

# InstaMask™

A Transforming Clay Mask Experience

Patent Pending



**PRODUCT:** InstaMask™ Shale with Vitamin C & Aloe Vera

**INCI NAME:** Kaolin (and) Aluminum Silicate (and) Mannitol (and) Cellulose (and) PVP (and) Sodium Polyacrylate (and) Hydroxypropyl Methylcellulose (and) Aloe Barbadensis Leaf Juice (and) Ascorbic Acid

**EINECS #:** 310-194-1, 215-475-1, 200-711-8, 232-674-9, N/A, N/A, N/A, 287-390-8, 200-066-2

**CAS #:** 1332-58-7, 1327-36-2, 69-65-8, 9004-34-6, 9003-39-8, 9003-04-7, 9004-65-3, 85507-69-3, 50-81-7

## WHAT IS INSTAMASK™?

**InstaMask™** is an innovative all-in-one clay mask bead technology that will transform into an easy to use clay mask when mixed with water. The ideal do-it-yourself mask can be tailored by the consumer or by a secondary booster formula. The granular form provides a user-friendly experience without the mess of mixing powders.

Each **InstaMask™** granule contains the clays, the actives and thickeners needed so that by adding water or another water-based liquid you end up with a perfect, freshly made clay mask. The granules can also provide gentle exfoliation if applied to the skin before they are fully hydrated.

**InstaMask™** granules function as a customizable delivery system, delivering and protecting the active ingredients. This is ideal for actives that have traditionally been difficult to formulate with because the granules will not need to have stability in a traditional product form. Since the beads are dry, no preservatives are needed which allows for a preservative free claim. The color of the product comes from the colored clays used so no added colorants are needed.

Build a product platform with **InstaMask™** to include ancillary formulations or boosters to add to meet your consumer's various skincare needs.



## KEY BENEFITS

- Personalization
- Mess Free, Easy to Use Granules
- Preservative Free
- No Added Colorants
- Gentle Exfoliation
- Speed to Market
- Water Free Form for Eco-Friendly Shipping
- Transforming Product Form
- Potential to Deliver Actives

## IDEAL FOR USE

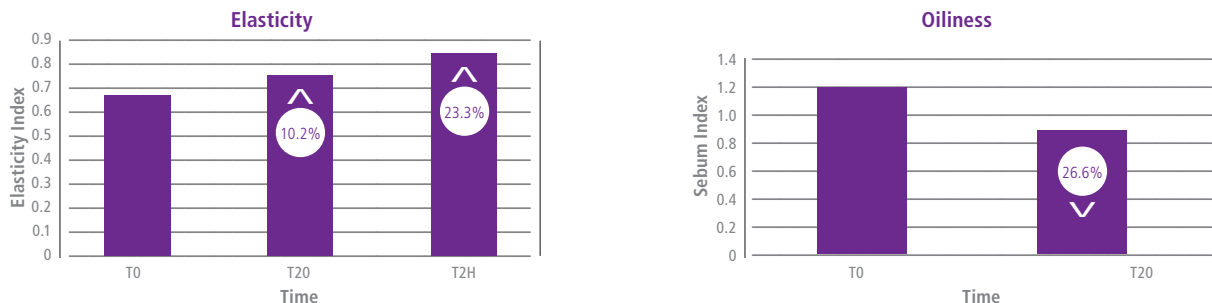
- Facial, Hand and Body Masks
- DIY – Personalized Blends
- Use with Boosters or Concentrates
- Spot Treatments or Multi-Masking
- Spa Products
- Preservative Free Products
- Single Use & Travel Friendly



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## WHAT DOES INSTAMASK™ SHALE WITH VITAMIN C & ALOE VERA DO?

**InstaMask™ Shale** contains a green clay which is rich in zinc and copper. Clinical testing of this clay indicates a reduction of oil without causing an oil feedback effect, and an increase of skin elasticity.



This version of **InstaMask™ Shale** also contains Vitamin C and Aloe Vera. This combination reinforces the activity of the clay and provides short-term and long-term skin benefits ranging from hydration to complexion enhancement.

## HOW DO I USE INSTAMASK™?

**InstaMask™** granules are hard, but when water (or an aqueous booster) is added in a 1:1 ratio, the granules will hydrate and soften becoming a soft paste that can easily be applied on the face. The granules should hydrate for a minimum of 2 minutes before mixing.



Measure Desired Amount

- Pack in Single Use or Multi-Use Packs
- For Multi-Use Packs, include a scoop or a way to measure



Add Water or Booster Formula

- Allow a minimum of two minutes for the granules to hydrate
- Advise user to wash face or hold a hot wash cloth to the skin to open pores while waiting



Mix

- Use a spatula, the end of a make-up brush, mortar & pestle, etc.
- Get Creative!



Ready to Apply

- The longer the mask is mixed, the smoother it becomes
- To provide a gentle exfoliation leave some granules intact
- \* *Optional*  
Add additional active concentrates, natural oils or boosters before application



Apply

- Apply with fingers or for a mess free application use a make up brush or other type of applicator
- Allow the mask to dry for 10-20 minutes
- Rinse

## TYPICAL PROPERTIES OF INSTAMASK™ SHALE WITH VITAMIN C & ALOE

Color	Green to Gray
Size	500-2000 microns avg.
Recommended Use Level	100%



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