



A Subsidiary of PETRONAS Chemicals Group

The power of smart ingredients for personal care

BRB Personal Care Formulation Inspiration Guide

An exceptional fusion of consistent product supply and competitive pricing.

BRB Silicones, a division of BRB International B.V., specialises in producing a wide range of specialty silicones such as emulsions, antifoams, water repellents, elastomers, lubricants, silanes, resins, dimethicone & cyclomethicone blends, dimethicone polyols, cross polymers, and various customised products. Additionally, BRB Silicones offers an extensive array of core and specialty intermediates to the silicone industry, featuring a superior balance of consistent product supply and competitive pricing.

Leveraging our extensive expertise in silicones, BRB emerges as the independent producer worldwide, establishing a unique supplier position within the Personal Care industry:

- Our product range includes a wide selection of cost-effective ingredients.
- Throughout the years, we have consistently proven our ability to deliver in all circumstances.
- Compared to other silicone industry giants, we offer greater flexibility for customisation.
- Partnering with us offers the chance to address most of your concerns related to single sourcing.

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After Sun Body Repair Cream

After Sun Body Cream is an O/W cream to soothe the discomfort of the skin due to sun exposure, it also rehydrates, helping to prevent cutaneous dryness caused by sun exposure. It is a non-greasy and fast-absorbing formulation.

Featuring

- Emfinity®AS 2836 : Provides emolliency with good compatibility with many organic ingredients. Used for melting wax.
- Emfinity®GB 1736 : Emollient providing silky feel
- BRB DM 100 : Aids in spreadability. Provides emolliency to skin
- Emfinity®AS CAM : Provides unique light and smooth feel
- Emfinity®DM 55 : Provides light and dry skin feel
- Emfinity®SG 528 : Provides excellent velvet and intense after feel.

Procedure

- 1) Add A2 into A1. Mix well.
- 2) Premix A3 and A4. Add into step 1 and mix well. Heat to 70-75°C.
- 3) In a separate beaker, add B1-B7 and heat to 70-75°C.
- 4) Add step 3 into step 2. Homogenise well.
- 5) Premix C1 and C2. Add premix into bulk. Mix well.
- 6) At <40°C, add D1-D5 into bulk. Mix well after each addition.

Typical properties / Additional information

- Appearance : White cream.
- Sensory attributes : Rich and non-greasy.

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	60.45
A2	EDTA	Tetrasodium EDTA	0.05
A3	Glycerin	Glycerin	8.00
A4	Xanthan Gum	Xanthan Gum	0.50
B1	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	4.00
B2	Sunflower oil	Helianthus Annuus (Sunflower) Seed Oil	3.00
B3	Tewax TC-65	Glyceryl Stearate (and) PEG-100 Stearate	2.00
B4	Cetearyl Alcohol	Cetearyl Alcohol	5.00
B5	Emfinity®GB 1736	Dimethicone (and) Dimethiconol	2.00
B6	BRB DM 100	Dimethicone	1.00
B7	Emfinity®AS CAM	Caprylyl Methicone	4.00
C1	Emfinity®DM 55	Dimethicone	4.00
C2	Emfinity®SG 528	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	1.50
D1	Vitamin E Acetate	Tocopheryl Acetate	0.50
D2	Herby Camomilla	Chamomillia Recutita Extract	1.00
D3	Aloe vera extract	Aloe Barbadensis Leaf Extract	2.00
D4	PF Aloe Cool	Parfum	0.20
D5	Sharomix EG 10	Phenoxyethanol (and) Ethylhexylglycerin	0.80

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Barrier Body Cream with Multi-Vitamin

Barrier Body Cream with Multi-Vitamin is a fast absorbing, velvety feel, multi-vitamin all-over body cream which is enriched with shea butter, moisturizing oil and Vitamin A, E and B3. It helps intensely nourish, protect, and restore skin's hydrolipidic film.

Featuring

Emfinity®DM 5 : Aids in spreadability. Provides light emolliency to skin.

Emfinity®SG 516 : Provides excellent velvet and intense after feel.
Also helps to build up viscosity.

Procedure

- 1) Add A1-A4 into beaker and heat to 75°C.
- 2) Prepare phase B in a separate beaker and heat to 75°C.
- 3) Add phase B into phase A and homogenise with vacuum under rotor-stator mixing for 5 minutes.
- 4) Cool down to 60°C.
- 5) Premix phase C and heat to 60°C and add into the main beaker.
- 6) Prepare phase D and add into the bulk and homogenise for 2 minutes.
- 7) Cool down to room temperature whilst slow agitation.
- 8) Add phase E and homogenise intensively again. Adjust pH between 5 – 5.5.

Typical properties / Additional information

Appearance : White opaque viscous liquid.

Sensory attributes : Light, non-greasy.

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	70.20
A2	Glycerine	Glycerine	3.00
A3	EDTA	Disodium EDTA	0.10
A4	Keltrol CG-SFT	Xanthan Gum	0.20
B1	Zetemol 99	Isononyl Isononanoate	7.00
B2	Zetemol OP-RSPO-MB	Ethylhexyl Palmitate	2.00
B3	Zetemol 2IS	Isostearyl Isostearate	2.00
B4	Shea Butter	Butyrospermum Parkii (Shea) Butter	0.60
B5	Virgin Apricot Kernel Oil	Prunus Armeniaca (Apricot) Kernel Oil	1.00
B6	Protelan NMF	Glyceryl Stearate (and) Cetearyl Alcohol (and) Sodium Lauroyl Glutamate (and) Sodium Stearoyl Lactylate	3.50
B7	ALFOL 1618	Cetearyl Alcohol	2.00
C1	Emfinity®DM 5	Dimethicone	2.00
C2	Emfinity®SG 516	Dimethicone (and) Dimethicone/ Vinyl Dimethicone Crosspolymer	2.00
D1	Nipaguard EHP	Phenoxyethanol (and) Ethylhexylglycerin	0.80
D2	Vitamin A Palmitate	Retinyl Palmitate	0.50
D3	Vitamin E-Acetate	Tocopheryl Acetate	0.10
E1	Niacinamide USP PC	Niacinamide	1.00
E2	DI Water	Aqua	2.00

The formulation is developed with the support of Azelis Turkey.

Body Care

Guide formulation

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Hydrating Body Butter

Hydrating Body Butter melts at body temperature and absorbs into the skin easily, helping to condition, soften and smooth the skin while preventing dryness.

Featuring

Emfinity®AS CAM : Provides unique light and smooth feel.

Emfinity®AS 2836 : Increases viscosity creating butter-like texture.
Provides melting sensor.

Procedure

- 1) Add A2 & A6 & A7 & A8 & A9 and A10 into a beaker and melt at 55°C.
- 2) Add other ingredients to prepare phase A.
- 3) Prepare phase B by dispersing the B3 into the water at 40-45°C.
- 4) Add phase A into phase B and homogenize with a high shear mixer for 3 minutes.
- 5) Add C1-C2 one by one into bulk. Mix well after each addition.

Typical properties / Additional information

Appearance : White cream.

Sensory attributes : Smooth, soft feel.

Body Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Sisterna SP-70C	Sucrose Stearate	3.50
A2	Sisterna A10E-C	Sucrose Tetrastearate Triacetate	3.50
A3	Moringa Oil	Moringa Oleifera Seed Oil	10.00
A4	Baobab Oil	Adansonia Digitata Seed Oil	20.00
A5	Emfinity®AS CAM	Caprylyl Methicone	4.00
A6	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	3.00
A7	Lanette 22	Behenyl Alcohol	3.00
A8	KesterWax K-24	Lauryl Laurate	1.00
A9	KesterWax K-72	Behenyl Behenate	1.00
A10	Allanblackia butter	Allanblackia Floribunda Seed Butter	2.00
B1	DI Water	Aqua	44.30
B2	Glycerine	Glycerine	3.00
B3	Keltrol CG-SFT	Xanthan Gum	0.40
C1	Optiphen 300	Phenoxyethanol (and) Caprylyl Glycol	0.80
C2	Parfume AF	Parfum	0.50

Body Care

Guide formulation

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Meltylicious - Body Butter Block

Meltylicious - Body Butter Block is a solid melting balm to hydrate and nourishes dry, sensitive or aged skin. This solid oil deeply penetrates the tough skin and helps repair dry, chapped, ashy skin. It naturally melts with your skin leaving it elastic and moisturised. This is a water-free, more economic, self-preserved, travel friendly and vegan formula. This product can also be plastic-free (more sustainable).

Featuring

Emfinity@AS 2836 : Provides creaminess, nourish and hydration. Boosts balm to oil effect.

Emfinity@AS CAM : Increase spreading and silky effect.

Procedure

- 1) Weigh all ingredients and heat up to 80°C.
- 2) When melted, place it in silicone mould and leave it to cool down.

Typical properties / Additional information

Appearance : Yellow waxy bar.

Sensory attributes : Melting butter into oil, soothing skin.

Body Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Naturasoft mango refined	Mangifera Indica (Mango) Seed Butter	24.80
A2	Candelilla wax	Candelilla wax	17.00
A3	Natura-Tec Jojoba Oil	Simmondsia Chinensis (Jojoba) Seed Oil	15.00
A4	Emfinity@AS 2836	Stearyl Dimethicone (and) Octadecene	13.00
A5	Emfinity@AS CAM	Caprylyl Methicone	30.00
A6	Forever love	Parfum	0.20

Body Care

Guide formulation

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Moisturising Cream Body Cleanser

Moisturising Cream Body Cleanser is formulated with coconut oil, unique blend of mild surfactant and emollients to help replenish skin's moisture for softer, smoother, healthier-looking skin after shower.

Featuring

Emfinity®AS 2835 : Provides emolliency to skin.

Emfinity®AS 2836 : Provides emolliency with good compatibility with many organic ingredients. Used for melting wax.

Procedure

- 1) Premix A2 & A3.
- 2) Add premix into A1 and mix well. Heat bulk to 70-75°C.
- 3) In a separate beaker, heat phase B to 70-75°C.
- 4) Add step 3 into step 2. Homogenise well.
- 5) At 60°C, add C1 into bulk and mix well.
- 6) At 45°C, add D1 into bulk and mix well.

Typical properties / Additional information

Appearance : Light yellow cream.

Sensory attributes : Soft and smooth after rinse.

Body Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	67.30
A2	Glycerine	Glycerine	2.00
A3	Natrosol 250 HHR	Hydroxyethylcellulose	1.20
B1	Cetearyl Alcohol	Cetearyl Alcohol	7.00
B2	Coconut Oil	Cocos Nucifera (Coconut) Oil	2.00
B3	Emfinity®AS 2835	Cetyl Dimethicone	2.00
B4	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	2.00
C1	Iselux LQ-CLR	Sodium Lauroyl Methyl Isethionate	15.00
D1	Biosecur Organic Personal Care C160S	Glycerin (and) Citrus Reticulata (Tangerine) Fruit Extract (and) Citrus Aurantium Amara (Bitter Orange) Fruit Extract (and) Citrus Aurantium Sinensis Peel Extract (and) Ascorbic Acid (and) Citric Acid (and) Lactic Acid (and) Aqua	1.50

Body Care

Guide formulation

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Oil to Milk Body Scrub

Oil to Milk Body Scrub is a rich body scrub that turns to milk in water, high in moisturising oils, but does not leave oily. This formula which is body scrub and foot scrub gently exfoliates the skin, which promotes fresh, healthier, and younger looking skin.

Featuring

Emfinity@PS 20 : Provides emolliency to skin.

Emfinity@DM 55 : Aids in spreadability. Provides emolliency to skin.

Emfinity@AS CAM : Provides unique light and smooth feel.

Procedure

- 1) Premix A2 & A3.
- 2) Add premix into A1 and mix well. Heat bulk to 70-75°C.
- 3) In a separate beaker, heat phase B to 70-75°C.
- 4) Add step 3 into step 2. Homogenise well.
- 5) At 60°C, add C1 into bulk and mix well.
- 6) At 45°C, add D1 into bulk and mix well.

Typical properties / Additional information

Appearance : Light yellow cream.

Sensory attributes : Soft and smooth after rinse.

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Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Sucragel CF	Glycerin (and) Caprylic/Capric Triglyceride (and) Aqua (and) Sucrose Laurate	20.00
B1	Seatons Sunflower Oil	Helianthus Annuus (Sunflower) Seed Oil	25.00
B2	Almond Oil	Prunus Amygdalus Dulcis (Sweet Almond) Oil	5.00
B3	Grapeseed Oil	Vitis Vinifera (Grape) Seed Oil	5.00
B4	Saboderm TCC MB	Caprylic/Capric Triglyceride	15.00
B5	Emfinity@PS 20	Phenyl Trimethicone	2.00
B6	Emfinity@DM 55	Dimethicone	2.00
B7	Emfinity@AS CAM	Caprylyl Methicone	2.00
B8	Strawberry flavour	Aroma	0.30
B9	dl-alpha-Tocopheryl Acetate	Tocopheryl Acetate	0.10
B10	Koelos 303 (0.1% D&C Red 21)	CI 45380	q.s.
C1	Sugar	Sugar	23.10
C2	Apricot Exfoliator 500	Prunus Armeniaca (Apricot) Seed Powder	0.50

Body Care

Guide formulation

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Silver Care Deo Stick

Silver Care Deo Stick is an effective aluminum free antiperspirant deo stick for all day protection against odor.

Featuring

Emfinity®DM 55 : Aids in spreadability. Provides light emollience to skin.

Emfinity®SR PMS5 : Provides excellent powdery, smooth feel and good lubricity.

Procedure

- 1) Add phase A in a main beaker, heat to 110-120°C and mix under normal stirring until completely clear appearance.
- 2) Add phase B and mix well.
- 3) Pour in a mold at 90°C.

Typical properties / Additional information

Appearance : Yellowish opaque stick.

Sensory attributes : Silky and smooth feel.

Body Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Gemulo GB	Dibutyl Ethylhexanoyl Glutamide	2.00
A2	Gemulo GL	Dibutyl Lauroyl Glutamide	6.00
A3	Zetemol OS	Ethylhexyl Stearate	20.00
A4	MOD MB	Octyldodecyl Myristate	6.00
A5	Emfinity®DM 55	Dimethicone	38.50
B1	Corn PO4 PH B	Distarch Phosphate	18.00
B2	Emfinity®SR PMS5	Polymethylsilsesquioxane	7.00
B3	Silver Chloride on Titanium Dioxide	Silver Chloride (and) Titanium Dioxide	2.00
B4	Vitamin E Acetate	Tocopheryl Acetate	0.50

The formulation is developed with the support of Azelis Turkey.

