

Essential Innovations



Curserein[®]

High Efficiency Moisturizer

Curserein®

High Efficiency Moisturizer

Curserein® is a new naturally derived, moisturizing raw material that combines the strengths of vegetable based glycerin with hydrolyzed jojoba esters. Curserein® improves aesthetics and moisturization efficacy when compared to formulations that use only glycerin.

Features and Benefits

- Improves glycerins humectancy
- Non-comedogenic
- Long lasting moisturizing claims
- Non-tacky
- Low use levels

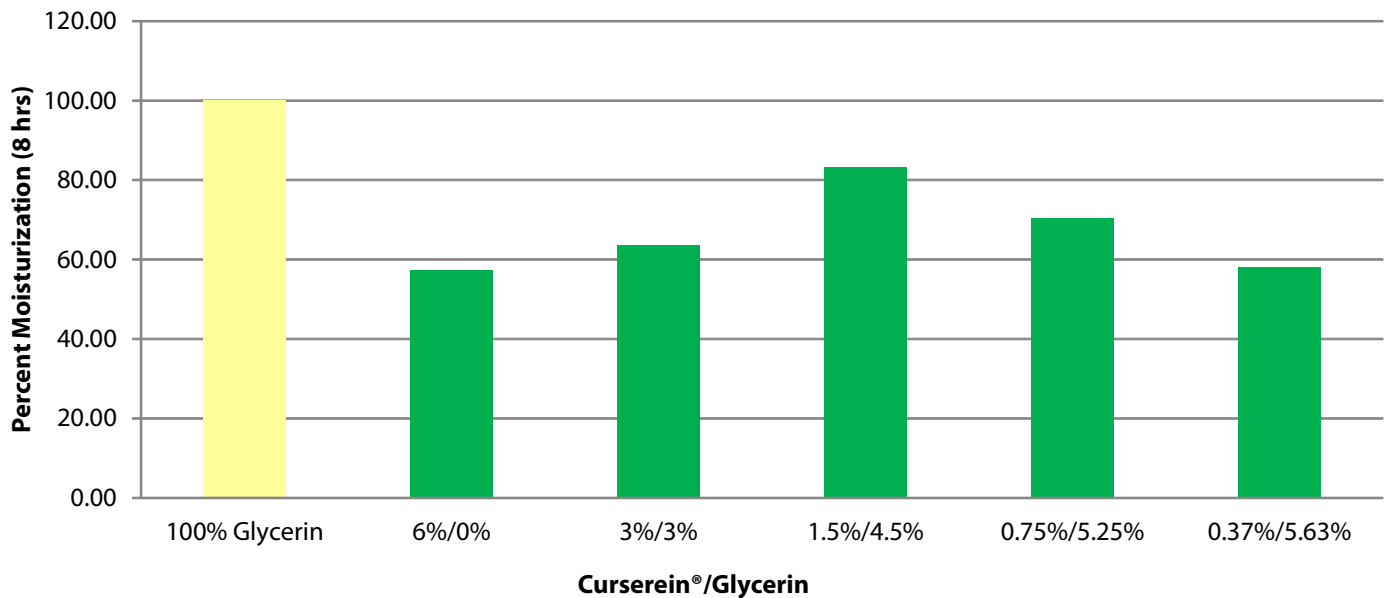
Specifications

INCI Name: Glycerin (and) Hydrolyzed Jojoba Esters (and) Jojoba Esters (and) Water

Analysis	Standard Specifications
Appearance	Clear, light yellow liquid
Viscosity (Spindle 4 @ 12 rpm)	22,000
Specific Gravity	1.16
Heavy Metals	<= 5µg/g
Diethylene Glycol	<=0.10%
Ethylene Glycol	<=0.10%

Testing Data

Glycerin vs. Curserein®/Glycerin in Water Study



This study is a comparison of 100% glycerin to Curserein®/Glycerin at different percentages, 8 hours after application. The Curserein®/glycerin samples are diluted in water. As seen by the graph, the optimum level is 1.5% Curserein® and 4.5% glycerin in 94% water. This blend showed greater 80% of the moisturizing effect of 100% glycerin. A total loading of 4% and 8% Curserein® and glycerin were tried; the 6% level showed the best results.

