



## INSTANT SUCCESS FORMULARY No. 934

**VEEGUM**<sup>®</sup> Magnesium Aluminum Silicate

**VANATURAL**<sup>®</sup> Bentonite Clay

**VEEGUM** Magnesium Aluminum Silicate and **VANATURAL** Bentonite Clay enable the formulation of consumer friendly “just add water” personal care products. These are reconstitutable blends of powder-form ingredients made functional simply by adding a small amount of water, or other liquid, just prior to use. These formulations are easy to travel with, without excess water weight. No preservatives are needed and their shelf life is virtually unlimited.

In reconstitutables, **VEEGUM** and **VANATURAL** –

- Swell quickly, imparting a creamy texture to all products
- Stabilize the foam structure in cleansing products
- Serve as a film forming binder and an absorbent in facial masks

For more information on all of our **VEEGUM**<sup>®</sup> Magnesium Aluminum Silicate and **VANATURAL**<sup>®</sup> Bentonite Clay products visit our website [www.vanderbiltminerals.com](http://www.vanderbiltminerals.com)

For personal attention to your technical questions about Vanderbilt Minerals products and applications contact our laboratories at [MineralLab@vanderbiltminerals.com](mailto:MineralLab@vanderbiltminerals.com)

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**Naturally Clean & Mild Instant Shampoo No. 658**

	<b>Wt. %</b>
<b>VANATURAL</b> <sup>®</sup> or <b>VANATURAL MC</b> Bentonite Clay	10.0
Zea Mays (Corn) Starch (Purity 21C Pure <sup>TM1</sup> )	40.0
Sodium Methyl Cocoyl Taurate (Pureact <sup>TM</sup> WSP <sup>2</sup> )	40.0
Sodium Lauroyl Glutamate (Amisoft <sup>®</sup> LS-11 <sup>3</sup> )	10.0

**Procedure:** Mix powders until uniformly blended.

**Directions for use:** Transfer about 3/4 teaspoon (3.75 ml) of powder into a cupped hand. To reconstitute the powder into a creamy foam, add a small amount of water while rubbing the hands together. For gentle cleansing, shampoo with the creamy foam and then rinse thoroughly with water.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>AkzoNobel Surface Chemistry, LLC, Chicago, IL

<sup>2</sup>Innospec Performance Chemicals, Salisbury, NC

<sup>3</sup>Ajinomoto Co., Inc., Tokyo, Japan

**TRADEMARKS**

**VANATURAL** is a registered trademark of Vanderbilt Minerals, LLC.

Amisoft is a registered trademark of Ajinomoto Co., Inc.

Pureact is a trademark of Innospec Performance Chemicals Company.

Purity 21C Pure is a trademark of AkzoNobel Surface Chemistry, LLC.

Rev07/30/2019

**Rejuvenating Instant Hair Treatment No. 646**

	<b>Wt.%</b>
<b>VEEGUM® R</b> Magnesium Aluminum Silicate	20.00
Baking Soda (Sodium Bicarbonate USP Grade #1 Powder <sup>1</sup> )	20.00
Sodium Cocoyl Isethionate (Jordapon® SCI Powder <sup>2</sup> )	59.00
Aloe Barbadosensis Leaf Juice (ACTIValue® Aloe Vera Gel Qmatrix® QM 200x <sup>3</sup> )	1.00

**Procedure:** Mix powders until uniformly blended.

**Directions for Use:** Transfer about ½ teaspoon (2.5 ml) of powder into a cupped hand. Add a small amount of water to the powder while rubbing the hands together to produce a creamy foam. To remove built-up deposits from the use of other hair products, and to leave the hair naturally clean and soft, shampoo with the creamy foam and then rinse thoroughly with water.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>Natural Soda, Rifle, CO

<sup>2</sup>BASF Corp., Florham Park, NJ

<sup>3</sup>Aloecorp, Inc., Lyford, TX

**TRADEMARKS**

**VEEGUM** is a registered trademark of Vanderbilt Minerals, LLC.

ACTIValue and QMatrix are registered trademarks of Aloecorp, Inc.

