

Magic Swipe Out

Gemseal Cleansers Collection

Swift efficiency
& Smooth softness

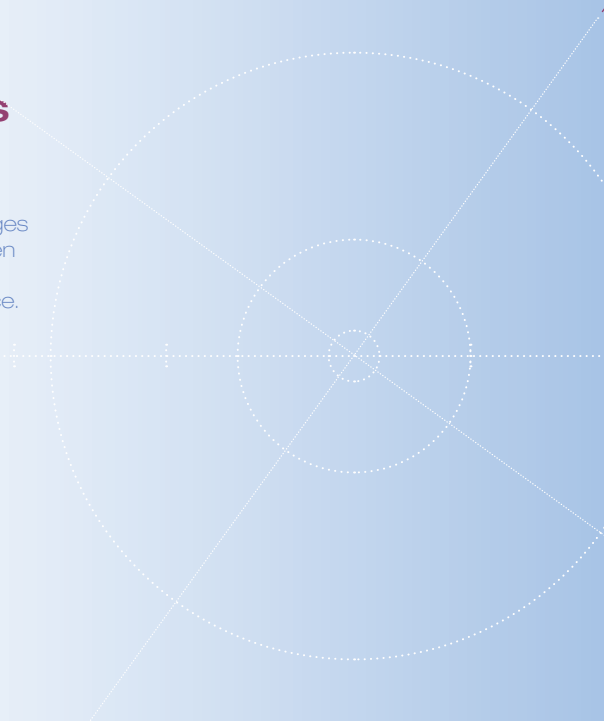


TOTAL

Gemseal, optimizing efficiency & softness in cleansers

Cleansing and make-up removal products come in different forms depending on usages and cultures - oils, multi-phases, milk or even gels. But in all cases, gentleness, purity and swift efficiency are of the utmost importance.

The Magic Swipe Out Collection has been designed to inspire outstanding cleansing textures... and illustrate how the Gemseal range can help you achieve wonders.



Magic Swipe Out

- Amazing Gel Cleanser
- Incredible Cleansing Oil
- Very Pure Bi-phase Cleanser
- Super Gentle Cleansing Milk

Formulas developed by Labosphère



www.labosphere.com

Gemseal for cleansers

Two references in the Gemseal range are especially recommended in the formulation of make-up removers and cleansers.

- With a short carbon chain, **Gemseal 40** has a very good ability to solubilize fats and displays **impressive cleansing properties** in just one easy glide. Moreover, its compatibility, with well-known emulsifiers and other oils (vegetable oils, silicones, etc.) helps obtain a smooth and easy spread.
- **Gemseal 120** offers incredible **roundness** and a **cushion touch**. Simply play with it to modulate the level of comfort you wish to deliver.
- Non-irritating and hypoallergenic, **Gemseal** fluids are perfectly adapted to ultra pure cleansing formulas.

**Intrigued?
Just let the products
speak for themselves!**

Magic Swipe Out Amazing Gel Cleanser

HM14092.03A

When in contact with water, this gel transforms itself into a milky emulsion which melts-away every trace of impurities and make-up. Gently massage onto face avoiding the eyes, then water-activate the gel to easily rinse off. The skin is purified, feeling pleasantly smooth and clean.

Operating mode

Weigh the ingredients of Phase A. Stir and heat to 35°C until a homogeneous phase is obtained. When homogeneous, stop stirring and cool down the mixture.

Weigh the ingredients of Phase B and stir until a homogeneous phase is obtained. Pour B into A drop-by-drop and stir at 800 rpm at first (until the amount of B introduced equals the amount of A), then continue pouring slowly.

While pouring, progressively increase the stirring speed (from 800 to 1800 rpm) and keep the temperature at 25°C.

Slowly add C while stirring vigorously. Continue stirring until a homogeneous phase is obtained and keep the temperature at 25°C.

Phase A

GLYCERINE CODEX (INTERCHIMIE)	
<i>Glycerin</i>	26,00 %
DEMINERALIZED WATER	
<i>Aqua</i>	1,6 %
UNICERT BLUE 05601-J at 0.1% IN WATER (SENSIENT)	
<i>Acid blue 9 (CI 42090)</i>	0,40 %
PELLICER L-30 (ASAHI KASEI CHEMICALS CORPORATION)	
<i>Sodium Dilaureamidoglutamide Lysine</i>	2,00 %

Phase B

GEMSEAL 40 (TOTAL)	
<i>C15-19 Alkane</i>	41,30 %
UNICERT GREEN K- 7016 at 0.01% IN GEMSEAL 40 (SENSIENT/TOTAL)	
<i>C15-19 Alkane & CI 61565</i>	16,00 %
DUB ININ (STEARINERIE DUBOIS)	
<i>Isononyl Isononanoate</i>	10,00 %
GEMSEAL 120 (TOTAL)	
<i>C21-28 Alkane</i>	2,00 %

Phase C

FRAGRANCE FLORAL CONCEPT 44840/OM (CONCEPT AROMATIQUE)	
<i>Fragrance</i>	0,70 %

Magic Swipe Out Incredible Cleansing Oil

HM14002.04B

A caring cleansing oil packed with macadamia oil to smoothly remove impurities and make-up. Lightly massage one or two drops onto the face. To rinse off, the oil easily emulsifies with water and leaves the skin smooth and clean.

Operating mode

Weigh Tego STO V, Montanox 85 and Gemseal 40 and stir until a homogeneous phase is obtained. While stirring, add the other ingredients one at a time in the order indicated, paying attention to the correct homogeneity of the phase after each new addition.

