



NOVOWAX[®] a high-quality mattifying agent

- Delivers good emolliency to the skin
- Offers unique matt finish with velvety touch
- Suits matt lipstick formulation



NOVOWAX®

INCI Name: Hydrogenated vegetable oil and hydrogenated alkene and bentonite

Introduction:

To formulate matt lipsticks, a mattifying agent is a must while Nylon12- recently got banned and Silicone derivatives lead to deforming molds during filing, Novowax is an excellent substitute.

Technical Data Sheet (TDS)

Appearance	Beige paste
Odor	characteristic
Heavy metal (Lead)	<=10 ppm
Arsenic	<=3 ppm
Solubility	Insolubl in Water
Mesophilic bacteria	<=100 CFU/g
Yeast & Mold	<10 CFU/g

Active & Mechanism:

Novo Wax delivers a matt and velvety texture to the lipstick without any deformity issues for filling devices.

Typical formulation velvety lipstick

Candelilla wax	2
Carnauba wax	0.5
Beeswax	5
Novo 2161	8.5
Novo ben 5	1
Novo wax	15
Pigments	15
Castor oil	10
Fragrance	qs

Benefits:

- Texture modifier
- Soft and silky feel
- Non-greasy and matt application

How to use:

- Add to the oil phase

Dosage: 3-30%

Applications:

- Velvet/matt lipstick
- Velvet/matt cream
- Powdery products



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