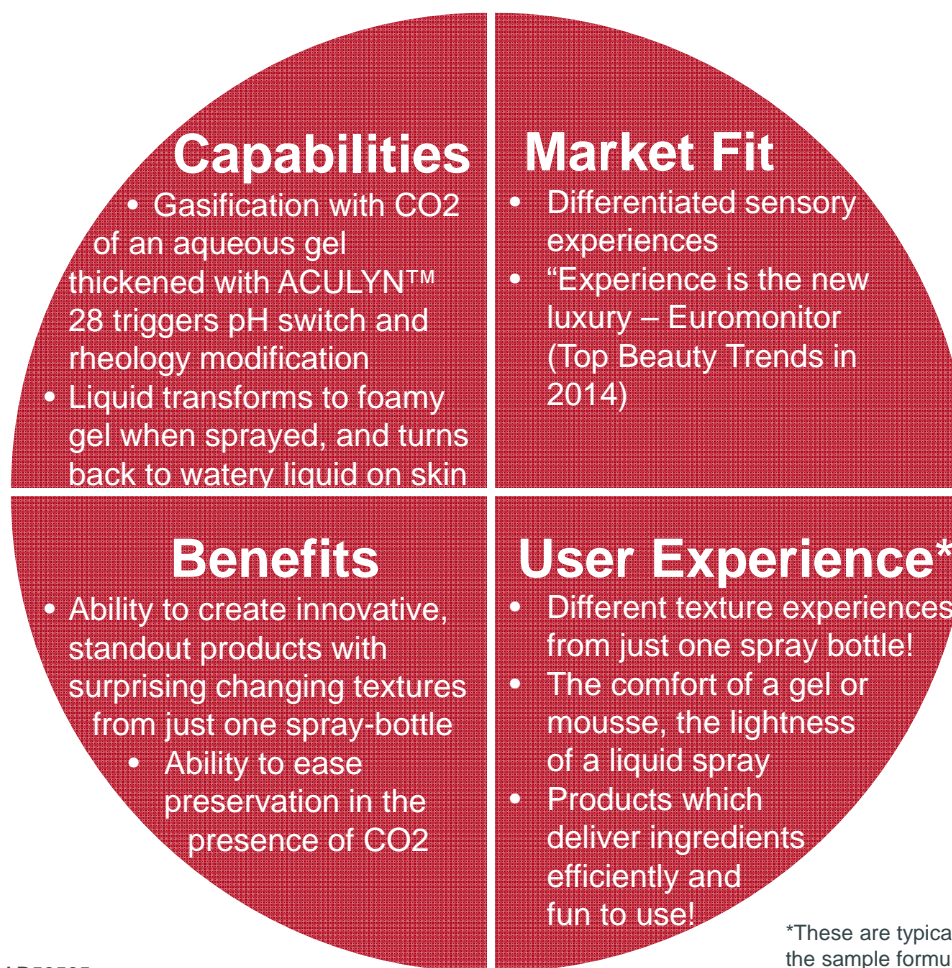
Surprising Splash



Transforming textures

6

ACULYN™ 28 HASE technology facilitates unique textures transformation! Delight consumers with texture changes as CO2 serums transform to comforting gels or mousses when sprayed onto skin – and then into refreshing, easy to apply textures as soon as they rub the product in!



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Surprising Splash: Formulation

6

Surprising Splash

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Deionised Water	93,30	Aqua/Water	-
A	ACULYN™ 28 Rheology Modifier	3,25	Acrylate/Beheneth-25 Methacrylate Copolymer	Dow
A	Cremophor RH-40	0,75	PEG-40 Hydrogenated Castor Oil	BASF
A	UCON™ 75-H-450 Emollient	0,25	PEG/PPG-17/6 Copolymer	Dow
A	EcoSense™ 3000 Surfactant	0,50	Decyl Glucoside	Dow
A	NEOLONE™ PH100 Preservative	0,80	Phenoxyethanol	Dow
A	Unicert Blue 05601-J (0.1% solution)	0,20	CI42090/Blue 1	Sensient
A	Fragrance Waterfall G1 1324574	0,05	Parfum/Fragrance	Robertet
B	Sodium Hydroxide (10% solution) qs to pH 7,5	1,00	Sodium hydroxide	-

Processing Instructions:

1. Mix ingredients of Phase A until uniform. Phenol Red (pH color indicator) may be added in phase A to visualise pH switch of the formulation.
2. Increase the pH to 7.5 by adding phase B.
3. Introduce gas CO₂ in the clear gel formulation using suitable process. Final CO₂ concentration in the gel shall be above saturation limit.

