

WATER-IN-OIL LUXURIOUS MAKEUP

RAW MATERIALS	% By Weight
A.	
VEEGUM	1.2
Water	37.9
Magnesium sulfate	0.4
B.	
Talc	5.5
VANCLAY Kaolin	1.5
Titanium dioxide	5.0
Iron oxides	3.0
C.	
Carnation White Mineral Oil	15.0
Polysynlane	8.0
Ritachol	8.0
Lanapene	7.0
Sorbitol 70%	5.0
Witcamide 511C	2.5
Preservative	q.s.

Procedure:

Slowly add VEEGUM to the water, while agitating at maximum available shear. Continue mixing until smooth. Add the magnesium sulfate and mix until smooth. Grind B and add to A, mixing until uniform. Add A/B to C. Mix until smooth and uniform.

Consistency: Fluid lotion

Suggested Packaging: Liquid makeup container.

Comments:

This formula is a cold process water-in-oil emulsion stabilized by VEEGUM. VEEGUM also controls the viscosity and insures uniform color throughout the product. It is a moisturizing makeup for dry skin.

SOURCE: R.T. Vanderbilt Co., Inc.: Cosmetics and Toiletries
Formulary: Formulation No. 332