Face Care

Guide formulation

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Acne and Oil Control Stick

Acne and Oil Control Stick is used to control and eliminate acne blemishes for clear and stress free skin.

Featuring

Emfinity®DM 55 : Aids in spreadability. Provides light emolliency to skin.

Emfinity®SR PMS5 : Provides excellent powdery, smooth feel and good lubricity.

Procedure

- 1) Weigh all phase A in a beaker and heat to 70-80°C until melted.
- 2) Add phase B and mix well.
- 3) Premix phase C, add to the mixture and mix well.
- 4) Pour in a mould and cool the mould at 4°C for 20 minutes. Remove from mould.

Typical properties / Additional information

Appearance : White stick.

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Zetemol OS	Ethylhexyl Stearate	55.70
A2	Emfinity®DM 55	Dimethicone	0.10
A3	Labrafac CC MB	Caprylic/Capric Triglyceride	0.30
A4	Isostearyl Isostearate	Isostearyl Isostearate	0.10
A5	Lipocire™ A SG	C10-18 Triglycerides	4.00
A6	Glyceryl Stearate	Glyceryl Stearate	4.00
A7	Cerewax 68 78	Paraffin Wax	2.00
A8	Compritol 888 CG MB Pellets	Glyceryl Behenate	1.00
B1	Emfinity®SR PMS5	Polymethylsilsesquioxane	5.00
C1	Cytobiol Iris A2	Propanediol (and) Aqua (and) Alcohol (and) Iris Florentina Root Extract (and) Zinc Sulfate (and) Retinyl Palmitate	7.00
C2	Acticire MB	Jjoba Esters (and) Helianthus Annuus Seed Wax (and) Acacia Decurrens Flower Wax (and) Polyglycerin-3	15.00

The formulation is developed with the support of Azelis Turkey.

Face Care

Guide formulation

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AHA Renewing Cream

AHA Renewing Cream is a O/W AHA exfoliant cream formulation that visibly smooths rough, bumpy, crepey skin while moisturising with avocado oil and renewing the skin barrier with Japonica Bud Extract. It provides a consistent, gentle exfoliation to help improve visible signs of aging, including dullness and discoloration.

Featuring

BRB DM 350 : Aids in spreadability and emolliency.

Emfinity®AS CAM : Helps spreadability and lubricity.

Emfinity®AS 2895 : Provides light emolliency to skin.

Procedure

- 1) Dissolve EDTA into water and pre-disperse A3, A4 and A5. Add all ingredients into the water and mix well by using high-speed mixer. Heat to 75°C.
- 2) In a separate beaker, prepare phase B and heat to 75°C.
- 3) Add phase B into phase A, under high mixing speed, for 10 min at 75°C.
- 4) Cool the mixture under normal speed, mixing to 50°C
- 5) Prepare phase C and add to main beaker at 50°C
- 6) Add phase D, one by one, into bulk below 40°C. Mix well.
- 7) Cool to room temperature while mixing. Adjust pH if needed.

Typical properties / Additional information

Appearance : Soft white emulsion.

Sensory attributes : Easy to absorb, light feel.

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Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	55.70
A2	Disodium EDTA	Disodium EDTA	0.10
A3	Keltrol CG-SFT	Xanthan Gum	0.30
A4	Kelcogel CG-LA	Gellan Gum	0.10
A5	Glycerine	Glycerine	4.00
B1	Protelan NMF	Glyceryl Stearate (and) Cetearyl Alcohol (and) Sodium Lauroyl Glutamate (and) Sodium Stearoyl Lactylate	4.00
B2	Avocado Oil Crude	Persea Gratissima Oil	2.00
B3	BRB DM 350	Dimethicone	1.00
B4	Stearic Acid	Stearic Acid	2.00
B5	Emfinity®AS CAM	Caprylyl Methicone	5.00
B6	Emfinity®AS 2895	Bis-Hydroxyethoxypropyl Dimethicone	2.00
C1	Glypure 70	Glycolic Acid	7.00
C2	DI Water	Aqua	15.00
C3	Sodium Hydroxide Sol.	Sodium Hydroxide	q.s.
D1	Gatuline Renew	Butylene Glycol (and) Water (and) Cryptomeria Japonica Bud Extract	1.00
D2	Solbrol PEH	Phenoxyethanol (and) Ethylhexylglycerin	0.80

The formulation is developed with the support of Azelis Turkey.

Face Care

Guide formulation

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Face and Neck Sunscreen Cream

Face and Neck Sunscreen Cream is an oil-in-water emulsion which provides sun protection with broad spectrum sunscreen to help prevent premature signs of skin ageing caused by the sun.

Featuring

- Emfinity®DM 55 : Provides light and dry skin feel.
Emfinity®AS 2835 : Good compatibility with many organic cosmetic ingredients. Enhance SPF for organic & inorganic sunscreens.
Emfinity®SR TMS 501 : Acts as film former. Gives wash-off resistance effect.
Emfinity®SR PMS5 : Provides soft focus and anti-wrinkle effect.

Procedure

- 1) Prepare phase A and heat to 83°C.
- 2) Add B2 into water and dissolve.
- 3) Disperse B5 in B3 and add into phase B.
- 4) Add B4 & B6 into phase B and heat to 85°C.
- 5) Add phase B into phase A at 83°C and mix with the high shear stirrer. Homogenise well.
- 6) Cool bulk to 45°C.
- 7) Prepare Phase C and add in bulk.
- 8) Add D1 into bulk. Mix well after each addition.

Typical properties / Additional information

- Appearance : White lotion.
Sensory attributes : Soft and silky feel.

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Lanette 22	Behenyl Alcohol	1.00
A2	Emfinity®DM 55	Dimethicone	3.00
A3	Escalol S UV Absorber	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	1.00
A4	Escalol 587	Ethylhexyl Salicylate	5.00
A5	Escalol 557	Ethylhexyl Methoxycinnamate	4.00
A6	Escalol 597	Octocrylene	5.00
A7	Escalol HMS	Homosalate	10.00
A8	Lecigel	Sodium Acrylates Copolymer (and) Lecithin	0.20
A9	Emfinity®AS 2835	Cetyl Dimethicone	1.00
A10	Emfinity®SR TMS 501	Isododecane (and) Trimethylsiloxysilicate	1.00
A10	Myritol 318	Caprylic/Capric Triglyceride	1.00
A11	Vital ET	Disodium Lauriminodipropionate Tocopheryl Phosphates	0.30
A12	Vitamine E Acetate	Tocopheryl Acetate	0.10
B1	DI Water	Aqua	49.40
B2	EDTA	Disodium EDTA	0.10
B3	Glycerine	Glycerine	1.00
B4	1,3-Butylene Glycol	Butylene Glycol	2.00
B5	Xanthan Gum	Xanthan Gum	0.05
B6	Biophilic H	Hydrogenated Lecithin (and) C12-16 Alcohols (and) Palmitic Acid	6.00
C1	Creasperse White R	CI 77891 (Titanium Dioxide) (and) Hydrogenated Polydecene (and) Polyhydroxystearic Acid	5.00
C2	Emfinity®SR PMS5	Polymethylsilsesquioxane	1.00
C3	Talc LCW	Talc	0.50
C4	Allantoin	Allantoin	0.15
C5	d-Panthenol 75	Panthenol	0.50
C6	Oat E	Aqua (and) Avena (Oat) Kernel Extract	0.20
C7	Tazman Pepper AF	Glycerin (and) Water (and) Tasmannia Lanceolata Fruit/Leaf Extract	0.50
D1	Rokonsal ND	Phenoxyethanol (and) Benzoic Acid (and) Dehydroacetic Acid	1.00

* Estimated SPF 30

Face Care

Guide formulation

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Face Bubbling Mask with Charcoal

Face Bubbling Mask with Charcoal is specially formulated to clean your face by eliminating impurities and traces of pollution. Its gel texture transforms into micro-bubbles upon contact with air. Massage excess bubble with fingertips and then rinse off. It helps to eliminate impurities and traces of pollution leaving skin clean and soft.

Featuring

Emfinity®SPE 526 : Acts as surface tension depressant and wetting agent

BRB DM 0.65 : Provides bubbling effect.

Procedure

- 1) Add A1 & A2 into a beaker and mix well.
- 2) Then add in A3. Mix well.
- 3) Adjust pH to 6-7 with A4.
- 4) Add B1-B3 one by one into bulk. Mix well after each addition.
- 5) Premix phase C. Add premix into bulk.
- 6) Add D1 into bulk. Mix well. Then, fill the product into airless bottle.

Typical properties / Additional information

Appearance : Black viscous liquid.

Sensory attributes : Clean and soft after wash.

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Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Viscolam CK1	Acrylates Copolymer	12.00
A2	DI Water	Aqua	44.00
A3	Iselux-LQ-CLR	Sodium Lauroyl Methyl Isethionate	28.00
A4	TEA 99%	Triethanolamine	q.s
B1	Cocamidopropyl Betaine	Cocamidopropyl Betaine	7.00
B2	Emfinity®SPE 526	PEG-12 Dimethicone	0.50
B3	DMDM Hydantoin	DMDM Hydantoin	0.20
C1	Propylene Glycol	Propylene Glycol	3.00
C2	Charcoal powder	Charcoal Powder	0.20
D1	BRB DM 0.65	Disiloxane	5.00

The formulation is developed with the support of Azelis Turkey.

Face Care

Guide formulation

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Light Wear Sun Cream SPF 50

Light Wear Sun Cream SPF 50 provides high-level protection against harmful UV rays while keeping your skin hydrated and luminous.

Featuring

Emfinity®DM 55 : Provides spreadability and light sensory.

Emfinity®SG 517 : Provides excellent velvet and intense after feel.

Emfinity®SR TMS 30D : Acts as a film former.

Procedure

- 1) Weigh phase A in a beaker, mix well, adjust pH to 7 and heat to 75-80° by mixing.
- 2) Weigh phase B, heat to 75-80°C and mix well.
- 3) Add phase B to Phase A under rotor stator for 10 minutes.
- 4) Cool down the emulsion, by mixing, and add phase C.
- 5) Adjust pH to 5.5-6.5.

Typical properties / Additional information

Appearance : White cream

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI water	Aqua	42.95
A2	Keltrol CG-SFT	Xanthan Gum	0.45
A3	Blanova Bio BG	Butylene Glycol	2.50
A4	EDTA	Disodium EDTA	0.05
A5	Chemsol HS	Phenylbenzimidazole Sulfonic Acid	3.00
A6	TEA	Triethanolamine	q.s.
A7	Inutec SL-1	Glycerin (and) Inulin Lauryl Carbamate	0.35
B1	Zetemol AB	C12-15 Alkyl Benzoate	11.00
B2	Paester C	Cetyl Palmitate	1.00
B3	Emfinity®DM 55	Dimethicone	3.65
B4	Refined Shea Butter	Butyrospermum parkii (shea) butter	2.00
B5	Protelan NMF	Glyceryl Stearate (and) Cetearyl Alcohol (and) Sodium Stearoyl Lactylate	4.00
B6	Emfinity®SG 517	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	3.00
B7	Chem L 150	Ethylhexyl Triazone	3.00
B8	Chem S	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	3.00
B9	Chem DHBB	Diethylamino Hydroxybenzoyl Hexyl Benzoate	4.00
B10	ZINA-75AB	Zinc Oxide (and) C12-15 Alkyl Benzoate (and) Triethoxycaprylylsilane (and) Polyhydroxystearic Acid	9.00
B11	Emfinity®SR TMS 30D	Dimethicone (and) Trimethylsiloxysilicate	2.00
C1	Sunsil 20	Silica	3.50
C2	Hydro-Gain	Glycerin (and) Water (and) Canola Oil (and) Hydrogenated Lecithin (and) Opuntia Ficus- Indica Seed Oil (and) Betula Alba Bark Extract (and) Citric Acid	0.75
C3	Troycare PE91	Phenoxyethanol (and) Ethylhexylglycerin	0.80
C4	Citric Acid	Citric Acid	q.s

The formulation is developed with the support of Azelis Turkey.

Face Care

Guide formulation

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Makeup Remover Solid Oil

Makeup Remover Solid Oil is a balm-to-oil cleanser melts away makeup and impurities to reveal clear and clean skin. Argan oil and coconut oil provide intense nourishment as it cleanses, leaving your skin feeling soft and supple. Massage in circular motion to remove the makeup. Then add water to emulsify and further cleanse the skin. Rinse off.

Featuring

- Emfinity®PS 20 : Provides emolliency and shininess to skin.
- Emfinity®AS CAM : Used as dispersing medium for color pigments. Helps to remove makeup and provides unique light and smooth feel.
- Emfinity®AS 2836 : Provides emolliency with good compatibility with many organic ingredients. Used for melting wax and balm-to-oil formulation.
- Emfinity®AS 2835 : Provides emolliency to skin.
- Emfinity®DM 55 : Aids in spreadability. Provides light emolliency to skin.

Procedure

- 1) Add A1-A8 into a beaker and heat to 80-85°C.
Make sure all ingredients are fully melted.
- 2) Add A9-A11 into step 1. Mix well.
- 3) Pour into container while hot.

Typical properties / Additional information

- Appearance : White balm.
- Sensory attributes : Soft and silky.

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Crodamol GTCC	Caprylic/ Capric Triglyceride	20.00
A2	Emfinity®PS 20	Phenyl Trimethicone	5.00
A3	Emfinity®AS CAM	Caprylyl Methicone	20.00
A4	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	5.00
A5	Emfinity®AS 2835	Cetyl Dimethicone	10.00
A6	Cithrol 10 GTIS	PEG-20 Glyceryl Triisostearate	12.00
A7	Cirewax 80	Synthetic Wax	5.00
A8	Cirewax 60	Synthetic Wax	4.00
A9	Emfinity®DM 55	Dimethicone	13.00
A10	Argan Oil	Argania spinosa kernel oil	3.00
A11	Coconut Oil	Cocos Nucifera (Coconut) Oil	3.00

Face Care

Guide formulation

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Protective Tanning Oil

Protective Tanning Oil is an anhydrous and spray on sunscreen which provides broad spectrum protection against UV ray.