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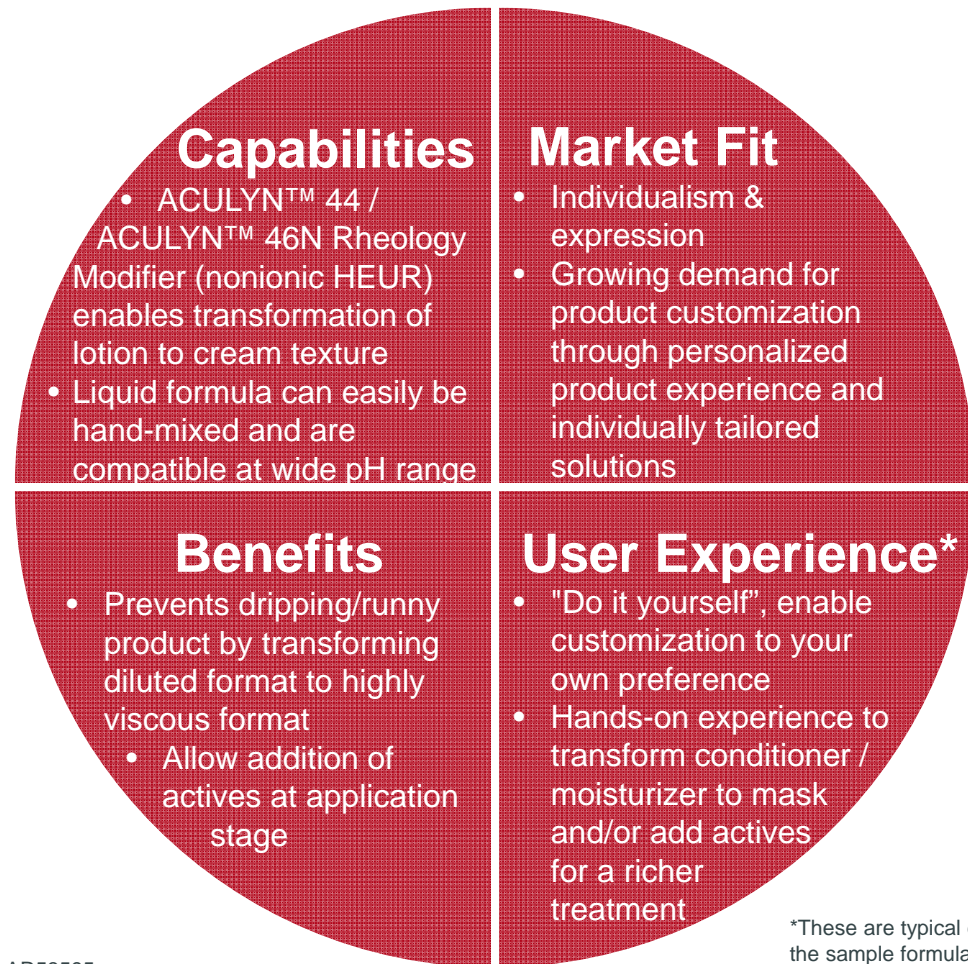
Visionary Cream



Transform liquid to creamy paste

7

Rheology Modifier ACULYN™ 44/ ACULYN™ 46N enables the transformation of flowable liquid to a creamy paste, and with a personalized, tailored level of formulation, transform your rinse-off hair conditioner/ daily moisturizers into an intensive hair/ night mask.



