

MaizeCare™ Clarity Polymer and MaizeCare™ Style Polymer

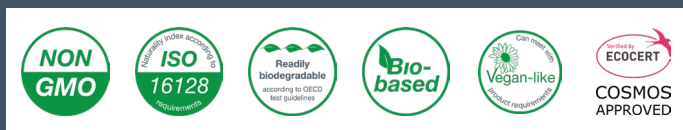
The sustainability you want and the performance you need from naturally derived ingredients for skin and make-up products

INCI name: Hydrolyzed Corn Starch

MaizeCare™ Clarity Polymer and MaizeCare™ Style Polymer

Benefits for formulators:

- Environmentally friendly
- Naturally based film former
- Long lasting effect
- Sebum and olive oil resistance
- Soft focus effect
- Tightening effect
- Allows versatility in formulation format



Listed in the Catalogue of Cosmetic Ingredients in China

MaizeCare™ Clarity Polymer

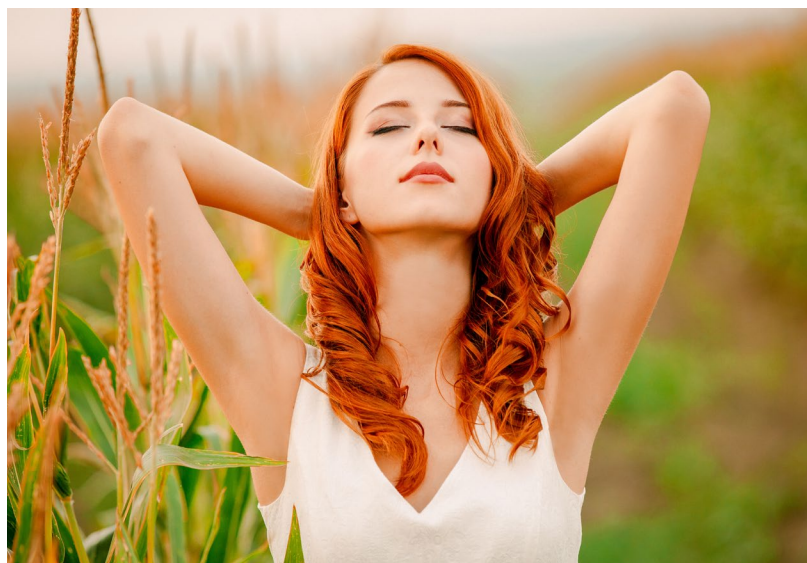
Benefits for formulators:

- Cold processing
- Low shear mixing
- Disperse in minutes

MaizeCare™ Clarity Polymer and MaizeCare™ Style Polymer

Benefits for consumers:

- Soft focus effect
- Tightening effect
- Sebum and olive oil resistance
- Long lasting properties
- Vegan
- Naturally based film former

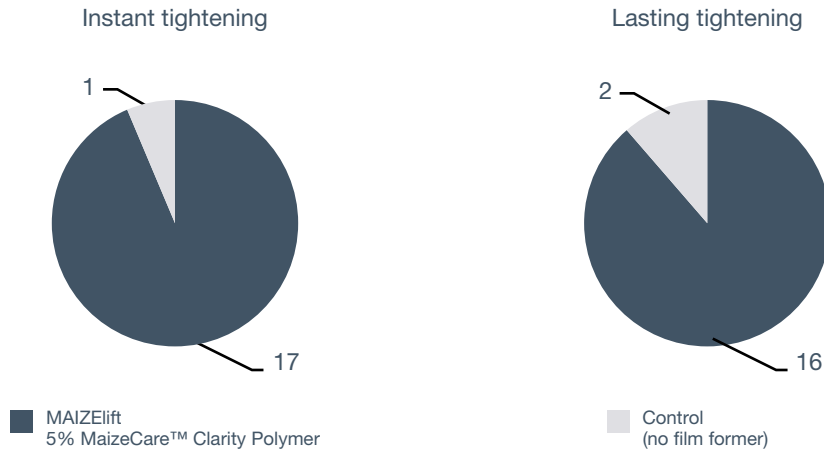


Consumers are increasingly becoming aware of the benefits of natural ingredients which has fueled the demand for more sustainable skin and make-up products. MaizeCare™ Clarity Polymer and MaizeCare™ Style Polymer are bio-based and biodegradable with film-forming properties that provide a non-tacky feel. These corn-based ingredients can be used in high-performing skin and make-up formulations for their long-lasting, soft-focus and skin tightening effects and sebum resistance properties.



