

POLYMEREXPERT PRESENTS



EXPERTGEL®

Rheology modifier
for aqueous phase



Formulation Guide 2024





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About

2 available grades:

- **EG312:** Poloxamer 338 (and) PPG-51/SMDI Copolymer
 - **EG412:** Poloxamer 407 (and) PPG-12/SMDI Copolymer
-
- Appearance: Pellets
 - Process: Cold
 - Solubility: Water

Presentation

ExpertGel® is a smart water thickening ingredient that increases viscosity with temperature. When diluted in water, ExpertGel® behaves as liquid at room temperature, then becomes gel when exposed to higher temperature, such as body temperature.

Technical advantage

ExpertGel® is able to reversibly change their physical state from liquid to gel upon a change in temperature, the gelation temperature can be adjusted depending on:

- Grade
- Concentration
- Interaction with other components

Benefits for several applications

It is an ideal ingredient for **suncare**, **make-up**, **skincare**, **haircare** and **fragrance** formulations:

- SPF booster
- Fragrance extender
- Transforming texture
- Emulsion stabilizer



Incredible Rich Cream

Minimalist formula, luxurious sensory experience

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Demineralized Water	Water	-	60.18
A	EDTA	Disodium EDTA	-	0.02
A	Phenoxyethanol	Phenoxyethanol	-	0.60
A	Sensiva® SC 50	Ethylhexylglycerin	DKSH/Schülke & Mayr	0.20
A	Glycerin	Glycerin	-	5.00
A	Propanediol	Propanediol	-	3.00
B	Sepinov™ EMT 10	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	Seppic	0.60
C	DUB MCT 5545	Caprylic/Capric Triglyceride	Stéarinerie Dubois	10.20
C	Parfum	Fragrance	-	0.20
D	Demineralized Water	Water	-	18.00
D	ExpertGel® EG312	Poloxamer 338 (and) PPG-51/SMDI Copolymer	PolymerExpert	2.00

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Incredible Rich Cream



Process

- Prepare D in advance solubilizing ExpertGel® in water at room temperature for 1 hour
- Add A in the main beaker and solubilize EDTA
- Disperse B in A until the gel is perfectly homogeneous
- Emulsify for 10 minutes adding C into A+B
- Add the premix D in the gel cream and blend

Benefits

- Thermogelling properties
- Emulsion stabilizer
- Soft and silky touch

Splash mask

Sprayable mask that transforms into a gel on skin

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Demineralized Water	Water	-	69.00
A	ExpertGel® EG312	Poloxamer 338 (and) PPG-51/SMDI Copolymer	PolymerExpert	4.00
B	Glycerin	Glycerin	-	20.00
B	MG-60	Maltooligosyl Glucoside (and) Hydrogenated Starch Hydrolysate	Hayashibara	5.00
B	Pentylene Glycol	Pentylene Glycol	Minasolve	2.00

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Splash mask



Process

- Solubilize ExpertGel® in water under gentle stirring
- When the blend is perfectly homogeneous, add B and stir until the product is homogeneous

Benefits

- Avoid the formula to drop off the face
- Leave the face fresh and moisturized

Confort mask

Deeply moisturizing mask for radiant skin

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Demineralized Water	Water	-	46.60
A	Carbopol® Ultrez 21	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	Lubrizol	0.40
B	Glycerin	Glycerin	-	10.00
B	EDTA	Disodium EDTA	-	0.05
B	Propanediol	Propanediol	-	3.00
C	Arlacel® 165	Glyceryl Stearate (and) PEG-100 Stearate	BASF	4.00
C	DC200/100	Dimethicone	Dow Corning	3.00
C	DUB MCT 5545	Caprylic/Capric Triglyceride	Stéarinerie Dubois	2.00
C	Lipex® Shea	Butyrospermum Parkii (Shea) Butter	AAK	2.50
C	Lanette® 16	Cetyl Alcohol	BASF	0.50
C	Sensiva® SC50	Ethylhexylglycerin	DKSH/Schülke & Mayr	0.50
C	Copherol® 1250 C	Tocopheryl Acetate	BASF	0.25
D	Demineralized Water	Water	-	20.00
D	ExpertGel® EG312	Poloxamer 338 (and) PPG-51/SMDI Copolymer	PolymerExpert	2.00
F	Parfum	Fragrance	-	0.20
G	Alcohol Denat	Alcohol	-	5.00

