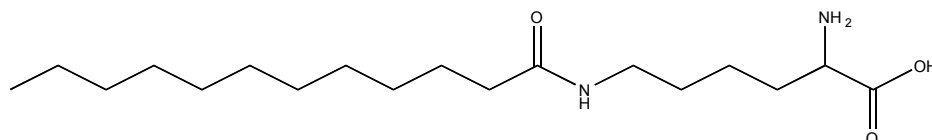


Macare™ L²



“Feel Friendly” Lubricity Agent and Surface Modifier for exceptional Make-Up Powders and Skin Care Products

Overview

Macare™ ingredients for personal care products are “feel-friendly” actives that deliver outstanding sensory attributes in cost-conscious formulations. These safe, effective ingredients occur naturally, delivering the benefits of humectancy, mildness, lubricity, elasticity, softness and other value-in-use.

Macare L² is a naturally occurring 100% active Lauroyl Lysine powder derived from the amino acid lysine and lauric acid, a natural component of coconut oil. The fine powder characteristics of Macare L² impart high lubricity, low frictional coefficients, excellent adhesive properties, unique surface modification with good anti-oxidation properties.

Use Macare L² to improve flow, application and sensory perception in **powdered Make-Up products such as Foundations, Eye Make-Ups, Pressed and Loose Powders** and in **Lipsticks** for enhanced lubricity, softness, and elasticity. In **Skin Care products** such as **Creams, Lotions and Sun Care products**, Macare L² delivers a perceptibly smooth and silky skin feel.

Look for Lauroyl Lysine in L’Oreal’s Soft Effects – Eyecolour, Maybelline’s Translucent Pressed Powder, Noxell’s Cover Girl, Lancome’s Pressed powder

INCI Name: Lauroyl Lysine (CAS# 52315-75-0/EINECS# 2578434)

Typical Properties

Physical form	White Crystalline Powder
Odor	None
Specific Gravity.....	1.2
Solubility	Practically insoluble in oil and water
Thermal Stability.....	Stable ≤ 200°C

Typical Use Levels

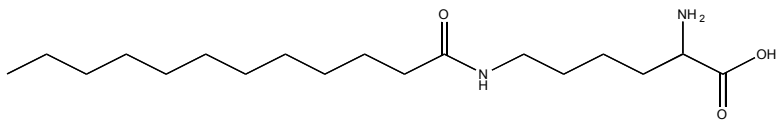
1 – 5%

Handling Information

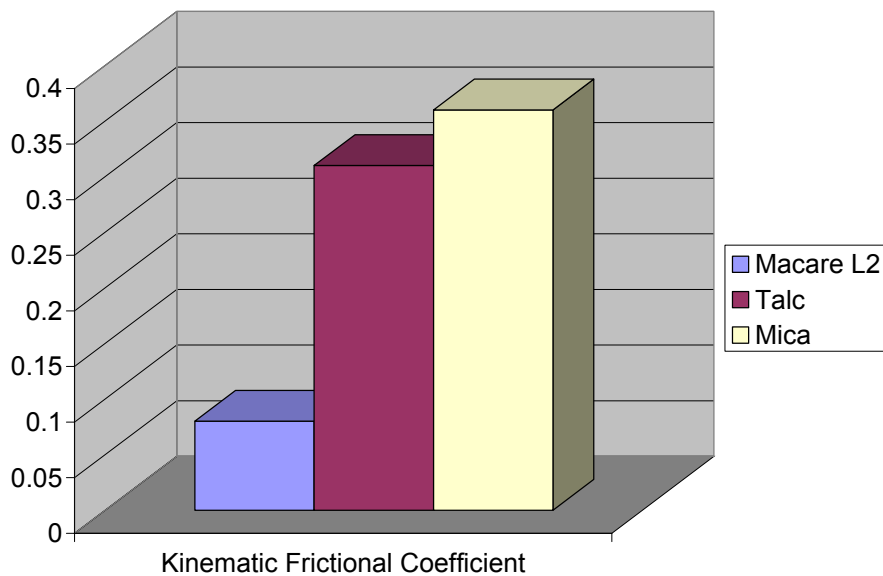
Refer to the Material Safety Data Sheet (MSDS) available from Mason Chemical Company for information on the safe use, handling and disposal of this product.

Macare is a Trademark of Mason Chemical Company.

Macare™ L²



The graph below clearly illustrates the low Frictional Coefficient advantage of MACARE™ L² versus Talc and Mica:



REGULATORY INFORMATION

North America

All components are permitted for use in cosmetics.

Europe

All components are permitted for use in cosmetics.

Japan

All components are permitted for use in cosmetics.

Refer to Material Safety Data Sheet for Handling and Safety Information and Toxicology Summary.