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Visionary Cream: “Prettify” Visionary Cream

“Prettify” Visionary Cream: Part 1 (base lotion)

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Deionised Water	75,00	Aqua/Water	–
A	OPTIM™ Glycerin	5,00	Glycerin	Dow
A	Carbopol Ultrez 10	0,20	Sodium carbomer	Lubrizol
A	Lanette E	0,15	Sodium cetearyl sulfate	BASF
B	Tegin pellets	1,50	Glycerin stearate SE	Evonik
B	Crodamol IPP	1,50	Isopropyl Palmitate	Croda
B	Lanette O	1,00	Cetearyl alcohol	BASF
B	EcoSmooth™ Delight H Sensorial Enhancer	2,00	C 14-22 alkane and Ethylene/ Octene Copolymer	Dow
B	Xiameter DC 200	0,50	Dimethicone	Dow Corning
B	Cetiol OE	4,00	Dicaprylyl ether	BASF
C	Ethanol	2,00	Alcohol	–
C	Tris Amino Ultra PC	qs pH 6-6,5	Tromethamine	Angus
C	NEOLONE™ PH100 Preservative	0,83	Phenoxyethanol	Dow
C	Hydrolyte 8	0,68	Caprylyl Glycol	Symrise
C	Deionised Water	qsp 100%	Aqua/Water	–

Processing Instructions:

1. Mix ingredients of Phase A under high speed stirring, and heat up to 85°C.
2. Mix ingredients of Phase B under high speed stirring, and heat up to 85°C.
3. Add Phase B to Phase A and stir for 10 min at 1000 rpm.
4. Homogenize for 3 min at 10,000 rpm.
5. Cool down to 45°C.
6. Add ingredients of Phase C under gentle mixing.

“Prettify” Visionary Cream: Part 2 (Texture modifier)

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	ACULYN™ 44 Rheology Modifier	100,00	PEG-150/Decyl Alcohol/SMDI Copolymer	Dow

“Prettify” Visionary Cream: Part 3 (Care ingredient)

	Trade Name	% Wt.	INCI/CTFA Name	Supplier
	Lipovol Sun	100,00	Helianthus Annuus (Sunflower) Seed Oil	Vantage
Or	Crodamol GTCC	100,00	Caprylic/Capric Triglyceride	Croda

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Visionary Cream: “Idiosyncrastically Yours” Hair Conditioner / Mask

“Idiosyncrastically Yours” Hair Conditioner/Mask

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Aqua/Water	60.41	Aqua/Water	
A	INCROMINE BD-PA	1.5	Behenamidopropyl dimethylamine	
A	Lanette O	4.00	Cetearyl Alcohol	
A	BHT	0.05	BHT	
A	UCON™ Fluid AP Emollient	1.00	PPG-14 Butyl Ether	Dow
A	Lactic Acid (85% active)	0.52	Lactic Acid	
B	Aqua/Water	31.43	Aqua/Water	
B	VERSENE™ Na2 crystals	0.10	Disodium EDTA	Dow
B	SoftCAT™ SX-1300X	0.15	Polyquaterium-67	Dow
B	POLYOX™ WSR N-60K	0.15	PEG-45M	Dow
B	Propylene Glycol USP/EP	0.50	Propylene Glycol	Dow
C	Parfum/Fragrance	0.10	Parfum/Fragrance	
C	KATHON™ CG Preservative	0.09	Methylchloroisothiazolinone/ Methylisothiazolinone	Dow
BOOSTER	ACULYN™ 46N	–	PEG 150/Stearyl Alcohol/SMDI Copolymer	Dow
TREATMENT ENHANCER	High Oleic Sunflower Refined Oil	–	Sunflower Seeds Oil	

Product Characteristics:

Parameter	Range	Method
Appearance	White	Visual
pH (as is)	4.5–5.5	pH meter
Viscosity (cps)	9,000–12,000	Brookfield Viscometer LV#3,6 rpm

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Processing Instructions:

1. Mix all ingredients from Phase A in list, start warming to 80°C and stirring at 300 rpm during 30 mins.
2. When the 80°C is reached increased speed of stirring to 400 rpm for 5 minutes.
3. Disperse ingredients from Phase B separately in water until complete solubilization.
4. Mix Phase B into Phase A and cool the temperature to 40–45°C.
5. Add ingredients from Phase C under stirring.