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Confort mask



Process

- Swell Carbpol on top of water, then add glycols and EDTA, heat up to 75°C
- Prepare oily phase by heating together at 75°C Phase C
- Mix oily phase in water under strong stirring using a rotor stator for 10 min
- Cool down to room temperature
- Add the ExpertGel® solution and all remaining ingredients

Benefits

- Intense moisturizing
- Easy spreading

Peel Off Mask

Peel-off mask for refreshed skin

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Demineralized Water	Water	-	30.00
A	Mowiol 23-88	Polyvinyl Alcohol	Seppic	10.00
B	Demineralized water	Water	-	21.25
B	ExpertGel® EG312	Poloxamer 338 (and) PPG-51/SMDI Copolymer	PolymerExpert	3.00
B	Alcohol Denat	Alcohol	-	20.00
C	EDTA	Disodium EDTA	-	0.05
D	Glycerin	Glycerin	-	10.00
D	Propylene glycol	Propylene Glycol	-	5.00
E	Parfum	Fragrance	H. Reynaud & Fils	0.20
E	Emulgin® CO 40	PEG-40 Hydrogenated Castor Oil	BASF	0.50

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Peel Off Mask



Process

- Heat 30% of the water phase up to 60°C then swell Mowiol and mix slowly until homogeneous, cool down to RT
- Prepare ExpertGel® solution by adding 21.25% of cold water, 20% of ethanol, and swell ExpertGel®
- Add EDTA to the ExpertGel® solution, then add glycols
- Add the mix fragrance/solubilizer
- Then add very slowly the Mowiol solution and mix until homogenous

Benefits

- The mask is very soft and easy to remove

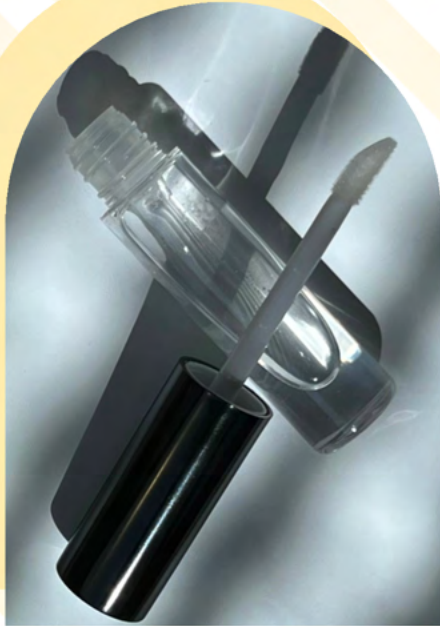
Plumping Lip Serum

Lip serum for enhanced volume and hydration

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Demineralized water	Water	-	80.25
A	ExpertGel® EG412	Poloxamer 407 (and) PPG-12/SMDI Copolymer	PolymerExpert	4.00
B	Glycerin	Glycerin	-	10.00
B	Phenoxyethanol	Phenoxyethanol	-	0.60
C	Citric acid	Citric acid	-	QSF
D	Phytessence™ Stevia GL	Aqua (and) Glycerin (and) Stevia Rebaudiana Extract	Croda	2.00
D	Adeplump	Butylene Glycol (and) Water (and) Arnica Montana Flower Extract	Safic-Alcan	1.00
E	Plantacare® 2000 UP	Decyl Glucoside	BASF	2.00
E	Peppermint oil	Mentha Piperita Oil	-	0.15

