

ABWAX[®] Mimic Beeswax MK

Natural origin **alternative** beeswax

Specifically designed for **Make Up applications**

Highly innovative mimic technology



ABWAX® Mimic Beeswax MK

Features

INCI	Patent ongoing (Rhus Succedanea Fruit Cera, Glyceryl Stearate, Stearic Acid, Helianthus Annuss Seed Cera)
APPEARANCE	Waxy solid in pearls
COLOR	White
ODOR	Characteristic
DROP POINT (°C)	64-70

- **STRUCTURING WAX**
- **GLOSS EFFECT IN FINISH PRODUCTS**
- **100% VEGAN AND NATURAL ORIGIN**
- **LOW ENVIRONMENTAL IMPACT INGREDIENTS**
- **NO MINERAL OR SYNTHETIC WAX**



Background

Brasca's ability and tradition has always enabled the company to research and design new innovative products, starting from know technologies. ABWAX® MIMIC Line aims at creating **ethical choices for sustainable formulas**, where the wealth of Nature is kept to protect inner nobility. It is developed only using renewable and sustainable raw materials designed to reach high excellence in performance.

ABWAX® MIMIC BEESWAX MK is an evolution of ABWAX® MIMIC BEESWAX, that keeps its sustainability features and mimic technology, specifically studied and designed for **Make Up applications**.

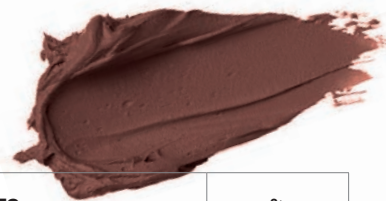
General information

ABWAX® MIMIC BEESWAX MK is a completely **vegetable-derived wax**, able to mimic and reproduce the typical and exclusive features of beeswax, proposing an **ethical alternative** to formulate sustainable solutions thanks to the use of **renewable materials**, specifically in the Make Up industry.

Being a wax especially designed for Make Up, its **highly-structuring and film-forming properties** make ABWAX® MIMIC BEESWAX MK the ideal product for the formulation of lipsticks with textures of different viscosities, showing excellent performances able to satisfy any request or need.

FORMULATION

Lipstick Country



PHASE	COMMERCIAL NAME	INCI / INGREDIENTS	%
A	BeauSens® Air	EthylHexyl Pelargonate	21,4
	Olifeel® Skin	Triolein, Glyceryl Dioleate	21,0
	Castor Oil	Ricinus Communis (Castor) Seed Oil	28,2
	ABWAX® SUNFLOWER PEARLS	Helianthus Annuus Seed Cera	9,6
	Red iron oxide CI 77491 + ISIS	CI 77491, Isostearyl Isostearate	10,0
	ABWAX® MIMIC BEESWAX MK	Rhus Succedanea Fruit Cera, Glyceryl Stearate, Stearic Acid, Helianthus Annuus Seed Cera	4,8
	amiPearl® Earth 1806 Chestnut Brown	Mica, CI 77891, Tin oxide	5

Lipstick Rock



PHASE	COMMERCIAL NAME	INCI / INGREDIENTS	%
A	ISIS	Isostearyl Isostearate	21,3
	Risorex PGIS32	Polyglyceryl-3 Diisostearate	17,6
	Hailucent ISDA	Polyglyceryl-2 isostearate / Dimer Dilinoleate Copolymer	3,8
	ABWAX® SUNFLOWER PEARLS	Helianthus Annuus Seed Cera	14,3
	ABWAX® MIMIC BEESWAX MK	Rhus Succedanea Fruit Cera, Glyceryl Stearate, Stearic Acid, Helianthus Annuus Seed Cera	9,5
	Beausens® Air	Ethylhexyl Pelargonate	19,0
	Red 7	C.I. 15850:1	14,3
	Bioscontrol® element IM	o-cymen-5-ol	0,1

Lipstick Indie



PHASE	COMMERCIAL NAME	INCI / INGREDIENTS	%
A	Castor Oil	Ricinus communis seed oil	28,2
	Beausens® Air	Ethylhexyl Pelargonate	22,0
	ABWAX® SUNFLOWER PEARLS	Helianthus Annuus Seed Cera	9,6
	ABWAX® MIMIC BEESWAX MK	Rhus Succedanea Fruit Cera, Glyceryl Stearate, Stearic Acid, Helianthus Annuus Seed Cera	4,8
	Olifeel® Skin	Triolein, Glyceryl Dioleate	21,1
	Red iron oxide CI 77491 + ISIS	CI 77491, Isostearyl Isostearate	15

The following guide-line gives instruction to use Brasca raw materials. Although it has been developed at the best of our knowledge and experience, Brasca doesn't take any responsibility about the formula and cannot guarantee its stability. The respect of all rules involved in the usage of the product is under Customer direct responsibility.



DO NOT HESITATE TO CONTACT US.

For more info:

Phone: +39 02 3351 2243

Email: info@brasca.it

BRASCA INDUSTRIAL S.r.l.

Legal Office: Via M. Gonzaga, 7 - 20123 Milan (MI) Italy

Headquarter: Via Nerviano, 31 - 20045 Lainate (MI) Italy

Production plant & Logistics: Via Celeste Milani, 24/26 - 21040 Origgio (VA) Italy