Dreamy Droplets

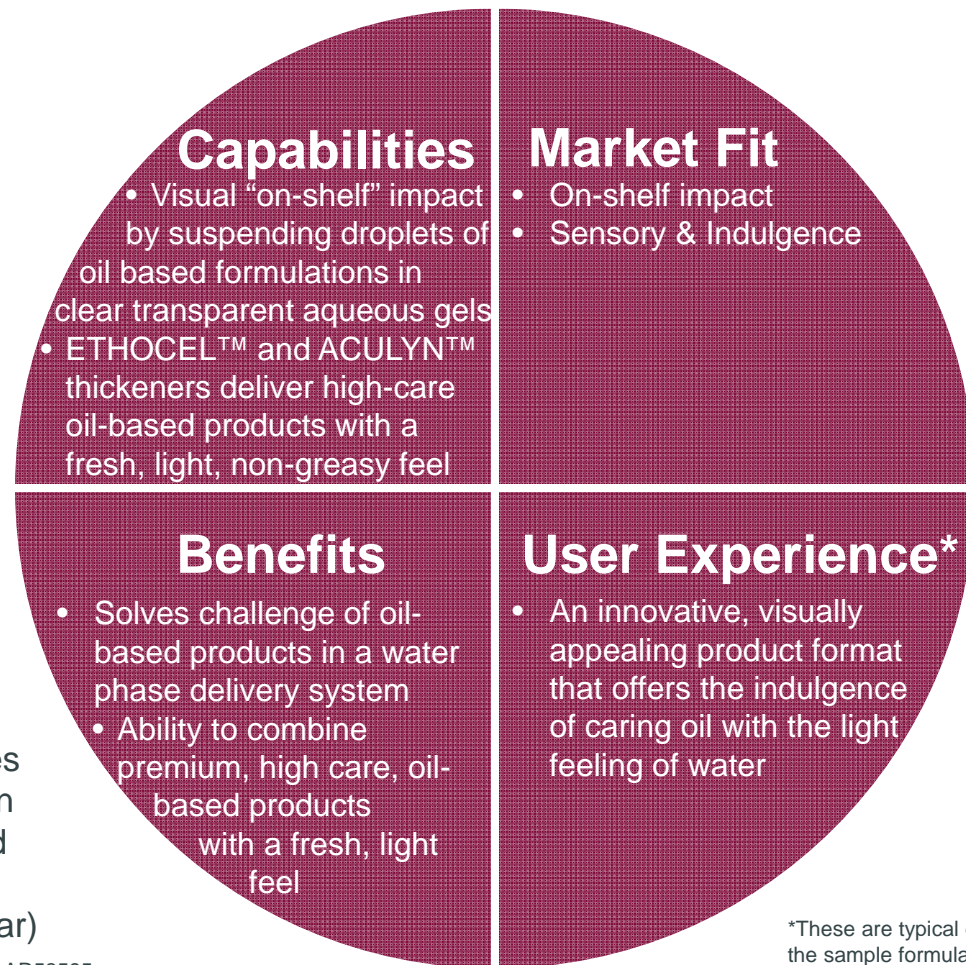
Creating beautiful oil suspensions

ETHOCEL™ and ACULYN™ Oil & Water Phase Thickeners facilitate the creation of beautiful beauty products with transparent oil beads suspended in gel formats, offering the comforting feel of an oil, balanced with the light, fresh feel of water - as well as greater scope for creative visuals.