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Plumping Lip Serum



Process

- In the main beaker, mix A and B and adjust the pH to 3.35
- Add phase D
- Add phase E and adjust pH to 4

Benefits

- Forms a protective film on the lips
- Increases lips' volume

Make-up Fixator

After-make-up spray to improve its longevity

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Demineralized Water	Water	-	85.90
A	ExpertGel® EG412	Poloxamer 407 (and) PPG-12/SMDI Copolymer	PolymerExpert	3.00
B	Euxyl® PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	DKSH / Schülke & Mayr	0.50
B	EDTA	Tetrasodium EDTA	-	0.05
B	Alcohol Denat	Alcohol	-	10.00
C	Parfum	Fragrance	H.Reynaud & Fils	0.05
C	Tween® 20	Polysorbate 20	Masso	0.50

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Make-up Fixator



Process

- Swell EG412 into cold water under agitation
- Once EG412 is completely dispersed add EDTA, Euxyl® PE 9010 and Ethanol to the mix
- Then add the premix Fragrance & Tween® 20

Benefits

- Easy to spray
- Fluid at ambient temperature and gelify when applied on the skin

Lip Tint

High definition moisturising lip ink

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Demineralized Water	Water	-	58.00
A	Euxyl® PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	DKSH / Schülke & Mayr	0.80
A	Alcohol Denat	Alcohol	-	5.00
A	Glycerin	Glycerin	-	5.00
B	Demineralized Water	Water	-	25.00
B	ExpertGel® EG312	Poloxamer 338 (and) PPG-51/SMDI Copolymer	PolymerExpert	3.50
C	Red coloring	CI 17200	-	0.20
C	Tween® 20	Polysorbate 20	Masso	2.00
D	Parfum	Fragrance	-	0.50

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Lip Tint



Process

- Prepare a premix with the ingredients of the phase B, stir slowly at room temperature until ExpertGel® is fully solubilized
- Introduce the ingredients of the phase A in the main beaker and homogenize
- Add B to A and homogenize
- Add C once the blend is perfectly homogeneous and uniform
- Add C and blend until the product is homogeneous

Benefits

- Unlike standard lip inks, this product does not dry out the lips
- ExpertGel® ensures perfect definition of the product on the lips
- No migration of the colour into fine lines

Liquid Eyeshadow

Long wear eyeshadow, very fresh when applied

PHASE	TRADE NAME	RAW MATERIAL	SUPPLIER	%
A	Demineralized Water	Water	-	57.84
A	Rhodicare® T	Xanthan Gum	Summit Cosmetics Europe	0.30
B	Phenoxyethanol	Phenoxyethanol	-	0.60
B	Hydrolite® 5 Green	Pentylene Glycol	Safic-Alcan	1.00
C	Demineralized Water	Water	-	30.00
C	ExpertGel® EG312	Poloxamer 338 (and) PPG-51/SMDI Copolymer	PolymerExpert	4.00
D	Pearls	-	Maprecos	6.00
D	Pigments	-	Sensient	0.26

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Liquid Eyeshadow



Process

- Solubilize ExpertGel® in water
- Prepare phase A, the gel of xanthan gum
- Add phase B to phase A
- Prepare a solution of ExpertGel® and add it to A+B
- Add D and mix until the blend is homogeneous

