



CINNATIZE™

A FORCE FOR GOOD – Cinnatize™

The Goal

1. Create a synergistic blend of cleansers and preservatives that continue to do the best job of preparing the nail plate for services.
2. Make a product that works well and both PRO and client enjoy.





A FORCE FOR GOOD – Cinnatize™

The Ingredients of Cinnatize

Ingredient

What It Does

Acetone

Solvent that removes lower molecular weight surface oils from the nail plate surface

Butyl Acetate

- Solvent that removes higher molecular weight surface oils and substances
- Works synergistically with acetone

Isopropyl Alcohol (IPA)

- Solvent that removes trace moisture from within the nail plate
- Not as good at removing oily substances

Phenethyl Alcohol

- Preservative safe for use in cosmetics
- Occurs naturally in green tea and in a synthetic "nature identical" form

The Ingredients of Cinnatize Continued

Ingredient

What It Does

Glycerine

Highly penetrating, water soluble to condition and soften the skin

Citrus Extracts

Natural co-preservatives to Phenethyl Alcohol to increase it's effectiveness

Cinnamon Leaf Extract

Natural co-preservatives to Phenethyl Alcohol to increase it's effectiveness

Ascorbic Acid

Naturally occurring antioxidant to help protect the nail plate

Citric Acid

pH adjuster to help optimize pH levels in the nail plate

Lactic Acid

Help remove surface minerals from hard water, which can block adhesion



A FORCE FOR GOOD – Cinnatize™

Things To Remember

1. Cleaners and Sanitizer mean the same thing
2. The oils are pulled off by wiping with the pad aided by the solvents, they do not "evaporate" off. Wiping with the pad is an important part to the process.
3. Is there a problem with the cinnamon leaf oil with adhesion?
No. It's not a true "oil", it's an extract from the oil that has high activity, but does not block adhesion. We are going to change the label on the run to extract rather than oil.