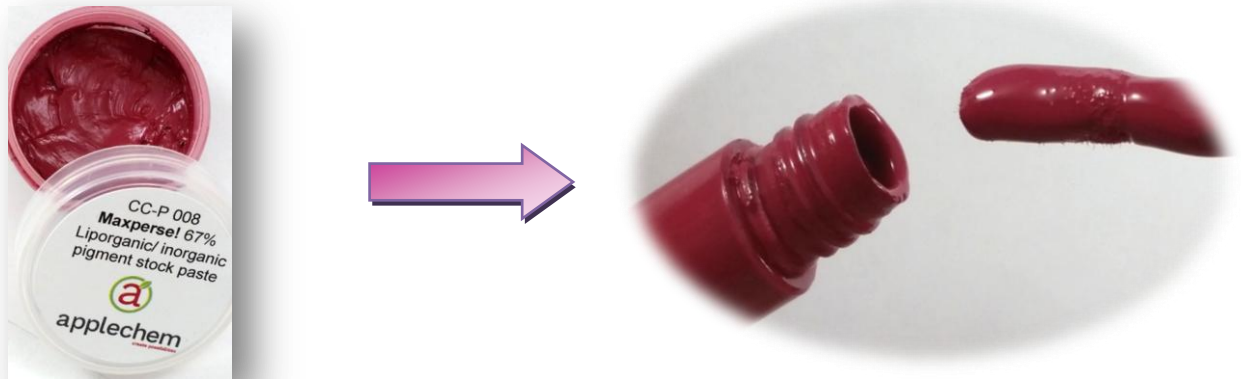




*Intensely Radiant “Sun Gloss” Lip Lacquer, SPF 20+, mauve*

- Enjoys **dual benefits**---both the color *pay-off* of a lipstick and the **vivid sheen** of a lip gloss.
  - **Highlights** your lips with a splash of color - excellent for cheerful days, date nights and special occasions.
  - Highly pigmented, shiny, creamy and durable liquid lipstick with smooth and slick sensory that has a moisturizing after feel.
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- **G-Block DTB 300 CCT:** Fine and stable dispersion of **60 % of** UV grade Titanium Dioxide with UVA/B broad-spectrum protection benefit, luminous on skin, coverage, and smooth sensory.
  - **OleoFlex FG 100:** A honey-like flowing gel, and film former
  - **OleoFlex EG 200:** An elastomeric gel and a film former  
 Both build the consistency of the oil phase, especially the natural oils, with a micro-sponge structure. It forms a flexible, **natural oil-based film** on skin, sealing the moisture and increases long wear without a heavy, greasy sensory.
  - **Ggel 102V:** A master gel of organo-modified clay in cosmetic oils which helps **stabilize** the W/S emulsion and pigment dispersion with a shear-thinning rheology and a smooth, light, silky sensory. Typical dosage: 5% - 10% of the oil phase.



INCI Name, (Trade Name)	Wt %	<b>Formulation Process:</b> 1. Mix all the ingredients (except Isododecane) with a dispersion blade at 70-80 C and 2500 rpm for 20 mins. 2. Add isododecane when cool down to 60 C and continue mixing for 1-2 minutes.  <b>Maxperse! 67% Liporganic/inorganic pigment stock paste (CC P-008) Processing Method</b> is at the next page.
<b>Maxperse! 67% Liporganic/inorganic pigment stock paste (CC P-008)</b>	<b>15.0</b>	
C <sub>12-15</sub> Alkyl Benzoate	7.00	
Diisostearyl Dimer Dilinoleate	2.00	
Tridecyl trimellitate	1.00	
Isododecane	27.5	
Shea Butter	1.50	
Phenoxyethanol (Euxy PE 9010)	0.50	
Beeswax	1.50	
Microcrystalline wax	2.50	
Fumed silica (Asrosil 200)	2.00	
Synthetic Wax (Performa V 343)	6.00	
<b>G-Block DTB 300 CCT</b>	<b>11.0</b>	
<b>Ggel 102V</b>	<b>6.00</b>	
<b>OleoFlex FG 100</b>	<b>14.5</b>	
<b>OleoFlex EG 200</b>	<b>2.00</b>	

## Maxperse! 67% Liporganic/inorganic pigment stock paste

CC P- 008

- 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 **burgundy lip color** pigment stock dispersion. The color in the final lip product is **mauve**.
- 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.

**Applecare PDS 300: COSMOS- approved**, easy- to- use, completely natural pigment dispersion system with high quality and COLOR STABILITY, resulting in bright, intense, homogenous color throughout the make-up. The usage level is only **5-8 % of the total pigment weight**, resulting in a typical usage rate of only 3-5%.

**Applecare PDS 300** enables the fusion of color cosmetics, skin care and sun care, as well as uniform luminous coverage.

Provide glowing, highlighting, comforting, hydrating and UV-blocking effects.

INCI Name, (Trade Name)	Wt %
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
<b>Applecare PDS 300</b>	<b>4.69</b>

### **Pigment Stock Dispersion Preparation 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).

This information contained herein is believed to be reliable, but no representation, guarantees or warranties of any kind are made as to its accuracy, suitability for particular application or the results to be obtained. Formulations presented should be used only as a suggested starting point. Full-scale testing and end product performance are the responsibility of the user. Applechem, Inc. makes no warranties, express or implied, including, but not limited to, the implied warranties of the existing third party intellectual property right, especially patents, and merchantability and fitness for a particular purpose. Edition: April, 2017, Ref #: LPS-1704-02a and LG-1704-5