

Penstia™ Powder

INCI Name (s):
Adipic Acid/Neopentyl Glycol Crosspolymer

Product Description

Penstia Powder is a new and novel polymer that imparts a silky, creamy feel to the finished product. It is a highly branched and terminated polyol crosslinked with a functional silicone, which provides elasticity and flexibility. The particles of **Penstia Powder** are porous spheres that allow for high oil loading, which is useful for active entrapment, stabilization and sebum absorption. These particles ‘roll’ rather than ‘drag’, adding exceptional slip to any formulation. The chemical composition of **Penstia Powder** gives it dry binding properties and also allows it to be used in both water and oil phases, resulting in improved formula stability and reduced tackiness.

Applications

Make Up (Foundation, Powders, Eye Shadow, Lipstick),
Emulsion Products (Skin Care, Hair Care, Sun Care)

Product Specifications

Properties	Penstia Powder	Methods
Appearance	Soft White Powder with Agglomeration	Physical
Odor	Characteristic	Physical
Average Particle Size	3—20 microns	RIC 264

Formulation Guidelines

Penstia Powder can be formulated in the same manner as conventional cosmetic powders. High shear is generally recommended in creams and lotions. **Penstia Powder** has a synergistic effect with cyclic and linear silicones and low polar organic esters causing increased thickening. Wetting and mixing the product with these materials under rapid mixing will break up agglomerates and disperse the product.

To disperse **Penstia Powder** in water, it is necessary to disperse gum (xanthan, arabic, carbopol) before adding the powder. **Penstia Powder** can also be used in mild cleansing products, providing an elegant texture and gentle sebum absorption. The recommended use level of **Penstia Powder** is 3% to the desired effect.

The formulation guidelines presented here are designed to provide only basic insights into the properties of the materials discussed. We offer formulation support as needed.



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