



## NOVO WAX / NOVO WAX P<sup>®</sup>

A high-quality mattifying agent

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



## NOVO WAX/ NOVO WAX P®

INCI Name: HYDROGENATED VEGETABLE OIL, ETHYLHEXYL PALMITATE, BENTONITE/  
HYDROGENATED VEGETABLE OIL, 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, Novo wax is an excellent substitute.

#### Technical Data Sheet ( TDS ) Novo Wax/ Novo Wax P

Appearance	Biphasal paste / beige paste
Odor	characteristic
Heavy metal (Lead)	<=10 ppm
Arsenic	<=3 ppm
Solubility	Insoluble in water/Dispersible in oils
Mesophilic bacteria	<=100 CFU/g
E Coli	Absent

### Active & Mechanism:

Novo Wax is an excellent solution that provides a superior mattifying effect in lipstick without any deformity issues for filling devices. It has been specially processed to obtain a structure to provide excellent surface coverage and true-matte lip finish.

This special combination of the unique grade of vegetable oil and clay improves structuring in lipstick giving flexibility and compatibility to a variety of lipstick recipes and pigments with a powdery skin feel.

#### Typical formulation velvety lipstick

Candelilla wax	2.5
Carnauba wax	1
Bees wax	5
Novo 2161	5
Novo wax	10
Pigments	15
Castor oil	q.s
Novo wax PE	15
Novo stabilizer Sol	10



### Benefits:

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

### How to use:

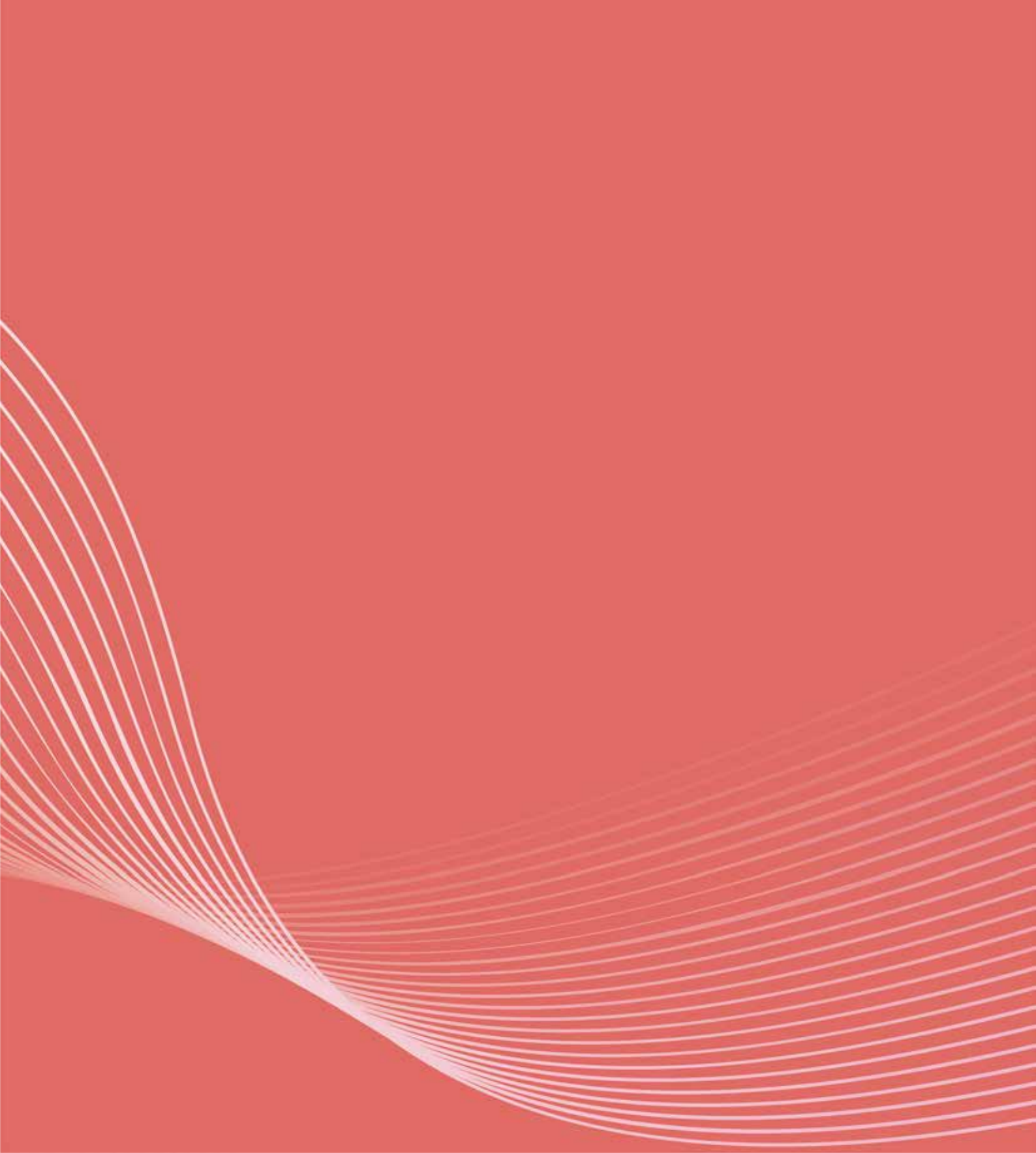
- Add to the oil phase

**Dosage:** 3-10%

### Applications:

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





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