Featuring

- Emfinity®DM 55 : Provides light and dry skin feel.
Emfinity®PS 20 : Provides shininess to skin.
Emfinity®AS 2835 : Good compatibility with many organic cosmetic ingredients.
Enhance SPF for organic & inorganic sunscreens.
Emfinity®SR TMS 50I : Acts as film former. Give wash off resistance effect.

Procedure

- 1) Add phase A one by one into bulk and heat to 60 °C.
- 2) Mix well after each addition.

Typical properties / Additional information

- Appearance : Clear light yellow liquid.
Sensory attributes : Light and dry.

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®DM 55	Dimethicone	15.00
A2	Emfinity®PS 20	Phenyl Trimethicone	2.00
A3	Emfinity®AS 2835	Cetyl Dimethicone	2.00
A4	Emfinity®SR TMS 50I	Isododecane (and) Trimethylsiloxysilicate	5.00
A5	Paraffinum Liquidium	Paraffinum Liquidium	46.50
A6	MelinOil	Isopropyl Palmitate (and) Lecithin (and) Water (and) Acetyl Hexapeptide-1	1.00
A7	IBR TCLC 702	Squalane (and) Solanum Lycopersicum (Tomato) Fruit Extract	1.00
A8	ESCALOL 517	Butyl Methoxydibenzoylmethane	3.00
A9	ESCALOL 597	Octocrylene	7.00
A10	ECSALOL HMS	Homosalate	10.00
A11	ESCALOL 587	Ethylhexyl Salicylate	5.00
A12	Carrot Oil	Carrot Oil	2.00
A13	Perfume	Parfum	0.50

* In vitro SPF: 15 with UVA protection (calculated by sunscreen simulator)

Face Care

Guide formulation

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Pure Nature Charcoal Face Mask

Pure Nature Charcoal Face Mask unclogs pores for a perfectly pure look. It deeply detoxes, absorbs environmental toxins & dissolves impurities. Perfect for normal to combination skin.

Featuring

Emfinity®AS CAM : Helps spreadability and lubricity. Provides light emolliency effect.

Emfinity®AS 2836 : Provides emolliency with good compatibility and has many organic ingredients.

Emfinity®SR PMS5 : Fill into fine lines to provide smooth surface

Procedure

- 1) Prepare phase A and heat to 80°C. Mix well.
- 2) Add B2 into water, then B3, B4 and B5 into the same beaker. Heat to 80°C and dissolve well.
- 3) Add phase A into phase B under high speed mixing and homogenised well. At 40°C, add Phase C into bulk. Mix well.

Typical properties / Additional information

Appearance : Dark grey creamy emulsion

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Heliosoft	Glyceryl Behenate (and) Behenyl Alcohol (and) Lecithin	4.00
A2	Instathix	Xanthan Gum (and) Sodium Stearoyl Lactylate (and) Tapioca Starch (and) Alginate	1.00
A3	Lanette D	Cetearyl Alcohol	2.00
A4	Emfinity®AS CAM	Caprylyl Methicone	3.00
A5	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	1.00
A6	Tocopheryl Acetate	Tocopheryl Acetate	0.10
B1	Water	Aqua	74.30
B2	EDTA	Tetrasodium EDTA	0.10
B3	1,3-Butylene Glycol	1,3-Butylene Glycol	3.00
B4	Safic'Care T CI	Chondrus Crispus Powder	0.30
B5	Safic'Care XGC 80	Xanthan Gum	0.20
C1	Salixin Organic Charcoal Powder	Charcoal Powder	1.00
C2	Emfinity®SR PMS5	Polymethylsilsesquioxane	5.00
C3	Biosoft 915	Polyhydroxybutyrate	2.00
C4	Dendriclear	Glycerin (and) Water (and) Polylysine	0.40
C5	Melafresh T96	4-Terpineol	0.10
C6	Niacinamide PC	Niacinamide	1.00
C7	Optiphen BD	Benzyl Alcohol (and) Benzoic Acid (and) Dehydroacetic Acid	1.00
C8	Perfume	Parfum	0.50

Face Care

Guide formulation

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Re-youth Invisible Face Mask

Re-youth Invisible Face Mask can be applied as an overnight mask and rinsed off in the morning. It replenishes moisture while you sleep so that you can wake up with intensely hydrated and refreshed skin. It also helps smooth and reduce the appearance of fine lines.

Featuring

- Emfinity®AS 2844 : Enhance skin feel, moisturising.
Emfinity®DM 55 : Provides light and non-greasy after feel.
Emfinity® CGSA 200 B : Cushioned finish, enhance skin glow and conditioning.
Emfinity®GB 1740 : Provides silkiness to skin.
Emfinity®AS CAM : Provides unique light and smooth feel.

Procedure

- 1) Weigh phase A and mix well.
- 2) In a separate beaker, mix phase B well.
- 3) Add step 2 into step 1 and mix well.
- 4) Add C1 into bulk and homogenise well.
- 5) Add C2, C3 and C4 into bulk one by one. Mix well after each addition.

Typical properties / Additional information

Appearance : Translucent lotion

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	73.60
A2	Butylene Glycol	Butylene Glycol	2.00
A3	Emfinity®AS 2844	Bis-PEG-18 Methyl Ether Dimethyl Silane	5.00
B1	Emfinity®DM 55	Dimethicone	3.00
B2	Emfinity® CGSA 200 B	Capryloyl Glycerin/ Sebacic Acid Copolymer (tentative)	5.00
B3	Emfinity®GB 1740	Dimethicone (and) Dimethiconol	2.00
B4	Emfinity®AS CAM	Caprylyl Methicone	2.50
B5	Oat Lipid e	Avena Sativa Kernel Oil	0.50
C1	Viscolam AT 100P	Sodium Polyacryloyldimethyl Taurate (and) Hydrogenated Polydecene (and) Trideceth-10	2.50
C2	Hydroxypropylsilane CN	Methylsilanol Hydroxyproline Aspartate	3.00
C3	Euxyl PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.80
C4	FR Neroli Rose	Parfum	0.10

Face Care

Guide formulation

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Sensitive Cooling After Shave Balm

Sensitive Cooling After Shave Balm a soothing, moisturising balm with added cooling ingredients. This soothes skin and leaves skin feeling fresh.

Featuring

- Emfinity®DM 55 : Provides light and dry skin feel.
- Emfinity®SG 506 : Provides excellent powdery and smooth skin feel.
Also helps to build up viscosity.
- Emfinity®SR PMS5 : Provides soft focus anti-wrinkle effect.
- Emfinity®AS CAM : Provides unique light and smooth feel.

Procedure

- 1) Add A2 into water and dissolved.
- 2) Add A3, A4, A5 and A6 into the bulk.
- 3) Prepare phase B and add into phase A. Homogenise well.
- 4) Prepare Phase C and add in bulk.
- 5) Add D1-D2 one by one into bulk. Mix well after each addition.

Typical properties / Additional information

Appearance : Beige balm.

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	75.50
A2	EDTA	Disodium EDTA	0.10
A3	Glycerin	Glycerin	1.00
A4	1,3-Butylene Glycol	Butylene Glycol	2.00
A5	Siligel	Xanthan Gum (and) Lecithin (and) Sclerotium Gum (and) Pullulan	0.30
A6	Lecigel	Glycerin (and) Glycine Soja (Soybean) Seed Extract	2.00
B1	Emfinity®DM 55	Dimethicone	2.00
B2	Emfinity®SG 506	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	3.00
B3	Emfinity®SR PMS5	Polymethylsilsesquioxane	0.50
B4	Emfinity®AS CAM	Caprylyl Methicone	3.00
B5	Corum 9230	Menthol (and) Menthyl Lactate	0.50
C1	Vital ET	Disodium Lauriminodipropionate Tocopheryl Phosphates	1.00
C2	Tazman Pepper AF	Glycerin (and) Water (and) Tasmannia Lanceolata Fruit/Leaf Extract	2.00
C3	Ajidew ZN-100	Zinc PCA	0.20
C4	Allantoin	Allantoin	0.20
C5	Alcohol Denat.	Alcohol Denat.	5.00
D1	Optiphen 300	Phenoxyethanol (and) Caprylyl Glycol	1.00
D2	INVIC 12214110	Parfum	0.70

Face Care

Guide formulation

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Skin Calming Hydration Cream

Skin Calming Hydration Cream provides long term moisture for dry, itchy skin. It contains centella asiatica extract which helps to soothe and clarify skin while reducing blemishes, leaving skin refreshed and resilient.

Featuring

Emfinity®SPE 423 : Acts as water-in-oil emulsifier.

Emfinity®DM 55 : Aids in spreadability. Provides light emolliency to skin.

Emfinity®AS 2836 : Provides emolliency with good compatibility and many organic ingredients. Used for melting wax.

Emfinity®SG 528 : Provides excellent velvet, and intense after feel.

Emfinity®AS CAM : Improves spreadability and silkiness.

Emfinity®SPE 6340 : Acts as water-in-silicone emulsifier.

Procedure

- 1) Add phase A into a beaker and mix well.
- 2) In a separate beaker, mix phase B well.
- 3) Add phase A slowly into phase B. Homogenise well.
- 4) Add C1-C5, one by one, into bulk. Mix well.

Typical properties / Additional information

Appearance : White cream.

Sensory attributes : Easy to spread, non-greasy feel.

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	71.10
A2	Glycerin	Glycerin	3.00
A3	1,3-Butylene Glycol	Butylene Glycol	2.00
A4	Sodium Chloride	Sodium Chloride	1.00
B1	Emfinity®SPE 423	Cetyl PEG/PPG-10/1 Dimethicone	2.00
B2	Emfinity®DM 55	Dimethicone	5.00
B3	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	1.00
B4	Emfinity®SG 528	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	2.50
B5	Evoil Face TF	Glycine Soja Oil (and) Vitis Vinifera Seed Oil (and) Oleo Europaea Husk Oil (and) Tocopherol	2.00
B6	Emfinity®AS CAM	Caprylyl Methicone	3.00
B7	Emfinity®SPE 6340	PEG-10 Dimethicone	1.00
C1	Herby Centella Asiatica	Propylene Glycol (and) Aqua (and) Centella Asiatica	3.00
C2	3-Moist Flower Complex	Camellia Japonica Flower Extract (and) Rose Centifolia Flower Extract (and) Achillea Millefolium Flower Extract	2.00
C3	Vitamin E Acetate	Tocopheryl Acetate	0.50
C4	Euxyl PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.80
C5	PF Yuun	Parfum	0.10

Face Care

Guide formulation

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Skin Melting Cream

Skin Melting Cream is a water-in-oil emulsion that melts and wraps the skin in ultimate moisture. This luxuriously rich cream forms a protective veil to retain moisture provided by the skincare that you used prior to the cream. It wraps skin in total moisture, resulting in a smoother, hydrated and soft skin feel.

Featuring

- Emfinity®AS 2836 : Provides emolliency to skin.
- Emfinity®SPE 423 : Acts as water-in-oil emulsifier.
- Emfinity®AS CAM : Provides unique light and smooth skin feel.
- Emfinity®DM 5 : Aids in spreadability. Provides emolliency to skin.
- Emfinity®SG 250 : Provides excellent powdery and smooth skin feel.

Procedure

- 1) Heat phase A1-A7 to 80-85°C.
- 2) Premix phase B.
- 3) Add step 2 into step 1.
- 4) In a separate beaker, heat C1-C4 to 80-85°C.
- 5) Add step 4 into step 3 slowly. Homogenise well.
- 6) Cool bulk to 45°C. Add D1 into bulk. Mix well.

Typical properties / Additional information

- Appearance : White cream.
- Sensory attributes : Rich and silky feel.

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Titanel 1399	Synthetic Wax	6.00
A2	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecane	2.50
A3	Evoil Face ARF	Glycine Soja Oil (and) Vitis Vinifera Seed Oil (and) Oleo Europaea Husk Oil (and) Tocopherol	1.00
A4	Emfinity®SPE 423	Cetyl PEG/PPG-10/1 Dimethicone	2.50
A5	Cithrol PG32IS	Polyglyceryl-3 Diisostearate	1.00
A6	Crodamol OS	Ethylhexyl Stearate	2.00
A7	Emfinity®AS CAM	Caprylyl Methicone	5.00
B1	Emfinity®DM 5	Dimethicone	10.00
B2	Emfinity®SG 250	Dimethicone (and) Dimethicone Crosspolymer	5.50
C1	DI Water	Aqua	58.40
C2	Sodium Chloride	Sodium Chloride	1.00
C3	Glycerin	Glycerin	3.00
C4	Propylene Glycol	Propylene Glycol	1.50
D1	Euxyl PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.60

Face Care

Guide formulation

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Sunblock Cream Vitamin C SPF 50

Sunblock Cream Vitamin C SPF 50 is an oil-in-water formulation and provides a high level of protection against digital blue light damage and UVA/UVB pollution. The formulation also includes Vitamin C and Withania Somnifera Root Extract that visibly brightens skin and targets dark spots caused by UV and blue light.

Featuring

Emfinity®DM 55 : Aids in spreadability. Provides light emolliency to skin.

Emfinity®SG 516 : Provides excellent velvet, and intense after feel.

Also helps to build up viscosity.

Emfinity®SR TMS 30D : Acts as film former. Provides long lasting and wash-off resistance effect.

Procedure

- 1) Add A1-A4 into beaker and heat to 75°C.
- 2) Prepare phase B in a separate beaker and heat to 75°C.
- 3) Add phase B into phase A and homogenise under rotor-stator mixing for 5 minutes.
- 4) Cool down under mixing.
- 5) Premix phase C and add into the main beaker at 60°C.
- 6) Prepare phase D and add into the bulk at 45°C. Homogenise well.
- 7) Cool down to room temperature whilst slow agitation.
- 8) Add phase E at 40°C and homogenise intensively again.
- 9) Cool down to room temperature whilst slow agitation.

Typical properties / Additional information

Appearance : Yellowish white viscous liquid.

Sensory attributes : Creamy, light feel.

