

Highlight Your Lips! Stunning Splash Lipstick, SPF 15+, mauve

- Highly pigmented, light-weight, durable, creamy lipstick with a slick, smooth sensory and non cakey feeling.
 - **Highlights** your lip color with a *trace* of shine - excellent for work days, gym days and light, every day make-up.
 - Covers fine lines and has a moisturizing after feel.
- **G-Block DTB 300 CCT:** Fine and stable 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
- **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 %	Formulation Process:
Maxperse! 67% Liporganic/inorganic pigment stock paste (CC P-008)	14.5	
C ₁₂₋₁₅ Alkyl Benzoate	7.00	<ol style="list-style-type: none"> 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. 3. Pour into the mold immediately and put the mold in refrigerator for 2 hours. <p>Maxperse! 67% Liporganic/inorganic pigment stock paste (CC P-008) Processing Method is at the next page.</p>
Isononyl Isononate (Dermal 99)	5.00	
Tridecyl trimellitate	1.60	
Octyldodecanol	5.00	
Isododecane	4.00	
Shea Butter	0.90	
Phenoxyethanol (Euxy PE 9010)	0.50	
Beeswax	1.50	
Candelilla wax	1.50	
Hydrogenated Castor oil (Castorwax® MP-70)	2.50	
Ozokerite wax	8.00	
Microcrystalline wax	6.00	
Synthetic Wax (Performa V 343)	7.00	
G-Block DTB 300 CCT	7.00	
Ggel 102V	5.00	
OleoFlex FG 100	9.00	
OleoFlex EG 200	14.0	

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
Applecare PDS 300	4.69

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).

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