ETHOCEL™ Oil Thickeners allows the adjustment of the oil drop texture and densities. Tuning pigment densities also allows special visual effects

ACULYN™ Aqueous phase thickeners stabilize the oil containing droplets; high shear thinning characteristics enables the gel like formulation to turn to watery liquid when applied on skin (under spreading shear)

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Dreamy Droplets: Dewdrop

“Dewdrop” Dreamy Droplets: Aqueous Phase

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Deionised Water (4-7°C)	93,30	Aqua/Water	-
A	ACULYN™ 28 Rheology Modifier	2,00	Acrylate/Beheneth-25 Methacrylate Copolymer	Dow
A	ACULYN™ 88 Rheology Modifier	2,00	Acrylates/ Steareth-20 Methacrylate Crosspolymer	Dow
B	Sodium Hydroxide (10% solution)	qs to pH 7,3	Sodium hydroxide	-
C	NEOLONE™ PH100 Preservative	0,80	Phenoxyethanol	Dow
C	Hydrolyte 8	0,60	Caprylyl Glycol	Symrise

“Dewdrop” Dreamy Droplets: Oil Phase “Prodigious Honey”

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Myritol 331	10,00	Coco-glycerides	BASF
A	UCON™ Fluid AP Emollient	10,00	PPG-14 Butyl Ether	Dow
A	Eutanol G	74,00	Octyldodecanol	BASF
B	ETHOCEL™ STD 100 Premium Oil Thickener	3,50	Ethylcellulose	Dow
C	Cloisone Sparkle Gold	0,50	Mica (and) Titanium Dioxide (and) Iron Oxide	BASF
C	Colorona Oriental Beige	0,20	Mica (and) Titanium Dioxide (and) Iron Oxide	Merck
D	Lipofructyl Argan LS	1,00	Argania Spinosa Kernel Oil	BASF
D	D-alpha-Tocopheryl Acetate	0,50	Tocopheryl Acetate	DSM
D	Fragrance Sublim'Argan E_ 1023732	0,30	Fragrance	Mane

Processing Instructions:

1. Mix ingredients of Phase A under stirring.
2. Slowly add ingredients of Phase B to reach targeted pH.
3. Maintain stirring until pH is completely stabilized (complete thickeners neutralization).
4. Add ingredients of Phase C under gentle mixing.

Processing Instructions:

1. Mix ingredients of Phase A until uniform.
2. Introduce ingredient of Phase B and premix at 1000-1500 rpm for 15 min to create a dispersion.
3. Start heating to 85°C while continuing stirring.
4. Maintain at 85°C under stirring for at least 20-30 minutes to allow ETHOCEL™ swelling.
5. Check that the formulation has become clear and particle-free.
6. Cool down to 70-75°C and then introduce ingredients of Phase C under stirring.
7. Cool down to 45°C to introduce ingredients of Phase D.

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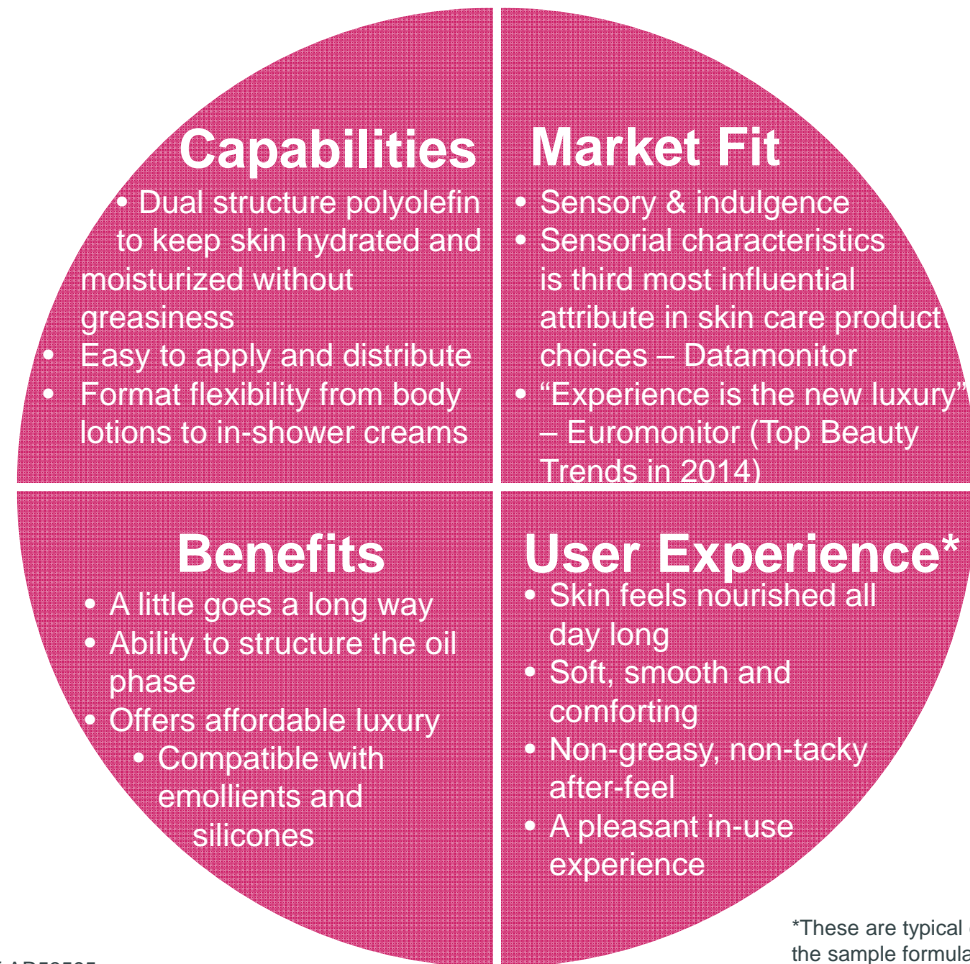
Wonderful
Wave



