

Bulletin 3

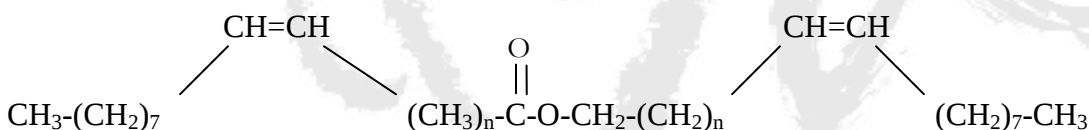


FLORAESTERS 60



FLORAESTERS CHEMISTRY

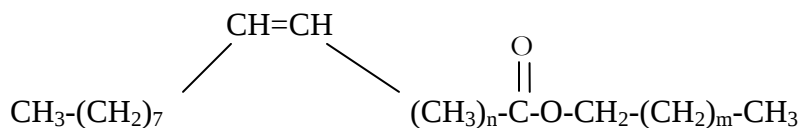
Natural jojoba “oil” is actually **not** an oils but an array of oxidatively stable, liquid wax esters. The dominant molecular structure is a straight chain monoester of C20 and C22 alcohols and acids, with a double bond in the middle of each. **FLORATECH** takes jojoba oil that has undergone rigid quality conformance testing to create the **FLORAESTERS** products.



(CAS number 159518-82-8), **JOJOBA OIL**

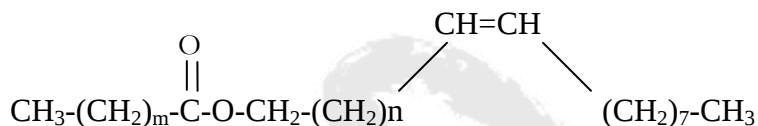
(2 Double Bonds = Diene)

All double bonds in jojoba oil are of the *cis* (no *trans*) configuration. We believe *cis* double bonds give jojoba esters their superior emolliency. **FLORATECH** developed a unique manufacturing process to produce esters derived from jojoba oil that posses only *cis* double bonds. Each individual esters may contain two double bonds (like jojoba oil), one double bonds (all new esters), no double bonds (fully saturated).



(CAS number 159518-83-9)

AND



(CAS number 159518-84-0), **MONOUNSATURATED JOJOBA ESTERS**

(1 Double Bonds = Monoene)



(CAS number 159518-85-1), **FULLY SATURATED JOJOBA ESTERS**

(No Double Bonds = Saturated)

$n = 7, 9, 11$ or 13

$m = 16, 18, 20$, or 22

FLORATECH's manufacturing process yields a family of esters that possess the ester structures, illustrated above, in varying percentages. This transformation is carefully calculated, monitored, and verified to ensure that each **FLORAESTERS** product adheres to our strict standards of quality. The addition of natural tocopherols (Vitamin E) enhances product stability, enabling **FLORATECH** to offer an ester with long shelf life.



DESCRIPTION and TYPICAL APPLICATIONS

Floraesters 15	A clear, water white liquid that produces a lubricious, non-greasy feel with improved overall skin feel. Melting point: 10-15°C	1. Bath oils 2. Cleansers 3. Eye area products 4. Massage oils 5. Nail care
Floraesters 20	A soft, white, creamy paste that when compared to other FLORAESTERS, is the fastest acting in reducing skin dryness, roughness and flakiness. Melting point: 42-48°C	1. Baby products 2. Deodorants 3. Hair conditioners 4. Shaving products 5. Lotions
Floraesters 30	A firm, white, creamy paste that demonstrates consistent increase in skin surface water levels without greasiness. Melting point: 47-56°C	1. Sun block products 2. Blushes 3. Lipsticks 4. Liquid Make-up 5. Treatment creams
Floraesters 60	A novel greaseless emollient designed to provide improved skin feel, stability and binding ability in the form of a firm, white paste. Studies show this product is fast absorbing, leaving the skin with a long-lasting treated feel without residue. Melting point: 55-60°C	1. Facial masks 2. Lip treatment 3. Cream make-up 4. Pressed powder 5. Liquid Make-up
Floraesters 70	A hard, white, crystalline wax that yields excellent benefits in stick products such as lipsticks and antiperspirants. Excellent for thickening w/o emulsions. This product is packaged as a free-flowing powder for handling ease. Melting point: 66-70°C	1. Creams 2. Eye Make-up 3. Stick products 4. Cream foundation 5. Loose powders

FLORAESTERS - BOTANICAL - STABLE - FUNCTIONAL

FLORAESTERS are unique botanicals:

FLORAESTERS are 100% jojoba-derived. Jojoba's chemical structure is a straight-chain wax ester, not triglyceride oil. This is unique in the vegetable kingdom. FLORAESTERS provide a wide variety of esters, some of which are not available from any other botanical source. This often gives the formulator unique properties to enhance formulations.

