

BENTONE HYDROCLAY™ 2100

INCI NAME:

Hectorite

APPLICATION:

- Colour Cosmetics
- Skin Care Products
- Sun Care Products
- Hair Care Products
- DIY Formats
- Deodorants

USE LEVEL:

0.3% to 10%,
up to 25% (in powder format)

SUSTAINABILITY CREDENTIALS:

- 100% natural (ISO 16128)
- Cold processable
- Vegan
- COSMOS approved
- Suitable for water-free formulas

Unique chemistry,
sustainable solutions



BENTONE HYDROCLAY™ 2100

Create stunning light textures, naturally!

BENTONE HYDROCLAY™ 2100 delivers natural textures like never before. This multi-talent in skin care is providing a light skin feel, boosting mild cleansing efficacy and leaves a mattified skin appearance. As a fully natural, COSMOS approved product, BENTONE HYDROCLAY™ 2100 responds to today's consumers needs of clean and safe beauty products, with a minimal impact on our environment.

BENTONE HYDROCLAY™ 2100 is suitable for face and body care products, providing stability and texture with low impact on the viscosity. This is particularly useful when developing body lotions, face masks and cleansing products. Its ability to create a strong network is not only boosting stability of the O/W emulsion itself, but also making it

a natural in suspending beads and particles. Speaking to a variety of consumer trends, BENTONE HYDROCLAY™ 2100 is significantly improving the cleansing efficacy of mild surfactant systems, supporting DIY and water-free formulation concepts, as well as providing a soft-focus effect.

Key Performance Benefits

- **Light and luxurious skin feel**
- **Creates flawless looking skin**
 - Soft-focus effect
 - Mattifying
 - Moisture retention
- **Improved mild cleansing efficacy**
- **Formulation versatility**
 - Cold processable
 - Synergistic with other thickeners
 - Suitable for wide range of applications
- **Provides stability and suspension to low viscosity formulas**
 - Heat stability
 - Reduced syneresis



Get ready for your next picture!

BENTONE HYDROCLAY™ 2100 provides a flawless look to the skin. Without drying out the skin, it absorbs excess oil, leading to an instant mattifying effect. From a face mask format, it significantly improves the skin condition, promoting a blurring effect.



100% NATURAL



CHINA CONFORM



VEGAN



COLD PROCESS



COSMOS
APPROVED

* BENTONE HYDROCLAY™ 2100 is a raw material approved by Ecocert Greenlife in accordance with the COSMOS Standard.

BENTONE
HYDROCLAY™
2100

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NOTE:
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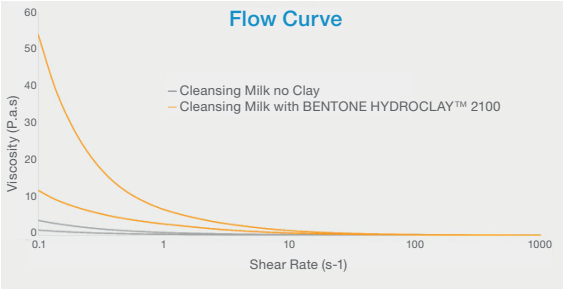
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Unique chemistry,
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Visualisation of enhanced cleansing properties of BENTONE HYDROCLAY™ 2100:



A wash experiment was conducted using a simple cleansing cream formulation with 3% of BENTONE HYDROCLAY™ 2100 and 3% of competitive clay materials respectively. A blend of artificial sebum and black pigments applied on a forearm was washed off under running tap water using a clay cleansing cream. The residual pollution on skin was visualised using VisioFace RD (Courage&Khazaka) as shown above. From the visuals, BENTONE HYDROCLAY™ 2100 shows an outstanding cleansing efficiency compare to other products.



BENTONE HYDROCLAY™ 2100 forms a robust network, which is often referred to as ‘house of cards’ structure. It stabilises the emulsion system by entrapping the internal phase droplets and minimizing their ability to move. When shear forces are applied, the clay platelets align and the formulation glides easily. After rubbing on, the internal structure recovers slowly, which results in a thixotropic flow behavior.

Formulation



Face Illumination Serum

This natural, oil free serum is the perfect base for your make-up routine as it offers a healthy-looking glow without being sticky. BENTONE HYDROCLAY™ 2100 gives texture to this formula and provides stability, while allowing an even and smooth application.

Phase A	
Deionized Water	93.20
CI 16035 (SunCroma C37-A207, FD&C Red No. 40, 1% Solution in Water) ²	0.10
PHASE B	
BENTONE HYDROCLAY™ 2100 (Hectorite)¹	3.00
Keltrol RD (Xanthan Gum) ⁴	3.00
PHASE C	
Geogard 221 (Dehydroacetic Acid (and) Benzyl Alcohol) ³	1.00
PHASE D	
SunPuro Iridescent Red (Mica (and) Titanium Oxide) ²	2.50
PHASE E	
Citric Acid (10% Solution in Water)	q.s.

1 Elementis 2 Sun Chemical 3 Arxada 4 CP Kelco/Rahn



Save The Ocean Exfoliating Potion

This microplastic free creamy exfoliator gently removes dirt and impurities and leaves your skin cleansed and nourished. BENTONE HYDROCLAY™ 2100 provides texture and stability to this formula and helps to suspend the scrub particles.

Phase A	
Deionized Water	66.00
Glycerin	9.00
PHASE B	
Palmester 3575 (Caprylic/Capric Triglyceride) ²	8.00
FANCOR® MEADOWFOAM SEED OIL (Limnanthes Alba (Meadowfoam) Seed Oil) ¹	8.00
BENTONE HYDROCLAY™ 2100 (Hectorite)¹	3.00
Axol C62 Pellets MB (Glyceryl Stearate Citrate) ³	2.00
Tego Alkanol 1618 (Cetearyl Alcohol) ³	1.00
PHASE C	
Geogard 221 (Dehydroacetic Acid (and) Benzyl Alcohol) ⁴	1.00
PHASE D	
Florabeads Jojoba 28/60 Tequilla Sunrise (Jojoba Esters) ⁵	2.00
PHASE E	
Citric Acid	q.s.

1 Elementis 2 KLK Oleo 3 Evonik 4 Arxada 5 Floratech