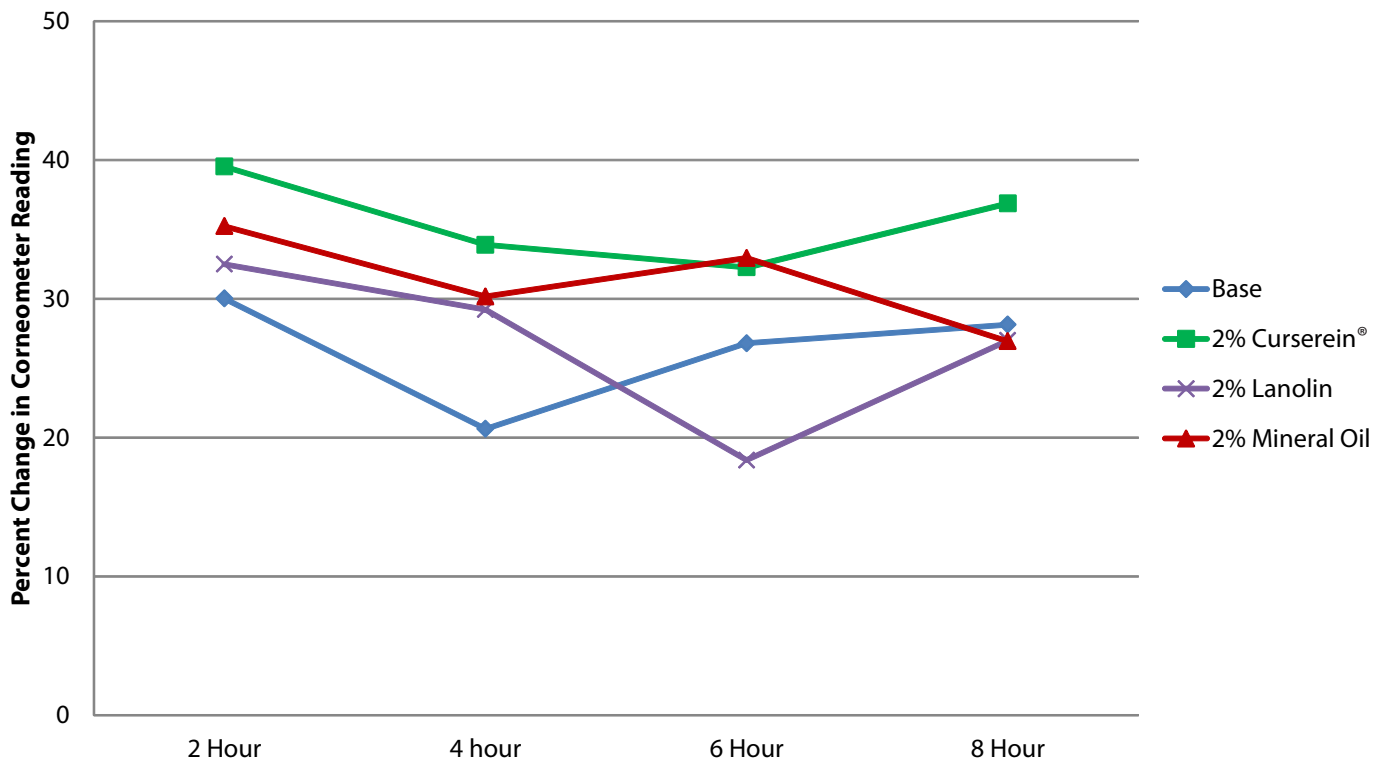
Testing Data

Base Formula

Ingredient	Percent
Water	78.00
Emulse KLA [Cetearyl Alcohol (& Cetareth-20)]	10.00
Moisturizer	2.00
Isopropylpalmitate	5.00
Glycerin	4.00
Phenonip [Phenoxyethanol (& Methylparaben (& Ethylparaben (& Butylparaben (& Propylparaben (& Isobutylparaben)]	1.00

The base formula above was used to compare Curserein® to other typical moisturizers (see below graph), including mineral oil and lanolin. Note that each moisturizer was used at 2% in the comparison.

2% Moisturizer in Standard Base Comparison



The results of the comparison show that Curserein® is a better moisturizing choice over mineral oil and lanolin.



www.essentialingredients.com
Phone: 770.831.9010

201207