



IOI OLEOCHEMICAL

Magic Powder-to-Cleanser



Transform the **Magic Powder-to-Cleanser** and unleash its magic with warm or cold water, no matter where you are. This anhydrous formula is mildly formulated and perfectly suitable for face and body.

The 100% natural **SOFTISAN® MagicPOWDER S** is the foundation of this gentle cleansing concept. When mixed with water, it emulsifies instantly. Due to its synergistic nature, it incorporates a lipophilic caring ingredient into powder rinse-off products. Its broad compatibility allows the use of starches, surfactants and other laboratory or kitchen ingredients.

Once this formula is transformed with water, experience a fine, creamy foam that rinses easily. The cared and nourished skin feel is enhanced by the soft after-feel film, thanks to **SOFTISAN® MagicPOWDER S**(oft).

Customize the formulation the way you like it. This concept is the perfect base - vegan, natural based, cold-processable, minimalistic, travel-friendly & gender- and age-fluid.



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No.: 872

PHASE	TRADE NAME	INCI	%	FUNCTION
A	SOFTISAN® MagicPOWDER S	Tricaprylin (and) Acacia Senegal Gum	40.00	Magical Transforming Ingredient, Perfect Base For Cleansing Powders
A	SCI Powder	Sodium Cocoyl Isethionate	20.00	Powder Surfactant (Active Matter ≈ 80%)
A	Keltrol® CG-SFT ¹⁾	Xanthan Gum	1.00	Gelling Agent
A	Maisita 9040 ²⁾	Zea Mays Starch	19.00	Sensorial Modifier
A	Sodium Bicarbonate	Sodium Bicarbonate	15.00	Foam Enhancer
A	Citric Acid	Citric Acid	5.00	Foam Enhancer

¹⁾ CP Kelco, ²⁾ Agrana

PROCESS

Weigh and mix phase A

Let the magic happen:

Pour a small amount in your hand, add a small amount of water and rub.

Massage on skin and rinse-off.

FORMULA DATA

Appearance: White powder

pH: n.a.

Viscosity: n.a.

Active matter: 16% (powder)
approx. 8% in
final formula (1:1)

Stability test: Passed (powder);
Once mixed with water,
this formula is desig-
ned for single use/
mono-dose.

