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Natural colour clay
INCI name: ILLITE

Product description:

All COLOR CLAY® products have some common characteristics, like high silicate content, a suitable particle size that gives spreadability with pleasant and easy application on the skin.

Aspect: homogeneous powder
Colour: linden beige
Odour: odourless

Chemical analysis:

SiO ₂	64.48% ± 5%
Al ₂ O ₃	18.44% ± 5%
Fe ₂ O ₃	6.37% ± 5%
CaO	1.44% ± 5%
MgO	0.56% ± 5%
Na ₂ O	0.27% ± 5%
K ₂ O	2.93% ± 5%

Particle size

95% particles < 44 microns

Physical-chemical characteristics:

pH (Sol. 20% in water) 9.06 ± 1
Light stability:

Natural light:	stable
Vitalux light:	stable

Humidity: < 7%

Microbiological analysis:

Total germ count <100 cfu/mg
Pathogens free

Cosmetic applications-Properties:

The most outstanding properties for the application onto the skin, pure or mixed with other ingredients in cosmetic formulations, are the following ones:

- Anti-stress-balancing-draining:

Thanks to sodium, potassium and magnesium content, COLOR CLAY® TILIA balances electrolytes in the cell and prevent from congestion and muscular tension.

- Absorbent action:

The small particle size gives a high specific surface, thus a high absorption capacity, a very useful property for oily and impure skin.

- Occlusive action:

Directly applied on the skin, it increases body temperature allowing a better penetration of active ingredients.

Applications:

- Facial or Body muds, in powder form at 100%, for mixtures with liquid (water or solutions with active ingredients) or in combination with other powders in a formulation. Recommended dosage 30-50%.
 - Facial or body masks, incorporated in emulsions or suspensions. Dosage 5- 30%.
 - Facial or body cleansers as foaming products:
- Liquid soaps, (dosage 2-10%)
 - Peeling liquid soaps (dosage 10-20%).
 - Soap bars for deep cleansing.
 - Gel-Mask
 - Hair mask or special shampoos

Special considerations:

Generally speaking all formulations need a suspending agent to ensure stable and homogeneous products.

Important!

Due to the natural origin of the product, colour may slightly change from batch to batch.

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