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VANDERBILT

Technical Data

from the earth for you

VEEGUM[®] Pure
Magnesium Aluminum Silicate

The choice for organic topicals!



R.T. Vanderbilt Company, Inc.
30 Winfield Street, P.O. Box 5150, Norwalk, CT 06856-5150
Telephone: (203) 853-1400
Fax: (203) 853-1452, Web Site: www.rtvanderbilt.com



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TECHNICAL DATA

VEEGUM® Pure *Magnesium Aluminum Silicate*

VEEGUM Pure – The choice for *organic* topicals!

Like all **VEEGUM** products, **VEEGUM Pure** is composed of natural smectite clays from the American southwest, water-washed to optimize purity and performance. However, the processing of **VEEGUM Pure** makes it particularly suited for use in natural formulations which may be labeled “organic”.

VEEGUM products have long been the cosmetic formulator’s choice to stabilize suspensions, perfect emulsions and optimize flow properties. **VEEGUM Pure** extends this tradition to organic creams, lotions, makeup and cleansing products.

VEEGUM Pure meets the requirements of the National Formulary (NF) monograph for Magnesium Aluminum Silicate NF, Type IA, and those of the Food Chemicals Codex for Bentonite FCC. The INCI* Name for **VEEGUM Pure** is Magnesium Aluminum Silicate.

When to formulate with VEEGUM Pure

VEEGUM Pure has the performance characteristics of classic **VEEGUM**. However, when the formulator chooses to label topical formulations as “organic” (a formula consisting of at least 95 percent organically produced ingredients) or “made with organic ingredients” (a formula containing at least 70 percent organic ingredients), **VEEGUM Pure** is the correct choice. The formulator will have chosen a product that, by its source and processing, conforms to the requirements of the “organic” industry**.

How to formulate with VEEGUM Pure

VEEGUM Pure must be properly dispersed in water for optimum performance. No other materials should be present in the water because they can interfere with proper hydration and colloidal structure formation. The degree of clay hydration is directly proportional to the amount of energy used to disperse the product. The degree of hydration therefore increases as mixing time, mixing intensity or water temperature increase.

Table 1 provides guidelines for the suggested minimum hydration time for **VEEGUM Pure**. Actual hydration time will depend on the particular combination of batch size, mixer shear, and water temperature used. It is very important that the selected mixing conditions be carefully controlled to achieve reproducible results in the final formulation.

Table 1

Minimum Suggested Hydration Times for **VEEGUM Pure**

<u>Propeller Mixer</u>		
800 rpm, 25°C water	-	120 Minutes
800 rpm, 75°C water	-	45 Minutes
<u>Homogenizer</u>		
3000 rpm, 25°C water	-	30 Minutes
3000 rpm, 75°C water	-	15 Minutes

Typical **VEEGUM Pure** use levels are between 0.5% and 3.0%.

Please consult the **VEEGUM/VAN GEL**® brochure for detailed information on the properties and uses of these colloidal clay products. This can be obtained on R.T. Vanderbilt Company, Inc.'s web site, www.rtvanderbilt.com, or by contacting the Company. Samples, specifications, and the Material Safety Data Sheet on **VEEGUM Pure** can also be obtained on this website, or contact:

R.T. Vanderbilt Company, Inc.
30 Winfield Street
Norwalk, CT 06855

Telephone: 203-853-1400
Facsimile: 203-853-1452

email: specialt@rtvanderbilt.com

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* International Nomenclature Cosmetic Ingredient
** **VEEGUM Pure** is not "Certified Organic"

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high quality minerals and chemicals,
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www.rtvanderbilt.com

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