

Emulsion Plus™ Lively Lip Trio

- Highly pigmented, creamy lipstick with a reflecting **water shine** and deeply moisturizing sensory.
- Covers fine lines and softens your lips while providing a glowing, energizing and confident look.
- Easy to glide with light and soft sensory, it contains water-soluble actives for lip treatment claims and long lasting hydration.
- Excellent for all occasions and is considered a one minute beauty rescuer for a quick cover up or re-touch.
- Texture is extremely soft but the stick is able to maintain a stick structure at 50 C in an oven and in a car during the summer.
- **Lip therapy trio** delivers the color finish and payoff of a lipstick and pearl shininess of a lip gloss, and provides the repairs and skin hydration of a lip balm.

➤ **PhytoCare-HA CG 1M [Snow Mushroom (Tremella Funciformis Sporocarp) Extract]:** Natural substitute of bacterially-fermented hyaluronic acid, with benefits such as skin-hydration restoration, anti-oxidation, anti-aging flexible film formation and strong tolerance under various temperature, pH levels, and salt concentration.

➤ **OleoFlex FG 100:** A honey-like flowing gel and a 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.

Part	INCI Name, (Trade Name)	Wt %	
A	Maxperse! 67% Liporganic/inorganic pigment stock paste (CC P-008)	14.0	Part B (Premixed-emulsion) Process: <ol style="list-style-type: none"> 1. Mix Part B2 of emulsion with a propeller and heat to 75-80C, until homogenous. 2. Mix Part B1 of emulsion (except honey) at 60 C until homogenous. Then add honey and mix for another 1-2 minutes. 3. Add Part B1 into Part B2 with propeller at 700 rpms and mix for 5 minutes. 4. Switch to Silverson and mix emulsion at 3500-4000 rpms for 10 minutes. Formulation Process: <ol style="list-style-type: none"> 1. Mix Part A with a propeller and heat to 90 C until homogenous. 2. Slowly adding Part B to Part A and mix for 2- 3 minutes. 3. Pour into mould, which was pre-heated in 50C oven, and allow solidifying. 4. Place mould in refrigerator for ~1 hour. Maxperse! 67% Liporganic/inorganic pigment stock paste (CC P-008) Processing Method is at the next page.
	Coconut oil 76	4.00	
	Shea Butter	4.00	
	High Oleic sunflower seed oil (Trisun HS 100)	15.0	
	Caprylic Capric Triglycerides (CCTG)	15.0	
	OleoFlex FG 100	9.00	
	OleoFlex EG 200	15.0	
	Polyethylene (Performalene 400)	6.00	
	Refined Candelilla wax	4.00	
	Carnauba wax	2.00	
White bleached Beeswax	2.00		
B	Premixed W/O emulsion	10.0	
Premixed W/O emulsion			
B1	Glycerine	20.0	
	PhytoCare-HA CG 1M	0.10	
	Honey	4.00	
	Sorbitan Laurate	0.50	
	Water	46.9	
B2	High Oleic sunflower seed oil (Trisun HS 100)	18.5	
	PEG -30 Dipolyhydroxystearate (Arlacel P 135)	2.50	
	OleoFlex FG 100	2.50	
	OleoFlex EG 200	5.00	

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 lip color **burgundy** pigment stock dispersion.
- For inorganic pigment alone, Applecure PDS 300 can disperse up to **75-79%** pigment.
- For organic pigment alone, Applecure PDS 300 can disperse up to **50-70%** pigment.

Applecure 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%.

Applecure 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
Applecure 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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