



“No Smudge” Marshmallow Shadow Base

This pastel marshmallow colored base fixes eye shadows and shimmering powders for a never-ending effect. Associating two rheology modifying agents; **ACULYN™ 88** and **ACULYN™ 22** produces a luxuriously rich feeling gel. **ACUDYNE™ DHR Polymer**, a crossover technology from hair styling applications, provides all day flexible, supple make-up fixation. We've added **EPITEX™ 66** to further boost the film forming properties and ensure “no smudges” from morning ‘till night.



	Trade name	INCI name	Supplier	%	
A	1	Water	Univar*	68.23	
	2	ACUDYNE™ DHR Polymer	Acrylates/Hydroxyesters Acrylates Copolymer	Dow Personal Care / Univar*	5.00
B	3	AMP Ultra™ PC 2000	Aminomethyl Propanol	Angus / Univar*	0.56
C	4	36004 Edicol Black PN (0.1% in water)	CI 28440	Univar Colour / Univar*	0.50
	5	EPITEX™ 66	Acrylates Copolymer	Dow Personal Care / Univar*	2.20
	6	Kem Plus 2	Phenoxyethanol and Iodopropynyl Butylcarbamate	Akema / Univar*	0.50
	7		Glycerin	Univar*	2.50
D	8	Water	Univar*	15.00	
	9	ACULYN™ 88	Acrylates/Steareth-20 Methacrylates Crosspolymer	Dow Personal Care / Univar*	3.88
	10	ACULYN™ 22	Acrylates/Steareth-20 Methacrylates Copolymer	Dow Personal Care / Univar*	1.63

* Please contact your regional Univar sales representative to ensure that mentioned products are distributed in your country.

Procedure (Cold process)

1. Blend ingredients of phase A
2. Add B under stirring until the blend becomes clear
3. Add ingredients of phase C under stirring
4. Mix separately ingredients of phase D and then add D to the main vessel

Stability

Stable at least 3 months at room temperature and 40°C.

Comments

- Viscosity 23,630 cPs S6S30
- *Viscosity measured after 1 minute
- pH = 6.48
- Cost effective formula
- Fixation base for eye shadows and glitters (inspired from "Rich Feel – Hair Styling Gel" – ref 090315.CM(U)-B) for a never-ending effect. However make-up can be easily removed with any conventional makeup remover or even simply with water.

Reference: BEI016

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