Softer skin without the stickiness

9

EcoSmooth™ Delight Sensorial Enhancer helps create light, non-greasy formulations which leave skin soft, smooth and beautifully moisturized – without that "tacky" after-feeling.



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Wonderful Wave: Delighting Shower

Delighting Shower

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Deionised Water	49,46	Aqua/Water	-
A	METHOCEL™ 40-0202 Functional Thickener	0,50	Hydroxypropyl methyl cellulose	Dow
A	SoftCAT™ SK-MH Conditioning Polymer	0,30	Polyquaternium-67	Dow
B	ACULYN™ 88 Rheology Modifier	3,57	Acrylates/Steareth-20 Methacrylate Crosspolymer	Dow
B	Empicol ESB-70 (70% active)	15,71	Sodium lauryl ether sulphate	Huntsman
C	Empigen BSFA (30% active)	8,33	Cocoamidopropyl betaine	Huntsman
D	EcoSmooth™ Delight H Sensory Enabler	20,00	C14-22 alkane and Ethylene/Octene Copolymer	Dow
E	Sodium Hydroxide	0,18	Sodium Hydroxide	-
E	Sodium Benzoate	0,80	Sodium Benzoate	-
F	Citric acid (qs pH specification)	0,95	Citric acid	-
G	Extra Care E_1023731	0,20	Parfum/Fragance	Mane

Product Characteristics

Parameter	Range	Method
Appearance	White emulsion	Visual
Viscosity	20 000-28 000	Brookfield Viscometer, LV #4, 12 rpm
pH	4,5-4,8	pH meter

Processing Instructions:

1. Mix ingredients of Phase A and stir until a clear slightly viscous solution is obtained.
2. Add ingredients of Phase B individually and stir until complete dissolution.
3. Add ingredient of Phase C.
4. Add ingredient of Phase D and heat up to 80°C. Stir until complete dissolution is obtained and maintain temperature and stirring for an additional 10 minutes. Then, remove the heat and allow a slow cooling down to room temperature still under stirring.
5. Add ingredients of Phase E individually.
6. Add ingredient of Phase F to adjust the pH to the specification.
7. Add ingredient of Phase G.