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	43.85
A2	Disodium EDTA	Disodium EDTA	0.05
A3	Propylene Glycol	Propylene Glycol	2.00
A4	Carbomer	Carbomer	0.30
B1	Zetemol OSB	Diethylhexyl Sebacate	12.00
B2	Galshield UV Care	Ethylhexyl Methoxycinnamate (and) Octocrylene (and) Ethylhexyl Salicylate (and) Butyl Methoxydibenzoylmethane (and) Benzophenone-3	25.00
B3	Emfinity®DM 55	Dimethicone	3.00
B4	Protelan NMF	Glycerol Stearate (and) Cetearyl Alcohol (and) Sodium Lauroyl Glutamate (and) Sodium Stearoyl Lactylate	4.00
C1	Emfinity®SG 516	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	2.00
C2	Emfinity®SR TMS 30D	Dimethicone (and) Trimethylsiloxysilicate	2.00
D1	Sodium Hydroxide 50% Solution	Sodium Hydroxide	q.s.
D2	Nipaguard EHP	Phenoxyethanol (and) Ethylhexylglycerin	0.80
E1	Maisita 9040	Zea Mays (Corn) Starch	3.00
E2	SpecWhite VCE	3-O-Ethyl Ascorbic Acid	1.00
E3	Energinius	Fructose (and) Glycerin (and) Water (and) Withania Somnifera Root Extract	1.00

Face Care

Guide formulation

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Vegan Cleansing Oil

Vegan Cleansing Oil is great for removing makeup, and impurities without stripping skin. Add water and it transforms to a milky emulsion. Rinse off cleanly with water, leaving skin feeling soft, supple, non-greasy and brighter skin look.

Featuring

Emfinity®DM 55 : Aids in spreadability. Provides light emolliency to skin.

Emfinity®AS CAM : Used as dispersing medium for color pigments, thus effective in removing makeup, dirt and impurities.

Procedure

- 1) Add phase A into a beaker and heat to 65-70°C. Mix well.
- 2) Cool bulk to 45°C.
- 3) Add B1-B6 one by one into bulk. Mix well after each addition.

Typical properties / Additional information

Appearance : Slightly yellowish, clear liquid.

Sensory attributes : Easy to spread and light feel during application.
Soft and non-greasy after rinse.

Face Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Crodamol GTCC	Caprylic/Capric Triglyceride	68.80
A2	Salacos PG-218	Polyglyceryl-10 Dioleate	12.00
A3	Salacos DG-158	Polyglyceryl-2 Sesquicaprylate	5.00
B1	Emfinity®DM 55	Dimethicone	2.00
B2	Emfinity®AS CAM	Caprylyl Methicone	8.00
B3	Jojoba oil	Simmondsia Chinensis (Jojoba) Seed Oil	2.00
B3	Coconut oil	Cocos Nucifera	1.00
B5	Vitamin E acetate	Tocopheryl Acetate	1.00
B6	Lavender oil	Lavandula Angustifolia (Lavender) Oil	0.20

Hair Care

Guide formulation

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3-in-1 Magic Hair Cream

3-in-1 Magic Hair Cream (Anti-Breakage & Split-End Repair & Shine Booster) is an O/W emulsion which makes hair smooth, and shiny. It provides split-end protection and anti-breakage effect.

Featuring

- Emfinity®ADM 242 : Provides superior conditioning and shining effect.
Emfinity®SR TMS 30D : Film forming properties. Helps to control hair frizziness.
Emfinity®DM 55 : Provides light and non-greasy after feel.

Procedure

- 1) Add A2 and A3 into water and dissolve well. Heat to 70°C.
- 2) Add A4 into step 1, mix well and dissolve well.
- 3) Add B1-B6, mix well.
- 4) Prepare phase B into phase A.
- 5) Prepare phase C and add into the bulk.

Typical properties / Additional information

Appearance : Beige cream.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Water	Aqua	86.50
A2	Butylene Glycol	Butylene Glycol	1.00
A3	Natrosol 250 HHR	Hydroxyethylcellulose	0.20
A4	Cosmedia CTH-E	Polyquaternium-37 (and) Propylene Glycol Dicaprylate/Dicaprate (and) PPG-1 Trideceth-6	1.50
B1	Emfinity®ADM 242	Bis-Hydroxy/Methoxy Amodimethicone	2.00
B2	Emfinity®SR TMS 30D	Dimethicone (and) Trimethylsiloxysilicate	1.00
B3	Emfinity®DM 55	Dimethicone	3.00
B4	Texiterra Marula oil	Sclerocarya Birrea Seed Oil	1.00
	1.00	Simmondsia Chinensis (Jojoba) Seed Oil	1.00
B5	Jojoba Golden Oil	Simmondsia chinensis (Jojoba) Seed Oil	1.00
B6	Phytensio	Phospholipids (and) Glycine Soja (Soybean) Oil	0.50
C1	Superox-C AF	Glycerin (and) Water (and) Terminalia Ferdinandiana Fruit Extract	1.00
C2	ShineActive Apple Cider	Apple Cider Vinegar (and) Glycerin (and) Ferment Filtrate (and) Citrus limonum (Lemon) Fruit Extract	0.50
C3	Liquid Germall Plus	Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate (and) Propylene Glyco	0.50
C4	Perfume	Parfum	0.30

Hair Care

Guide formulation

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3-in-1 Magic Hair Serum

3-in-1 Magic Hair Serum (Anti-Breakage & Split-End Repair & Shine Booster) is a silicone-based hair serum without D5.

Featuring

- Emfinity®ADM 242 : Provides superior conditioning and shining effect.
Emfinity®SR TMS 30D : Film forming properties. Helps to control hair frizziness.
Emfinity®DM 55 : Provides light and non-greasy after feel.
Emfinity®GB 1736 : Provides silkiness and smoothness to hair.

Procedure

- 1) Add phase A, one by one, into bulk. Mix well after each addition.

Typical properties / Additional information

- Appearance : Clear to slightly hazy, yellow liquid.
Sensory attributes : Silky and non-greasy.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®ADM 242	Bis-Hydroxy/Methoxy Amodimethicone	2.00
A2	Emfinity®SR TMS 30D	Dimethicone (and) Trimethylsiloxysilicate	1.00
A3	Emfinity®DM 55	Dimethicone	54.60
A4	Emfinity®GB 1736	Dimethicone (and) Dimethiconol	40.00
A5	Vitamin E Acetate	Tocopheryl Acetate	0.10
A6	Texiterra Marula oil	Sclerocarya Birrea Seed Oil	0.50
A7	Jjoba Golden Oil	Simmondsia chinensis (Jjoba) Seed Oil	1.00
A8	Phytensio	Phospholipids (and) Glycine Soja (Soybean) Oil	0.50
A9	Perfume	Parfum	0.30

Hair Care

Guide formulation

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Blow Dry Styling Spray

Blow Dry Styling Spray is a lightweight heat protector, detangles hair for smooth, static-free results. This helps to reduce frizz, block humidity and protect against heat damage. It is specially formulated to hold shape, yet remain lightweight - no heavy feel.

Featuring

Emfinity®SEM 5446 : Repairs damaged fibres, leaving hair easily to be managed.
Provides heat and colour protection.

Procedure

- 1) Add phase A1-A9, one by one, into bulk. Mix well after each addition.
- 2) Premix A10 & A11. Add premix into bulk. Mix well.

Typical properties / Additional information

Appearance : Off-white, translucent solution.

Sensory attributes : Heat protection and hair smoothness.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	88.10
A2	EDTA	EDTA	0.10
A3	Glycerin	Glycerin	1.00
A4	Aquaflex XL-30	Polyimide-1	7.00
A5	Liquid Germall Plus	Propylene Glycol (and) Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate	0.50
A6	Chromohance 113	Polyquaternium-113	0.30
A7	Emfinity®SEM 5446	Silicone Quaternium-17 (and) Trideceth-7 (and) Trideceth-5	1.20
A8	Fiberhance BM Sol.	Hydroxypropyl Gluconamide (and) Hydroxypropylammonium Gluconate	0.50
A9	D-Panthenol	Panthenol	0.50
A10	PEG-40 HCO	PEG-40 Hydrogenated Castor Oil	0.50
A11	Perfume	Parfum	0.30

Hair Care

Guide formulation

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Colour & Styling Hair Cream

Colour & Styling Hair Cream is a styling cream that effortlessly molds hair into the style you want. This versatile cream works on straight, curly, thick or thin hair. This formulation adds texture, shine and temporary grey shading on hair .

Featuring

Emfinity®GB 1860 : Provide high conditioning on hair.
Repairs and protects from external damage.

Procedure

- 1) A1 & A2 add into A4, A5 & A9 and disperse well.
- 2) Add the rest of the ingredients in phase A into a beaker and heat to 70-75°C.
- 3) In a separate beaker, prepare phase B and heat to 70-75°C.
- 4) Add phase A into phase B, at 70-75°C, and mix with a high shear stirrer.
Homogenise well.
- 5) Cool bulk to 45°C.
- 6) Prepare Phase C and add into bulk.
- 7) Add D1-D4, one by one, into bulk. Mix well after each addition.

Typical properties / Additional information

Appearance : Off-white, translucent solution.
Sensory attributes : Heat protection and hair smoothness.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Sisterna SP-70C	Sucrose Stearate	4.00
A2	Sisterna SP 30C	Sucrose Tetrastearate Triacetate	2.00
A3	Carnauba Wax T1	Copernicia Cerifera (Carnauba) Wax	3.00
A4	Baobab Oil	Adansonia Digitata Seed Oil	2.00
A5	Emfinity®GB 1860	Dimethicone (and) Dimethiconol	2.00
A6	KesterWax K-24	Lauryl Laurate	2.00
A7	KesterWax K-72	Behenyl Behenate	3.00
A8	Kesterwax K-60P	Polyhydroxystearic Acid	8.00
A9	Neossance Hemisqualene	C13-15 Alkane	1.00
B1	DI Water	Aqua	58.40
B2	EDTA	Disodium EDTA	0.10
B3	Glycerine	Glycerine	3.00
B4	Natrasol 250 HHR	Hydroxyethylcellulose	0.40
C1	PVP K90 Solution 20%	PVP	4.00
C2	PVP/VA W-635	VP/VA Copolymer	4.00
D1	Geoppearl C Silver	Mica (and) Titanium Dioxide	1.50
D2	Geoppearl C Black	Mica (and) CI 77499	0.70
D3	Liquid Germall Plus	Propylene Glycol (and) Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate	0.40
D4	Perfume	Parfum	0.50

Hair Care

Guide formulation

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Detangling and Conditioning Hair Spray

Detangling and Conditioning Hair Spray gently and instantly untangles hair while leaving hair soft and conditioned. It makes wet hair and dry hair combing easier.

Featuring

Emfinity®SEM 5446 : Provides superior wet and dry combing, and conditioning effect. Enhanced colour and heat protection.

Procedure

- 1) Add phase A1-A3 into bulk and mix well.
- 2) Adjust pH to 4.0-5.0 with A4.
- 3) Add phase B, one by one, into bulk. Mix well after each addition.
- 4) Add phase C into bulk and mix well.
- 5) Premix D1 & D2 well. Add premix into bulk and mix well.
- 6) Add D3 & D4 into bulk. Mix well.

Typical properties / Additional information

Appearance : Clear coloured liquid.

Attributes : Light feel.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	91.90
A2	EDTA	Tetrasodium EDTA	0.10
A3	Propylene Glycol	Propylene Glycol	2.00
A4	Citric Acid	Citric Acid	q.s
B1	Genamin CTAC 50%	Cetrimonium Chloride	2.00
B2	Emfinity®SEM 5446	Silicone Quaternium-17 (and) Trideceth-7 (and) Trideceth-5	2.00
B3	D-panthenol	Panthenol	1.00
C1	Euxyl PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	1.00
D1	Perfume	Parfum	q.s
D2	Croduret 40	PEG-40 Hydrogenated Castor Oil	q.s
D3	Colorant		q.s
D4	Citric Acid	Citric Acid	q.s

Hair Care

Guide formulation

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Deep Conditioning Hair Mask

Deep Conditioning Hair Mask is an intense care hair mask for dry, damaged and colour treated hair. This keeps hair silky, soft, and radiant and leaves hair deeply moisturised.

Featuring

Emfinity®PS 20 : Provides shining effect and acts as an emollient.

Emfinity®ADM 242 : Provides superior conditioning as well as heat and colour protection.

Procedure

- 1) Add A2 in water and mix with high speed. Disperse well.
- 2) Prepare Phase B and mix with Phase A. Neutralise with C1.
- 3) Add D1 into bulk and neutralise with D2. Mix well.
- 4) Add D3-D4 one by one into bulk. Mix well.
- 5) In a separate beaker, prepare Phase F.
- 6) Add Phase E and Phase F into bulk and mix well.
- 7) Add G1-G2, one by one, into bulk. Mix well after each addition.

Typical properties / Additional information

Appearance : Beige viscous cream.

Attributes : Soft and smooth.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	71.60
A2	Disodium EDTA	Disodium EDTA	0.10
A3	N-Hance CCG 45 Cationic Guar	Guar Hydroxypropyltrimonium Chloride	0.20
A4	Malic Acid	Malic Acid	0.30
A5	Genamin KDMP	Behentrimonium Chloride	4.00
B1	Lanette O	Cetearyl Alcohol	8.00
B2	Crodamol SS	Cetyl Esters	3.00
B3	SCB Macadamia Oil	Macadamia Ternifolia Seed Oil	2.00
B4	Emfinity®PS 20	Phenyl Trimethicone	1.00
B5	Emfinity®ADM 242	Bis-Hydroxy/Methoxy Amodimethicone	2.00
B6	Candelilla Wax	Candelilla Cera	0.20
C1	Glycerin	Glycerine	3.00
C2	Natrasol 250 HHR	Hydroxyethylcellulose	0.50
D1	N-Durhance AA 2000	Acrylamidopropyltrimonium Chloride/ Acrylamide Copolymer	1.00
D2	Conditioneze 37 (E)	Polyquaternium-37 (and) PPG-1 Trideceth-6 (and) Glycol Dicaprylate/Dicaprate	0.10
D3	Fiberhance BM Solution	Hydroxypropylgluconamide (and) Hydroxypropylammonium Gluconate	2.00
D4	Preservative		q.s
D5	D-Panthenol 75L	Panthenol	0.50
D6	Perfum	Parfum	0.50

Hair Care

Guide formulation

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Gummy Hair Gel

Gummy Hair Gel is specially formulated to create soft sleek look, shiny appearance. It provides a well-defined hair structure and provide light hold and a trace of shine.

