TECHNICAL DATA

VEEGUM® EZ

Magnesium Aluminum Silicate

VEEGUM® EZ is a unique rheology modifier, suspending agent and emulsion stabilizer for personal care products. It is a water-washed smectite clay that provides acid pH, aqueous dispersions. Its INCI name is: Magnesium Aluminum Silicate. **VEEGUM EZ** does not contain titanium dioxide and is a drop in replacement for **VEEGUM *Ultra***.

FEATURES

EASY TO HYDRATE

The hydration of smectite clays typically requires heated water, extended mixing times or the use of high shear mixers to exploit their full thickening and suspending capabilities. **VEEGUM EZ** is conveniently hydrated in unheated water with common equipment such as a propeller mixer. The recommended minimum hydration time is only 15 minutes.

pH OPTIMIZED

VEEGUM EZ provides acidic dispersions (pH 4.2 to 5.2). Buffering is not usually required when **VEEGUM EZ** is used to stabilize and modify the rheology of cosmetic and personal care formulations.

SYNERGISTIC WITH GUMS AND POLYMERS

VEEGUM EZ is an anionic clay compatible with most anionic and nonionic ingredients. It can be cohydrated with common anionic polymers such as carbomer, xanthan gum and CMC. The clay and polymer may be dry blended and added to the hydration water simultaneously. These mixtures produce rheology synergism and thereby provide optimum viscosity and stability in topical compositions. **VEEGUM EZ** also beneficially modifies the texture and feel of these formulas providing tack-free topical products and reducing or eliminating the tacky, gummy or stringy nature of organic gums and polymers.

TYPICAL PROPERTIES

Physical Form	Free-Flowing Granules
Color	Off-white to light tan
Viscosity of 5% Aqueous Dispersion	200 - 400 cps.
pH of 5% Aqueous Dispersion	4.2 - 5.2
Moisture Content	8% maximum

Cosmetic grades of **VEEGUM® EZ** Magnesium Aluminum Silicate, including **VEEGUM EZ**, when used in cosmetics are intended for topical and dental use only. **VEEGUM EZ** can also be used in industrial and agricultural applications.

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33 Winfield Street, P.O. Box 5150, Norwalk, CT 06856-5150
(203) 295-2140 • F: (203) 855-1220 • **vanderbiltminerals.com**