Jordapon is a registered trademark of BASF Corporation.

Rev04/23/2019

**Instant Facial Wash/Cleansing Mask No. 656**

	<b>Wt. %</b>
<b>VANATURAL</b> <sup>®</sup> or <b>VANATURAL MC</b> Bentonite Clay	5.0
Sodium Cocoyl Isethionate (Jordapon <sup>®</sup> SCI Powder <sup>1</sup> )	40.0
Sodium Lauroyl Sarcosinate (SP Crodasinic <sup>™</sup> LS95NT MBAL-PW-(RB) <sup>2</sup> )	1.0
Simmondsia Chinensis (Jojoba) Seed Powder (Lipo <sup>®</sup> JJM 24/60 <sup>3</sup> )	10.0
Colloidal Kaolin USP/BC (Colloidal Kaolin – USP/BC 2457 <sup>4</sup> )	44.0

**Procedure:** Mix powders until uniformly blended.

**Uses:**

**For Facial Wash:** Transfer about 1/8 teaspoon (0.63 ml) of the powder onto the hand. Add a small amount of water while rubbing the hands together to produce foam. Then, wash the face and rinse off with water.

**For Cleansing Mask:** Transfer a small amount of the powder to a separate container. While slowly adding water dropwise, stir to form a paste of the desired consistency. Apply the mask to the face and allow it to dry. Rinse off with water using gentle rubbing for the best exfoliant effect.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>BASF Corp., Florham Park, NJ

<sup>2</sup>Croda Inc., Edison, NJ

<sup>3</sup>Vantage Specialty Ingredients, Warren, NJ

<sup>4</sup>Brenntag Specialties, Inc., South Plainfield, NJ

**TRADEMARKS**

**VANATURAL** is a registered trademark of Vanderbilt Minerals, LLC.

Crodasinic is a trademark of Croda, Inc.

Jordapon is a registered trademark of BASF Corporation.

Lipo is a registered trademark of Vantage Specialty Ingredients.

Rev09/06/2019

**Green Tea Instant Face Mask No. 649**

	<b>Wt.%</b>
<b>VANATURAL</b> <sup>®</sup> or <b>VANATURAL MC</b> Bentonite Clay	5
Kaolin Clay, Cosmetic Grade	67
Zinc Oxide or Calamine, USP	20
Polyvinylpyrrolidone (PVP K-30 <sup>1</sup> )	5
Allantoin	2
Camellia Sinensis Leaf Extract (PE, Green Tea <sup>2</sup> )	1

**Procedure:** Mix powders until uniformly blended.

**Use:** Mix powder with sufficient water, witch hazel or honey to make a spreadable paste.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>Ashland Specialty Ingredients, Wilmington, DE

<sup>2</sup>Bio-Botanica, Inc., Hauppauge, NY

**TRADEMARKS**

**VANATURAL** is a registered trademark of Vanderbilt Minerals, LLC.

Rev06/11/2019

**Oat Instant Clay Mask No. 650**

	<b>Wt. %</b>
<b>VANATURAL®</b> or <b>VANATURAL MC</b> Bentonite Clay	5
Kaolin Clay, Cosmetic Grade	45
Zinc Oxide or Calamine, USP	20
Polyvinylpyrrolidone (PVP K-30 <sup>1</sup> )	5
Avena Sativa (Oat) Kernel Flour (Tech-O® #11-070 Oat Flour <sup>2</sup> )	20
Polydextrose or Sucrose (Powdered Sugar)	5

**Procedure:** Mix powders until uniformly blended.

**Use:** Mix powder with sufficient water, witch hazel or honey to make a spreadable paste.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>Ashland Specialty Ingredients, Wilmington, DE

<sup>2</sup>Beacon CMP Corporation, Kenilworth, NJ

**TRADEMARKS**

**VANATURAL** is a registered trademark of Vanderbilt Minerals, LLC

Tech-O is a registered trademark of Beacon CMP Corporation.

