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Petrolatum selection guide

Product Name	Description	Appearance and Aesthetic Attributes							
		Color	Richness-Cushion	Soft	Light	Lubricious	Gloss	Slip	Playtime
Fonline White H®	Firm glossy petrolatum with a long playtime	Light Straw	++++	++++	-	++++	+++	+++	++++
Snowwhite P1	Firm petrolatum with matte finish	White	+++	++++	+/-	+++	++	++	++++
White Protopet 1SH	Very firm petrolatum with matte finish	Snow White	+++	++++	+	+++	++	++	++++
Snowwhite MD	Very firm petrolatum with matte finish	White	+++	+++	+/-	++++	++	+	++++
Snowwhite N	Very firm petrolatum	Snow White	+++	+++	+/-	+++	++	++	+++
Snowwhite T5	Very firm petrolatum with long fiber	Ivory White	++	++	+	++	+	+	+
Snowwhite Special	Very firm petrolatum with long fiber	Snow White	++	++	++	+/-	+	+	-
Snowwhite A4	Very firm petrolatum	Snow White	++	++	++	+/-	+	+	-
Snowwhite EC	Very firm petrolatum with long fiber	Ivory White	++	++	+	++	+	+	+
Snowwhite XH	Extreme firm petrolatum with long fiber	Ivory White	+++	++	+	++	+	+	++
Snowwhite Sublime XS	Very firm petrolatum with silky skin feel	Snow White	+++	+++	+	++	++	++	+++
Sonnecone® CM	Soft petrolatum with a very light soft skin feel - alternative to cyclomethicone	Snow White	+	++	++++	++++	++++	++++	+++
Sonnecone® DM1	Soft solid petrolatum with velvet skin feel and long play time - alternative to low viscosity dimethicone	White	+	++++	+++	+++	+++	++++	++++
Microwax MA	Concentrate for petrolatum	Opaque							
SonneNatural®	Vegetable alternative to Petrolatum - firm solid with matte appearance	Light Straw	+++	++++	+	+++	++	++	++++

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Terms:

Richness - Cushion - Refers to the perceived thickness of product. A product with low cushion will feel like skin on skin contact, whereas a product with high cushion will feel like a layer on top of skin.

Soft - Refers to the end feel due to substantive nature of petrolatum; the user will feel a soft and moisturized residual.

Light - Associated with products that have low cushion. The feeling of skin rubbing against skin during application has a slightly dry feel.

Lubricious - Associated with a long play-time and medium to high cushion. This combination of attributes in a product allows it to be moved across the skin and have a perceivable feel on the skin for a long period of time.

Gloss - The amount of shine a product leaves on the skin or hair.

Slip - The measurement of how a product moves across the skin. Can be measured as low or high (Resistance vs. glide)

Play-time - Refers to how long a product will stay on the skin before it is absorbed or evaporates. A long play-time would lend itself to a massage product.