



## TOOTHPASTE

A non-aggressive white toothpaste.

VIVAPUR® CS TEX Easy used at this percentage is able to create a high viscous gel.

VITACEL® CS 70 G has gentle abrasive properties.

VIVAPUR® CS 4 FM is a good alternative to Titanium Dioxide in order to improve the whiteness.

Phase	Product Name	INCI	Functions	%
A	Demineralized Water	Aqua	Solvent	38.3
	Sodium Benzoate	Sodium Benzoate	Preservative	0.3
	Potassium Sorbate	Potassium Sorbate	Preservative	0.2
	Sorbitol	Sorbitol	Humectant	30.0
	Glycerin	Glycerin	Humectant	10.0
	<b>VIVAPUR® CS TEX Easy</b>	<b>Microcrystalline Cellulose, Xanthan Gum, Cellulose Gum</b>	<b>Rheology Modifier</b>	<b>4.0</b>
B	<b>VITACEL® CS 70 G</b>	<b>Cellulose</b>	<b>Abrasive</b>	<b>14.0</b>
C	ZETESOL LES 2/SL	Sodium Laureth Sulfate	Surfactant	1.2
D	<b>VIVAPUR® CS 4 FM</b>	<b>Microcrystalline Cellulose</b>	<b>Opacifiers</b>	<b>1.0</b>
E	Aroma	Aroma	Taste	1.0

Formulated by Laboratorio Cosmopolita, Italy

### Process

Dissolve Ingredients of phase A at 50 °C mixing under homogenizer.

Add phase B + C + D + E at room temperature mixing.

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