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Wonderful Wave: “Beau Delight” Formulation

Beau Delight

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Deionized Water	78,00	Aqua / Water	-
A	OPTIM™ Glycerin	2,50	Glycerin	Dow
A	Carbopol Ultrez 10	0,20	Sodium carbomer	Lubrizol
A	Lanette E	0,15	Sodium cetearyl sulfate	BASF
B	Tegin pellets	1,50	Glycerin stearate SE	Evonik
B	Crodamol IPP	0,75	Isopropyl palmitate	Croda
B	Lanette O	0,50	Cetearyl alcohol	BASF
B	EcoSmooth™ Delight	2,00	C14-22 alkane and Ethylene/Octene Copolymer	Dow
B	Xiameter DC 200	0,50	Dimethicone	Dow Corning
B	Cetiol OE	2,00	Dicaprylyl ether	BASF
C	Ethanol	1,45	Ethanol	-
C	Tris amino ultra PC	qsp pH 6-6,5	Tromethamine	Angus
C	NEOLONE™ PH 100	0,83	Phenoxyethanol	Dow
C	Hydrolite 8	0,68	Caprylyl Glycol	Symrise
C	Parfum BDF	0,05	Parfum / Fragrance	-
D	Deionized Water	qsp 100%	Aqua / Water	-

Skin Lotion Reference without ESD

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Deionized Water	78,00	Aqua / Water	-
A	OPTIM™ Glycerin	2,50	Glycerin	Dow
A	Carbopol Ultrez 10	0,20	Sodium carbomer	Lubrizol
A	Lanette E	0,15	Sodium cetearyl sulfate	BASF
B	Tegin pellets	1,50	Glycerin stearate SE	Evonik
B	Crodamol IPP	0,75	Isopropyl palmitate	Croda
B	Lanette O	0,50	Cetearyl alcohol	BASF
B	Xiameter DC 200	0,50	Dimethicone	Dow Corning
B	Cetiol OE	2,00	Dicaprylyl ether	BASF
C	Ethanol	1,45	Ethanol	-
C	Tris amino ultra PC	qsp pH 6,0-6,5	Tromethamine	Angus
C	NEOLONE™ PH 100	0,83	Phenoxyethanol	Dow
C	Hydrolite 8	0,68	Caprylyl Glycol	Symrise
C	Parfum BDF	0,05	Parfum / Fragrance	-
D	Deionized Water	qsp 100%	Aqua / Water	-

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Processing Instructions:

1. Add the ingredients of Phase A and heat to 85°C.
2. Add ingredients of Phase B and heat to 85°C under efficient mixing to ensure melting of EcoSmooth™ Delight.
3. Add Phase B to Phase A and stir for 10 minutes at high speed.
4. Homogenize for 3 min at 10 000 - 13 000 rpm.
5. Stir gentle mixing and cool down below 35°C.
6. Add ingredients of Phase C and adjust pH to 6,0 - 6,5.
7. Complete with deionized water qsp 100%.

Product Characteristics

Parameter	Range	Method
Aspect	White gel	Visual
pH	6,0 - 6,5	pH meter
Viscosity	3 000 - 6 000 cP	Brookfield Viscosimeter LV#4, 30 rpm



