



Integrity  
Ingredients  
Corporation

# ACTIVATED CHARCOAL 3-N-1 CLEANSER, MAKEUP REMOVER, & MASK

## What It Is

A simple, nearly natural, creamy smooth cleanser and makeup remover that also works as a detoxifying mask. It gently but thoroughly washes away makeup and dirt without stripping the skin while it re-texturizes and detoxifies skin for a deep clean experience. Skin feels soft, smooth and completely refreshed!

## What It Does

- ✔ This concentrated, creamy charcoal cleanser is a multi-tasker designed to lift impurities, reduce surface oil and refine skin texture.
- ✔ Clears pores of deep-dwelling dirt, debris and toxins while it gently whisks away dull, dead skin cells.

## Solution For

- ✔ Deep cleaning and facial makeup removal.
- ✔ Dull, dry skin with uneven texture.
- ✔ Detoxifying congested skin.

## How To Use

- ✔ To Cleanse: Apply to damp skin and gently massage in circular motion to remove makeup and debris avoiding the eye area.
- ✔ Rinse off or remove excess with a washcloth or cotton pads.
- ✔ For a super refresher after cleansing, apply a generous amount as a mask avoiding the eye area and leave on for 5 – 10 minutes.
- ✔ Mask is ultra-gentle and can be used daily. For sensitive skin types use as a mask two to three times a week.



## Featured Actives

- ✔ **Activated Charcoal:** Effectively deep cleans and decongests pores to minimize their size. Removes deep seated impurities, and dead skin cells. Attracts and washes away dirt, toxins, chemicals, heavy metals, and pollutants. Result is smooth, supple and even-toned skin.
- ✔ **Lipex® SheaClear™:** A 100% clear liquid shea oil designed for clear formulations that are created to moisturize and soften skin.
- ✔ **Lipex® SheaLight™:** An sustainable, eco-designed emollient that features a low impact environmental footprint. A versatile shea based ester innovated for leave-on or rinse-off products that features high spread ability and an excellent sensorial profile for a silky skin after-feel
- ✔ **IntegriMULSIFIER Natural SSL:** An advanced emulsifier that releases Lactic Acid on contact boosting the skin's Natural Moisturizing Factor (NMF) leaving a sumptuous skin feel.
- ✔ **Jakabix™ NP 5.2:** A 100% natural, broad-spectrum preservative; odorless, light in color and used at pH 4-10. Will not degrade foam in surfactant systems, nor cause offensive odors.

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Integrity Ingredients - Advancing the "Beauty with a Conscience" Movement

Trade | INCI Names | Certifications | Use Levels

Ingredient Features & Benefits

## Activated Charcoal

*Charcoal Powder*

Use Level: 3 – 15% depending on application.

- Effectively cleanses the skin to decongest pores, remove deep impurities and dead skin cells.
- Attracts dirt, toxins, chemicals, heavy metals, and other pollutants embedded in the skin.
- Results in smooth, supple, and even-toned skin.
- Applications: Skin care, hair care, masks, acne products.

## Lipex® SheaClear™

*Butyrospermum Parkii (Shea) Oil*

Kosher, Halal, China Compliant

Use level: 1-80% depending on application

- Clear Shea Oil provides the softening benefits of Shea Butter – excellent for translucent products.
- Suitable for cold processed emulsions.
- Applications: Oils for body, face, baby, cleansing, hair and shampoos and conditioners.

## Lipex® SheaLight™

*Shea Butter Ethyl Esters*

Ecocert | Cosmos Approved | Sustainability Profile

Use Level: 1 – 80% depending on application.

- Increases moisture, protects the skin barrier and creates a smooth, powdery, sensorial skin feel.
- Provides low viscosity pigment dispersions at high loads. Cold process; time and energy efficient.
- Excellent solubilizer for organic UV mineral sunscreens; leaves no whitening or chalky skin residue.
- Applications: Sun protection, hair care, styling & scalp treatments; cleansers & skin care.

## IntegriMULSIFIER Natural SSL

*Sodium Stearoyl Lactylate*

Use Level: 1 – 2%

- Releases Lactic Acid on skin contact to improve the feel and functionality of intensive skin care.
- Clinically tested to improve skin firmness and smoothness upon repeated application.
- Boosts the skin's Natural Moisturizing Factor to help to retain skin moisture and lubricity.
- Delivers an excellent, sensorial skin feel.
- Applications: Skin and body care.

## Jakabix™ NP 5.2

*Bixa orellana leaf extract, Jacaranda mimosifolia flower extract, Kalanchoe pinnata leaf extract, Deoxyribonuclease, Glucose oxidase*

Use level 1 - 3%; 2% recommended.

- A robust, 100% natural, broad-spectrum preservative system – blend of BioZymes™, Botanical Actives and Anti-Microbial blend. Gram-negative, Gram-positive; virus, yeast & mold resistant.
- Will not degrade foaming action of surfactant systems nor cause formula odors.
- Clear, transparent, nearly odorless liquid that functions at a pH range of 4 to 10.
- Works perfectly in an emulsion water phase and is safe for eye and lip applications.
- Applications: All personal care as a stand-alone preservative; no supplemental required.

## Ingredient List – Formula #010820.1

Water, Caprylic/Capric Triglyceride, Lauryl Laurate, Myristyl Myristate, Glycerin, Glyceryl Stearate SE, Cetyl Alcohol, Butyrospermum Parkii (Shea) Oil, Shea Butter Ethyl Esters, Cocos Nucifera (Coconut) Oil, Cetyl Palmitate, Bixa Orellana Leaf Extract, Jacaranda Mimosifolia Flower Extract, Kalanchoe Pinnata Leaf Extract, Deoxyribonuclease, Glucose Oxidase, Sodium Stearoyl Lactylate, Charcoal Powder, Activated, Sodium Hydroxide, Parfum, Xanthan Gum

 **Integrity Ingredients Corporation**  
"Your Innovation Partner"

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