

# Maxigloss™ Plus

## High Shine Gel with Memory



### Maxigloss™ Plus

INCI: Octyldodecanol (and) Ethyl Cellulose (and) Isostearyl Alcohol (and) Hydrogenated Dilinoleyl Alcohol

CAS #: 5333-42-6, 9004-57-3, 27458-93-1, N/A

EC #: 226-242-9, N/A, 248-470-8, N/A

High shine

Long lasting

Moisturizing

Non-feathering

Film-forming

Maxigloss™ Plus possesses unique elastic gel properties with “memory” to pull back bleeding liquids improving wear, preventing feathering and maintaining long-lasting shine.

Developing a lip product to provide high gloss and good wear has always been a difficult task, as many of the ingredients used to enhance shine tend to run, creating the appearance of feathering or bleeding. Maxigloss™ Plus technology is specifically designed with this in mind.

This performance material is comprised of an optimized mixture of polar oils and high-grade cellulose, which favor a slightly hydrophilic environment, perfect for lipsticks and glosses.

Maxigloss™ Plus can be used in a variety of applications and is compatible with many common cosmetic ingredients. It can easily be used as a base up to 60% to help achieve desired consistency, texture, and performance.

For excellent glass like sheen, it can work best with Panalane®\* (Hydrogenated Polyisobutene). To enhance aesthetics and optimize a smooth, buttery lip texture incorporate: Squalane Butter, Jojoba Butter, Jojoba Glaze, or Distinctive™ Gel OD.

### Recommended applications



Lip Products

\*Panalane is registered trademark of INEOS Oligomers

Vantage

# Lip conditioning - evaluation

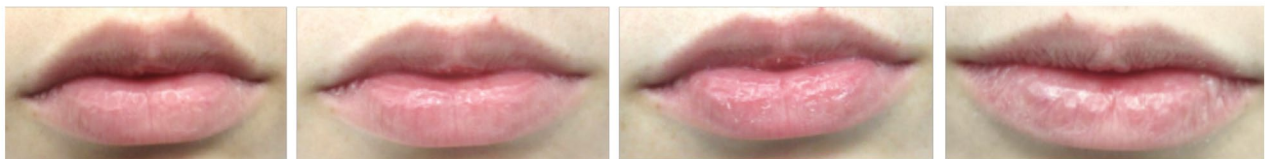
## Mineral Oil vs. Mineral Oil & 30% Maxigloss™ Plus

**Evaluation Protocol:** An initial photo was taken to evaluate volunteer's lip condition.

**Sample 1 Procedure:** Use the test product everyday for a week, applying 4 times per day. Photos were taken at 1 hour and 3 hours post-application. Photos also taken 1-week post-application to demonstrate final results.

**Sample 2** was evaluated on the same volunteers following the same procedure, subsequent to a 1-week period.

### Sample 1 – Mineral Oil



Initial

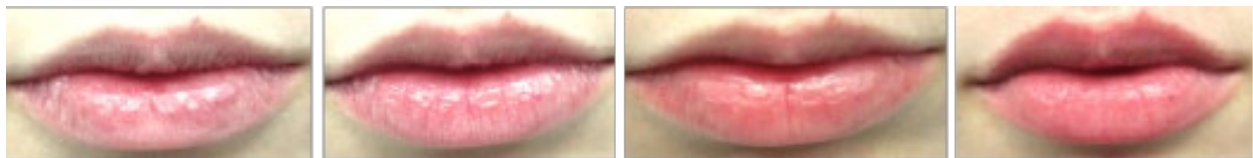
After 1 Hour

After 3 Hours

After 1 Week

**Results:** Lips initially were very dry and after 3 hours the lip condition was worse (started peeling and became very red) and finished even drier, with some cracking.

