Applechem Formulary - Color Cosmetics



Golden Marshmallow Mousse Highlighter (CC-F 021)

This pillowy golden highlighter features a fluffy mousse texture and dramatic cream-to-powder finish. The refreshing quickbreak sensory of Sensogel NOVUS provides a cooling effect on the skin, while the high pearl content imparts a soft golden shimmer onto the skin.

Applemol PTIS Plus is a wetting + dispersant emollient optimized for turnkey formulation freedom. It greatly simplifies the pigment dispersion process, allowing color cosmetic formulators the freedom to change shade, pigment load, texture, and shine without traditional formulation limitations. It also imparts a rich, substantive sensory to the formulation.

SENSOGEL Novus is sensorial rheology modifier for emulsion systems that provides a surprisingly non-tacky "super-fresh" sensory with a quick-absorbing feature. The stable and consistent performance makes it easy to create a range of textures from sprays to butters by simpy varying the usage rate.

Specifications

Viscosity @ 5 rpm: 187,200 cP

Freeze-Thaw: Passed 3 Cycles

PHASE	INCI NAME (TRADE NAME)	USAGE (WT%)
A	Water	61.50
	Preservative	1.0
	Propanediol	1.0
В	Sensogel NOVUS	1.50
C	Applecare PDS-300	0.80
	Pentaerythrityl Tetraisostearate	8.20
	Methyl Hydrogenated Rosinate (Foralyn 5020-F CG Hydro- genated Rosinate)	5.0
D	Silica (MSS 500/H)	6.0
	Saccharomyces Ferment (and) Lauroyl Lysine (Granpowder BBP-700)	2.50
E	Synthetic Fluorophlogopite (and) Titanium Dioxide (and) Tin Oxide (Timiron SynWhite Satin)	3.50
	Mica (and) Titanium Dioxide (and) Iron Oxides (Colorona Transgold MP-28)	9.0

Processing Method

- Mix Phase A with a propeller mixer (or dispersion blade) for 5 minutes at room temperature. Add Phase B and continue mixing for 10-15 minutes (up to 1300 rpm) until uniformly thickened.
- 2. In a separate vessel, mix Phase C using a propeller blade (or dispersion blade) at room temperature until homogenous, about 10 minutes.
- 3. Move Phase AB to a Silverson Homogenizer. While homogenizing, slowly add Phase C into the system. Continue homogenizing at ~4000 rpm for 10 minutes.
- 4. Move the main phase vessel to a dispersion blade. Slowly and carefully add Phase D while mixing. Allow the main phase to mix at 600-1300 rpm until the sample is smooth and Phase D has been fully incorporate.
- 5. On an anchor blade, slowly add Phase E. Mix at low speed (<500 rpm) until all pearl has been dispersed and the sample is smooth (approximately 15 minutes).



EDITION: JUNE 2022 REF: MB-220301-3 V2