



## Celscrub 20

A natural irregular exfoliant that transitions during use for a unique sensorial effect

### ATTRIBUTES & BENEFITS

- Adds a unique "wow" sensorial effect
- 20 mesh particles break down over 30 to 60 seconds of scrubbing into non-visible microcellulosic particles
- Formula should contain water for best transitional effect
- Not a microplastic under ECHA
- Worldwide approval

### INCI NAME

Microcrystalline Cellulose

### NATURALITY (ISO 16128)

|                      |   |                      |   |
|----------------------|---|----------------------|---|
| Natural Index        | 0 | Organic Index        | 0 |
| Natural Origin Index | 1 | Organic Origin Index | 0 |

### SUGGESTED APPLICATIONS

Emulsion systems, liquid surfactant detergent systems; body wash, liquid hand soap, facial cleanser, shampoo and scalp treatment. Select color cosmetics (lip scrub/primer).

### BIODEGRADABILITY

Freshwater (OECD 301)

| TYPICAL PROPERTIES           | Celscrub 20    |
|------------------------------|----------------|
| Color                        | Light Tan      |
| Particle Shape               | Irregular      |
| Melting Point °C             | Not applicable |
| Density @ 25 °C (g/cc)       | 1.46           |
| Maximum Particle Size (mesh) | 20             |
| Maximum Particle Size (µm)   | 840            |



**COSMOS  
APPROVED**

Feb-24