### Sample 2 – Mineral Oil & 30% Maxigloss™ Plus



Initial

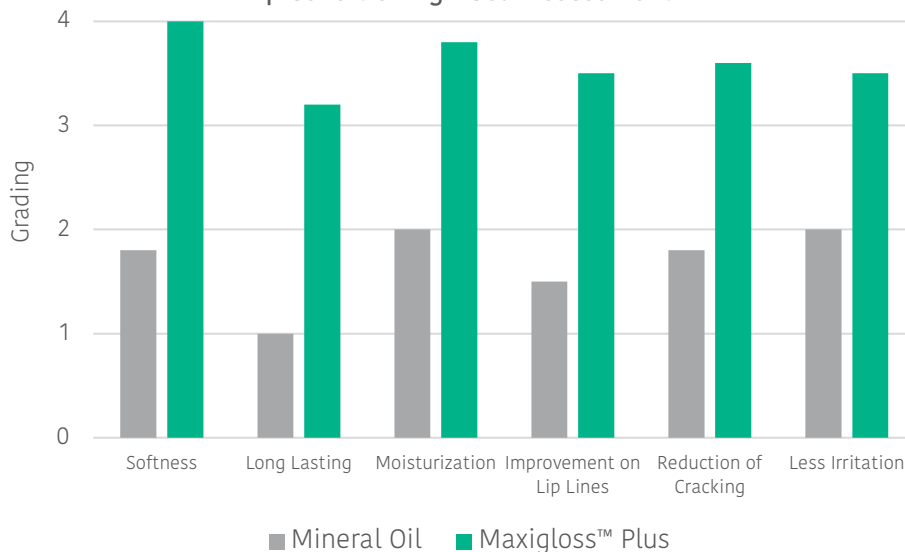
After 1 Hour

After 3 Hours

After 1 Week

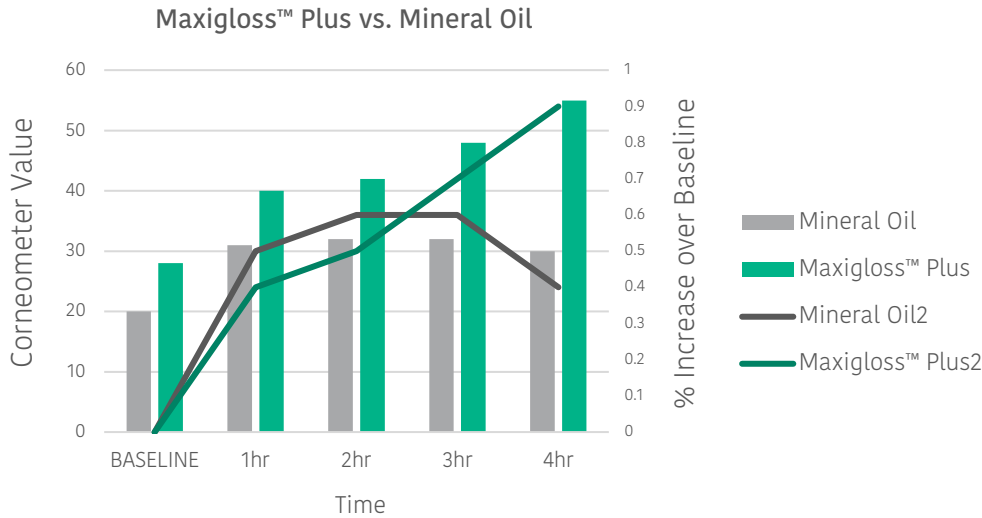
**Results:** Lips initially were very dry and after 1 and 3 hours an improvement was observed in lip condition and moisturization. Post evaluation there was an overall reduction of lip lines and the lips felt moisturized and renewed.

### Lip Conditioning – Self-Assessment



Maxigloss™ Plus showed superior results not only in the self-assessment but also from the qualitative evaluation of volunteers.