Benefits

- Very fresh on application
- Leaves a thin, highly resistant film

Suncare New Generation

Highly sensorial sun care with very high protection

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Amphisol® K	Potassium Cetyl Phosphate	DSM	0.75
A	TEGO® Care PBS 6	Polyglyceryl-6 Stearate (and) Polyglyceryl-6 Behenate	Evonik	3.00
A	Uvinul® T 150	Ethylhexyl Triazone	BASF	4.00
A	Parsol® EHS	Ethylhexyl Salicylate	DSM	5.00
A	Uvinul® A Plus Granular	Diethylamino Hydroxybenzoyl Hexyl Benzoate	BASF	5.00
A	Tinosorb® S	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	BASF	3.00
A	Parsol® SLX	Polysilicone-15	IES Ingredients	3.00
A	DUB DIS	Diisopropyl Sebacate	Stéarinerie Dubois	13.00
A	DUB DIPA	Diisopropyl Adipate	Stéarinerie Dubois	5.00
B	ExpertGel® EG412	Poloxamer 407 (and) PPG-12/SMDI Copolymer	PolymerExpert	2.00
C	Demineralized Water	Water	-	47.55
C	Propanediol	Propanediol	-	5.00
C	Phenoxyethanol	Phenoxyethanol	-	0.90
C	Sensiva® SC 50	Ethylhexylglycerin	DKSH/Schülke & Mayr	0.10
D	Glycerin	Glycerin	-	2.00
D	Rhodicare® S	Xanthan Gum	Summit Cosmetics Europe	0.20
E	Parfum Monoï	Fragrance	H. Reynaud & Fils	0.50

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Suncare New Generation



Process

- Heat up A to 80°C under stirring
- Add ExpertGel® into A and mix well
- Add C into the main container
- Prepare the premix D and add it to C while stirring
- Heat up C+D at 80°C under stirring
- Pour A+B into C+D under stirring with high shear
- Emulsify for 15 min
- Cool down to 30°C under stirring
- Add E and mix until the blend is homogeneous

Benefits

- Boosted SPF
- Improved water resistance
- Flexible, protective thread that retains the sun filters in its network on top of the skin
- Very high SPF targeted

Self Resurfacing Sunscreen Cream

Highly sensorial sun care with very high protection

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Escalol™ 517	Butyl Methoxydibenzoylmethane	Ashland	3.00
A	Parsol® 340	Octocrylene	DSM	8.00
A	Parsol® EHS	Ethylhexyl Salicylate	DSM	5.00
A	Parsol® HMS	Homosalate	DSM	10.00
A	Amphisol® K	Potassium Cetyl Phosphate	DSM	0.75
A	Lanette® O Or	Cetearyl Alcohol	BASF	0.30
A	Antaron™ V220	VP/Eicosene Copolymer	Ashland	1.00
A	Cetiol® C5 C	Coco-Caprylate Caprate	BASF	2.50
A	Cetiol® CC	Dicaprylyl Carbonate	BASF	3.00
A	Pelmulen™ TR-2	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	Lubrizol	0.10
B	ExpertGel® EG312	Poloxamer 338 (and) PPG-51/SMDI Copolymer	PolymerExpert	2.00
C	Demineralized Water	Water	-	59.75
C	Glycerin	Glycerin	-	3.50
C	EDTA	Tetrasodium EDTA	-	0.10
C	Euxyl® PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	DKSH / Schülke & Mayr	0.90
D	Triethanolamine	Triethanolamine	-	0.10

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Self Resurfacing Sunscreen Cream



Process

- Heat up A to 85°C under stirring
- Add ExpertGel® into A and mix well
- Heat up C at 80°C in the main container under stirring
- Poor A+B into C under stirring with high shear
- Neutralize with D while stirring with high shear
- Cool down to 30°C under stirring

Benefits

- ExpertGel® optimises the performance of sun care products by boosting SPF, improving water resistance and creating a flexible, protective thread that retains the sun filters in its network
- Very high SPF50+ protection measured in vivo

