

Starting point formulation – Anti-aging serum – stay young

Silver shimmering serum to reduce wrinkles, stimulate collagen production and moisturize the skin. **LAPONITE-XL 21** offers viscosity increasing properties, stabilizes the pigments and ensures a light texture with a very beautiful and pleasant skin feel.

Formulation

Position	Component	INCI	Supplier	Function	Dosage (%)
A	Water	Aqua		Carrier	95.15
	LAPONITE-XL 21	Sodium Magnesium Fluorosilicate (Nano)	BYK	Rheology modifier	1.50
	Cosphaderm X 34	Xanthan Gum	Cosphatec	Thickener	0.50
	HYA-ACT XS	Hydrolized Hyaluronic Acid	dsm-firmenich	Active	0.10
	HYA-ACT S	Sodium Hyaluronate	dsm-firmenich	Active	0.10
	Ascorbyl Glucoside	Ascorbyl Glucoside	Sigma-Aldrich	Active	1.00
	D-Panthenol 75 W	Panthenol, Water	BASF	Active	1.00
B	SYNCRYSTAL Silver	Synthetic Fluorphlogopite, Titanium Dioxide, Tin Oxide	ECKART	Colorant	0.05
C	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	Ashland	Preservative	0.60
Total					100.00

Instructions (manufacturing procedure)

- Add LAPONITE-XL 21 and Xanthan Gum to the water of phase A and stir with moderate agitation for about 25 min.
- After the formation of the gel add the active ingredients, the pigment (phase B) and the preservative (phase C).
- It is not necessary to adjust the pH-value, it adjusts itself after 24 h at ~ 5.5.

Characteristic data

- Appearance: pearl silver shimmering viscous gel.
- Storage stability: 3 months at 40 °C.

LAPONITE-XL 21 is a rheology additive based on synthetic phyllosilicate for aqueous systems to provide thixotropic stabilization in personal care applications.



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