One phase

TEGO STO V (EVONIK GOLDSCHMIDT)	
<i>Sorbitan Trioleate</i>	3,40 %
MONTANOX 85 VG DF (SEPPIC)	
<i>Polysorbate 85</i>	8,00 %
GEMSEAL 40 (TOTAL)	
<i>C15-19 Alkane</i>	63,05 %
GEMSEAL 120 (TOTAL)	
<i>C21-28 Alkane</i>	15,00 %
REFINED MACADAMIA NUT OIL (BCE 1010) (BIOCOSMETHIC)	
<i>Macadamia Integrifolia Seed Oil</i>	10,00 %
OXYNEX K LIQUIDE (MERCK)	
<i>PEG-8 & Tocopherol & Ascorbyl Palmitate & Ascorbic Acid & Citric Acid</i>	0,10 %
FRAGRANCE COSMETO CONCEPT 44838/OM (CONCEPT AROMATIQUE)	
<i>Fragrance</i>	0,45 %

Magic Swipe Out Very Pure Bi-Phase Cleanser

SD14105.05A

Especially designed for sensitive skins,
a very gentle formula to swiftly remove
make-up and impurities around the eyes.
Shake to mix the dual power of the formula.
No rinsing necessary.

Operating mode

Successively weigh the ingredients of Phase A making sure a transparent colorless phase is obtained after the each new addition. Adjust the pH to 7. Separately from phase A, successively weigh the ingredients of phase B paying attention to the correct homogeneity of the phase after each new addition. Mix the two phases together.

Phase A

DEMINEALIZED WATER	
<i>Aqua</i>	58,10 %
EDETA B POWDER (BASF)	
<i>Tetrasodium EDTA</i>	0,05 %
REFINED FOOD SALT (ESCO)	
<i>Sodium Chloride</i>	0,25 %
ORAMIX CG110 (SEPPIC)	
<i>Caprylyl/Capryl Glucoside & Aqua</i>	0,05 %
COSMOCIL CQ (ARCH PERSONAL CARE)	
<i>Aqua & Polyaminopropyl Biguanide</i>	1,35 %

Phase B

GEMSEAL 40 (TOTAL)	
<i>C15-19 Alkane</i>	33,35 %
PARSOL GUARD (DSM)	
<i>Octocrylene & Butyl Methoxydibenzoylmethane & Tocopherol & Homosalate & Helianthus Annuus Seed Oil</i>	0,20 %
UNICERT GREEN K- 7016 at 0.01%	
IN GEMSEAL 40 (SENSIENT/TOTAL)	
<i>C15-19 Alkane & Ci 61565</i>	3,65 %
MASSOCARE E (MASSO)	
<i>PPG-15 Stearyl Ether</i>	3,00 %

Magic Swipe Out Super Gentle Cleansing Milk

HM13317.06

A rich but light cleanser to gently remove impurities and make-up from the skin. Apply with a cotton pad or fingers to face and neck. Rinse off with water or a toner.

Operating mode

Weigh the ingredients of phase A, stir and heat to 80°C. Weigh the ingredients of phase B, stir and heat to 50°C. Continue stirring until a homogeneous phase is obtained.

Premix the ingredients of phase C. While stirring, pour C into B. Continue stirring until a homogeneous phase is obtained.

While continuing to keep this mixture (B+C) at 80°C and stirring it vigorously sprinkle it with phase D.

At 80°C, still stirring vigorously, pour phase A into (B+C+D). Stop the heat and cool down the mixture. At 75°C, Turrax for 30 sec at 9500 rpm. Reduce the stirring to moderate and continue cooling.

At 55°C, still stirring moderately, add phase E. Continue cooling and stirring.

At 30°C, still stirring moderately, add phase F.

If necessary, adjust the pH with a 10% sodium hydroxyde solution. 6,5<pH<6,7

Phase A

MONTANOV 68 (SEPPIC)	
<i>Cetearyl Alcohol & Cetearyl Glucoside</i>	3,500 %
GEMSEAL 40 (TOTAL)	
<i>C15-19 Alkane</i>	15,000 %
DUB ININ (STEARINERIE DUBOIS)	
<i>Isononyl Isononanoate</i>	5,000 %
AMPHISOLK (DSM)	
<i>Potassium Cetyl Phosphate</i>	4,000 %

Phase B

DEMINERALIZED WATER	
<i>Aqua</i>	70,650 %
EDETA BD (BASF)	
<i>Disodium EDTA</i>	0,150 %
HYDROLITE-5 (SYMRISE)	
<i>Pentylene Glycol</i>	1,000 %
CHLORPHENESIN BP 73 (SHASUN)	
<i>Chlorphenesin</i>	0,250 %

Phase C

GLYCERINE CODEX (INTERCHIMIE)	
<i>Glycerin</i>	2,500 %
RHODICARE T (RHODIA)	
<i>Xanthan Gum & Aqua</i>	0,250 %

Phase D

SEPINOV EMT10 (SEPPIC)	
<i>Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer & Sorbitan Isostearate & Polysorbate 60 & Aqua</i>	0,350 %

Phase E

PHENOXYTOL (CLARIANT)	
<i>Phenoxyethanol</i>	0,600 %

Phase F

SODIUM HYDROXIDE SOLUTION 10% in WATER	
<i>Aqua & Sodium Hydroxide</i>	0,204 %
FRAGRANCE FLORAL CONCEPT	
44840/OM (CONCEPT AROMATIQUE)	
<i>Fragrance</i>	0,140 %



SPECIAL FLUIDS DIVISION

24, Cours Michelet - La Défense
92069 Paris La Défense - Cedex

www.totalspecialfluids.com
special.fluids@total.com