Featuring

Emfinity®SPE 526 : Provides smoothing and elasticity for gel film structure.
Enhanced shine effect.

Procedure

- 1) Add A2 in water and mixed with high speed. Disperse well.
- 2) Prepare phase B and mixe with phase A. Neutralise with C1.
- 3) Add D1 into bulk and neutralise with D2. Mix well.
- 4) Add D3-D4 one by one into bulk. Mix well.
- 5) In a separate beaker, prepare phase F.
- 6) Add phase E and phase F into bulk and mix well.
- 7) Add G1-G2, one by one, into bulk. Mix well after each addition.

Typical properties / Additional information

Appearance : Coloured gel.

Hair Care

Guide formulation

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No	Ingredient (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	79.50
A2	Carbomer 996	Carbomer	0.90
B1	DI Water	Aqua	5.00
B2	Disodium EDTA	Disodium EDTA	0.10
C1	TEA 99%	Triethanolamine	0.80
D1	AQUASTYLE SH-100	Acrylates Copolymer (and) Aqua	5.00
D2	TEA 99%	Triethanolamine	q.s.
D3	PVP K-90 SOL.	PVP	4.00
D4	Glycerin	Glycerin	1.00
E1	Emfinity®SPE 526	PEG-12 Dimethicone	0.80
F1	Findet ARH- 52	PEG-40 Hydrogenated Castor Oil	0.50
F2	Perfume	Parfum	0.50
G1	Microcare BPI	Benzyl Alcohol (and) 2-Bromo-2-Nitropropane-1,3-Diol (and) Iodopropynyl Butylcarbamate	0.20
G2	Dye (0,1%)	Dye	q.s.

Hair Care

Guide formulation

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Hair Shine Pomade

Hair Shine Pomade moisturises hair and scalp, smoothenes edges and controls frizz. It delivers a long-lasting and polished look.

Featuring

Emfinity®ADM 242 : Provides superior conditioning as well as heat and color protection

Emfinity®PS 20 : Provides shining effect and acts as an emollient.

Procedure

- 1) Prepare phase A, one by one, into bulk and heat to 85°C.
- 2) Prepare phase B, one by one, into bulk and heat to 85°C.
- 3) Add phase A into phase B.
- 4) Add phase C at 60°C.
- 5) Pour into mould while hot.

Typical properties / Additional information

Appearance : Coloured pomade.

Sensory attributes : Smooth and silky.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Eumulgin B 25	Ceteareth-25	25.00
A2	Emulsogen HCO 040	PEG-40 Hydrogenated Castor Oil	5.00
A3	Emfinity®ADM 242	Bis-Hydroxy/Methoxy Amodimethicone	2.00
A4	Emfinity®PS 20	Phenyl Trimethicone	2.00
A5	Tegosoft M	Isopropyl Myristate	3.00
B1	DI Water		54.70
B2	Disodium EDTA	Disodium EDTA	0.10
B3	Glycerine	Glycerine	5.00
B4	Propylene Glycol	Propylene Glycol	2.00
C1	Liquid Germall Plus	Propylene Glycol (and) Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate	0.50
C2	Perfume	Parfum	0.50
C3	Dye (0.1% solution)		0.20

Hair Care

Guide formulation

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Hair Tip Stick

Hair Tip Stick is a slick balm that provides shining effect to hair without residue on the hair surface. has lightweight, buildable texture and eliminates unruly flyaway and frizz while adding instant shine.

Featuring

Emfinity®AS CAM : Enhances shine and nourishes.

Emfinity®SR TMS 50I : Reduces flyaway and controls frizz.

Procedure

- 1) Add A1-A3 into a beaker and heat to 110-120°C. Make sure all ingredients have fully melted.
- 2) In a separate beaker, add B1-B6. Mix well.
- 3) Add step 2 into step 1 at 70-80°C, while stirring.
- 4) Pour into container while hot.

Typical properties / Additional information

Appearance : Clear stick.

Sensory attributes : Light and non-greasy.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Gemulo GL	Dibutyl Lauroyl Glutamide	3.00
A2	Gemulo GB	Dibutyl Ethylhexanoyl Glutamide	2.00
A3	Bergacare EM-OP	Ethylhexyl Palmitate	27.00
B1	Emfinity®AS CAM	Caprylyl Methicone	20.00
B2	Parsol 340	Octocrylene	10.00
B3	Galaxy 2932	Ethylhexyl Methoxycinnamate	5.00
B4	Emfinity®SR TMS 50I	Isododecane (and) Trimethylsiloxysilicate	5.00
B5	Bergacare EM-AB	C12-15 Alkyl Benzoate	27.50
B6	Vitamin E Acetate	Tocopheryl Acetate	0.50

The formulation is developed with the support of Azelis Turkey.

Hair Care

Guide formulation

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Heat Protecting Styling Spray

Heat Protecting Styling Spray is a specifically solution for thermal protection.

Featuring

Emfinity®SEM 1288 : Provides superior conditioning, as well as heat and color protection.

Emfinity®SEM 5446 : Repairs damaged fibres, leaving hair easier to manage.

Procedure

- 1) Add one by one all the ingredients of phase A to water whilst stirring until obtaining a homogeneous phase.
- 2) Check final pH.

Typical properties / Additional information

Appearance : Off-white, translucent solution.

Sensory attributes : Heat protection, smoothness and hair fiber strength.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	70.50
A2	Alcohol Denat.	Alcohol Denat	20.00
A3	Palmera G995E	Glycerin	2.00
A4	Propylene Glycol	Propylene Glycol	2.00
A5	Natura-Tec Aminosens Keratin Sol 25%	Aqua (and) Hydrolyzed Keratin	2.00
A6	Emfinity®SEM 1288	Amodimethicone (and) Trideceth-12 (and) Cetrimonium Chloride	1.50
A7	Emfinity®SEM 5446	Silicone Quaternium-17 (and) Trideceth-7 (and) Trideceth-5	2.00

Hair Care

Guide formulation

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Low Foaming Co-Wash

Low Foaming Co-Wash was developed for ethnic, curly or dry hair and it is gentler than traditional shampoos and does not strip the hair of natural oils. It can be used to reduce daily shampooing, as it will not strip hair.

Featuring

Emfinity®SEM 1288 : Provides superior conditioning effect.

Emfinity®SEM 5446 : Provides superior conditioning effect, colour and heat protection.

Procedure

- 1) Heat and mix A1-A4 to 80-83°C. Then mix A5 and A6 and add into beaker.
Mix with A7 and heat to phase 80-83°C.
- 2) In a separate beaker, heat B1-B4 to 80-83°C.
- 3) Add step 2 into step 1. Homogenise well.
- 4) Cool bulk to 40°C.
- 5) Add C1-C4 into bulk one by one. Mix well after each addition.
- 6) Add phase D.

Typical properties / Additional information

Appearance : White cream.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	73.40
A2	Tetrasodium EDTA	Tetrasodium EDTA	0.10
A3	Guarsafe JK 140	Guar Hydroxypropyltrimonium Chloride	0.20
A4	Malic Acid	Malic Acid	0.30
A5	Glycerin	Glycerin	3.00
A6	Structure XL	Hydroxypropyl Starch Phosphate	3.00
A7	Quartamin AB	Behentrimonium Chloride	3.00
B1	Lanette O	Cetearyl Alcohol	3.00
B2	Lanette 22	Behenyl Alcohol	1.50
B3	Cutina GMS V	Glyceryl Stearate	2.50
B4	Mipearl IPM	Isopropyl Myristate	2.00
C1	Emfinity®SEM 1288	Amodimethicone (and) Trideceth-7 (and) Trideceth-5 (and) Propylene Glycol (and) Trideceth-12	1.00
C2	Emfinity®SEM 5446	Silicone Quaternium-17 (and) Trideceth-7 (and) Trideceth-5	0.50
C3	Dhyton PK 45	Cocamidopropyl Betaine	4.00
C4	Plantacare 1200 UP	Lauryl Glucoside	2.00
D1	Preservative		q.s
D2	Perfume	Parfum	0.50

Hair Care

Guide formulation

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Multi-use Hair Oil

Multi-use Hair Oil offers multiple uses plus delivers nutrient-powered hydration and shine for all hair types and textures. This smoothing hair treatment is infused with broccoli oil and tsubaki oil, which help to smooth frizz and boost shine.

Featuring

Emfinity®GB 1864 : Provides silkiness and smoothness to hair

Emfinity®DM 55 : Provides light and non-greasy after feel.

Emfinity®PS 20 : Provides shininess to hair.

Emfinity®ADM 242 : Provides superior conditioning and shining effect.

Procedure

1) Weigh phase A and mix well after each addition.

Typical properties / Additional information

Appearance : Clear, colorless liquid

Sensory attributes : Light and non-greasy feel.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®GB 1864	C13-14 Isoalkane and Dimethiconol	50.00
A2	Emfinity®DM 55	Dimethicone	42.50
A3	Emfinity®PS 20	Phenyl Trimethicone	2.00
A4	Broccoli Seed oil	Brassica Oleracea Italica (Broccoli) Seed Oil	2.00
A5	Tsubaki oil	Camellia Japonica Seed Oil	1.00
A6	Emfinity®ADM 242	Bis-Hydroxy/Methoxy Amodimethicone	2.00
A7	Vitamin E acetate	Tocopheryl Acetate	0.50

Hair Care

Guide formulation

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Pre-Shampoo Mask

Pre Shampoo Mask coats the hair in a nourishing layer and helps keep hair hydrated, flexible, and silky-smooth. This formulation is different from a conditioner. If there are dry ends and oily roots, a pre-shampooing treatment works to add moisture back into the hair before washing it.

Featuring

Emfinity®SEM 5446 : Provides superior wet and dry combing and conditioning effect. Enhanced color and heat protection.

Emfinity®SPE 526 : Provides smoothing and elasticity for gel film structure. Enhanced shine effect.

Emfinity®SEM 5834 : Adds volume and shine.

Procedure

- 1) Add A2 into water.
- 2) Add A3- A6 into the bulk and heat to 80°C and dissolve well.
- 3) Prepare phase B and add into the bulk at 40°C.
- 4) Prepare phase C and add into the bulk at 40°C and mix well.
- 5) Adjust viscosity with phase D. (pH: 4.0-4.5).

Typical properties / Additional information

Appearance : Coloured cream.

Sensory attributes : Soft and smooth.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	74.90
A2	Disodium EDTA	Disodium EDTA	0.10
A3	1,3-Butylene Glycol	Butylene Glycol	4.00
A4	Glycerin	Glycerin	2.00
A5	Natrasol 250 HHR	Hydroxyethylcellulose	1.20
A6	Benecel E 10M	Hydroxypropyl Methylcellulose	0.80
B1	DI Water	Aqua	10.00
B2	N-Durhance AA 2000	Acrylamidopropyltrimonium Chloride/ Acrylamide Copolymer	2.00
C1	Emfinity®SEM 5446	Silicone Quaternium-17 (and) Trideceth-7 (and) Trideceth-5	1.50
C2	Emfinity®SPE 526	PEG-12 Dimethicone	1.00
C3	Emfinity®SEM 5834	Phenyl Trimethicone (and) Laureth-4 (and) Silicone Quaternium-17 (and) Laureth-23	1.00
C4	Fiberhance bm Solution	Hydroxypropylgluconamide (and) Hydroxypropylammonium Gluconate	1.00
C5	Liquid Germall Plus	Propylene Glycol (and) Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate	0.50
D1	Dye sol		q.s
D2	Malic Acid	Malic Acid	q.s

Hair Care

Guide formulation

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Reviving Dry Shampoo

Reviving Dry Shampoo is a waterless formula that absorbs dirt and grease to revitalize dull and lifeless hair.

Featuring

Emfinity®SPE 526 : Conditions and moisturises.

Emfinity®SR PMS2 : Provides oil absorption.

Procedure

- 1) Add phase A one by one into bulk. Mix well after each addition.
- 2) Fill with B1.

Typical properties / Additional information

Appearance : White liquid.

Sensory attributes : Silky and non-greasy.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Denatured Alcohol	Alcohol Denat.	31.45
A2	Microzest 25 Rice	Oryza Sativa Powder	4.50
A3	Emfinity®SPE 526	PEG-12 Dimethicone	0.50
A4	Emfinity®SR PMS2	Polymethylsilsesquioxane	3.00
A5	Safic Oil	Silica (and) Styrene (and) Isoprene Copolymer (and) Aluminium Stearates	0.05
A6	Perfume	Parfum	0.50
B1	LPG	Butane (and) Propane	60.00

Hair Care

Guide formulation

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Ringing Gel Hair Pomade

Ringing Gel Hair Pomade is a translucent balm which helps to style your hair. It provides your hair with a long-lasting shine and provides no stickiness and no residue with the ability to reshape and comb throughout the day. It is easy to wash out, as it is water-based formulation.

Featuring

Emfinity®SPE 526 : Acts as surface tension depressant and wetting agent.

Emfinity®DM 55 : Provides light and dry skin feel.

Emfinity®PS 20 : Provides shininess effect on hair.

Procedure

- 1) Weigh A1-A5 into a beaker and heat to 70-75°C. Mix well.
- 2) In a separate beaker, add B1-B4 and heat to 70-75°C.
- 3) Add step 2 into step 1. Mix well.
- 4) Then, add C1 into bulk.
- 5) Pour into mould while hot.

Typical properties / Additional information

Appearance : Light yellow balm.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	54.20
A2	D-Panthenol	Panthenol	1.00
A3	Emfinity®SPE 526	PEG-12 Dimethicone	1.00
A4	Glycerin	Glycerin	7.00
A5	Colorant		q.s
B1	Emfinity®DM 55	Dimethicone	3.00
B2	Emfinity®PS 20	Phenyl Trimethicone	2.00
B3	Corum 9807	PEG-7 Glyceryl Cocoate	3.00
B4	IMEX CS-25	Ceteareth-25	28.00
C1	Sharomix EG 10	Phenoxyethanol (and) Ethylhexylglycerin	0.80

Hair Care

Guide formulation

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Root Cover Up

Root Cover Up is a concealing powder that blends naturally with existing color. This formula is the quickest solution to cover grey hair. It contains reflective pigments that adhere to hair without drying. Hair retains its natural shine and feel. It covers grey roots instantly without any oily or sticky residue.

