



LUVOMAG®
for haircare
Product Information

ENG

Magnesium Carbonate

as ingredient for
hair bleaching powders

- High purity synthetic magnesium carbonate
- Very fine powders
- Various bulk densities (light / medium / heavy)
- Compliant with the requirements of cosmetic applications
- Well-established and approved grades used in hair bleaching products

Typical uses

Synthetic magnesium carbonate hydroxide ($4\text{MgCO}_3 \cdot \text{Mg}(\text{OH})_2 \cdot 5\text{H}_2\text{O}$) is used as a stabilizer and acid scavenger in hydrogen peroxide (H_2O_2) based hair bleaching powders. In such formulations it also serves as a diluent / filler to facilitate handling and allows tailoring of stable powder mixtures.

Products are based on magnesium hydroxides ($\text{Mg}(\text{OH})_2$) carbonated with carbon dioxide gas (CO_2).

Property profiles of powder grades

Grade		Bulk density (g/l)	Partical size d_{50} (μm)
Light grades	LUVOMAG® C 013	120	8
Medium grades	LUVOMAG® C 017	240	3
Heavy grades	LUVOMAG® C 400	440	5
	LUVOMAG® C 060	650	40

INCI name: MAGNESIUM CARBONATE HYDROXIDE

CAS No. 12125-28-9

EU – REACH 01-2119523999-20-XXX Function: Stabilizier

Purities are in compliance with EP, USP and food grade quality requirements E504(ii). All products are in compliance with REACH and do fulfill purity requirements of the cosmetics industry.

Expertise

Our products are in accordance with our proprietary specifications, which are controlled by our team of quality assurance experts for pharma, food and cosmetic applications. This also includes a regular auditing process of our key suppliers.

For an in-depth knowledge of cosmetic ingredients we operate an application technology lab as part of our holistic service approach.

For our comprehensive range of ingredients for personal care products, please refer to our LEHVOSS Personal Care portfolio.

Serving the cosmetics industry since 1965.

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Talk to our experts.

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