

## CLAYTONE-MPZ V

Vegan, powdered rheology additive based on organically modified natural bentonite (organophilic phyllosilicate) for use in personal care applications to increase viscosity, provide thixotropic flow behavior and suspend pigments and particles in medium to high polar solvents.

### Product data

#### Composition

Organophilic phyllosilicate (INCI: Stearalkonium Bentonite)

Vegan

#### Typical properties

The values indicated in this data sheet describe typical properties and do not constitute specification limits.

Bulk density:	220–330 kg/m <sup>3</sup>
Water content:	max. 3 %
Particle size distribution D50:	12 µm
Sieve passing (200 mesh/74 µm):	min. 98 %
Color:	light cream
Delivery form:	powder

#### Storage and transportation

CLAYTONE-MPZ V should be transported and stored dry in unopened, original packaging at temperatures between 0 °C and 30 °C.








### Applications

#### Personal Care

##### Special features and benefits

CLAYTONE-MPZ V is used in cosmetic products to increase viscosity, provide thixotropic flow behavior, and suspend pigments and particles. It may be used to stabilize water-in-oil emulsion systems and is designed to impart a high degree of gelling efficiency over a wide range of medium to high polar fluids. Suitable solvents are all medium to high polar organic fluid systems, such as butyl acetate, ethyl acetate, C12-15 alkyl benzoate, or isopropyl myristate. Additionally, CLAYTONE-MPZ V is compatible with surfactants and emulsifiers.

**Recommended use**

Creams and lotions	
Sun care products	
Antiperspirants/deos	
Liquid makeup	
Lipsticks	
Cream eye shadows	
Nail polishes	

 especially recommended     recommended

**Recommended levels**

1–8 % additive (as supplied) based upon the total formulation, depending on the application.

The above recommended levels can be used for orientation. The optimum dosage should be determined by application-related test series.

**Incorporation and processing instructions**

CLAYTONE-MPZ V is effective in a wide range of organic fluid systems and has no processing temperature requirements. For maximum efficiency, CLAYTONE-MPZ V requires a polar activator and very high shear, e. g. dissolver, rotor-stator system, or homogenizer.

Suggested polar activators are:

- Propylene carbonate/H<sub>2</sub>O (95:5) 15–40 % \*
- Ethanol/H<sub>2</sub>O (95:5) 15–60 % \*

\*based on weight of CLAYTONE-MPZ V

It is recommended to incorporate CLAYTONE-MPZ V into the solvent phase using a concentrated pre-gel. This is the preferred option for nail lacquers to obtain ultra-high gloss. In some cases, CLAYTONE-MPZ V can also be incorporated directly as a powder into the oil phase (in-situ incorporation).

Pre-gels can be prepared by the following procedure:

1. Add the organic solvent to the dispersion vessel.
2. Slowly add CLAYTONE-MPZ V (5–10 % by weight of total pre-gel) to mixer under agitation.
3. Mix at very high shear for approx. 15 minutes.
4. Add the polar activator.
5. Mix at very high shear for approx. 15 minutes.
6. Incorporate the other formulation ingredients into the gel.



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This issue replaces all previous versions.