Featuring

Emfinity®SR PMS5 : Provides oil absorption and helps water resistance.

Emfinity®SR TMS 30D : Acts as a film former. Provides colour fixing for zero transfer and long lasting colour.

BRB DM 100 : Acts as a binder.

Procedure

- 1) Add phase A into the beaker and mix well.
- 2) Add phase B into the beaker slowly and mix well.
- 3) Sieve the powder mix.
- 4) Pressed via a powder-press machine.

Typical properties / Additional information

Appearance : Brown powder.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Imercare 4T	Talc	46.00
A2	Sericite GMS-4C	Mica	13.00
A3	ImerCare 04K	Kaolin	2.00
A4	Agenaflo OS 9051	Aluminum Starch Octenylsuccinate	5.00
A5	Emfinity®SR PMS5	Polymethylsilsesquioxane	5.00
A6	Unikon A-22	Dichlorobenzyl Alcohol	0.10
A7	WeylCare Allantoin	Allantoin	0.50
A8	Sicovit Brown	Iron Oxide (CI 77491)	1.40
A9	IOR DCS	Iron Oxide Red/Dimethicone/ Triethoxycaprylylsilane	2.00
A10	TIO2 DCS	Titanium Dioxide/Dimethicone/ Triethoxycaprylylsilane Titanium Dioxide/ Dimethicone/Triethoxycaprylylsilane	3.50
A11	IOY DCS	Iron oxide Yellow/Dimethicone/ Triethoxycaprylylsilane	4.00
A12	IOB DCS	Iron Oxide Black/Dimethicone/ Triethoxycaprylylsilane	10.00
B1	Emfinity®SR TMS 30D	Dimethicone (and) Trimethylsiloxysilicate	3.00
B2	BRB DM 100	Dimethicone	2.00
B3	Phenoxyethanol P5	Phenoxyethanol	0.50
B4	Bergacare FG 5	Ethylhexyl Palmitate (and) Ethylhexyl Stearate (and) Hydrogenated Olive Oil Unsaponifiables (and) Caprylic/Capric Triglyceride	2.00

Hair Care

Guide formulation

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Scalp and Hair Clay Mask

Scalp and Hair Clay Mask is a remedy that detoxifies and purifies the damaged, weak, dry hair and scalp with bentonite and kaolin clay. Clays improves the health of hair and scalp while controlling oiliness.

Featuring

Emfinity®AS 2836 : Provides emolliency with good compatibility with many organic ingredients. Used for melting wax.

Emfinity®DM 55 : Provides light and non-greasy after feel.

Procedure

- 1) Prepare phase A one by one into bulk and disperse under normal stirring until completely gelled. Heat to 70-80°C.
- 2) Add phase B and mix well under high shear mixing.
- 3) Prepare phase C and heat to 70-80°C.
- 4) Add phase C into the main bulk at 70-80°C under rotor-stator mixing.
- 5) Continue mixing for 10 min.
- 6) Cool to 30-40°C and add phase D.

Typical properties / Additional information

Appearance : Greenish-white opaque liquid.

Sensory attributes : Smooth and silky.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Water	Aqua	47.60
A2	Glycerine	Glycerine	15.00
A3	CEKOL 10000	Cellulose Gum	1.50
A4	Keltrol CG-SFT	Xanthan Gum	0.10
B1	Bentonite	Bentonite	4.00
B2	Kaolin	Kaolin	6.00
C1	Protelan NMF	Glyceryl Stearate (and) Cetearyl Alcohol (and) Sodium Lauroyl Glutamate (and) Sodium Stearoyl Lactylate	5.00
C2	Zetemol OS	Ethylhexyl Stearate	4.00
C3	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	4.00
C4	Definicire	Jojoba Esters (and) Helianthus Annuus (Sunflower) Seed Wax (and) Polyglycerin-3	2.00
C5	Zetemol 518	Isostearyl Neopentanoate	2.00
C6	Emfinity®DM 55	Dimethicone	4.00
D1	Verstatil PE	Phenoxyethanol (and) Ethylhexylglycerine	0.80
D2	Gatuline Age Defense NP	Water (and) Juglans Regia (Walnut) Seed Extract	2.00
D3	Actiphyte® Grapefruit GL100NP	Citrus Grandis (Grapefruit) Fruit Extract	2.00
D4	Citric Acid (25% sol)	Citric Acid	q.s.

The formulation is developed with the support of Azelis Turkey.

Hair Care

Guide formulation

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Silky Curl Defining Cream

Silky Curl Defining Cream is a silky styling conditioner that defines curls, enhances natural texture, tames split-ends and protects against frizz.

Featuring

Emfinity®GB 1860 : Provides silkiness and smoothness to hair.

Emfinity®PS 20 : Provides shininess to hair.

Procedure

- 1) Add A2, A3 and A4 into water and heat to 75°C.
- 2) Prepare phase B and heat to 75°C.
- 3) Add phase B into phase A and mix well.
- 4) Add phase C and add into the bulk at 40°C.
- 5) Add D1-D2, one by one, into bulk. Mix well after each addition.

Typical properties / Additional information

Appearance : White cream.

Sensory attributes : Soft and smooth.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	80.70
A2	Glycerine	Glycerine	3.00
A3	Natrosol 250 HHR	Hydroxyethylcellulose	0.40
A4	Conditioneze 37 (E)	Polyquaternium-37 (and) Propylene Glycol Dicaprylate/Dicaprate (and) PPG-1 Trideceth-6	1.30
B1	Lanette O	Cetearyl Alcohol	0.80
B2	Emfinity®GB 1860	Dimethicone (and) Dimethiconol	2.00
B3	Emfinity®PS 20	Phenyl Trimethicone	1.00
C1	Styleze CC-10	VP/DMAPA Acrylates Copolymer	10.00
D1	Optiphen BD	Benzyl Alcohol (and) Benzoic Acid (and) Dehydroacetic Acid	0.60
D2	Perfume	Parfum	0.20

Hair Care

Guide formulation

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Strengthening and Hydrating Hair Oil-in-Cream (leave-in)

Strengthening and Hydrating Hair Oil-in-Cream is a unique oil within a cream that nourishes and strengthens dry hair. It leaves your hair softer & shinier without stickiness and it is a multi-use product that can be used pre-wash, post wash and for an overnight massage. It nourishes and hair feels stronger.

Featuring

Emfinity®SEM 1288 : Provides superior conditioning as well as heat and color protection.

Emfinity®SEM 5834 : Provides conditioning and shininess to hair.

Procedure

- 1) Heat and mix A1-A3 to 83-85°C.
- 2) In a separate beaker, heat B1-B12 to 83-85°C.
- 3) Add step 2 into step 1. Homogenise well.
- 4) Cool bulk to 40°C.
- 5) Add C1-C5 into bulk one by one. Mix well after each addition.
- 6) Add phase D.

Typical properties / Additional information

Appearance : White cream.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	78.35
A2	Glycerin	Glycerin	3.00
A3	Natrosol™ 250 HHR HEC	Hydroxyethyl Cellulose	0.15
B1	Lanette O	Cetearyl Alcohol	4.00
B2	Lanette 22	Behenyl Alcohol	0.50
B3	Cutina GMS V	Glyceryl Stearate	2.00
B4	Crodamol™ SS	Cetyl Esters	1.00
B5	Behenyl Incroquat TMS-50	Behentrimonium Methosulfate (and) Cetyl Alcohol (and) Butylene Glycol	1.50
B6	Coconut Oil	Cocos Nucifera (Coconut) Oil	1.00
B7	Olive Fruit Oil	Olea Europaea (Olive) Fruit Oil	1.50
B8	SCB Jojoba Oil	Simmondsia Chinensis (Jojoba) Seed Oil	0.20
B9	Avacodo Oil	Persea Gratissima (Avocado) Oil	0.50
B10	Ama Oil	Helianthus Annuus (Sunflower) Seed Oil (and) Amaranthus Caudatus Seed Extract (and) Diisostearyl Malate (and) Rosmarinus Officinalis (Rosemary) Leaf Extract	0.50
B11	Mipearl IPM	Isopropyl Myristate	1.00
B12	Candelile Wax	Candelile Wax	0.10
C1	Emfinity®SEM 1288	Amodimethicone (and) Trideceth-7 (and) Trideceth-5 (and) Propylene Glycol (and) Trideceth-12	1.00
C2	Emfinity®SEM 5834	Phenyl Trimethicone (and) Silicone Quaternium-17 (and) Laureth-4 (and) Laureth-23	0.50
C3	Vitamin E acetate	Tocopheryl Acetate	0.50
C4	D-Panthenol	Panthenol	0.50
C5	Aminoacid Complex	Water (and) Butylene glycol (and) Lysine (and) Histidine (and) Arginine Aspartic Acid (and) Threonine (and) Serine (and) Glutamic acid (and) Proline (and) Glycine (and) Alanine (and) Valine (and) Isoleucine (and) Leucine (and) Tyrosine (and) Phenylalanine (and) Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Butylparaben (and) Propylparaben (and) Isobutylparaben	0.50
D1	Microcare BPI	Bronopol (and) Iodopropynyl Butylcarbamate	
D2	Perfume	Parfum	0.50

Hair Care

Guide formulation

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Styling Pomade

Styling Pomade is specially formulated to create slick styles like pompadours, side parts and greaser styles. It smoothens the hair by going deep within the surface of hair shaft to lock in moisture, providing luster and shine while taming the frizziness of hair.

Featuring

Emfinity®SPE 423 : As W/O emulsifier.

Emfinity®SEM 5834 : Provides conditioning and shine to hair.

Procedure

- 1) Heat phase A to 80-85°C.
- 2) In a separate beaker, heat phase B to 80-85°C.
- 3) Add step 2 slowly into step 1. Homogenise well.

Typical properties / Additional information

Appearance : White cream.

Sensory attributes : Shine and smooth feel.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®SPE 423	Cetyl PEG/PPG-10/1 Dimethicone	2.50
A2	White Oil	Paraffinum Liquidum	9.00
A3	Microcrystalline wax	Microcrystalline wax	1.50
A4	Beeswax	Cera Alba	2.00
A5	Evoil Castor Oil	Ricinus Communis (Castor) Oil	0.50
B1	DI Water	Aqua	76.70
B2	Sodium Chloride	Sodium Chloride	2.00
B3	Glycerin	Glycerin	3.00
B4	Emfinity®SEM 5834	Phenyl Trimethicone (and) Silicone Quaternium-17 (and) Laureth-4 (and) Laureth-23	2.00
B5	Euxyl PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.80

Hair Care

Guide formulation

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Triple Phase Hair Mist

Triple Phase Hair Mist helps to strengthen, repair and hydrate hair, leaving it looking glowing, healthy without weighing down. Gently shake this three-phase hair mist, containing golden jojoba oil, onto hair to help add luster, shine and softness. It also protects hair against thermal damage and prevents from colour fading.

Featuring

Emfinity®SEM 5446 : Provides superior conditioning, as well as, heat and colour protection.

BRB DM 20 : Improves spreadability.

Emfinity®DM 5 : Provides light and non-greasy after feel.

Procedure

- 1) Add phase A, one by one, into bulk. Mix well after each addition.
- 2) In a separate beaker, prepare B and mix well. Then, add into step 1.
- 3) In a separate beaker, prepare C and mix well. Then, add into step 1.

Typical properties / Additional information

Appearance : Three layered liquid.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	26.70
A2	Butylene Glycol	Butylene Glycol	3.00
A3	Emfinity®SEM 5446	Silicone Quaternium-17 (and) Trideceth-7 (and) Trideceth-5	2.50
A4	Sodium Chloride	Sodium Chloride	1.00
A5	Colorant		q.s
A6	BH-800	1,2-Hexanediol	0.80
B1	BRB DM 20	Dimethicone	22.00
B2	Emfinity®DM 5	Dimethicone	11.00
C1	Golden jojoba oil	Simmondsia Chinensis (Jojoba) Seed Oil	32.00
C2	Sea buckthorn oil	Hippophae Rhamnoides Oil	1.00

Hair Care

Guide formulation

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Volume Boost Shampoo

Volume Boost Shampoo cleanses as it adds lightweight shine and volume to hair. This formula helps to repair damaged hair, while moisturising ingredients helps to protect it.

Featuring

Emfinity®SEM 5446 : Provides superior conditioning, as well as, heat and colour protection.

Procedure

- 1) Add A2 into water and dissolve well.
- 2) Add A3 into Step 1, mix well.
- 3) Add B1-B5, mix well and heat to 75 °C.
- 4) Add phase B into phase A at 75°C.
- 5) Prepare phase C at 75 °C and add into the bulk. Dissolve well.
- 6) At 40°C, add phase D into bulk. Mix well.
- 7) Prepare phase E and mix into bulk. Mix well.

Typical properties / Additional information

Appearance : Pearlised viscous liquid.

Sensory attributes : Soft and smooth feel.

Hair Care

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	41.50
A2	Disodium EDTA	Disodium EDTA	0.10
A3	Clearhance C Polymer	Cassia Hydroxypropyltrimonium Chloride	0.20
B1	Teqin B 45	Cocoamidopropyl Betaine	4.00
B2	Dehyton DC	Disodium Cocoamphodiacetate	2.00
B3	ALFANOX 46/BA	Sodium C14-16 Olefin Sulfonate	20.00
B4	Texapon SB 3 KC	Disodium Laureth Sulfosuccinate	10.00
B5	Plantacare 1200 UP	Lauryl Glucoside	2.00
C1	EGDS	Ethylene Glycol Distearate	1.00
C2	Ninol COMF-N	Cocamide MEA	1.00
C3	TEGO Alkanol L4	Laureth-4	1.00
D1	DI Water	Aqua	10.00
D2	Styleze CC 10	VP/DMAPA Acrylates Copolymer	5.00
E1	Ceraphyl 41	C12-15 Alkyl Lactate	0.20
E2	Emfinity®SEM 5446	Silicone Quaternium-17 (and) Trideceth-7 (and) Trideceth-5	1.00
E3	Liquid Germall Plus	Propylene Glycol (and) Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate	0.50
E4	Perfume	Parfum	0.50

Colour Cosmetics

Guide formulation

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Audacious Lipstick

Audacious Lipstick is an easy to apply formulation and this is revealed instantly. It is a rich pigmented lipstick that lasts long after application. It has long lasting wear, and a luxurious texture that smoothenes and nourishes.

