

## BENTONE<sup>®</sup> MA

### Non-animal Origin Rheological Additive For Aqueous Cosmetics And Toiletries

#### GENERAL INFORMATION

**BENTONE MA** is a rheological additive, based on a purified hectorite clay, which imparts thixotropy and good anti-settling properties to the water phase of cosmetics. It is particularly effective as a means of improving suspension control without unduly increasing viscosity.

**BENTONE MA** is an acid- stable clay and has the ability to absorb oils in skin treatments.

#### INCI NAME

Hectorite

#### CHEMICAL & PHYSICAL PROPERTIES

% Drying Loss When Packed	Max. 6.0
% Thru 200 Mesh Sieve	95.0 – 100.0
Viscosity (cP)	300 - 1000
% Calcium Carbonate	Max. 9.6
Green Tristimulus Colour	63 - 80

These are typical properties not to be used for specification purposes

#### APPLICATIONS

- Oil in Water Emulsions
- Water in Oil Emulsions
- Creams
- Lotions
- Anti-Perspirants
- Deodorants
- Colour Cosmetics
- Face Packs
- Facial Make-Up
- Sun Care Products
- Hair Care Products

#### KEY PROPERTIES

- Non-animal origin
- Is easily processed as a powder or pre-gel

- Provides suspension control at low viscosity
- Increases the viscosity of the aqueous phase
- Is stable over the pH range 6-11
- Imparts thermostable thixotropy/pseudoplasticity
- Reduces phase separation and syneresis
- Is non-abrasive and imparts smooth silky feel to cosmetics and personal care products

#### INCORPORATION

**BENTONE MA** rheological additive should be incorporated using high-shear equipment (high-speed disc impellers, rotor-stator mixers etc.)

To avoid lumping, add **BENTONE MA** slowly to warm water and, to achieve best results, disperse under high-shear mixing for 25-40 minutes.

Pre-gels, up to 10%, can be prepared in water but viscosity may continue to increase over 24-48 hours with **BENTONE MA** levels above 2%. This effect can be significantly reduced by using water at a temperature above 35°C.

It is important that the **BENTONE MA** is fully dispersed in the water before any other components, particularly surfactants, are added. **BENTONE MA** can, in some cases, be processed as a powder added directly to the formulation. Intensive shear together with the solids of the formulation will provide maximum dispersion and gelation.

#### LEVELS OF USE

Typical use levels are 0.25%-5% **BENTONE MA** additive by weight of total formulation depending upon the degree of suspension, the rheological properties or viscosity required.

#### HEALTH AND SAFETY

Before using this product please consult our Safety Data Sheet (SDS) for information on safe handling and storage. The SDS can be found on the company website.

#### STORAGE RECOMMENDATIONS

Store in a dry place. **BENTONE MA** additive will absorb atmospheric moisture in high humidity conditions.

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### SHELF LIFE

**BENTONE MA** has a minimum shelf life of 4 (four) years from date of manufacture.

### QUALITY ASSURANCE

Quality and continuous improvement are paramount to our business. Facility manufacturing **BENTONE MA** has established strong integrated management system and holds ISO 9001, ISO 14001, ISO 45001 and EFfCI GMP certifications.

### SUSTAINABILITY

**BENTONE MA** is a raw material approved by Ecocert Greenlife in accordance with the ECOCERT standard for Natural and Organic Cosmetics.

**BENTONE MA** is a raw material approved by Ecocert Greenlife in accordance with the COSMOS Standard.



**COSMOS  
APPROVED**

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