



Formulation

No. 2076

Powder to Foam Clay Cleanser

DESCRIPTION

This transformative cleanser begins as a dry blend of clay and plant-based ingredients, ready to be activated with water. Mixing transforms the powder into a rich, mud-like paste that develops into a creamy foam during lather for easy rinse-off. The customizable powder-to-paste format turns cleansing into an interactive, multi-textural experience. Featured anhydrous products include ultra-mild **Suga®Nate 160 Dry MB**, high-foam **Cola®Mate LA-100 MB**, and hydrating **Colonial BetaNat** for a gentle, luxurious lather.

FORMULATION

Order	INCI Name	Trade Name	%	Function
1	Kaolin	Kaolin Clay USP ¹	73.00	Clay
2	Sodium Laurylglucosides Hydroxypropylsulfonate, Silica	Suga®Nate 160 Dry MB	10.00	Ultra-mild cleansing
3	Disodium Lauryl Sulfosuccinate	Cola®Mate LA-100 MB	15.00	High-foam cleansing
4	Betaine	Colonial BetaNat	2.00	Moisturizing

PROCEDURE

1. Combine ingredients. Mix until uniform.

TYPICAL PROPERTIES

Appearance White, Loose Powder
pH (5%) 5.5 – 6.5

USAGE INSTRUCTIONS

Mix with water to create a smooth paste. For use as cleanser, lather and rinse. For use as mask, apply paste to face and allow to dry for 10 minutes before rinsing. Avoid contact with eyes.

LIST OF INGREDIENTS

Kaolin, Disodium Lauryl Sulfosuccinate, Sodium Laurylglucosides Hydroxypropylsulfonate, Betaine

SUPPLIERS

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