



# Biphasic Salicylic Acid Cleanser

This massage-activated facial cleanser turns from pink to white letting you know when it's ready to rinse it off! This biphasic hybrid formula, infused with WS SA50™, CelluOil™ Ment and CameleonCaps™ Pink To White, gently exfoliates dead skin cells, helps to unclog pores and reduces excess sebum. Massage until the color changes, and then rinse. See instant improvements in skin's health, complexion, and smoothness.

**WS SA50™ water soluble Salicylic Acid allows to create gentle Salicylic Acid based formulas that are alcohol-free.**

**CameleonCaps™ Pink to White acts as a visual indicator of actives' release.**

**CelluOil™ Ment encapsulates menthol with its anti-inflammatory properties and long-lasting freshness.**

Phase	Ingredient	INCI Name	%	Tagra - Supplier	Function
A	Glycerin	Glycerin	10.5		Humectant
	Cameleon™ PTW	Titanium Dioxide & CI73360 & aluminum hydroxide & Boron Nitride & Acrylate/Ammonium Methacrylate Copolymer & cellulose acetate & propylene glycol stearate	7	Tagra	Color Transformation Effect
	CelluOil™ Ment	Menthol & Cellulose Acetate Butyrate & Tricaprylin	2	Tagra	Anti-inflammatory properties / Cooling Agents
B	Phnoxethanol	Phnoxethanol	1	Sharon Lab	Preservative
	Deionized Water	Water	20		
C	WS SA50™	Salicylic Acid, Sodium Polyacrylate	4	Tagra	Exfoliants / Peeling Agents Anti-acne Agents
D	Deionized Water	Water	54.85		
	Blue 1 solution	0.01% Blue 1 Solution	0.65		Color

## Manufacturing Process:

1. Mix the ingredients in phase A at 250 rpm for 10 min / RT.
2. Add phase B and Mix 450rpm for 15 min/RT.
3. Add phase C and Mix 450rpm for 15 min/RT.
4. Add phase D and Mix 450rpm for 1 min/RT.

## Specifications:

Appearance: biphasic formula - blue solution phase and light pink exfoliating phase.

pH:4.2





## WS SA50™

### Water Soluble Salicylic Acid

WS SA50™ creates effective Salicylic Acid formulations that are alcohol-free and without discoloration and recrystallization. WS SA50™ increases Salicylic Acid water solubility from 0.2% to 5% and maintains an acidic pH. There is no need for organic solvents. This unique technology provides formulation freedom.











## CameleonCaps™

### Encapsulated Pigments Providing an Exciting Visual “WOW”

CameleonCaps™ are globally approved encapsulated pigments, which deliver a unique and innovative customer experience to the end user. CameleonCaps™ are durable during formulation and scale up yet break easily beneath fingertips upon application for dramatic and consistent color transformation. Color release can also act as a visual marker to indicate fresh active material release. CameleonCaps™ enable skin care companies to easily convert skin care products into color cosmetics without any requirements for dedicated production line for pigments or color cosmetics.

### CameleonCaps™ range

Cameleon Caps are available in powder form and can release the following colors:

 Gold	 Blue	 Red30 lake	 Black
 Red	 Green	 Red7	 PtW (Pink to White)
 Yellow	 White	 Brown	

## CelluOil™

### Encapsulated Essential Oils

CelluOils™ protects natural essential oils for fresh, long-lasting release upon each application. Avoid volatilization, discoloration, and degradation, while letting the natural character of your formula shine through. CelluOils™ convert liquid into powder that can be dispersed and integrated across all phases, allowing for the design of new and innovative formulation concepts.

### CelluOil™ range

CelluOil™ are available in powder form and can release the following essential oils:

**CelluOil™ EC: Eucalyptus**

**CelluOil™ TTO: Tea Tree Oil**

**CelluOil™ EP: Evening Primrose Seed Extract**

**CelluOil™ Geranium: Pelargonium Graveolens Flower Oil**

**CelluOil™ Lavender: Lavender Angustifolia Herb Oil**

**CelluOil™ Ment: Menthol**