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# Guideline Formulation

## Beauty Freestyle Creamy Blush

Formulation C250123-04  
Color Cosmetic

**BRB International BV**

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## Description

Beauty Freestyle Creamy Blusher is an anhydrous, lightweight formulation suitable for all skin types.

## Benefits

Beauty Freestyle Creamy Blusher instantly melts into skin, offering a soft, powdery feel and a lightweight, effortless touch of colour. Infused with a natural emollient, the comfortable feel lasts all day, providing a dewy finish without greasy sensation.

## Featuring

Emfinity®DM 20:	Provides emolliency to skin.
Emfinity®SG 534:	Provides excellent velvet and intense after feel.
Emfinity®SR Color Lock:	Acts as film former.
Emfinity®AS CAM:	Provides unique light and smooth feel
Emfinity® CGSA 200 B	Cushioned finish, enhance skin glow & conditioning
Emfinity®AS 2836:	Provides emolliency to skin.
Emfinity®SR PMS5	Provides mattifying effect.

## Formulation

No	Ingredients	INCI	Suppliers	Dosage (%)
A1	Emfinity®DM 20	Dimethicone	BRB	12.00
A2	Emfinity®SG 534	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	BRB	31.20
A3	Emfinity®SR Color Lock	Isododecane (and) Trimethylsiloxysilicate (and) Dimethicone	BRB	5.00
A4	Emfinity®AS CAM	Caprylyl Methicone	BRB	9.00
A5	Emfinity® CGSA 200B	Capryloyl Glycerin/ Sebacic Acid Copolymer	BRB	5.00
A6	INBP50R6B/R	Red 6 Lake (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Isopropyl Titanium Triisostearate (and) Stearalkonium Hectorite (and) Propylene Carbonate (and) Polyhydroxystearic Acid	Kobo	0.80
B1	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	BRB	3.00
B2	Cirewax 60	Synthetic Wax	Cirebelle	4.00
B3	Pelemol GMB	Glyceryl Behenate	Phoenix Chemical	4.00

C1	Syncrystal Sparkling Red	Synthetic Fluorophlogopite (and) Tin Oxide (and) Titanium Dioxide	Eckart	8.00
C2	Cellini Yellow	Mica (and) Titanium Dioxide (and) Yellow 5 Lake (and) Hydrogenated Polyisobutene (and) Palmitic Acid (and) Phenoxyethanol (and) Benzoic Acid	Sun Chemical	2.00
C3	Cloisonne Super Red	Mica (and) Titanium Dioxide (and) Carmine	Sun Chemical	4.00
C4	Mica (YM-25PS21)	Mica	Yamaguchi	6.00
C5	Emfinity®SR PMS5	Polymethylsilsesquioxane	BRB	6.00

## Procedure

- 1) Prepare phase A and homogenize well. And heat to 70-75°C.
- 2) In a separate beaker, heat phase B to 70-75°C. And add it into step 1.
- 3) In a separate beaker, prepare phase C. Add into bulk and mix well.

## Typical properties / Additional information

Parameter	Unit	Value
Appearance		Pink mouse cream

Please note that this formulation has passed stability 3 months @ 45°C.

The Product Safety Data Sheets for BRB products should be obtained from your BRB office prior to use. ATTENTION: Before handling, read product information, Product Safety Data Sheets and container labels for safe use, and any physical and/or health hazard information.



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