

Natural Hot™ MAG

Self-Heating Mineral Technology



PRODUCT: Natural Hot™-MAG

INCI NAME: Magnesium Sulfate (and) Dimethicone (and) Silica

EC #: 231-298-2, None, 262-373-8

CAS #: 7487-88-9, 9016-00-6, 112945-52-5



WHAT IS NATURAL HOT™?

Natural Hot™-MAG is a water-activated self heating technology that features uniquely-coated powders. Commonly used warming agents, such as zeolite minerals and glycols, cause an exothermic reaction when they come in contact with water, producing a warming sensation. Unlike these traditional materials that provide an instant short-term burst of heat, **Natural Hot™-MAG** powders are coated in dimethicone that allows water to permeate slowly, exposing the mineral to water over time and prolonging the warming effects.

WHAT DOES NATURAL HOT™ DO?

This technology reacts with water and heats on contact, delivering a noticeable warming sensation that's both immediate and sustained thanks to its special coating. It leaves skin feeling invigorated and refreshed. **Natural Hot™-MAG** is proven to generate heat better than other self heating ingredients, and does not stimulate blood flow.

Like a mini-spa or sauna, **Natural Hot™-MAG** helps open up pores while creating a luxurious experience, promoting relaxation and easing stress.

It can allow other ingredients to penetrate and purify pores, deeply clean and detoxify – drawing out dirt, oil and impurities that clog pores – for clearer, balanced, refreshed and smooth skin.

KEY BENEFITS

- Natural Mineral-Based
- Long Lasting, Noticeable Warming
- Detoxifying & Relaxing
- Enhances Pore Refining, Purifying & Cleansing Benefits of a Formula
- Opens Pores
- Helps in Ingredient Delivery
- Creates a Relaxing Experience

IDEAL FOR USE

- Skin Care*
- Hair Care*
- Bath & Body*
- Men's Care*

*Anhydrous Products Only

Vantage



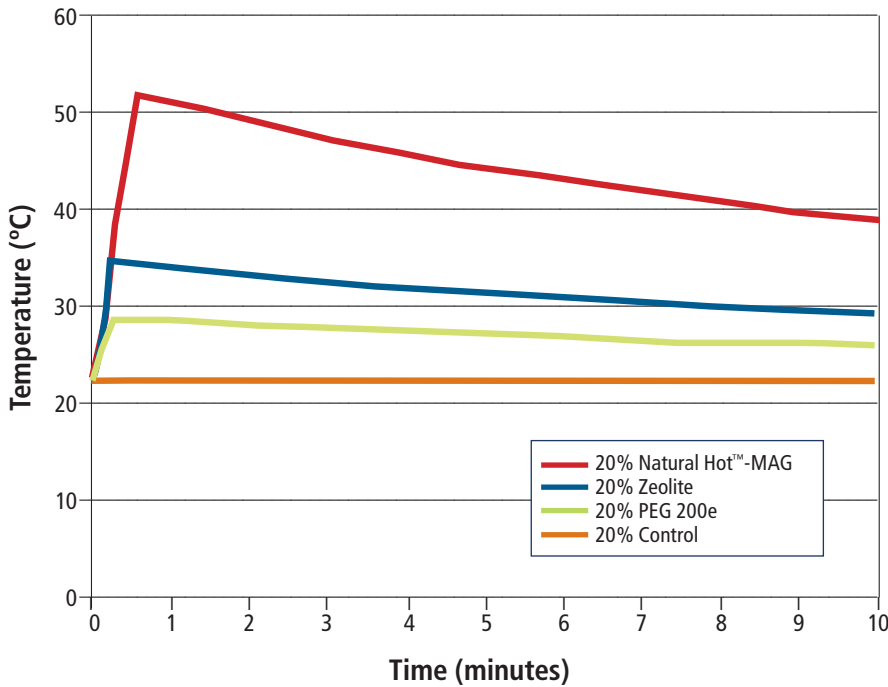
SENSORY AGENTS

www.vantagegrp.com

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INSTANT & SUSTAINED WARMING EFFECTS

An aqueous solution containing 20% **Natural Hot™-MAG** was shown to have a dramatic warming effect instantly and over time. When compared to aqueous solutions containing other self-heating ingredients (20% PEG-8 or 20% Zeolite), **Natural Hot™-MAG** performed better at raising the temperature under the test conditions..



HOW CAN NATURAL HOT™ BE USED?

Natural Hot™-MAG is the perfect technology to provide a warming sensation to the face, body and scalp. Activated by water, it is ideal for many types of anhydrous formulas – including waterless cleansers, scrubs, masks, treatments, massage oils, body wraps and shave prep products. To activate the self-heating properties of **Natural Hot™-MAG**, simply apply the finished formula to wet skin. The finished formula can also be applied to dry skin, then applying water immediately to activate the self-heating property.

Use in anhydrous formulas, mixing until smooth and uniform. Avoid the addition of water, glycols, glycerin, compounds with hydroxyl or ethoxy groups, and materials containing residual water (such as certain fragrances) as these ingredients may diminish the warming effect. For foaming products powdered surfactants are recommended to help build foam and lather.

TYPICAL PROPERTIES OF NATURAL HOT™-MAG

Appearance	White/nearly white powder
Odor	Characteristic
Bulk Density (gms/cc)	0.20-0.35
pH (4% in water)	6.0-9.0
Lead (ppm)	< 5
Arsenic (ppm)	<3
Recommended Use Level	10-40%



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