

Intensely Hydrating Lip Balm Treatment V.3

- **No More Waxy Lip Balms** – **OleoFlex** allows formulators to create more natural water-in-oil lip treatments that feel smooth and cushioned with great payoff – a great contrast to the hard, waxy feel of traditional natural lip balms.
- **Hydrating Film Former** – **OleoFlex** forms a flexible film that seals natural oils, butters, and water-soluble actives into the lips.
- **Water-Soluble and Oil-Soluble Actives for Lip Treatment** – Water-soluble actives such as **PhytoCare-HA** (Snow Mushroom extract, a natural alternative to the fermented Hyaluronic acid), glycerin, honey, vitamin C, peptide, etc, and oil-soluble actives such as Vitamin E, etc. all provide extra strong lip hydration, anti-oxidation benefits for new potential lip treatment claims

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.

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

INCI Name, (Trade Name)		Wt %	Formulation process:
A	Sweet Almond Oil	4.00	
	Shea Butter	8.00	
	Sunflower Seed Oil (Trisun HS 100)	15.0	
	Caprylic/Capric Triglyceride	15.0	
	OleoFlex EG 200	15.0	
	OleoFlex FG 100	9.00	
	Polyethylene Wax (Permalene 400)	6.00	
	Ozokerite Wax 77W (MP:73-78 C)	6.00	
	Microcrystalline Wax	5.50	
	Carnauba Wax	2.00	
White Bleached Beeswax	4.00		
B	Pre-mixed W/O Emulsion	10.0	
C	Preservative	0.50	

Premixed W/O emulsion

	INCI Name, (Trade Name)	Wt %
Oil phase	PEG-30 Dipolyhydroxystearate (Arlancel P135)	2.00
	Caprylic/Capric Triglyceride	16.0
	2-Ethylhexyl Palmitate	2.50
	OleoFlex FG 100	5.00
	OleoFlex EG 200	2.50
Water phase	Sorbitan Laurate	0.50
	Dyes	q.s.
	Glycerin	20.0
	Honey	4.00
	PhytoCare-HA CG 1M (snow mushroom extract)	0.10
	Water	47.4

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