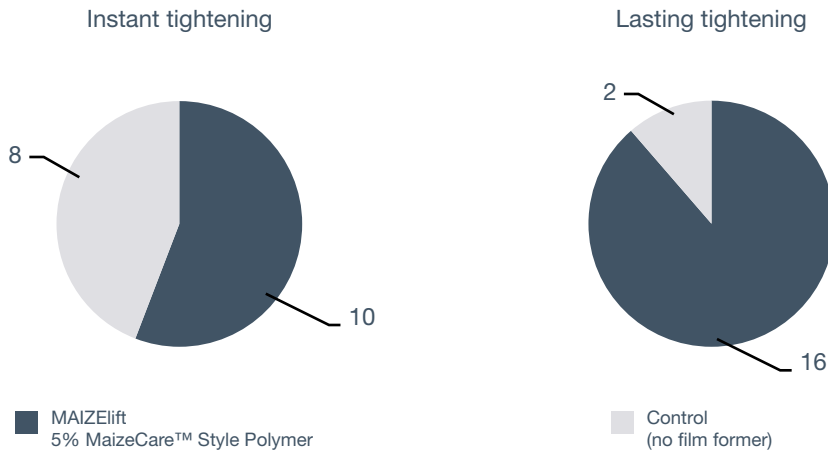
Hydrogel: Skin tightening sensation

Adding 5% of MaizeCare™ Clarity Polymer in MAIZElift formulation provides instant and lasting tightening sensation in hydrogel.



Assessment versus control Hydrogel (Statistical differences)		MaizeCare™ Clarity Polymer 5%
Tightening evaluation	Instant tightening	Yes (99,9%)
	Lasting tightening	Yes (99%)

Adding 5% of MaizeCare™ Style Polymer in MAIZElift formulation provides lasting tightening sensation in hydrogel.



Assessment versus control Hydrogel (Statistical differences)		MaizeCare™ Style Polymer 5%
Tightening evaluation	Instant tightening	No
	Lasting tightening	Yes (99%)

Oil-in-Water Cream: Soft focus effect

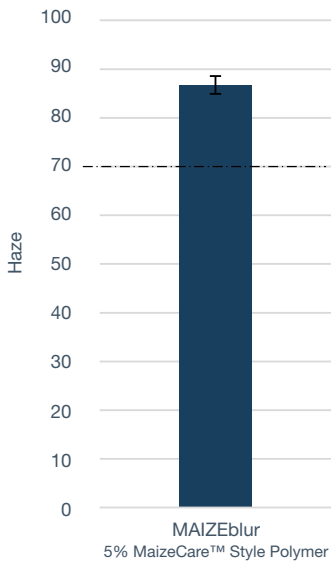
Soft focus is the optical effect that makes images appear blurred.

MaizeCare™ Style Polymer and MaizeCare™ Clarity Polymer increase the amount of light diffusively transmitted or reflected, resulting in a stronger imperfection-masking ability.



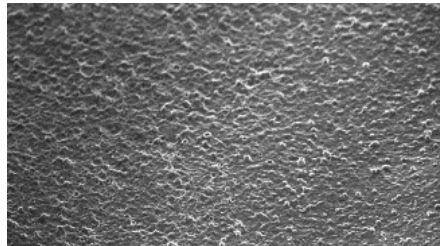
Test conditions:

- Coat a cosmetic formulation onto a glass slide (37 µm-thick wet film)
- Drying time: 15 minutes
- Measure of total transmission (TT)
- Measure of haze: $H = 100 \times (T_{\text{Diffused}} / TT)$

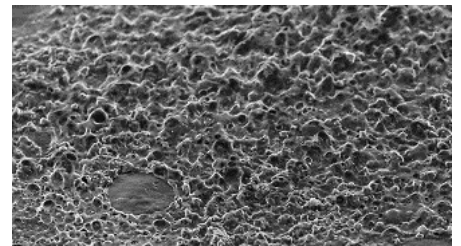


Film roughness encourages light-scattering

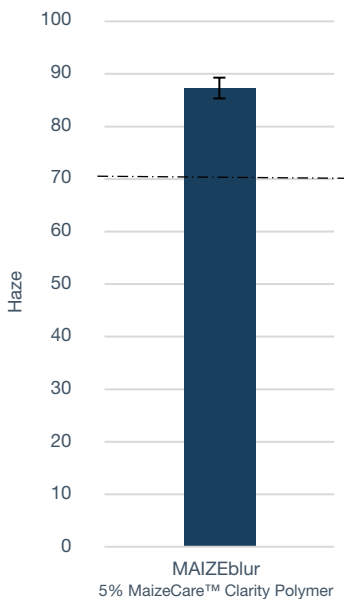
Control
(formulation without MaizeCare™ Style Polymer & without EcoSmooth™ Rice Husk Cosmetic Powder)



MAIZEblur
5% MaizeCare™ Style Polymer + 1.5% EcoSmooth™ Rice Husk Cosmetic Powder

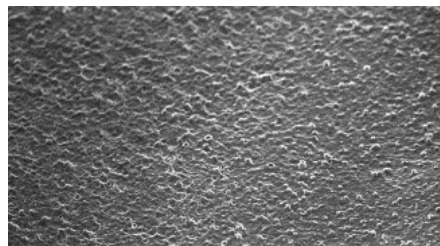


SEM images (1000x magnification)

