

# IMBUE™ JO MB

## EMULSION CONCENTRATE



### Product Description

Imbue™ JO MB is a cold-process emulsion concentrate ingredient that serves as a delivery system for jojoba oil into aqueous formulations. This allows formulators to create advanced cosmetic products of superior quality and stability. It is a simple, cold process way to yield an entire product line in a way that does not utilize a lot of energy. Imbue™ JO MB delivers jojoba oil which acts as a humectant by attracting water to the skin and retaining it to keep the skin hydrated. Jojoba oil does a great job of balancing natural oil production which makes it an ideal ingredient in hair care and scalp care as well.



### Key Attributes:

- 100% Biobased
- Cold-process
- Achieve a wide range of viscosity
- Excellent skin compatibility
- Ideal for all product categories



### Product Function

Imbue™ is a novel emulsion concentrate, designed to offer a wide range of possibilities in cosmetic formulations. With a high internal phase, this ingredient enables the creation of sprayable systems, luxurious lotions, wet wipe solutions, and more, requiring only minimal additional ingredients. Imbue™ can craft moisturizing cleansers, refreshing toners, revitalizing serums, and nourishing lotions/creams all with exceptional ease. Additionally, Imbue™ serves as a valuable tool for stabilizing emulsions during scale-up, eliminating the need for complete re-formulation and can also function as a 1:1 solubilizer for fragrances and essential oils.

### Applications

**Scalp Care Products** - Helps scalp retain moisture and balances natural oil production.

**Skin Treatment Lotions** - Ideal for products intended to soothe irritated skin.

**Hair Sprays** - Enhances conditioning and nourishing of hair while giving it a shine.

# IMBUE™ JO MB

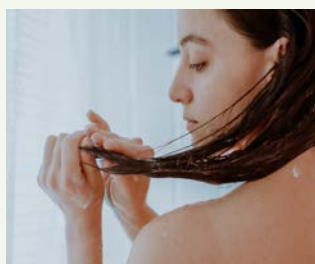
## EMULSION CONCENTRATE



INCI: Water, Simmondsia Chinensis (Jojoba) Seed Oil, Glycerin, Polyglyceryl-6 Stearate, Glyceryl Caprylate, Xanthan Gum, Cathamus Tinctorius (Safflower) Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract

## WHAT IT'S IDEAL FOR

Imbue JO™ MB is ideal for:



Hair Care



Wet Wipe Solutions



Light Lotions



Scalp Care

### Formulation Tips

- Can function as a 1:1 solubilizer, depending on oil used.
- Cold-processable, generally added post-emulsification during cool down of <50° C.

## PRODUCT DETAILS

### PROPERTIES:

ANALYSIS	SPECIFICATION	TEST METHOD
Appearance	White - Yellowish Emulsion	Visual
Odor	Characteristic	Organoleptic
pH	5.5 - 7.5	Direct
Specific Gravity	0.900-1.100	U.S. Standard Cup
Solubility	Water Dispersable	Direct
Microbiology-TAPC	<100	PCPC
Microbiology-Pathogens	Negative	PCPC
Viscosity (cP)	200-1200	Brookfield DV-1

### RECOMMENDATION:

USE LEVEL: 0.5-50%

pH RANGE: 4.0-7.0

#### PROCEDURE:

Add Imbue™ MB to the water phase and incorporate by mixing (cold process, no heat necessary)

**SHELF LIFE:** 12 months

**PACKAGING:** 18 kg pail or 180 kg drum