

THE NEW **NOW**



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Amplify Liquid Eyeshadow



ACULYN™ 28 **Rheology Modifier**

An efficient thickener with unique ease of use, wide compatibility and cost effectiveness for an ever-increasing breadth of personal care applications. Designed for clear formulations with a wide pH stability range from 5.5 to 10.

DOWSIL™ FA PEPS **Silicone Acrylate**

A long lasting film-former designed for color cosmetics applications providing excellent sebum and wear resistance. Formulated in a biobased carrier, allowing for cosmetic formulations having a higher naturality content.

LexFeel™ WOW-A

100% plant-based, fast spreading, partially volatile emollient. Non-greasy, ultra-light feel imparts smoothness to skin. Derived from castor oil and sugarcane.

ALKAMULS® PSML 20

Emulsifier & co-emulsifier for petroleum oils, fats, solvents and waxes in cosmetics. Viscosity modifier for non-irritating shampoos. Co-emulsifier for dye carrier formulations.

TRIS AMINO® ULTRA PC

Globally compliant buffering agent excellent for mild neutralization and emulsion stabilization. Also helps prevent yellow or discoloration.

SunSHINE®

SunSHINE® effects provide some of the lowest residual heavy metals levels available in the market today. Their improved transparency, luster, chroma and smoothness make them ideally suited for use in all finished product formulations.

SunPURO® **Green (C83-1266)**

SunPURO® oxides carry the most stringent heavy metal specifications available in the market today. Surpass all active global regulations, providing formulators with the highest level of quality assurance.



Formulation Process

Optimized process



Marketing

Easy-spreading & quick dry formula



Performance & Innocuity

Several multifunctional high performing safe synthetic ingredients



Sustainability

Biodegradable ingredient, vegan ingredient, naturally-derived ingredients

ROSE GOLD	PHASE	TRADE NAME	INCI	SUPPLIER	Wt%
	A	Deionized Water	Water		52.55
		Propylene Glycol USP/EP	Propylene Glycol	Univar Solutions/ Dow	5.00
		Glycerin USP	Glycerin	Univar Solutions	5.00
		Lexgard® HPO	Caprylyl Glycol, Phenoxyethanol, Hexylene Glycol	Univar Solutions/ Inolex	1.00
		ACULYN™ 28 Rheology Modifier	Acrylates/Beheneth-25 Methacrylate Copolymer	Univar Solutions/ Dow	3.75
	B	DOWSIL™ FA PEPS Silicone Acrylate	Undecane, Tridecane, Acrylates/ Polytrimethylsiloxymethacrylate Copolymer	Univar Solutions/ Dow	5.00
		LexFeel™ WOW-A	Triheptanoin, C13-C15 Alkane	Univar Solutions/ Inolex	5.00
		ALKAMULS® PSML 20 PC	Polysorbate 20	Univar Solutions/ Solvay	0.70
	C	TRIS AMINO® ULTRA PC	Tromethamine	Univar Solutions/ ANGUS	qs
		Deionized Water	Water		qs
	D	SunSHINE® Pink Champagne (C83-4215)	Synthetic Fluorophlogopite, Titanium Dioxide [CI 77891], Iron Oxide [CI 77491]	Univar Solutions/ Sun Chemical	10.00
		SunSHINE® Ultra Glitter Gold (C81-3810)	Synthetic Fluorophlogopite, Titanium Dioxide [CI 77891]	Univar Solutions/ Sun Chemical	10.00
					100.00

TEAL GREEN	PHASE	TRADE NAME	INCI	SUPPLIER	Wt%
	A	Deionized Water	Water		52.55
		Propylene Glycol USP/EP	Propylene Glycol	Univar Solutions/ Dow	5.00
		Glycerin USP	Glycerin	Univar Solutions	5.00
		Lexgard® HPO	Caprylyl Glycol, Phenoxyethanol, Hexylene Glycol	Univar Solutions/ Inolex	1.00
		ACULYN™ 28 Rheology Modifier	Acrylates/Beheneth-25 Methacrylate Copolymer	Univar Solutions/ Dow	3.75
	B	DOWSIL™ FA PEPS Silicone Acrylate	Undecane, Tridecane, Acrylates/ Polytrimethylsiloxymethacrylate Copolymer	Univar Solutions/ Dow	5.00
		LexFeel™ WOW-A	Triheptanoin, C13-C15 Alkane	Univar Solutions/ Inolex	5.00
		ALKAMULS® PSML 20 PC	Polysorbate 20	Univar Solutions/ Solvay	0.70
	C	TRIS AMINO® ULTRA PC	Tromethamine	Univar Solutions/ ANGUS	qs
		Deionized Water	Water		qs
	D	SunPURO® Green (C83-1266)	Titanium Dioxide [CI 77891], Mica [CI 77019], Iron Oxide [CI 77491], Ferric Ferrocyanide [CI 77510]	Univar Solutions/ Sun Chemical	14.00
		SunSHINE® Glitter White (C80-3400)	Synthetic Fluorophlogopite, Titanium Dioxide [CI 77891]	Univar Solutions/ Sun Chemical	3.00
		SunSHINE® Ultra Glitter White (C80-3800)	Synthetic Fluorophlogopite, Titanium Dioxide [CI 77891]	Univar Solutions/ Sun Chemical	3.00
					100.00

PROCEDURE

1. Mix phase A ingredients until homogeneous.
2. Mix phase B ingredients until homogeneous.
3. Slowly add phase B to phase A with mixing.
4. Neutralize with TRIS AMINO® ULTRA PC to reach pH of 6.2-6.5 and qs with water.
5. Sequentially add phase D ingredients to phase ABC with mixing.

PROPERTIES

pH 6.2-6.5

Rose Gold

250,000 cP (T-D, 25°C, 5 rpm)

Teal Green

Viscosity= 130,000 cP (T-D, 25°C, 5 rpm)