



Maxperse! 67% Liporganic/Inorganic Pigment Stock Paste

- 47% of inorganic pigment, 46% organic pigment and 7% mica are in the total pigment composition.
- 67% of the inorganic and organic pigment mixture is dispersed as lip color **burgundy** pigment stock dispersion.
- For inorganic pigment alone, Applecare PDS 300 can disperse up to **75-79%** pigment.
- For organic pigment alone, Applecare PDS 300 can disperse up to **50-70%** pigment.
- Lip product prototypes refer to **SC-LL 001 Intensely Radiant “Sun Gloss” Lip Lacquer, SPF 20+** and **SC-LS 006 Highlight Your Lips! Stunning Splash Lipstick, SPF 15+**

Applecare PDS 300: COSMOS- approved, easy- to- use, pure natural pigment dispersion system with high quality and stability. This enables higher particle to particle collision, resulting in shorter milling time, smaller particle size, along with brighter, intense and homogenous color throughout the system.

- **Worry-free stability** – Premade paste with homogenous pigment distribution in the system produces a separation-free, high efficacy production in production plant. Make it once, store it and use it for many production batches without the need of remixing.
- **Very Low Usage for High Pigment Load** – Applecare PDS 300 enables very high pigment loading while maintaining a low viscosity flow, allowing effective and easy pigment grinding. The usage level is only **5-8 % of the total pigment weight**, resulting in a formulation usage rate of only 3-5%.



SC-LS 006
Highlight Your Lips!
Stunning Splash
Lipstick, SPF 15+



SC-LL 001
Intensely Radiant
“Sun Gloss” Lip
Lacquer, SPF 20+

INCI Name, (Trade Name)	Wt %	Process: 1) Blend all pigments in a blender to a homogenous color. 2) Mix the pigment blend, CCTG and PDS 300 in a beaker with a dispersion blade at ~70 C and 2500 rpm for 20-30 minutes. 3) Use 3 roll-mills to grind the dispersion twice (gap ratio 7:3 then 3:1).
Red D&C 7 CA Lake	13.7	
FD&C Yellow 6 Lake	9.68	
FD&C Yellow 5 Lake	6.13	
Blue 1 Lake	0.77	
Mica	4.72	
Russet Iron oxide	1.89	
Red Iron oxide	4.72	
Yellow Iron oxide	0.94	
Titanium Dioxide	24.4	
Caprylic/Capric triglyceride	28.3	
Applecare PDS 300	4.69	

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