Rev06/11/2019



**Instant Charcoal Mask No. 657**

	<b>Wt. %</b>
<b>VANATURAL</b> <sup>®</sup> or <b>VANATURAL MC</b> Bentonite Clay	5.0
Sodium Cocoyl Isethionate (Jordapon <sup>®</sup> SCI Powder <sup>1</sup> )	40.0
Sodium Lauroyl Sarcosinate (SP Crodasinic <sup>™</sup> LS95NT MBAL-PW-(RB) <sup>2</sup> )	1.0
Colloidal Kaolin USP/BC (Colloidal Kaolin USP/BC 2457 <sup>3</sup> )	34.0
Charcoal Powder (SpecKare <sup>™</sup> BCP02 Bamboo Charcoal Powder (200 mesh) <sup>4</sup> )*	20.0

**Procedure:** Mix powders until uniformly blended.

**Directions for use:** Transfer a small amount of the powder to a separate container. While slowly adding water dropwise, stir to form a paste of the desired consistency. Apply the mask to the face and allow it to dry. Rinse off with water using gentle rubbing.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>BASF Corp., Florham Park, NJ

<sup>2</sup>Croda, Inc., Edison, NJ

<sup>3</sup>Brenntag Specialties, Inc., South Plainfield, NJ

<sup>4</sup>Spec-Chem Industry, Inc., Nanning 211800, P.R. China

**TRADEMARKS**

**VANATURAL** is a registered trademark of Vanderbilt Minerals, LLC.

AccessCOAL is a trademark of Access Ingredients.

Crodasinic is a trademark of Croda, Inc.

Jordapon is a registered trademark of BASF Corporation.

SpecKare is a trademark of Spec-Chem Industry, Inc.

\* Note: SpecKare BCP02 Bamboo Charcoal Powder (200 mesh) is available in the US as: AccessCOAL<sup>™</sup> D50-3.4 from Access Ingredients, South Pasadena, CA

Rev09/06/2019

**Collagen Instant Clay Mask No. 648**

	<b>Wt.%</b>
<b>VANATURAL®</b> or <b>VANATURAL MC</b> Bentonite Clay	5
Kaolin Clay, Cosmetic Grade	53
Zinc Oxide or Calamine, USP	30
Polyvinylpyrrolidone (PVP K-30 <sup>1</sup> )	5
Hydrolyzed Collagen (Crotein™ A-PW-(WD) <sup>2</sup> )	5
Allantoin	2

**Procedure:** Mix powders until uniformly blended.

**Use:** Mix powder with sufficient water, witch hazel or honey to make a spreadable paste.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>Ashland Specialty Ingredients, Wilmington, DE

<sup>2</sup>Croda, Inc., Edison, NJ

**TRADEMARKS**

**VANATURAL** is a registered trademark of Vanderbilt Minerals, LLC.

Crotein is a trademark of Croda, Inc.

Rev06/11/2019

**Aloe & Oat Instant Mask No. 651**

	<b>Wt. %</b>
<b>VANATURAL®</b> or <b>VANATURAL MC</b> Bentonite Clay	5
Kaolin USP	89
Aloe Barbadosis Leaf Juice (and) Maltodextrin (Terra-Spray™ Spray	1
Dried Aloe Vera Powder 100X <sup>1</sup> )	
Avena Sativa (Oat) Kernel Flour (Tech-O® #11-070 Oat Flour <sup>2</sup> )	5

**Procedure:** Dry blend all ingredients.

**Use:** By volume, mix about 1 part water, witch hazel or cider vinegar into 4 parts of mask powder and mix to form a smooth paste.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>Terry Laboratories, Melbourne, FL

<sup>2</sup>Beacon CMP Corporation, Kenilworth, NJ

**TRADEMARKS**

**VANATURAL** is a registered trademark of Vanderbilt Minerals, LLC.

Terra-Spray is a trademark of Terry Laboratories.

