

Oils of Aloha®

ALOHA MACADAMIA SCRUB™

INCI Name: Macadamia Ternifolia Seedcake

CAS #: 438545-25-6

Aloha Macadamia Scrub™ — Natural Exfoliation

Aloha Macadamia Scrub from Oils of Aloha was developed in 2004 as a natural exfoliant with no sharps or needles and a pleasant roasted macadamia aroma. It is a unique combination of fiber, shell and oil that produces an effective base for exfoliant scrubs and cleansers. Aloha Macadamia Scrub is irradiated to ensure that there is no microbiological burden and then packed with oxygen absorbers to maintain freshness.

Aloha Macadamia Scrub features:

- Expeller-pressed processing, no solvents used
- Two product grades to cater to different needs
- No sharps or needles, allowing for gentle exfoliation
- Natural roasted macadamia aroma
- Quality Hawaii-based manufacturing

Aloha Macadamia Scrub is an all-natural product made in Hawaii that is ideal for aiding face and body exfoliation. With no sharps or needles (see magnification below) Aloha Macadamia Scrub gently exfoliates dead skin cells for a rejuvenated, healthy look. Besides its exfoliating capabilities, the rich macadamia oil concentration provides a soothing emollient effect.

The two different grades are:

Coarse Grade: Grit passed through 18 mesh, but not through 40 mesh screen for particles between 0.425 and 1 mm. Excellent for scrubbing and removing dead skin cells.

Fine Grade: Grit passed through 40 mesh screen for particles less than .425 mm. Excellent for unblocking pores and removing dirt.

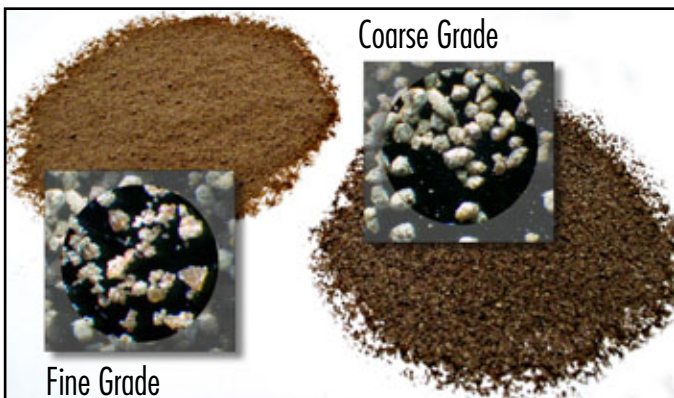
Featuring a delicate macadamia scent, the Aloha Macadamia Scrub is the perfect base for facial scrubs, exfoliants, facial cleansers and soaps.



What Makes A Good Exfoliator?

Choosing the right skin cleanser or exfoliator is a critical decision to protect the skin's health. The right product can leave you feeling refreshed, clean, and rejuvenated. The wrong product can fail to properly clean or leave the skin dry and irritated. The best exfoliators use light, fine particles that have no sharp edges to ensure that they gently interact with the skin, removing dead skin cells while creating a soothing sensation.

Clinical studies at AMA Laboratories clearly demonstrate the effectiveness of Aloha Macadamia Scrub in the exfoliating process while never irritating the skin.



PROFILES/PROPERTIES

Aloha Macadamia Scrub Typical Content

	COARSE	FINE
OIL	5.98%	7.98%
PROTEIN	19.41%	21.26%
FIBER	29.2%	25.5%
ASH	2.19%	2.4%
MOISTURE	6.1%	5.9%

ALOHA MACADAMIA SCRUB™

Testing Skin Reaction

Many exfoliants and skin cleansers in industry can leave skin feeling harsh and irritated. A recent AMA Laboratories study examined the gentle capabilities of the Aloha Macadamia Scrub. Using a solution of 10% Aloha Macadamia Scrub and distilled water, more than 50 test subjects went through the following process:

1. 0.2 ml of the solution was dispensed onto a designated area on the subject's back and left to air dry.
2. The spot was examined for adverse reaction. Adverse reactions, if any, were scored.
3. The process was repeated over regular intervals for three weeks for a total of nine tests per subject.