FLORAESTERS are:

- ✿ Multi-functional
- ✿ Oil-free
- ✿ Non-comedogenic
- ✿ Non-tacky
- ✿ Low in color and odor
- ✿ Hypo allergenic
- ✿ Compatible with many silicones
- ✿ Multi-consistency product family –
from Liquid to Hard Wax
- ✿ Approved for use in Japan

FLORAESTERS provide:

- ✿ Superior emolliency
- ✿ Oxidative stability
- ✿ Improved color payout and pigment dispersion
- ✿ Botanical alternative to synthetic waxes and esters
- ✿ Improved stick structure
- ✿ Improved color payout
- ✿ Superior non-greasy skin feel
- ✿ Fragrance fixative



FLORAESTERS are functional:

- ✿ Liquid foundation
- ✿ Pigment binding in pressed powders
- ✿ Oil-free skin care
- ✿ Amelioration of UV-induced erythema
- ✿ Facial masks
- ✿ Non-drying, longer-wearing lipsticks
- ✿ Delicate eye-area emollients
- ✿ Low-wax/ High strength lipsticks
- ✿ Moisturizing exfoliatives



SUBSTANTIATED CLAIMS

- ✿ *FLORAESTERS* can increase lipstick strength without increasing wax content.
 - Simply including *FLORAESTERS 70* in the wax matrix of your lipstick formulation may result in significant increase in stick strength. *FLORATECH* has determined the relative increase in stick strength in common emollient/ wax systems.
- ✿ *FLOARESTERS* can reduce dryness, roughness, flakiness and increase firmness of our skin
- ✿ *FLORAESTERS* reduce peri-ocular fine line wrinkles
 - “Conclusions: Under the conditions of this study, quantitative evaluation of silicone replicas and visual evaluations of clinical photographs provide preliminary evidence that Test material B [*FLORAESTERS 30*] can ameliorate peri-ocular fine line wrinkles.”

 **FLOARAEESTERS** are oil-free

INCI Name = Jojoba Esters

FLORAESTERS are true esters, not triglyceride oils. According to the CTFA Ingredient Handbook¹, **FLORAESTERS** fall under the definition of a true ester² and do not fall under the definition of glyceryl ester, or fat & oil families³.

1 CTFA International Cosmetic Ingredient Handbook, 3rd Ed.1995; 2 IBID, p.813; 3 IBID, p. 819

FORMULA REFERENCES:

-  Pot Lip Gloss
-  Natural Lip Protectant
-  Floratech Sunblock Stick
-  Wrinkle Defying Lotion
-  Waterproof Sunscreen
-  Soothing Massage Oil
-  Jojoba Conditioning Shampoo
-  Jojoba Almond Butter
-  Skin Soothing Oil Free Cream



Finished Product Use Level

Skin Care..... 1 – 8%
Decorative..... 0.5 – 5%



Floraesters K-20W Jojoba



INCI: Hydrolyzed Jojoba Esters (&) Water (Aqua) **CAS:** 85186-93-2 (&) 7732-18-5

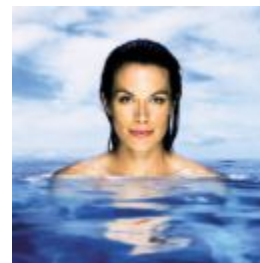
EINECS: 286-079-4 (7) 231-791-2 **JCIC:** 507027 (&) 001370

Floraesters K-20W Jojoba, a jojoba-derived emollient, has high substantivity even after rinsing in water. It acts as a fragrance fixative, enhances skin hydration, and is soluble in alcohol. It has optimum benefits for moisturizing products and can be used in many formulas that would benefit from long-lasting effects.

Floraesters K-20W Jojoba functions very well in hydroalcoholic systems, and is also soluble in glycols, which makes it a good candidate for use in skin toners and astringents, perfume sprays, and after-shaves. It also enhances skin hydration properties in many formulas. Nova Meter tests show that K-20W Jojoba used in makeup or lotion significantly improves skin hydration for at least 8 hours after application. K-20W Jojoba has also been proven to have good fragrance-fixative properties. In addition, its water-resistance makes it ideal for sport sunscreens and long wearing makeup that does not dry the skin.

Functions:

- ✿ Conditioning
- ✿ Fragrance Fixative
- ✿ Enhanced Skin Hydration
- ✿ Water Resistance
- ✿ Cleansing Activity
- ✿ Boosts Benefits of Quaternary Compounds
- ✿ Polymer Neutralizer
- ✿ Reduces Tackiness of Carbopol Systems



Benefits / Features:

- ✿ Remarkable Substantivity
- ✿ Retains Moisture on Skin
- ✿ Very Soluble in Alcohol
- ✿ Dry Emollient
- ✿ High Viscosity
- ✿ Unique Skin Feel
- ✿ Biodegradable
- ✿ Alcohol Soluble
- ✿ Viscosity Modifier
- ✿ TEA Replacement



Formula References:

- ✿ Super-Moisturizing Astringent
- ✿ Spray 'N Go Sunblock
- ✿ After Shower Body Splash
- ✿ Skin Conditioning Shave Gel
- ✿ Pearlized Japanese Conditioning Shampoo
- ✿ Moisturizing Perfume Spray
- ✿ Lavender Lotion
- ✿ Water Resistant / Smudge Resistant Mascara



Finished Product Use Level

Hair Care..... 0.2 – 10%

Skin Care..... 1 – 10%

Sun Care (Pre & After)..... 1 – 10%





Please try our formulas and feel the difference for yourself or simply call us for even more formulas!

Contact Us Today!

Whether it is a sales enquiry or a sample request kindly contact us right away:

Our sales office Tel: 603-6157 5412

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Alternatively you can log on to our official website for more info

<http://www.alliance2u.com>

Next coming Bulletin Phyltherm Vegetal C !!!!