Tech-O is a registered trademark of Beacon CMP Corporation.

Rev06/11/2019

**Instant Sulfur Acne Treatment Mask No. 590**

	<b>Wt.%</b>
<b>VEEGUM® HS</b> Magnesium Aluminum Silicate	5
Kaolin USP	60
Sodium Bicarbonate	25
Avena Sativa (Oat) Kernel Flour (Tech-O® #11-070 Oat Flour <sup>1</sup> )	5
Precipitated Sulfur USP	5

**Procedure:** Dry blend all ingredients.

**Use:** By volume, mix about 1 part water or witch hazel into 4.5 parts mask powder and mix to form a smooth paste.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>Beacon CMP Corporation, Kenilworth, NJ

**TRADEMARKS**

**VEEGUM** is a registered trademarks of Vanderbilt Minerals, LLC.  
Tech-O is a registered trademark of Beacon CMP Corporation.

Rev01/21/2013

**Natural Instant Toothpaste No. 654**

	<b>Wt. %</b>
<b>VANATURAL</b> <sup>®</sup> or <b>VANATURAL MC</b> Bentonite Clay	7.0
Natural Calcium Carbonate (OMYA-CAL <sup>®</sup> FG-4-AZ <sup>1</sup> )	81.4
D-Xylitol FCC NF Kosher (powder)	10.0
Organic Sapindus mukorossi Fruit Extract (Berry Saponin Concentrate <sup>™</sup> 0103 Dry <sup>2</sup> )	1.6

**Procedure:** Mix powders until uniformly blended.

**Use:** Transfer a small amount of the instant toothpaste to a container or onto the hand. Using a wet toothbrush, wet out and pick up a sufficient amount for brushing.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>OMYA, Cincinnati, OH

<sup>2</sup>EcoLogical Surfactants LLC, North Sioux City, SD

**TRADEMARKS**

**VANATURAL** is a registered trademark of Vanderbilt Minerals, LLC.

Berry Saponin Concentrate is a trademark of Ecological Surfactants, LLC.

OMYA-CAL is a registered trademark of Omya AG Corporation.

Rev07/30/2019

**Instant Baking Soda Toothpaste No. 655**

	<b>Wt. %</b>
<b>VANATURAL</b> <sup>®</sup> or <b>VANATURAL MC</b> Bentonite Clay	7.0
Sodium Bicarbonate (Sodium Bicarbonate USP Grade #1 Powder <sup>1</sup> )	82.5
D-Xylitol FCC NF Kosher (Powder)	10.0
Sodium Lauroyl Sarcosinate (SP Crodasinic <sup>™</sup> LS95NT MBAL-PW-(RB) <sup>2</sup> )	0.5

**Procedure:** Mix powders until uniformly blended.

**Use:** Transfer a small amount of the instant toothpaste to a container or onto the hand. Using a wet toothbrush, wet out and pick up a sufficient amount for brushing.

**RAW MATERIAL SUPPLIERS**

<sup>1</sup>Natural Soda, Rifle, CO

<sup>2</sup>Croda, Inc., Edison, NJ

**TRADEMARKS**

**VANATURAL** is a registered trademark of Vanderbilt Minerals, LLC.  
Crodasinic is a trademark of Croda, Inc.

Rev09/06/2019





# Vanderbilt Minerals, LLC

A Wholly Owned Subsidiary of R.T. Vanderbilt Holding Company, Inc.

33 WINFIELD STREET

NORWALK, CT 06856

800.562.2476

[MINERALSALES@VANDERBILTMINERALS.COM](mailto:MINERALSALES@VANDERBILTMINERALS.COM)

[WWW.VANDERBILTMINERALS.COM](http://WWW.VANDERBILTMINERALS.COM)



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