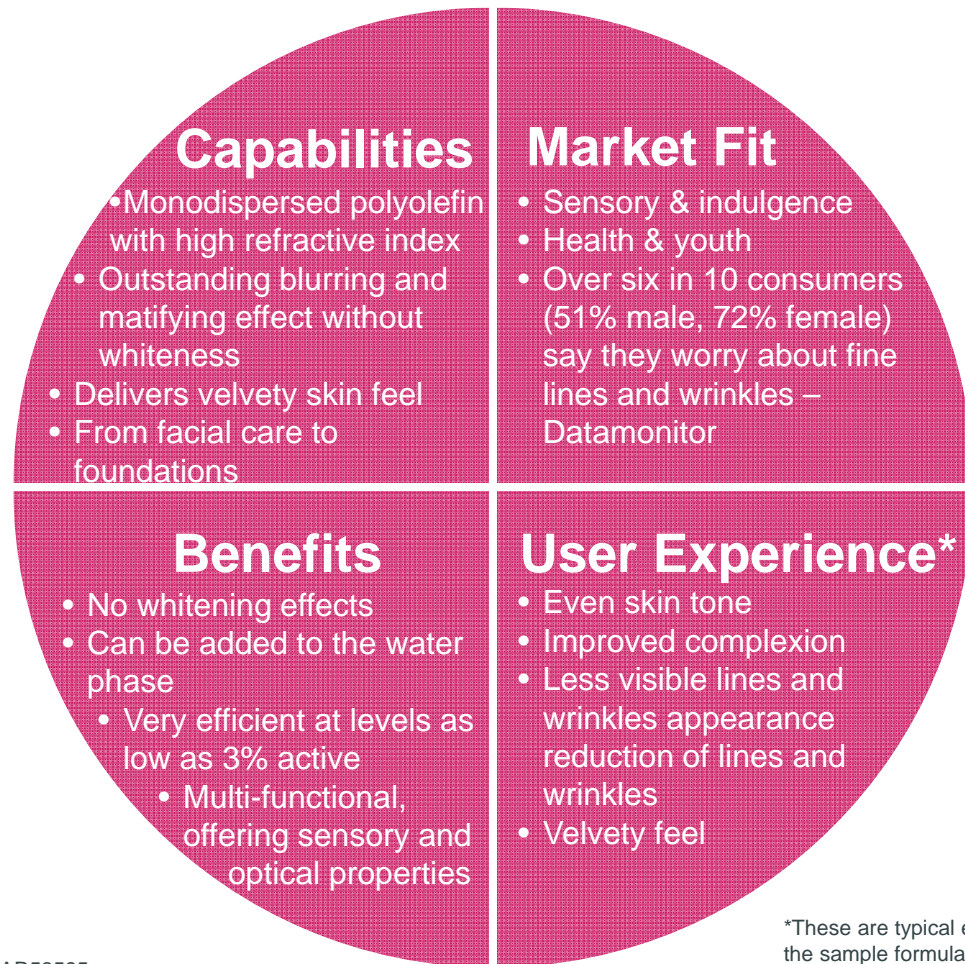
Ravishing Velvet



Optical blurring with great feel

10

EcoSmooth™ OptiTouch helps us create better versions of ourselves, by reducing appearance of fine lines and wrinkles and skin imperfections with an additional velvety touch.



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Ravishing Velvet: Moisturizing Eye Serum

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Moisturizing Eye Serum with ESO #2

Phase	Trade Name	% Wt.	INCI/CTFA Name	Supplier
A	Deionized Water	38,00	Aqua / Water	–
A	ACULYN™ 28 Rheology Modifier	3,00	Acrylates/Beheneth-25 Methacrylate Copolymer	Dow
A	ACULYN™ Excel Rheology Modifier	1,00	Acylates Copolymer	Dow
B	Deionized Water	2,48	Aqua / Water	–
B	HA 12N	0,025	Sodium Hyaluronate	Shiseido
C	EcoSmooth™ OptiTouch	18,75	Ethylene/Octene Copolymer (and) Ethylene/Sodium Acrylate Copolymer	Dow
D	Deionized Water	30,00	Aqua / Water	–
D	POLYOX™ WSR-301 Sensory Enhancer	0,025	PEG-90M	Dow
E	DC 190	0,25	PEG/PPG- 18/ 18 Dimethicone	Dow Corning
E	NEOLONE™ PH100 Preservative	0,83	Phenoxyethanol	Dow
E	Hydrolite 8	0,68	Caprylyl Glycol	Symrise
E	Fragrance	0,15	Fragrance	–
E	Citric Acid (10% aq.)	qsp pH6-6,5	Citric Acid	–
F	Deionized Water	1,98	Aqua / Water	–
F	SoftCAT™ SL- 100 Conditioning Polymer	0,025	Polyquaternium-67	Dow
G	Deionized Water	qsp 100	Aqua / Water	–

Processing Instructions:

1. Prepare phase B, phase D and phase F separately by dissolving powder ingredients into water with vigorous stirring.
2. Introduce ACULYN in deionized water and mix.
3. Add phase B into phase A and mix until uniform.
4. Add phase C slowly and mix until uniform.
5. Add phase D and ingredients of phase E in sequence under moderate stirring.
6. Add phase F under moderate stirring.
7. Complete with deionized water qsp 100%.

Product Characteristics

Parameter	Range	Method
Aspect	White gel	Visual
pH	6,0 - 6,5	pH meter
Viscosity	15000 - 20000 mPa • s	Brookfield Viscometer LV#4, 30 rpm, 25°C

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