Featuring

Emfinity®AS 2836 : Provides emolliency to skin.

Emfinity®AS CAM : Provides excellent powdery and smooth skin feel.

Emfinity®SR TMS 501 : Acts as a film former. Provide colour fixing for no transfer and is long lasting.

Emfinity®SR PMS5 : Fills into fine lines to provide a smooth surface.

Procedure

- 1) Mix A1-A10 into a beaker and heat it up to 85-95°C.
- 2) Pour into mould at about 80°C.
- 3) Cool mold in freezer.
- 4) Assemble stick into packaging.

Typical properties / Additional information

Appearance : Red stick.

Sensory attributes : Semi-matte, creamy and long-lasting.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Veganceras synthetic Beeswax	Synthetic beeswax	5.00
A2	Candelilla Wax	Candelilla Wax	5.00
A3	Carnuba Wax	Carnuba Wax	3.00
A4	Shea Butter	Butyrospermum Parkii (Shea) Butter	10.00
A5	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	18.00
A6	Emfinity®AS CAM	Caprylyl Methicone	25.00
A7	Hecton ID	Isododecane (and) Distearidimonium Hectorite (and) Propylene Carbonate	8.00
A8	Emfinity®SR TMS 501	Isododecane (and) Trimethylsiloxysilicate	12.00
A9	Emfinity®SR PMS5	Polymethylsilsesquioxane	4.00
A10	Creasperse Geranium	Red 7 Lake (and) Hydrogenated Polydecene (and) Polyhydroxystearic Acid	10.00

Colour Cosmetics

Guide formulation

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Colour ém up- Cheek and Lip Tint

Colour ém up- Cheek and Lip Tint is a unique balm formula which hydrates and protects while creating a beautiful, natural finish on both cheek and lip. This balm is long-wearing and water resistant, yet non-sticky for a fresh-faced and glowing skin. Enriched with jojoba oil and sunflower oil.

Featuring

- Emfinity®AS 2836 : Provides emollience with good compatibility and many organic ingredients. Used for melting wax and cream-to-oil formulation.
- Emfinity®AS CAM : Provides unique light and smooth feel.
- Emfinity®SR Color Lock : Acts as film former. Gives wash-off resistance effect.
- Emfinity®PS 20 : Provides shininess to skin.

Procedure

- 1) Add A1-A5 into a beaker and heat to 110-120°C. Make sure all ingredients are fully melted.
- 2) In a separate beaker, add B1-B8. Mix well.
- 3) Add step 2 into step 1 at 70-75°C while stirring.
- 4) Pour into container while hot.
- 5) Cool to room temperature while mixing. Adjust pH if needed.

Typical properties / Additional information

Appearance : Red balm.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Haimalate PAM	Diisostearyl malate (and) Ethylenediamine/ Hydrogenated Dimer Dilinoleate Copolymer Bis-D1-C14-18 Alkyl Amide	30.00
A2	Gelatinization Agent EB-21	Dibutyl Ethylhexanoyl Glutamide	1.20
A3	Gelatinization Agent GP-1	Dibutyl Lauroyl Glutamide	1.80
A4	Corum 5021	Ethylhexyl Isononanoate	26.00
A5	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	6.00
B1	Emfinity®AS CAM	Caprylyl Methicone	17.00
B2	PMLVP50R28A	Red 28 Lake (And) Isododecane (And) Isohexadecane (And) Lecithin (And) Polyhydroxystearic Acid (And) Ethylene/ Propylene/Styrene Copolymer (And) Butylene/Ethylene/Styrene Copolymer (And) Isopropyl Titanium Triisostearate	2.00
B3	PMLVP55Y5A	Yellow 5 Lake (And) Isododecane (And) Isohexadecane (And) Lecithin (And) Polyhydroxystearic Acid (And) Ethylene/ Propylene/Styrene Copolymer (And) Butylene/Ethylene/Styrene Copolymer (And) Isopropyl Titanium Triisostearate	1.50
B4	Jojoba Oil	Simmondsia Chinensis (Jojoba) Seed Oil	2.00
B5	Sunflower Oil	Helianthus Annuus (Sunflower) Seed Oil	2.00
B6	Emfinity®SR Color Lock	Isododecane (and) Trimethylsiloxysilicate (and) Dimethicone	5.00
B7	Emfinity®PS 20	Phenyl Trimethicone	5.00
B8	Timiron Ice Crystal	Synthetic Fluorphlogopite (and) Titanium Dioxide (and) Tin Oxide	0.50

Colour Cosmetics

Guide formulation

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Eyebrow Powder

Eyebrow Powder is a long-wearing compact brow powder softly shapes and fills in brows for a natural look.

Featuring

Emfinity®SR PMS5 : Provides excellent powdery, smooth feel and good lubricity.

BRB DM 200 : Provides emolliency effect . Acts as a binder.

Emfinity®SR TMS 30D : Acts as a film former. Provides color transfer resistance and long-lasting effect.

Procedure

- 1) Weigh phase A and phase B in a mixer, mix until completely fine and homogenise.
- 2) Weigh phase C in a side beaker and mix well.
- 3) Add phase C in the powder mixture gradually and make sure completely to homogenise.
- 4) Sieve the mixture.
- 5) Press the mixture at 50bar for 10s.

Typical properties / Additional information

Appearance : Coloured powder.

Sensory attributes : Silky feel.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Talc DCS	Talc (and) Dimethiconol Stearate	24.50
A2	Mondana 8HT	Talc	24.75
A3	Sericite DMS (F)	Mica (and) Dimethiconol Stearate	9.00
A4	Agenaflo TS	Tapioca Starch (and)	3.50
A5	Emfinity®SR PMS5	Polymethylsilsesquioxane	1.60
A6	Agenaflo OS 9051	Aluminum Starch Octenylsuccinate	4.50
B1	IOY DCS	Iron Oxide Yellow (and) Dimethicone (and) Triethoxycaprylylsilane	3.20
B2	IOR DCS	Iron Oxide Red (and) Dimethicone (and)	9.50
B3	IOB DCS	Iron Oxide Black (and) Dimethicone (and) Triethoxycaprylylsilane	9.50
B4	SunCROM Brown Iron Oxide	CI 77491 (and) CI 77492 (and) CI 77499	11.50
C1	BRB DM 200	Dimethicone	2.20
C2	Zetemol 518	Isostearyl Neopentanoate	2.20
C3	Emfinity®SR TMS 30D	Dimethicone (and) Trimethylsiloxysilicate	2.00
C4	Solbrol PEH	Phenoxyethanol (and) Ethylhexylglycerine	0.75

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

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Foundation Stick

Foundation Stick is a long-lasting formulation and multitasking cover stick with medium coverage.

Featuring

Emfinity®AS 2836 : Provides emolliency with good compatibility and many organic ingredients. Used for melting wax.

Emfinity®AS CAM : Aids in pigment dispersion. Provides unique light and smooth feel.

Emfinity®SR PMS2 : Provides excellent powdery, smooth feel and good lubricity.

Emfinity®DM 5 : Aids in spreadability. Provides emolliency to skin.

Emfinity®SG 528 : Provides excellent velvety and intense after feel.

Emfinity®SR TMS 501 : Acts as a film former. Provides color transfer resistance and long-lasting effect.

Procedure

- 1) Add A1-A4 into beaker and heat to 80-85°C.
- 2) In a separate beaker, mix B1-B12 well. Then, heat to 80-85°C.
- 3) Add step 2 into step 1 and mix well.
- 4) Pour into mould while hot.

Typical properties / Additional information

Appearance : Beige stick.

Sensory attributes : Creamy and non-greasy.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Cirebelle 303	Synthetic Wax	5.00
A2	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	6.00
A3	Beeswax	Cera Alba	4.00
A4	Cirebelle 109	Synthetic Wax	5.00
B1	Emfinity®AS CAM	Caprylyl Methicone	7.00
B2	Photolite PK-S	Titanium Dioxide (and) Iron Oxide	15.00
B3	Yellow Iron Oxide	Iron Oxides (C.I. 77492)	1.50
B4	Red Iron Oxide	Iron Oxides (C.I. 77491)	0.60
B5	Black Iron Oxide	Iron Oxides (C.I. 77499)	0.30
B6	Emfinity®SR PMS2	Polymethylsilsesquioxane	2.00
B7	Emfinity®DM 5	Dimethicone	10.30
B8	Mica (YM-25PS21)	Mica	4.00
B9	Emfinity®SG 528	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	27.30
B10	Neo Heliopan AV	Ethylhexyl Methoxycinnamate	8.00
B11	Emfinity®SR TMS 501	Isododecane (and) Trimethylsiloxysilicate	2.00
B12	Corum 5015	Diisostearyl Malate	2.00

Colour Cosmetics

Guide formulation

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Glow Shine Lipstick

Glow Shine Lipstick is an ultra-comfortable lipstick that melts into your lips, easily glides upon application and ensures the smoothing of the lip contour thanks to the anti-wrinkle active in it.

Featuring

Emfinity®PS 20 : Provides emolliency and shininess to skin.

Emfinity®DM 55 : Aids in spreadability. Provides light emolliency to skin.

Emfinity®SR TMS 30D : Acts as a film former. Provides colour fixing for no transfer and long lasting.

Procedure

- 1) Add phase A in a beaker, heat to 90-95°C and mix well under normal stirring.
- 2) Add phase B and mix well.
- 3) Heat phase C at 70°C and add phase D under rapid mixing until completely cooled.
- 4) Add phase C+D to A+B and mix with gentle stirring, for 5 minutes, at 70°C.
- 5) Pour in a mould and cool at 4°C for 20 minutes. Remove from mould.

Typical properties / Additional information

Appearance : Colour stick.

Sensory attributes : Light, creamy and non-greasy.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®PS 20	Phenyl Trimethicone	23.00
A2	Sebumol ODPC	Octyldodecyl PCA	19.00
A3	Emfinity®DM 55	Dimethicone	14.00
A4	Emfinity®SR TMS 30D	Dimethicone (and) Trimethylsiloxysilicate	9.00
A5	Lipocire A SG	C10-18 Triglycerides	9.00
A6	Ozokerite Wax 273P	Ozokerite	4.00
A7	Microcrystalline Wax SP88	Microcrystalline Wax	3.00
A8	Performalene 400	Polyethylene	2.00
A9	Candelilla Wax SP-75	Candelilla Cera	2.00
B1	INBP70U	Titanium Dioxide (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium Hectorite (and) Isopropyl Titanium Triisostearate (and) Propylene Carbonate (and) Polyhydroxystearic Acid	6.00
B2	INBP75ER	CI 77491 (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium Hectorite (and) Polyhydroxystearic Acid (and) Isopropyl Titanium Triisostearate (and) Propylene Carbonate	2.00
B3	INBP75EB	CI 77499 (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium Hectorite (and) Polyhydroxystearic Acid (and) Isopropyl Titanium Triisostearate (and) Propylene Carbonate	1.00
B4	INBP50R6B	Red 7 Lake (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium Hectorite (and) Isopropyl Titanium Triisostearate (and) Propylene Carbonate (and) Polyhydroxystearic Acid	1.00
C1	Gatuline Expression AF	Propanediol (and) Water (and) Acmelea Oleracea Extract	2.00
D1	Acticire MB	Jobba Esters (and) Helianthus Annuus (Sunflower) Seed Wax (and) Acacia Decurrens Flower Wax (and) Polyglycerin-3	3.00

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

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Glow Shadow

Glow Shadow is an anhydrous formulation. It is a highly pigmented, long-lasting, cream-to-powder eyeshadow with a crease-proof formula for everyone.

Featuring

Emfinity@DM 55 : Aids in spreadability. Provides light emolliency to skin.

Emfinity@SR TMS : Acts as a film former.

Emfinity@SG 517 : Provides excellent velvet and intense after feel.
Also helps to build up viscosity.

Emfinity@AS 2836 : Provides emolliency to skin.

Procedure

- 1) Weight phase A in a beaker and mix until completely homogenised and clear.
- 2) Add phase B and mix well until completely homogenised and clear.
- 3) Add phase C and heat to 90°C, mix well until completely melted.
- 4) Add phase D and mix well until completely homogenised.
- 5) Add phase E and mix well.

Typical properties / Additional information

Appearance : Pearly solid cream.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity@DM 55	Dimethicone	12.20
A2	Emfinity@SR TMS	Trimethylsiloxysilicate	15.00
B1	Emfinity@SG 517	Dimethicone (and) Dimethicone/ Vinyl Dimethicone Crosspolymer	5.00
B2	Emfinity@AS 2836	Stearyl Dimethicone (and) Octadecene	5.75
B3	Versagel ME 1600 T	Hydrogenated Polyisobutene (and) Ethylene/ Propylene/ Styrene Copolymer (and) Butylene/ Ethylene/ Styrene Copolymer	7.00
C1	COMPRITOL 888 CG MB Pellet	Glyceryl Behenate	5.00
C2	Paracera® M	Paraffin (and) Cera Microcristallina	1.70
C3	Paracera® L	Cera Microcristallina	1.70
C4	Paracera® N 101	Polyethylene	0.65
D1	Hectogel ISDV	Isododecane (and) Distearidimonium Hectorite (and) Propylene Carbonate	4.00
E1	SUNSIL - 130SC	Silica (and) Methicone	4.00
E2	Pearlescent Pigments	Pearl Pigments	38.00

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

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Glowing Multi Stick

Glowing Multi Stick illuminates the skin in one easy swipe. The formula imparts a natural-looking, iridescent glow on cheekbone, brow bone, the bridge of the nose or anywhere wanted, to add luminosity.

Featuring

- Emfinity®PS 20 : Provides emolliency and shininess to skin.
Emfinity®AS 2836 : Provides emolliency, good compatibility with many organic ingredients. Used for melting wax.
Emfinity®SR PMS5 : Provides excellent powdery, smooth feel and good lubricity.

