

WHAT IS CLAIMED IS:

1. A composition comprising
 - a. a colloidal material;
 - b. a water-insoluble inorganic; and
 - c. a cross-linking agent.
2. The composition of claim 1, wherein the colloidal material is a stabilizer, a demulcent, a binder, an emulsifier, or a texturizer.
3. The composition of claim 1 or 2, wherein the colloidal material is selected from the group consisting of gelatin, casein, albumin, agar, dextrin, sugar, welan gum, xanthan gum, guar gum, acacia gum, corn fiber gum, peach gum, locust bean gum, gum rosin, tamarind gum, tragacanth gum, flax seed gum, carrageenan gum, gum arabic, tara gum, and sesbania gum.
4. The composition of any one of claims 1 to 3, wherein the water-insoluble inorganic is selected from the group consisting of dibasic calcium phosphate, calcium phosphate tribasic, dicalcium sulfate, iron oxide, iron oxide yellow, magnesium oxide, magnesium carbonate, barium sulfate, silicon, sulfur, and zinc oxide.
5. The composition of any one of the preceding claims, wherein the cross-linking agent is selected from the group consisting of sodium aluminate, calcium aluminate, magnesium aluminate, barium aluminate and strontium aluminate.
6. The composition of any one of the preceding claims, wherein the composition has a basic flow energy of less than about 150 mJ.
7. The composition of any one of the preceding claims, wherein the composition has a basic flow energy of less than about 125 mJ.
8. The composition of any one of the preceding claims, wherein the composition has a basic flow energy of less than about 100 mJ.

9. The composition of any one of the preceding claims, wherein the composition has a basic flow energy of less than about 85% of a basic flow energy of the water-insoluble inorganic in the absence of the colloidal material and the cross-linking agent.

10. The composition of any one of the preceding claims, wherein the composition has a basic flow energy of less than about 75% of a basic flow energy of the water-insoluble inorganic in the absence of the colloidal material and the cross-linking agent.

11. The composition of any one of the preceding claims, wherein the composition has a conditioned bulk density of less than about 97% of a conditioned bulk density of the water-insoluble inorganic in the absence of the colloidal material and the cross-linking agent.

12. The composition of any one of the preceding claims, wherein the composition has a conditioned bulk density of less than about 95% of a conditioned bulk density of the water-insoluble inorganic in the absence of the colloidal material and the cross-linking agent.

13. The composition of any one of the preceding claims, wherein the composition has a volume moment mean particle size of from about 10 to about 50 microns.

14. The composition of any one of the preceding claims, wherein the composition has a volume moment mean particle size of from about 25 to about 50 microns.

15. The composition of any one of the preceding claims, wherein the water-insoluble inorganic is in an amount of from about 65 wt% to about 85 wt%.

16. The composition of any one of the preceding claims, wherein the water-insoluble inorganic is in an amount of from about 70 wt% to about 80 wt%.

17. The composition of any one of the preceding claims, wherein the colloidal material is present in an amount of from about 13 wt% to about 35 wt%.

18. The composition of any one the preceding claims, wherein the colloidal material is present in an amount of from about 20 wt% to about 25 wt%.

19. The composition of any one of the preceding claims, wherein the cross-linking agent is in an amount of from about 0.3 wt% to about 1.5 wt%.

20. The composition of any one of claims 1 to 18, wherein the cross-linking agent is in an amount of from about 2 wt% to about 4 wt% relative to the colloidal material.

21. The composition of any one of the preceding claims, further comprising water in an amount of from about 1 wt% to about 3 wt%.

22. The composition of claim 21, wherein the water-insoluble inorganic is in an amount of from about 63 wt% to about 85 wt%.

23. The composition of claim 21 or 22, wherein the cross-linking agent is in an amount of from about 0.3 wt% to about 1.5 wt%.

24. The composition of any one of claims 21 to 23, wherein the cross-linking agent is in an amount of from about 2 wt% to about 4 wt% relative to colloidal material.

25. The composition of any one of claims 21 to 24, wherein the colloidal material is present in an amount of from about 13 wt% to about 34 wt%.

26. An aqueous composition comprising

- a. a colloidal material;
- b. a water-insoluble inorganic;
- c. a cross-linking agent; and
- d. water.

27. The aqueous composition of claim 26, wherein the water is in an amount of from about 40 wt% to about 70 wt%.

28. The aqueous composition of claim 26 or 27, wherein colloidal material is a stabilizer, a demulcent, a binder, an emulsifier, or a texturizer.

29. The aqueous composition of any one of claims 26 to 28, wherein the colloidal material is selected from the groups consisting of gelatin, casein, albumin, agar, dextrin, sugar, welan gum,

xanthan gum, guar gum, acacia gum, corn fiber gum, peach gum, locust bean gum, gum rosin, tamarind gum, tragacanth gum, flax seed gum, carrageenan gum, gum arabic, tara gum, and sesbania gum.

30. The aqueous composition of any one of claims 26 to 29, wherein the water-insoluble inorganic is selected from the group consisting of dibasic calcium phosphate, calcium phosphate tribasic, dicalcium sulfate, iron oxide, iron oxide yellow, magnesium oxide, magnesium carbonate, barium sulfate, silicon, sulfur, and zinc oxide.

31. The aqueous composition of any one of claims 26 to 30, wherein the cross-linking agent is selected from the group consisting of sodium aluminate, calcium aluminate, magnesium aluminate, barium aluminate and strontium aluminate.

32. The aqueous composition of any one of claims 26 to 31, wherein the water-insoluble inorganic is in an amount of from about 19 wt% to about 51 wt%.

33. The aqueous composition of any one of claims 26 to 32, wherein the water-insoluble inorganic is in an amount of from about 19 wt% to about 40 wt%.

34. The aqueous composition of any one of claims 26 to 33, wherein the colloidal material is present in an amount of from about 4 wt% to about 21 wt%.

35. The aqueous composition of any one of claims 26 to 34, wherein the cross-linking agent is in an amount of from about 0.1 wt% to about 1 wt%.

36. The aqueous composition of any one of claims 26 to 35, wherein the cross-linking agent is in an amount of from about 2.0 wt% to about 4.0 wt% relative to the colloidal material.

37. A personal care composition comprising the composition of any one of claims 1 to 25 or the aqueous composition of any one of claims 26 to 36, and a base composition.

38. The personal care composition of claim 37, wherein the base composition is a lotion, a cream, a face mask, a conditioner, or a serum.

39. The personal care composition of claim 37 or 38, wherein the base composition is in the form of an emulsion, a surfactant system, or an aqueous gel.

40. The personal care composition of claim 37 or 38, wherein the personal care composition comprises a base composition selected from the group consisting of a lotion, a cream, a face mask, a conditioner, and a serum, and the base composition is in the form of an emulsion.

41. The personal care composition of any one of claims 37 to 39, wherein the personal care composition comprises a base composition selected from the group consisting of a body wash, a facial cleanser, or a shampoo, and the base composition is in the form of a surfactant system.

42. The personal care composition of any one of claims 37 to 39, wherein the personal care composition comprises a base composition that is a serum, and the base composition is an aqueous gel.