

THE NEW **NOW**



*Essential Time*

# THE NEW **NOW** Colour

## Quick Fix Spot Corrector



### SustOleo™ TL

Palm-free unique sensory enhancer that provides rapid absorption, quick drying, and a light/powdery skin-feel.

### Versastique® Clear ME 5 T

Solid stick form of hydrogenated polyisobutene that is easily emulsified and compatible with a wide range of chemicals. It imparts a light, non-greasy skin feel and has good spreading properties.

### Bioestolide™ 1300

Multifunctional biobased oils that serve as emollients with enhanced stability, and have exceptional moisturization characteristics and a light, satiny feel.

### Valvance® Look 100

This sensory modifier provides a natural coverage including a soft focus effect that hides chromatic skin disorders. Suitable for all make-up applications for a natural and healthy look.

### C\* EmTex 06328

This sodium starch provides powdered afterfeel & mattifying effect without having to use an aluminum-based product.

### DOWSIL™ FZ-3196 Fluid

A unique solution for formulators of color cosmetics, skin, and sun care products. Caprylyl Methicone provides a light, silky feel and excellent spreadability, along with moderate volatility and compatibility with a wide range of cosmetic ingredients (such as natural oils). It also improves the sensory profile by reducing greasiness and tackiness.

### Natural Wax Dispersion Inorganic Pigments

The new Natural Wax Dispersion line consists of a unique blend of 100% vegetable-derived emollients to provide a light, luxurious feel to finished cosmetic products. The carrier system is COSMOS-approved and supports natural formulations. This innovative portfolio is supplied in a dry form, which allows for high pigment loading levels, increased shelf life and efficient handling.



#### Formulation Process

Optimized process



#### Marketing

Multise gender neutral product



#### Performance & Innocuity

Multifuntional high performing safe synthetics, suitable for sensitive skin



#### Sustainability

Naturally-derived & vegan ingredients



#### Ethics

Non-palm, Ecocert-COSMOS approved and USDA Biopreferred ingredients



#### Water

Anhydrous formula





PHASE	INGREDIENT TRADENAME	INCI	SUPPLIER	Wt%
A	SustOleo™ TL	Trilaurin	Univar Solutions/ Inolex	10.00
	Elevance™ Soft CG-100	Hydrogenated Soy Polyglycerides, C15-23 Alkane	Univar Solutions/ Elevance	36.00
	Versastique® Clear ME 5 T	Hydrogenated Polyisobutene, Butyl Stearate, Isostearyl Alcohol, Hydrogenated Styrene/ Butadiene Copolymer, Dibutyl Lauroyl Glutamide, Dibutyl Ethylhexanol Glutamide, Pentaerythrityl Tetra-Di-t-Butyl Hydroxyhydrocinnamate	Univar Solutions/ Calumet Penreco	10.00
	Versastique® Clear SQ 5 T	Squalane, Butyl Stearate, Isostearyl Alcohol, Hydrogenated Styrene/Butadiene Copolymer, Dibutyl Ethylhexanol Glutamide, Dibutyl Lauroyl Glutamide Pentaerythrityl Tetra-Di-t-Butyl Hydroxyhydrocinnamate	Univar Solutions/ Calumet Penreco	4.00
	Elevance™ Smooth CS-110 N	Hydrogenated Soybean Oil, Hydrogenated Soy Polyglycerides, C15-23 Alkane	Univar Solutions/ Elevance	6.00
B	BioEstolide™ 1300	Acetyl Ethylhexyl Polyhydroxystearate	Univar Solutions/ Biosynthetic Technologies	12.10
	Valvance® Look 100	Silica, Titanium Dioxide	Univar Solutions/ DSM	5.00
	C* EmTex 06328	Sodium Starch Octenylsuccinate	Univar Solutions/ Cargill	1.50
	DOWSIL™ FZ-3196 Fluid	Caprylyl Methicone	Univar Solutions/ Dow	3.00
C	NWD-8462 Titanium Dioxide	Hydrogenated Rapeseed Oil, Heptyl Undecylenate, Titanium Dioxide [CI 77891]	Univar Solutions/ Sun Chemical	8.00
	NWD-9336 Yellow Iron Oxide disp	Hydrogenated Rapeseed Oil, Heptyl Undecylenate, Iron Oxide [CI 77492]	Univar Solutions/ Sun Chemical	3.00
	NWD-7336 Red Iron Oxide disp	Hydrogenated Rapeseed Oil, Heptyl Undecylenate, Iron Oxide [CI 77491]	Univar Solutions/ Sun Chemical	0.90
	NWD-2336 Black Iron Oxide disp	Hydrogenated Rapeseed Oil, Heptyl Undecylenate, Iron Oxide [CI 77499]	Univar Solutions/ Sun Chemical	0.50
				100.00

## PROCEDURE

1. Combine phase A ingredients in main vessel. Begin heating to 110 - 125°C. Begin moderate mixing once ingredients are about half molten.
2. Combine phase B ingredients in a separate vessel. Mix until uniform. Add to main vessel.
3. Phase C add ingredients to A/B one at a time with mixing Discontinue heating.
4. Mix for 5 minutes. Pour into containers and allow to set on cooling table.