Self Tanning Mousse

Densified mousse and stabilised DHA

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Demineralized Water	Water	-	69.70
A	ExpertGel® EG412	Poloxamer 407 (and) PPG-12/SMDI Copolymer	PolymerExpert	1.00
B	Glycerin	Glycerin	-	5.00
B	Propanediol	Propanediol	-	5.00
B	Sensiva® SC 50	Ethylhexylglycerin	DKSH/Schülke & Mayr	0.20
B	Phenoxyethanol	Phenoxyethanol	-	0.60
C	Oramix™ CG110	Caprylyl/Capryl Glucoside	Seppic	1.50
C	Plantacare® 2000 UP	Decyl Glucoside	BASF	1.50
C	Parfum Monoï Ensoleillé	Fragrance	Mane	0.50
D	Demineralized Water	Water	-	10.00
D	DHA	Dihydroxyacetone	-	5.00
E	Citric acid (sol. 10%)	Water (and) Citric acid	-	1.20

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Self Tanning Mousse



Process

- In the main beaker, introduce phase A and under stirring add phase B
- Add phase C, D and E under stirring

Benefits

- Dense and generous foam
- Creates a film that enhances DHA efficiency
- Perfect compatibility with DHA
- Homogeneous application

Hair jelly

Memory shape gel

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Demineralized Water	Water	-	10.00
A	Polymer AQ 38S	Diglycol/CHDM/Isophtalates/Copolymer	Eastman/Unipex	3.00
B	Demineralized water	Water	-	51.00
B	ExpertGel® EG412	Poloxamer 407 (and) PPG-12/SMDI Copolymer	PolymerExpert	6.00
C	Diglycerin S	Diglycerin	-	5.00
C	Glycerin	Glycerin	-	24.00
C	Panthenol	Panthenol	Symrise	0.50
C	Symdiol® 68T	1,2-Hexanediol (and) Caprylyl Glycol (and) Tropolone	Symrise	0.40
C	Fragrance	Fragrance	-	0.10

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Hair jelly



Process

- In a suitable premix container, prepare in advance the phase A at 80°C
- In the main blender, mix at 15-20°C the phase B
- Once the gel is clear, introduce in the main blender the phase A and homogenize
- Then introduce in the main blender the ingredients of the phase C

Benefits

- Memory shape formula

Sunkissed Body Mist

A long-lasting perfumed body veil

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Alcohol Denat	Alcohol	-	55.00
A	Parfum Monoï Ensoleillé	Fragrance	Mane	3.00
B	Demineralized Water	Water	-	40.00
B	ExpertGel® EG412	Poloxamer 407 (and) PPG-12/SMDI Copolymer	PolymerExpert	2.00

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Sunkissed body mist



Process

- Solubilize the fragrance in ethanol
- Solubilize ExpertGel® in water
- Add the phase B to the phase A and blend until it is homogeneous

Benefits

- Long-lasting effect
- Top notes stay longer

Clear Perfumed Gel Lotus

A transparent gel with shape memory

PHASE	TRADE NAME	INCI NAME	SUPPLIER	%
A	Demineralized Water	Water	-	30.00
A	ExpertGel® EG312	Poloxamer 338 (and) PPG-51/SMDI Copolymer	PolymerExpert	3.00
B	Demineralized Water	Water	-	51.70
B	EDTA	Tetrasodium EDTA	-	0.10
B	Glycerin	Glycerin	-	3.50
C	Oramix™ CG110	Caprylyl/Capryl Glucoside	Seppic	5.00
C	Emulgin® CO 40	PEG-40 Hydrogenated Castor Oil	BASF	3.00
C	Parfum Fleur de Lotus	Fragrance	Mane	3.00
D	SymDiol® 68	1,2 Hexanediol (and) Caprylyl Glycol	Symrise	0.70

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Clear Perfumed Gel Lotus



Process

- Prepare a solution of ExpertGel® in water
- Introduce the phase B into the main container and dissolve EDTA in water
- Premix the ingredients of the phase C
- Add C to B and mix until the blend is homogeneous
- Add A to B+C and mix until the blend is homogeneous

Benefits

- Fragrance formulated without alcohol
- An oily gel structured with EstoGel® Green that does not drip into the packaging
- A new way to apply fragrance with a non-greasy, non-sticky formula

Notes

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