After the testing phase, the data was examined to determine what adverse effects Aloha Macadamia Scrub could have on the skin. After all, a skin cleanser is only effective if it leaves its user feeling clean and healthy — something only possible without any skin irritation.

The Results: Proven Gentle Effectiveness

After analyzing the data, the AMA Laboratories study conclusively demonstrated that Aloha Macadamia Scrub did not create any adverse reactions in its test subjects. AMA Laboratories test was a cross-section of ages, genders, and ethnicities, meaning that a variety of skin types were used. With zero adverse reactions, the test showed that just about anyone could use Aloha Macadamia Scrub and enjoy its benefits without any skin irritation or sensitization.

Aloha Macadamia Scrub's Benefits

- **Cleansing:** Effective base for exfoliant scrubs and cleansers
- **Soothing:** Additional macadamia oil concentration produces emollient effects
- **Flexible:** Available in coarse and fine grades for different product needs
- **Gentle:** Clinically proven to not irritate or sensitize skin

Potential Market

The Aloha Macadamia Scrub's flexible and effective nature makes it ideal for a number of different products. The different industries that can benefit most from Aloha Macadamia Scrub are:

- **Cosmetic:** Natural exfoliant improves skin luster in makeup
- **Pharmaceutical:** Effective skin care and exfoliation for medical skin treatments
- **Personal Care:** Soothing and cleansing capabilities for soaps and scrubs

"We have formulated two products... one is a carbopol gel with your Aloha Macadamia Scrub™ particles while the other is a low foaming scrub with emollient qualities. Your powder material disperses in water and, when rubbed on to the skin, has an emollient feel and smells nice!"

Ken Kline
Cosmetech Laboratories, Inc.

MASTER FORMULA
FACIAL CLEANSER WITH A SCRUB
INITIAL SUBMISSION FROM COSMETECH LABORATORIES, INC.

NO.	PHASE	INGREDIENT	% BY WT.	BATCH SIZE (500)
1	A	DEIONIZED WATER	19.55	97.25
2	A	NA2 EDTA	0.10	0.50
3	A	GLYCERIN 96%	2.00	10.00
4	A	VEEGUM HV	1.00	5.00
5	A	KELTROL 2% SOLUTION	15.00	75.00
6	A	STANDAPOL EA-3	30.00	150.00
7	A	VELVETEX BK-35	15.00	75.00
8	B	TRIVENT OP	5.00	25.00
9	B	MACADAMIA OIL	2.00	10.00
10	B	KUKUI OIL	2.00	10.00
11	B	EMULGADE F	5.00	25.00
12	B	EGMS	3.00	15.00
13	B	ALOHA MACADAMIA SCRUB™	2.00	10.00
14	B	GLYDANT	0.20	1.00
15	B	FRAGRANCE	0.25	1.25

MANUFACTURING INSTRUCTIONS: COMBINE PHASE A, MIX TO UNIFORMITY AT ROOM TEMPERATURE. HEAT PHASE A TO 75°C. ADD PHASE B AND C. HEAT PHASE D TO 75°C AND ADD TO THE BATCH. COOL TO 35°C AND ADD REMAINING PHASES. PACKAGE.

PRODUCT: GEL SCRUB
PURPOSE: INITIAL SUBMISSION FROM COSMETECH LABORATORIES, INC.

INGREDIENT	% BY WT.	BATCH SIZE (500)
DEIONIZED WATER	81.13	405.6
VEEGUM HV	0.05	0.25
GLYCERIN	5.00	25.00
VEEGUM HV	0.10	0.50
STANDAPOL EA-3	0.60	3.0
VELVETEX BK-35	4.00	20.00
TRIVENT OP	1.00	5.00
MACADAMIA OIL	0.60	3.00
KUKUI OIL	2.00	10.00
EMULGADE F	1.00	5.00
EGMS	4.00	20.00
ALOHA MACADAMIA SCRUB™	0.42	2.10
GLYDANT		
FRAGRANCE		

MANUFACTURING INSTRUCTIONS: COMBINE PHASE A, MIX TO UNIFORMITY AT ROOM TEMPERATURE. HEAT PHASE A TO 75°C. ADD PHASE B AND C. HEAT PHASE D TO 75°C AND ADD TO THE BATCH. COOL TO 35°C AND ADD REMAINING PHASES. PACKAGE.

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