

# BARBIE BROWS – BROW GEL

SKIN/HAIR CARE

FORMULA#: 84-16-4

Lightweight clear brow gel that sets and holds brow hair in place for a clean, polished look that lasts.

Application: Apply to clean brows or after using a brow pencil or powder. Withdraw wand from case and wipe excess product from around the base of the brush. Apply gel in short upward strokes.

## HIGHLIGHTED INGREDIENTS

INGREDIENT	FUNCTION
EXPERTGEL® EG412	Water soluble gelling and film forming agents. In water, these polymers give a viscosity that increases with temperature, to give “smart” thickening on contact with body temperature
GREENDIOL™	Multi-functional ingredient. It is an excellent humectant, dispersant, and preservative booster for clean formulations. It is a natural alternative to Butylene Glycol.
BIOGENIC CAFFEINE-210	Encapsulated and stabilized form of caffeine. Enables high concentrations in aqueous formulations without recrystallization. Helps increase appearance of hair density.
BIOGENIC ADENOSINE-30	Water soluble encapsulates Adenosine with an active concentration of 25-35%. Helps restore hair vitality.

## FORMULATION

PHASE	TRADE NAME	INCI NAME	SUPPLIER	% W/W
A	DI WATER	Water (Aqua)		
	SODIUM PHYTATE	Sodium Phytate		0.20
	EXPERTGEL® EG412	Poloxamer 407 (and) PPG-12/SMDI Copolymer	Presperse	7.50
B	GREENDIOL™	2,3 Butanediol, Water	Presperse	3.00
	SYMSAVE® H	Hydroxyacetaphenone	Symrise	0.50
	SYMDIOL® 68	1,2-Hexanediol (and) Caprylyl Glycol	Symrise	0.50

Formulation Revision: new  
Formulation Date:

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	% W/W
C	BIOGENIC CAFFEINE-210	Caffeine (and) Maltodextrin (and) Xanthan Gum (and) Hydroxyethylcellulose (and) Phenoxyethanol	Presperse	1.50
	BIOGENIC ADENOSINE-30	Isoniacinamide (and) Adenosine (and) Cyclodextrin (and) Hydroxypropyl Cyclodextrin (and) Disodium EDTA	Presperse	4.00
D	Citric Acid Solution 10%	Water, Citric Acid		1.60

## PROCEDURE

1. Add Phase A ingredients one by one. Allow ExpertGel® EG412 material to fully dissolve (dissolves best in cold water). Once completely dissolved begin to heat to 45C (this is only necessary when using SymSave H as a preservative booster. Batch will begin to thicken.
2. Add Phase B ingredients and allow to fully mix uniformly. Once completely mixed in, batch will appear white and thick (once cooled to RT batch will revert to clear color). Allow to cool below 40C and add Phase C ingredients.
3. There will appear to be some foam after adding Adenosine (this is normal). Continue to mix slowly until batch reaches RT.
4. Add CA solution to reduce pH between 5-5.5

## SPECIFICATIONS

Appearance: Clear gel

pH = 5.25

Viscosity = TBA

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