

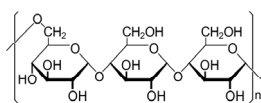
# NATPURE FILM AP

Formulation Concept  
Cosmos

## A natural hydrophilic film-former

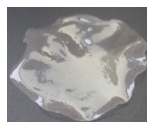
### INCI NAME

Pullulan (and) sorbitol (and) trehalose (and) acacia senegal gum



### PROPERTIES

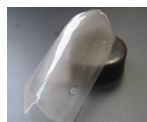
- Highly hydrophilic / Low viscosity dispersion
- Shiny & transparent film
- Exceptional suppleness & flexibility of the film
- Non transfer property of the film
- Highly adhesive & high sheer resistance of the film



Shininess



Transparency



Suppleness

### APPLICATIONS

There are 5 main applications :

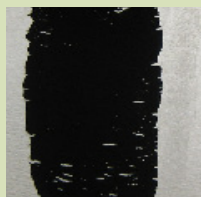
- Mascara (natural & conventional)
- Eye Liner
- Water phase & O/W emulsion
- Hair care
- Skin care

Other applications could be found.

#### 1. Mascara : natural or conventional

**Natpure Film AP** makes a highly flexible and elastic film in formulation.

Easy to incorporate, combined with Natpure Gum AT and Natpure Sol, it gives a natural volume mascara with excellent suppleness.



Natural volume mascara TW 1900  
With Natpure Film AP (4%)      With simple blend of ingredients



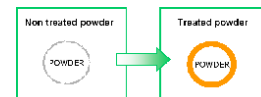
### DEFINITION

Natural sugar-based film forming agent coated with acacia gum for extra flexibility and suppleness.

Innovative process with synergy between biofermentation & surface coating technology

### Research disclosure

Non water-resistant



### FORMULATION ADVICES

Possibility to introduce at cold or at hot temperature in water under stirring.

### COMPATIBILITY

<i>pH</i>	Buffer behaviour pH 5
<i>Salt</i>	Compatible with salts addition up to 10% in formulation
<i>Alcohol</i>	Compatible up to 20% addition of alcohol
<i>Thickeners</i>	Compatible with Natpure cellgum plus, Thickagent LC. Compatible with Covacryl MV60, Covacryl RH
<i>Temperature</i>	Stable up to 70°C

#### 3. Water phase & O/W emulsion

On the contrary to transparent acrylic copolymer film former, **Natpure Film AP** is compatible with sodium polyacrylate thickeners such as Covacryl RH and Covacryl MV60.

It can therefore be used in all conventional formulations for high supply film-forming property.

**Natpure Film AP** brings extra suppleness to O/W emulsion.



Stretching of 50%

TW 1842A Foundation with Natpure Col  
Introduction of 4% of film former in foundation

#### 4. Hair care

Thanks to its transparency and compatibility with alcohol, **Natpure Film AP** can be used in different styling applications:

- styling gel
- styling wax
- pump spray



TW 1925\_Natural crystal clear styling gel

TW 1926\_Natural clear smoothing water

It gives extra suppleness and flexibility with good hold, the perfect natural ingredient for natural styling and curl control.

#### 5. Skin care

**Natpure Film AP** forms a film on the skin. This film contracts with drying and lift gently the skin for a natural and younger skin.

TW 1953\_Natural lifting fluid

TW 1954\_Aquasorbet mask