

Keepin' It Real Kit

Mystical Unicorn Lip stain & Glossy Overcoat



This formula gives lips a matte tattoo-like stain colour that is lightweight and non-drying, making it ultra-comfortable to wear. The high-pigment colour dries instantly, stays fresh, and moves with your lips. The overcoat gloss can change your look instantly, giving consumers the ability to customize their look throughout the day.

DOWSIL™ BY 25 337 Formulation Aid

A W/O and W/Si emulsifier, with a high degree of clarity, low odor. Ideal for medium to high viscosity systems. It can be used in a wide range of personal care applications including skin care, colour cosmetics, sun care, hair care and deodorants.

DOWSIL™ FA 4103 Acrylate Emulsion

China Compliant, Low D4 and D5, water dispersible flexible film former. Excellent long lasting, sebum resistant, transfer resistant properties.

Versagel® SQ 500T

A gelled squalane product, with exceptional moisturizing abilities. It penetrates the skin to deliver benefits. It closely mimics the body's natural moisturizers and is absorbed quickly and effectively, without leaving greasy residue on the skin. Squalane is a non-GMO, plant-derived ingredient, it is ECOCERT approved, and is readily biodegradable.

Mystical Unicorn Lip Stain

#	TRADE NAME	INCI NAME	FUNCTION	WT%	SUPPLIER
PHASE 1					
1	DOWSIL™ EL-7040 HYDRO ELASTOMER BLEND	Caprylyl Methicone (and) PEG-12 Dimethicone / PPG-20 Crosspolymer	Elastomer blend provides texture	25.0	Dow®/Univar Solutions
2	Isododecane	Isododecane	Emollient	13.0	Various
3	DOWSIL™ VM 2270 Aerogel Fine Particles	Silica Silylate	Thickening of oil phase and mattifying	0.1	Dow®/Univar Solutions
4	DOWSIL™ BY 25-337	PEG/PPG-19/19 Dimethicone (and) C13-16 Isoparaffin (and) C10-13 Isoparaffin	W/Si or W/Si+O Emulsifier Can make transparent silicone gels	2.5	Dow®/Univar Solutions
5	HydraSynol™ DOI	Isosorbide Dicaprylate	Hydration - barrier protection	2.0	Sytheon/Univar Solutions
PHASE 2					
6	DOWSIL™ FA 4103 SILICONE ACRYLATE EMULSION	Acrylates / Polytrimethylsilyloxymethacrylate Copolymer (and) Laureth-1 Phosphate	Film former emulsion (30% polymer in solution) - long lasting - non transfer - wash off resistance	10.0	Aqua
7	Zemea	Propandiol	Solvent	10.0	DuPont Tate & Lyle Bio Prod.
8	MOON OU (natural, 99.7%)/ SUPEROL® (99.7%)/ STAR® (96%)	Glycerin	Humectant	2.0	Procter & Gamble/ Univar Solutions

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#	TRADE NAME	INCI NAME	FUNCTION	WT%	SUPPLIER
9	Lincoserve™ HpH - 4	Phenoxyethanol , Caprylyl Glycol Ethylhexyl Glycerin	Global, broad spectrum preservative system	1.0	Lincoln fine ingredients/ Univar Solutions
10	Water	Aqua	Diluent	24.9	Univar Solutions
PHASE 3					
11	C914133 INTENZA® Red Hot*	Titanium Dioxide (and) Synthetic Fluorophlogopite (and) D&C Red 6 Barium Lake	Intense chroma and unique interference effects. Each shade is masterfully designed to achieve maximum synergy between FDA certified. No grinding or milling required. Organic colourants and pearlescent pigments.	6.0	Sun Chemical®/ Univar Solutions
12	C84-8240 SunSHINE® Mystic Black	Iron Oxide (and) Synthetic Fluorophlogopite (and) Titanium Dioxide	Pearlescent shimmer to make black come alive with glistening depth.	4.0	Sun Chemical®/ Univar Solutions
Total				100%	

PROCEDURE

1. Mix ingredients of phase 1 together.
2. Mix ingredients of phase 2 together.
3. Add phase 2 slowly to phase 1 until homogeneous between each addition.
4. Continue mixing for an additional 10 minutes.

Glossy Overcoat

#	TRADE NAME	INCI NAME	FUNCTION	WT%	SUPPLIER
PHASE 1					
1	Versagel® SQ 500T	Squalane (and) Ethylene / Propylene / Styrene Copolymer (and) Butylene / Ethylene / Styrene Copolymer (and) Pentaerythrityl Tetra-di-t-butyl Hydroxyhydrocinnamate	Oil phase thickener – squalane based	37.7	Penreco – Calumet/ Univar Solutions
2	Versagel® ME 2000T	Hydrogenated Polyisobutene (and) Ethylene / Propylene Styrene Copolymer (and) Butylene / Ethylene / Styrene Copolymer	Oil phase thickener - gelled hydrocarbons	41.3	Penreco – Calumet/ Univar Solutions
3	DOWSIL™ FZ-3196 Cosmetic Fluid	Caprylyl Methicone	Emollient, excellent spread-ability and compatibility, reduces tack	5.35	Dow®/Univar Solutions
4	DOWSIL™ 556 COSMETIC GRADE FLUID	Phenyltrimethicone	Gloss / shine	13.65	Dow®/Univar Solutions
5	C924250 SunSHINE® Daybreak Blue	Synthetic Fluorophlogopite, SM-TiO2 [size: 6-45 micron]	Colour travel, luster and transparency to deliver a unique visual allure	2.0	Sun Chemical®/ Univar Solutions
Total				100%	

PROCEDURE

1. Mix ingredients of phase A in order together.

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