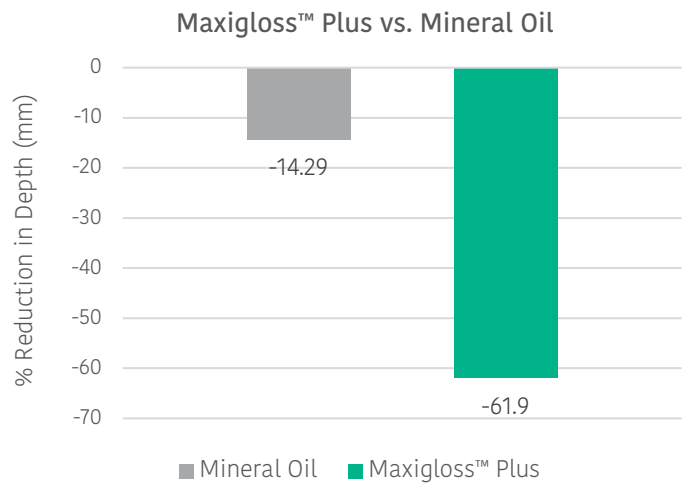
# Moisturization



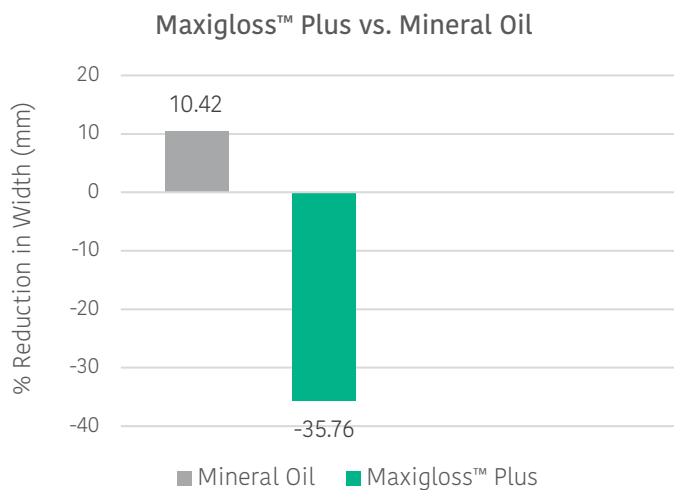
Maxigloss™ Plus was tested 30% versus mineral oil in a simple lip formulation. The product was evaluated on six subjects using the Corneometer value, or skin hydration, over a 4-hour time period. Maxigloss™ Plus elicited a positive response throughout the testing period resulting in 93% increase in skin hydration about baseline.

# Reduction in depth of cracking

Maxigloss™ Plus was tested 30% versus mineral oil in a simple lip formulation. The product was evaluated on six subjects using the Aramo TS (x10 lens). Results are expressed as the percent reduction in the depth of cracks or fissures. The product was applied four times a day over a five-day period. Maxigloss™ Plus promoted smoother lip appearance and reduced the depth of lip cracks by nearly 62%.



# Reduction in width of cracking



Maxigloss™ Plus was tested 30% versus mineral oil in a simple lip formulation. The product was evaluated on six subjects using the Aramo TS (x10 lens). Results are expressed as the percent reduction in the width of cracks or fissures. The product was applied four times a day over a five day period. Maxigloss™ Plus promoted smoother lip appearance and reduced the width of lip cracks by nearly 36% while the control, mineral oil, increased the width of cracks by 10%.

# Maxigloss™ Plus

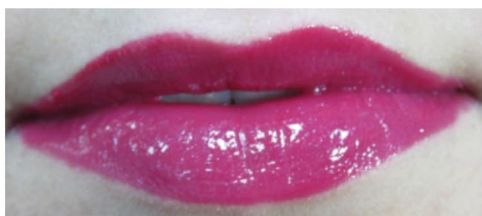
## High Shine Gel with Memory

Appearance @ 25°C	Solid, rubber-like gel
Color	Clear, slightly yellow
Recommended Use Level	5-30%

## Gloss on higher pigmented liquid lipstick

### Maxigloss™ Plus Evaluation for Gloss on Higher Pigmented Liquid Lipstick

#### Immediate Shine



Liquid Lipstick with 35% Maxigloss™ Plus



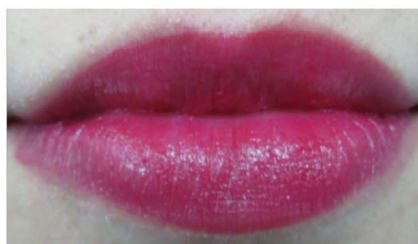
Liquid Lipstick Control

**Results:** Maxigloss™ Plus showed superior gloss and uniform coverage.

#### Gloss, Softness & Payoff



Lipstick with 15% Maxigloss™ Plus



Lipstick Control

**Results:** Maxigloss™ Plus showed superior gloss, softness during application and better payoff.

#### Shine, Payoff, & Coverage

Lipstick Control →



Lipstick with 15%  
Maxigloss™ Plus →

Based on various performance evaluations, Maxigloss™ Plus demonstrated very important properties to improve cosmetic formulations. Maxigloss™ Plus proved to protect and recover dry and damaged lips on all volunteers as well as improved the sensorial aspects of lip gloss for softness, contributing a comfortable sensation on the lips. When used in pigmented lip products such as lipsticks or liquid lipsticks, Maxigloss™ Plus provides an excellent film and coverage with superior shine.

**Results:** Maxigloss™ Plus showed superior gloss and uniform coverage.