



Intensely Radiant “Sun Gloss” Lip Lacquer, SPF 20+ (SC-LL 001)

This highly pigmented, radiant lip lacquer enjoys dual benefits - the color payoff of a lipstick along with the vivid sheen of a lip gloss. Features intense color pop along with SPF 20 + protection.

Applecare PDS 300 evenly distributes highly- loaded mineral UV filters to provide a smooth sensory with UV-blocking effects. It greatly reduces the tacky after- feel.

G-GEL 102-V is an organoclay gel designed for sensory focused silicone formulas. It greatly boosts suspension and slip of color pigments, making it a crucial ingredient in stabilizing color cosmetics.

OleoFLEX are film forming elastomeric texturizers for natural oils. They increase water resistance and lock the UV actives and natural oils onto the skin. They can also serve as a soft wax substitute which provides smooth and cushioned with great payoff, rather than a hard and waxy feel.

G-Block products are COSMOS, NPA approved, high active mineral UV filter dispersions which give predictable SPF and broad-spectrum benefits. Their excellent spreadability simplifies formulation development and the manufacturing process.

PHASE	INCI NAME (TRADE NAME)	USAGE (WT%)
A	Maxperse! 67% Liporganic/inorganic pigment stock paste (see formulation on Page 2)	15.0
	C12-15 Alkyl Benzoate	7.00
	Diisostearyl Dimer Dilinoleate	2.00
	Tridecyl Trimellitate	1.00
	Shea Butter	1.50
	Beeswax	1.50
	Microcrystalline Wax	2.50
	Fumed Silica (Asrosi1 200)	2.00
	Synthetic Wax (Performa V 343)	6.00
	G-Block DTB 300 CCT	11.0
	G-Gel 102V	6.00
	OleoFlex FG 100	14.5
	OleoFlex EG 200	2.00

Processing Method

- Mix all the ingredients (except Isododecane) with a dispersion blade at 70-80 Celsius and 2500 rpm for 20 minutes.
- Add isododecane when cool down to 60 Celsius and continue mixing for 1-2 minutes.

Create Possibilities

EDITION: APRIL 2017
REF #: LPS-1704-02A AND
LG-1704-5

Maxperse! 67% Liporganic/ Inorganic Pigment Stock Paste (CC P-008)

A super high loading, high intensity pigment predispersion that uses Applecare PDS-300 technology to boost pigment levels far beyond standard color predispersions.

Applecare PDS 300 provides even distribution of powders to provide a smooth sensory. The improved adhesion on the lip matches and defines lip's natural contour.

Specifications

- 🍏 50°C oven: 1 month stable
- 🍏 Freeze-Thaw: Passed 3 cycles

PHASE	INCI NAME (TRADE NAME)	USAGE (WT%)
A	Red D&C 7 CA Lake	13.7
	FD&C Yellow 6 Lake	9.68
	FD&C Yellow 5 Lake	6.13
	Blue 1 Lake	0.77
	Mica	4.72
	Russet Iron oxide	1.89
	Red Iron oxide	4.72
	Yellow Iron oxide	0.94
	Titanium Dioxide	24.4
B	Caprylic/Capric triglyceride	28.3
	Applecare PDS 300	4.69

Processing Method

1. Blend Phase A in a blender to a homogenous color.
2. Mix and heat Phase B in a beaker with a dispersion blade at ~70 C and add Phase A. Slowly increase to 2500 rpm and mix for 20 minutes.
3. Use 3 roll-mills to grind the dispersion twice (gap ratio 7:3 then 3:1).