



IOI OLEOCHEMICAL

Magic Shake-to-Lotion



This minimalist and anhydrous powder formulation consists of only four ingredients. Add cold or hot water and shake - the powder will transform instantly into a light, low-viscosity emulsion. Stirrer, homogenizer, hot plate? Not necessary for this DIY concept.

SOFTISAN® MagicPOWDER S is a natural powder multifunctional with instant emulsifying properties. The **Magic Shake-to-Lotion** is not only a fun experience, but also feels good. This formulation has medium gliding, film-forming, and penetration properties, combined with a non-sticky after-feel and a premium soft touch.

This on-the-go formula is completely vegan and 100% natural - perfect for all eco-conscious travelers, INCI readers looking for an emulsifier-free concept or Do-it-yourself enthusiasts.



Magic Shake-to-Lotion

No.: 871

PHASE	TRADE NAME	INCI	%	FUNCTION
A	SOFTISAN® MagicPOWDER S	Tricaprylin (and) Acacia Senegal Gum	90.00	Magical Synergistic System: Instant Emulsifying & Sensorial Agent
A	Maisita 9040 ¹⁾	Zea Mays Starch	7.48	Sensorial Modifier
A	Cosphaderm® Sodium LAAS ²⁾	Sodium Levulinate (and) Sodium Anisate	2.50	Preservative System
A	Citric Acid	Citric Acid	0.02	pH Agent

¹⁾ Agrana, ²⁾ Cosphatec

PROCESS

Weigh and mix phase A

Let the magic happen:

On-the-go concept: Add 1 part water (cold/ hot / tap water) and 1 part (volume) Magic Shake-to-Lotion into a container with lid and shake

Lab concept: Weigh 0.5 - 1 part of water and mix with 1 part (weight) of Magic Shake-to-Lotion

FORMULA DATA

- Appearance:** Ivory powder
- pH:** n.a.; 6.0 (1 water : 1 formula w%)
- Viscosity:** n.a.
- Stability test:** Passed (dry powder), Once mixed with water, this formula is designed for single use/mono-dose.

