

# Revival

The Power of Bold



## Dare to Shine – Melting Blush

Do you dare to shine? Plush, flushed cheeks are only a swipe away, instantly perfecting your look. This buildable super silky creamy blush will diffuse effortlessly across your cheeks thanks to its creamy melting texture. Let it give your skin a super-dewy glow; you will look luminous and fresh but never overdone. Just pop it in your bag and go out and about!

**DOWSIL™ ES-5373 Formulation Aid**  
Water dispersible silicone emulsifier designed for the preparation of oil-in-water (O/W) and silicone plus oils-in-water (Si+O/W) emulsions. Can be used in a wide range of skin care applications such as low viscosity facial lotions, sun care products, foundations and make up removers.


**VALVANCE™ Touch 210**  
VALVANCE® Touch 210 is a sensory modifier delivering optimal oil absorption with no compromise on comfort. This powder consists of porous spherical silica particles. VALVANCE® Touch 210 is suitable for various cosmetic applications: skin care, sun care, and make-up.

**LexFeel® WOW DT**  
Plant based emollient that is fast-spreading and partially volatile. It works well as a wetting agent for pigments, and has an exceptional after-feel and anti-whitening properties.

**SustOleo™ TSB**  
A natural, non-greasy, semi-solid emollient with a luxurious feel that helps stabilize both w/o and o/w emulsions.

**SunCROMA® FD&C Yellow 6 Al Lake**  
Resulting from decades of research, development and applications testing, SunCROMA® has become widely accepted as the color standard for the cosmetics industry. For the best in bright, bold pigments, turn to SunCROMA®.

**SunCROMA® D&C Red 30 Al Lake**  
Resulting from decades of research, development and applications testing, SunCROMA® has become widely accepted as the color standard for the cosmetics industry. For the best in bright, bold pigments, turn to SunCROMA®.



**Sustainability**

Suitable for vegan and non-GMO ingredient from Dow, 100% natural origin ingredient from DSM. From Inolex, LexFeel™ WOW DT is 100% plant-based and USA BioPreferred and SustOleo™ TSB is biodegradable, vegan and naturally derived



**Performance & Innocuity**

High performing safe synthetic ingredient from Dow



**Ethics**

EcoVadis rated suppliers



PHASE	TRADE NAME	INCI NAME	FUNCTION	SUPPLIER	Wt%
A	Water	Water	Solvent		59.60%
	Spectrastat™	Caprylhydroxamic Acid, Caprylyl Glycol, Glycerin	Preservative	Inolex	1.50%
	DOWSIL™ ES-5373 Formulation Aid	PEG-12 Dimethicone	Formulation aid	Dow	5.00%
	LexFeel® WOW DT	Triheptanoin, C13-16 Isoparaffin	Emollient	Inolex	5.00%
B	SunCROMA® FD&C Yellow 6 Al Lake [C70-5270]	CI 15985	Colorant	SunChemical	2.50%
	SunCROMA® D&C Red 30 Al Lak (C37-038)	CI 45410	Colorant	SunChemical	0.40%
	Lexemul® 561	Glyceryl Stearate, PEG-100 Stearate	Emulsifier	Inolex	8.00%
	SustOleo™ TSB	Hydrogenated Rapeseed Oil	Emollient, emulsifier	Inolex	5.00%
	VALVANCE™ Touch 210	Silica	Mattifying agent	DSM	3.00%
C	XIAMETER™ PMX-0245	Cyclopentasiloxane	Carrier	Dow	10.00%
	Citric Acid	Citric Acid	pH adjuster	Univar Solutions	qs

### PROCEDURE (HOT PROCESS)

- Combine phase A ingredients in main vessel with mixing. Begin heating to 70°C.
- Combine all phase B ingredients in secondary vessel and heat to 70°C with mixing to disperse pigment. When both phases reach 70°C, slowly add phase A to B with rapid mixing for 15 minutes. Remove from heat and mix moderately while cooling to 40°C.
- Once cooled to 40, add VALVANCE™ Touch 210 and mix until uniform. Add XIAMETER™ PMX-0245 very slowly while mixing.
- Adjust pH with Citric Acid to 5 to 5.5.

### STABILITY

1 month 45°C, 1 month 25°C, and freeze thaw: pass

### COMMENTS

- Aspect: vibrant coral red cream
- Brookfield Viscosity (5 rpm): 15,000 cps
- pH: 5 to 5.5
- Specific Gravity: 0.95
- Application: Use your fingertips or brush to apply to the apples of your cheeks. Gently blend out to a soft wash of color or build up the color by reapplying.

### GENERAL INFORMATION

Campaign	Revival
Reference	AW01022 12
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Contact	personalcareNA@univarsolutions.com

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