

**THE CONCEPT:**

A face blush that is applied in stick form and has a creamy feel for easy blending on the skin.

**KEY INGREDIENTS:**

**Silkflo® 362** is a polymeric emollient that provides a light, silky feel and aids application of the eye shadow on the skin.

**Liponate® 2-DH** is a light-weight, dry emollient that contributes to a silky smooth after-feel.

**Liponate® IPP** is a light, fast absorbing emollient that has high slip and penetrates quickly into the skin.

**Liponate® PS-4** is an emollient that provides skin conditioning and contributes rigidity to the stick structure.

**Liponate® PB-4** is an emollient that adds to the formation of the stick structure and makes it easier to apply the product.

**Lipomic® 601 BN** a mica and boron nitride blend provides a soft lubricious feel and improves coverage of the eye shadow on the skin.

**Orgasol® 2002 EXD NAT COS** a polyamide powder that enhances uniformity of the make-up, provides a soft touch, improves adherence of the make-up on the skin and reduces oily appearance of the skin.

**Lipo® Bisabolol** contributes anti-inflammatory, anti-irritant properties to reduce irritated skin and soothe the skin.

**BENEFITS:**

- ▶ Easy to apply stick form.
- ▶ Creamy texture for a smooth application.
- ▶ Anhydrous formulation for ease of application.
- ▶ Blends easily on the face.
- ▶ ‘Oil-free’ formula.

**DIRECTIONS FOR USE:**

Apply product directly to the face and blend with fingers to achieve desired effect. Product can be re-applied as needed for touch-up.

**FORMULATOR’S REFERENCE**

**AESTHETICS:**

- Cream
- Gel
- Serum
- Lotion
- ✗ Anhydrous Powder Clear
- ✗ Opaque Translucent Pearl Spray Fluid
- ✗ Firm

**MARKET FOCUS:**

- ✗ Women
- ✗ All
  - 20 – 30
  - 30 – 50
  - 50+
- Men
  - All
  - 20 – 30
  - 30 – 50
  - 50+
- ✗ Teens (13-19)
- Children (5 – 12)
- Babies (3mo. – 4yrs.)

**FUNCTION:**

- ✗ Basic Protect Prevent Repair Treat
- Moisturize Anti-aging Long Wear Conceal

**COLOR TYPES**

- Eyes
- Lips
- Lashes
- ✗ Cheeks
- Face
- Body

**COLOR12**



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## FORMULATION:

SEQUENCE	PERCENT	INGREDIENT	INCI NAME
1	22.30	Silkflo® 362 N.F. (88)	Hydrogenated Didecene
1	5.00	Liponate® 2-DH (1)	PEG-4 Diheptanoate
1	6.50	Liponate® IPP (1)	Isopropyl Palmitate
1	2.50	Liponate® PS-4 (1)	Pentaerythrityl Tetrastearate
1	5.00	Carnauba Wax (47)	Copernicia Cerifera (Carnauba) Wax
1	1.00	Liponate® PB-4 (1)	Pentaerythrityl Tetrabeheenate
1	0.10	Lipo® Bisabolol (1)	Bisabolol
2	0.50	Lecithin (119)	Lecithin
2	9.00	Titanium Dioxide, Oil Dispersible (9)	Titanium Dioxide (CI77891)
2	3.00	Iron Oxide Yellow (9)	Iron Oxides (CI77489)
2	7.00	Iron Oxide Red (9)	Iron Oxides (CI77491)
2	12.30	Kaolin (119)	Kaolin
2	17.00	Rose Talc (66)	Talc
2	6.00	Orgasol® 2002 EXD NAT COS (4)	Nylon – 12
2	0.30	Propylparaben (119)	Propylparaben
2	0.50	Iron Oxide Black (9)	Iron Oxides (CI77492)
2	2.00	Lipomic® 601 BN (1)	Mica (and) Boron Nitride
	100.00%		

## PROCEDURE:

1. In main kettle combine Sequence #1 ingredients under propeller mixing and heat to 70°C to 75°C.
2. Combine Sequence #2 ingredients and pulverize in a blender until the mixture is uniform.
3. Slowly add Sequence #2 to Sequence #1 maintaining the temperature at 70°C to 75°C, and mix until uniform at medium speed.
4. Pour into a suitable container for molding.

- (1) Lipo Chemicals, Inc.  
(4) Lipo (Arkema)  
(9) Noveon Consumer Specialties/  
Lubrizol Advanced Materials  
(47) Hansotech  
(66) Presperse  
(88) Lipo (Ineos)  
(119) Ruger Chemical Co., Inc.

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