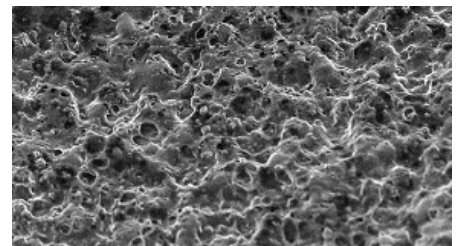


Film roughness encourages light-scattering

Control
(formulation without MaizeCare™ Clarity Polymer & without EcoSmooth™ Rice Husk Cosmetic Powder)



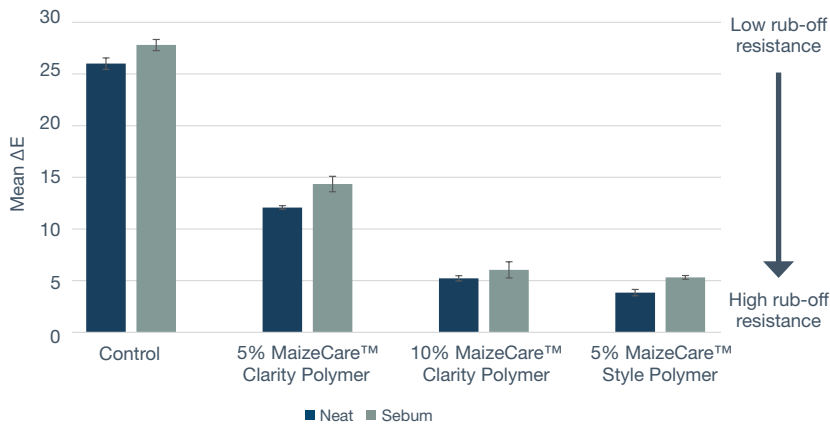
MAIZEblur
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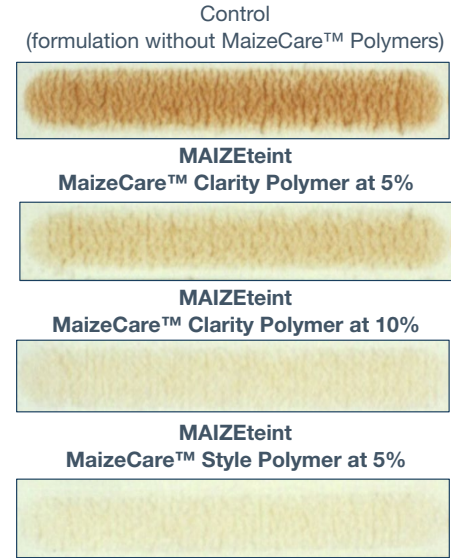
SEM images (1000x magnification)

Foundation: Long lasting properties

Adding MaizeCare™ Polymers increase long lasting benefit even in presence of sebum.

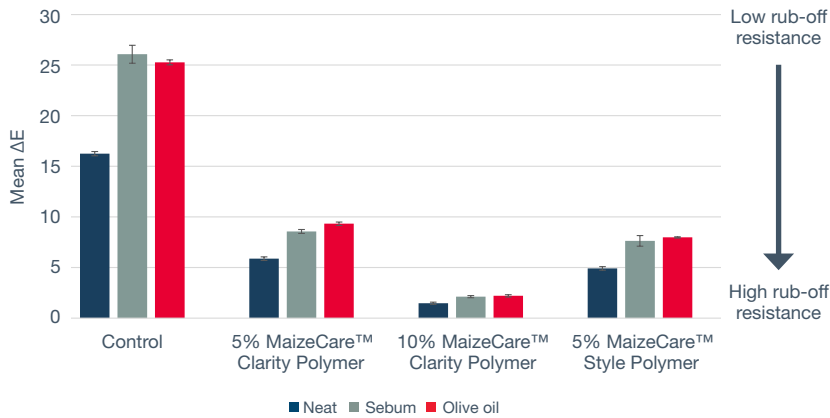


Felts pictures after 50 abrasion cycles (neat)



Lip Cream: Long lasting properties

Adding MaizeCare™ Polymers increase long lasting benefit even in presence of sebum and olive oil.



Felts pictures after 50 abrasion cycles (neat)

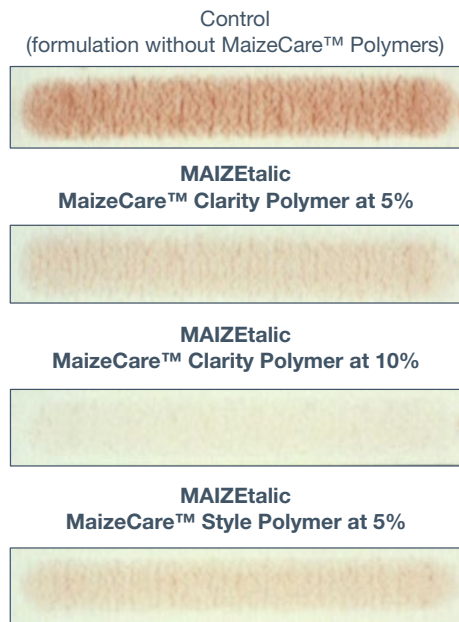


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