

COLOR ME BEAUTIFUL CONTOUR STICK

Contouring, YES YOU CAN. Two colors to naturally enhance your outer beauty. Define and highlight your best features by combining dark and light shades, for a casual or party-time look. Draw, blend and WOW! **#mybeterself #naturallyenhanced**

Oliwax®: COSMOS approved stabilizer for emulsions or anhydrous formulas, derived from ultra-refined pure olive oil. Structures the oil phase and gives a nice, smooth and non-greasy feel. Beeswax substitute.

Sensolene®: readily biodegradable lipid derived from olive oil with a biomimetic activity. Improves formula spreadability, has great sensorial properties, a high dermocompatibility and a pro-barrier effect.

STARDESIGN™ 05340: nature-derived starch with great sensory enhancing properties. Gives mattifying effect and powdery feel to the product while reducing greasiness.

DOWSIL™ SW 8005 C30 Resin Wax: structuring resin wax that allows non-transfer properties and improves the color intensity. Compatible with fragrances, organic and silicone oils.

DOWSIL™ 9701 Cosmetic Powder: silicone elastomer powder that gives a luxurious silky touch to the formulation. Also absorbs sebum and masks wrinkles.

DOWSIL™ FC-5004 DM (1.5 cSt) Silicone Resin Gum: cost-effective film former with excellent sebum repellency that allows long-lasting performances in color cosmetics. Based on volatile dimethicone carrier to boost long-lasting properties.



Trade name	INCI name	Function	Supplier	%
Phase A				
Oliwax®	Hydrogenated Olive Oil, <i>Olea europaea</i> (Olive) Fruit Oil, <i>Olea europaea</i> (Olive) Oil Unsaponifiables	Structuring agent, COSMOS approved	Hallstar / Univar*	6.0
Cerauba TI BIO	<i>Copernicia cerifera cera</i>	Structuring agent, COSMOS approved	Baerlocher / Univar*	2.0
DOWSIL™ SW 8005 C30 Resin Wax	C30-45 Alkyldimethylsilyl Polypropylsilsesquioxane	Structuring agent	Dow / Univar*	6.0
Olivem® 700	PEG-4 Olivatate	Structuring agent, naturally-derived	Hallstar / Univar*	3.0
Sensolene®	Ethylhexyl Olivatate	Sensory enhancer, naturally-derived	Hallstar / Univar*	13.0
Biochemica® Aloe Butter	<i>Cocos nucifera</i> (Coconut) Oil, <i>Aloe barbadensis</i> Leaf Extract	Emollient, COSMOS approved	Hallstar / Univar*	10.0
Agri-Pure™ AP-75R	<i>Brassica campestris</i> (Rapeseed) Seed Oil	Emollient, vegetable origin	Cargill / Univar*	12.0
XIAMETER™ PMX-200 Silicone Fluid, 2 cSt	Dimethicone	Emollient	Dow / Univar*	15.5
Phase B: IT0718 21				
90166 All Spice	CI 77491, CI 77492, CI 77499, CI 77891	Dark beige pigments	Univar Colour*	5.5
Phase B: IT0718 22				
90174 Flax Seed	CI 77491, CI 77499, CI 77492, CI 77891	Light beige pigments	Univar Colour*	5.5
Phase C				
STARDESIGN™ 05340	Aluminum Starch Octenylsuccinate	Sensory enhancer, naturally-derived	Cargill / Univar*	8.0
DOWSIL™ 9701 Cosmetic Powder	Dimethicone/Vinyl Dimethicone Crosspolymer (and) Silica	Sensory enhancer	Dow / Univar*	5.5
Phase D				
DOWSIL™ FC-5004 DM (1.5 cSt) Silicone Resin Gum	Dimethicone (and) Trimethylsiloxysilicate/Dimethiconol Crosspolymer	Film former	Dow / Univar*	13.0
Vitamin E Acetate	Tocopheryl Acetate	Anti-oxidant	Rita	0.5

Procedure (Hot process)

Keep mixing under low-medium velocity to avoid incorporation of air and make sure there is no humidity on equipment

1. Add ingredients of phase A in the order listed while mixing to ensure uniformity between additions
2. Adjust pH if necessary between 4.8 and 5.2 with phase B
3. Mix separately phase C ingredients and phase D ingredients
4. When completely homogenous, add phase D to phase C while stirring
5. Combine phase CD and phase AB

Comments

- Application: Apply the dark beige shade to create shadows on the face and illuminate with the light beige one. Blend with sponge or brush.
- Dark or light beige melting stick

Stability

Stable at least 1 month at RT, 4°C and 40°C (still ongoing)

Campaign: Connection – Millennial Beauty | IT0718 21 & IT0718 22
Issued by: Univar's EMEA PC Laboratory in Cusago, Italy

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