FORMULATION SHEET

ELEMENTIS

Luminous Blue Mascara

C-2059-02

DESCRIPTION

Inspired by WGSN x Coloro Colour of the Year 2027, Luminous Blue, this mascara concept highlights Elementis' emulsifying and rheology technologies. Designed for bold payoff, this volumizing mascara delivers striking intensity and defined lashes. Natural Origin Index (ISO 16128): 98.15%.

Phase	Ingredient	Supplier	%w/w
A	Glyceryl Stearate Citrate (and) Cetearyl Alcohol (and) Hectorite (and) Xanthan Gum (and) Glyceryl Behenate (**BENTONE HYDRO-LUXE™ 360**)	**Elementis**	5.00
	C12-15 Alkyl Benzoate		5.00
	Titanium Dioxide (And) Stearoyl Glutamic Acid (And) Polyhydroxys-tearic Acid (BTD-ASGP3)	Kobo Products	1.75
	Ultramarines (And) Stearoyl Glutamic Acid (And) Polyhydroxys-tearic Acid (BEUB-ASGP6)	Kobo Products	8.50
	Cera Alba (Beeswax)		4.50
	Copernicia Cerifera (Carnauba) Cera		2.00
	Trihydroxystearin (**THIXCIN® R PC**)	**Elementis**	0.40
	Cetyl Alcohol		1.00
	Tocopherol (and) Helianthus Annuus (Sunflower) Seed Oil (Dermofeel® Toco 70 Non GMO)	Evonik	0.50
	Butyrospermum Parkii (Shea) Butter		2.00
	Glyceryl Hydrogenated Rosinate (and) Caprylic/Capric Triglyceride (KOBOGUARD® NATURAL 3000-CCT70)	Kobo Products	5.00
B	Deionized Water (Aqua)		56.55
	Glycerin		3.00
	Sodium Phytate		0.10
	Xanthan Gum (Keltrol CG-RD)	CP Kelco	0.20
C	Cellulose (CELL-U-LASH™ 150)	Kobo Products	2.00
	Silica (MSS-500/20N)	Kobo Products	1.00
D	Caprylyl Glycol (and) Glyceryl Caprylate (and) Propanediol (sensiva™ go natural)	Ashland	1.50
	Sodium Hydroxide (Sodium Hydroxide 10M solution in water)		q.s.

continued...

FORMULATION SHEET

ELEMENTIS

Luminous Blue Mascara

C-2059-02

PROCEDURE

1. Heat Phase A to 80–85°C until all waxes and the emulsifier are completely melted.
2. Prepare Phase B by adding the premixed glycerin and xanthan gum to the water under propeller mixing. Stir until the gum is fully dispersed.
3. Add sodium phytate to Phase B and mix until fully dissolved.
4. Check and adjust the pH of Phase B to 12.2–12.5.
5. Heat Phase B to 80°C while maintaining propeller mixing.
6. Slowly add the Phase A to Phase B while mixing with a propeller stirrer at high speed.
7. Homogenize the batch for 3 minutes.
8. Transfer the batch back to the propeller mixer and begin cooling.
9. At 45°C, add Phase C, adding each ingredient one at a time and mixing until homogeneous between each addition.
10. At 30°C or below, add Phase D and mix until fully homogeneous.
11. Adjust pH if necessary.

SPECIFICATIONS

Appearance: Thick blue cream

pH: 7.0 - 7.5

Viscosity: LVDV-I. Spindle 64. 1 rpm 370,000 – 400,000 cP

ADVANTAGES

BENTONE HYDROLUXE™ 360 is an all-in-one emulsifying and thickening system, which allows the easy creation of oil-in-water formulations while giving great stability and sensory properties.

THIXCIN® R PC has been shown to give some water-proofing in oil-in-water formulations.

NOTE: The information herein is currently believed to be accurate. We do not guarantee its accuracy. Purchasers shall not rely on statements herein when purchasing any products. Purchasers should make their own investigations to determine if such products are suitable for a particular use. The products discussed are sold without warranty, express or implied, including a warranty of merchantability and fitness for use. Purchasers will be subject to a separate agreement which will not incorporate this document.

© Copyright 2026, Elementis Specialties, Inc. All rights reserved. Copying and/or downloading of this document or information therein for republication is not allowed unless prior written agreement is obtained from Elementis Specialties, Inc.

® Registered trademark of Elementis Specialties, Inc.

North America
Elementis
469 Old Trenton Road
East Windsor
NJ 08512, USA
T: +1 609 443 2500

Europe
Elementis PLC
The Bindery 5th Floor
51—53 Hatton Garden
London EC1N 8HN, UK
T: +44 207 067 2999

Asia
Deuchem (Shanghai) Chemical Co., Ltd.
99, Lianyang Road
Songjiang Industrial Zone
Shanghai, China 201613
T: +86 21 5774 0348