Procedure

- 1) Weigh all the ingredients in phase A, heat to 100-115°C and mix well under high shear stirring.
- 2) Add phase B and mix well.
- 3) Pour in a mould.

Typical properties / Additional information

Appearance : Coloured stick.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Versastique Clear ME 5T	Hydrogenated Polyisobutene (and) Butyl Stearate (and) Isostearyl Alcohol (and) Hydrogenated Styrene/Butadiene Copolymer (and) Octyl Dodecanol (and) Dibutyl Lauroyl Glutamide (and) Dibutyl Ethylhexanoyl Glutamide (and) Pentaerythrityl Tetra-Di-t-Butyl Hydroxyhydrocinnamate	22.00
A2	ALFOL 1618	Cetearyl Alcohol	12.00
A3	SABOSOFT RW	Oryza Sativa (Rice) Bran Wax	7.00
A4	Zetemol 518	Isostearyl Neopentanoate	8.00
A5	Zetemol OS	Ethylhexyl Stearate	4.00
A6	Emfinity®PS 20	Phenyl Trimethicone	7.00
A7	Geogard 221	Dehydroacetic Acid (and) Benzyl Alcohol	1.00
A8	Plurol Diisostearique CG	Polyglyceryl-3 Diisostearate	2.00
A9	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	4.00
B1	Syncrystal Scarlet	Synthetic Fluorophlogopite (and) Titanium Dioxide (and) CI 77491 (and) CI 77492 (and) Tin Oxide	26.00
B2	Alegrace Aurous A21/71-1 White Gold	CI 77000 (and) CI 77491 (and) Silica	4.00
B3	Emfinity®SR PMS5	Polymethylsilsesquioxane	3.00

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

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High Impact Lipstick

High Impact Lipstick is a highly pigmented, creamy lipstick that delivers a satin finish, leaving lips smooth and soft, with a lightweight, comfortable feel. To achieve rich, full coverage payoff, apply directly from the bullet or with a lip brush.

Featuring

Emfinity®SR TMS 30D : Acts as a film former. Provides color fixing for no transfer and long lasting.

Emfinity®PS 20 : Provides emolliency and shininess to skin.

Emfinity®SR PMS5 : Provides excellent powdery, smooth feel and good lubricity.

Procedure

- 1) Weigh all the ingredients in phase A, heat to 90-95°C and mix well under normal stirring.
- 2) Add phase B and mix well.
- 3) Add phase C and mix well.
- 4) Pour in a mould.

Typical properties / Additional information

Appearance : Creamy coloured stick.

Sensory attributes : Creamy and light feel.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Lipocire A SG	C10-18 Triglycerides	10.00
A2	Emfinity®SR TMS 30D	Dimethicone (and) Trimethylsiloxysilicate	10.00
A3	Plurol	Polyglyceryl-3 Diisostearate Dimethicone	10.00
A4	Zetemol 5418	Pentaerythrityl Tetraisostearate	8.00
A5	Zetemol 518	Isostearyl Neopentanoate	8.00
A6	Emfinity®PS 20	Phenyl Trimethicone	8.00
A7	Ozokerite Wax 273P	Ozokerite	6.00
A8	Microcrystalline Wax SP88	Microcrystalline Wax	3.00
A9	Perfomalene 400	Polyethylene	2.00
B1	INBP75ER	CI 77491 (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium Hectorite (and) Polyhydroxystearic Acid (and) Isopropyl Titanium Triisostearate (and) Propylene Carbonate	7.00
B2	INBP70U	Titanium Dioxide (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium Hectorite (and) Isopropyl Titanium Triisostearate (and) Propylene Carbonate (and) Polyhydroxystearic Acid	14.00
B3	INBP45R7C	Red 7 Lake (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium	10.00
C1	Emfinity®SR PMS5	Polymethylsilsequioxane	10.00

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

108

Kissproof Matte Lipcolour

Kissproof Matte Lipcolour is easy to spread, dries quickly, provides matte colour coverage and stays on your lips all day.

Featuring

- BRB DM 60000 : Film form base.
Emfinito@AS CAM : Helps to spread pigments homogeneously to ensure right coverage.
BRB DM 0.65 : Aids in spreadability, sticky feel removing.
Emfinito@SR TMS 50I : Provides colour fixing for no transfer and long lasting.
Emfinito@SR PMS2 : Matte effect with silky touch.
Emfinito@SR PMS5 : Fill small wrinkles and provides a smooth lip surface.

Procedure

- 1) Disperse B phase with A phase and heat up to 80°C.
- 2) Pass A+B phases through a three-roll-mill, twice.
- 3) Cool down and add C phase below 30°C.
- 4) Add phase D and E mix and fill the pack.

Typical properties / Additional information

- Appearance : Intense pink consistent liquid.
Sensory attributes : Extra coverage, mattifying and no colour transfer.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	BRB DM 60000	Dimethicone	7.50
A2	Luvowax white beeswax pearls FU	Cera Alba (Beeswax)	2.00
A3	Emfinito@AS CAM	Caprylyl Methicone	3.00
A4	Galaxy 2932	Ethylhexyl Methoxycinnamate	0.50
B1	Aerosil R972	Silica Dimethyl Silylate	3.00
B2	Idacos Titanium Dioxide	CI 77891	6.00
B3	Koelcor-112	Red 7 Lake (CI 15850:1)	2.00
B4	Idacos Black Iron Oxide H	CI 77499	0.30
B5	Adora Carture 207	CI 75470	0.70
B6	Imercare 03D Diatomite	Kaolin	4.00
C1	BRB DM 0.65	Disiloxane	30.80
C2	Emfinito@SR TMS 50I	Trimethylsiloxysilicate (and) Isododecane	30.00
D1	Emfinito@SR PMS2	Polymethylsilsesquioxane	0.40
D2	Emfinito@SR PMS5	Polymethylsilsesquioxane	9.60
E1	Perfume	Parfum	0.20

Colour Cosmetics

Guide formulation

110

Lip and Cheek Dual Makeup

The non-drying formula applies and builds easily, feels lightweight and comfortable on the lips and face. Apply one coat for a natural-looking, sheer hint of tint or layer for more vibrant, smooth-proof colour.

Featuring

- Emfinity®PS 20 : Provides light emolliency and glossiness to skin.
Emfinity®SPE 6341 : Acts as W/O emulsifier.
Emfinity®SG 516 : Provides excellent powdery and smooth skin feel.
Emfinity®SR TMS 30D : Acts as film former.

Procedure

- 1) Weigh phase A in a main beaker and mix completely, until dispersed, under rapid mixer.
- 2) Add phase B and heat up to 80-100°C, keep mixing until completely melting the solid ingredient.
- 3) Add phase C to phase A+B and mix until completely dispersed.

Typical properties / Additional information

Appearance : Coloured viscous liquid.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®PS 20	Phenyl Trimethicone	10.00
A2	Paester PG2TIS	Polyglyceryl-2 Triisostearate	4.00
A3	Emfinity®SPE 6341	PEG-10 Dimethicone	2.50
A4	Tina White	Titanium Dioxide (and) Zinc Stearate	11.00
A5	Tina Red	Iron Oxides (and) Zinc Stearate	6.00
B1	Emfinity®SG 516	Dimethicone (and) Dimethicone/ Vinyl Dimethicone Crosspolymer	45.00
B2	Hectogel ISDV	Isododecane (and) Disteardimonium Hectorite (and) Propylene Carbonate	14.00
B3	Compritol 888 CG MB Pellets	Glyceryl Behenate	2.00
B4	Emfinity®SR TMS 30D	Dimethicone (and) Trimethylsiloxysilicate	3.00
C1	Covi-ox® T 50 C	Tocopherol	0.40
C2	SUNPU-170	HDI/Trimethylol Hexyllactone Crosspolymer (and) Silica	2.00
C3	Chamomile Herbasol® Extract IPM	Isopropyl Myristate (and) Chamomilla Recutita (Matricaria) Flower Extract	0.10

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

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Liquid Light Luminiser

Liquid Light Luminiser is a silky, lightweight, and long-wearing liquid highlighter that creates a lasting, soft, and luminous finish.

Featuring

- Emfinity®DM 55 : Aids in spreadability. Provides light emolliency to skin.
Emfinity®DM 2 : Aids in spreadability. Provides light emolliency to skin.
Emfinity®SR Color Lock : Acts as a film former. Provides colour transfer, resistance and long-lasting effect.
Emfinity®SPE 6341 : Acts as water-in-silicone emulsifier.
Emfinity®SPE 423 : Acts as water-in-oil emulsifier.
Emfinity®PS 20 : Provides emolliency and shininess to skin.

Procedure

- 1) Weigh Kelcogel CG-LA and water in a side beaker for phase A, heat to 70°C and mix well.
- 2) Cool phase A to 30°C and weigh the remaining ingredients. Mix well.
- 3) Weigh phase B in a main beaker and mix well.
- 4) Add phase A to phase B, slowly under high shear mixing, until homogenised.
- 5) Add phase C under normal mixing.

Typical properties / Additional information

- Appearance : Coloured viscous liquid.
Sensory attributes : Light and non-greasy.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Water		39.55
A2	NaCl	Sodium Chloride	0.50
A3	MgSO4	Magnesium Sulphate Heptahydrate	0.50
A4	Glycerin	Glycerin	2.00
A5	Keltrol CG-SFT	Xanthan Gum	0.10
A6	Kelcogel CG-LA	Gellan Gum	0.05
B1	Emfinity®DM 55	Dimethicone	7.00
B2	Emfinity®DM 2	Dimethicone	7.00
B3	Emfinity®SR Color Lock	Isododecane (and) Trimethylsiloxysilicate (and) Dimethicone	5.00
B4	Isododecane	Isododecane	5.00
B5	Plurol Diisostearique CG	Polyglyceryl-3 Diisostearate	2.00
B6	Emfinity®SPE 6341	PEG-10 Dimethicone	5.00
B7	Emfinity®SPE 423	Cetyl PEG/PPG-10/1 Dimethicone	2.50
B8	Emfinity®PS 20	Phenyl Trimethicone	2.00
B9	Solbrol PEH	Phenoxyethanol (and) Ethylhexylglycerin	0.80
B10	Bentone Gel ISD V	Isododecane (and) Distearidimonium Hectorite (and) Propylene Carbonate	7.00
C1	SynCrystal Red	Synthetic Fluorophlogopite (and) Titanium Dioxide (and) Tin Oxide	8.00
C2	Gemtone Sunstone	Mica (and) Titanium Dioxide (and) Iron Oxides (and) Carmine	4.00
C3	Actiphyte™ Hibiscus GL	Hibiscus Rosa-Senesis Extract	2.00

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

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Liquid Suede Cream Lipstick

Liquid Suede Cream Lipstick is a weightless mousse lip cream in highly pigmented colors that gives lips a comfortable, long-lasting, soft, velvety-matte finish.

Featuring

BRB DM 100 : Aids in spreadability. Provides emolliency to skin.

Emfinity®DM 55 : Aids in spreadability. Provides light emolliency to skin.

Emfinity®SR TMS : Acts as a film former.

Emfinity®AS 2836 : Provides emolliency to skin.

Emfinity®SR PMS5 : Provides excellent powdery, smooth feel and good lubricity.

Emfinity®SG 517 : Provides excellent velvet and intense after feel.
Also helps to build up viscosity.

Procedure

- 1) Prepare phase A and mix well.
- 2) Add phase B into phase A , heat to 80°C, and mix well.
- 3) Add phase C and mix until the powders are completely dispersed.
- 4) Add phase D and homogenise well.

Typical properties / Additional information

Appearance : Coloured viscous liquid.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	BRB DM 100	Dimethicone	11.70
A2	Emfinity®DM 55	Dimethicone	11.00
A3	Hectone DF	Hydrogenated Polyisobutene (and) Disteardimonium Hectorite (and) Propylene Carbonate	3.00
A4	Emfinity®SR TMS	Trimethylsiloxysilicate	3.00
A5	Sophim MC300	Hydrogenated Polyisobutene	16.00
A6	Crodamol PTIS	Pentaerythryl Tetraisostearate	8.00
B1	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	3.00
B2	Pelemol GMB	Polymethylsilsesquioxane	3.00
C1	Emfinity®SR PMS5	Polymethylsilsesquioxane	3.00
C2	Orgasol® 2002 D NAT COS	Nylon-12	3.00
C3	Synafil S 115	Synthetic Fluorphlogopite	3.00
C4	INBP45R7C	Red 7 Lake (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium Hectorite (and) Isopropyl Titanium Triisostearate (and) Propylene Carbonate (and) Polyhydroxystearic Acid	8.00
D1	Emfinity®SG 517	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	25.00
D2	Perfume	Parfum	0.30

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

116

Long Lasting Lip Stain

Long Lasting Lip Stain keeps lip covered with bold colour for long hours. The long lasting formula glides smoothly on lips to deliver rich colour that feels comfortable, non-sticky and flawless matte effect.

Featuring

Emfinity®SR Color Lock : Film former. Provides colour transfer resistance and long lasting effect.

Emfinity®SR PMS5 : Fills small wrinkles and provide a smooth lip surface.

Emfinity®SR PMS2 : Matte effect with silky touch.

Procedure

1) Add A1-A6 in a beaker. Mix well after each addition.

Typical properties / Additional information

Appearance : Red viscous liquid.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®SR Color Lock	Isododecane (and) Trimethylsiloxysilicate (and) Dimethicone	35.71
A2	PMLVP40R7D	Isododecane (And) Red 7 Lake (And) Isohexadecane (And) Lecithin (And) Polyhydroxystearic Acid (And) Ethylene/Propylene/Styrene Copolymer (And) Butylene/Ethylene/Styrene Copolymer (And) Isopropyl Titanium Triisostearate	21.50
A3	Emfinity®SR PMS5	Polymethylsilsesquioxane	1.19
A4	Emfinity®SR PMS2	Polymethylsilsesquioxane	2.38
A5	Bentone Gel ISD V	Isododecane (and) Distearidimonium Hectorite (and) Propylene Carbonate	32.20
A6	Fancol ID-CG	Isododecane	7.02

Colour Cosmetics

Guide formulation

118

Matte Velvet Lipstick

Matte Velvet Lipstick is a silky lip colour that provides a long-wearing, soft matte finish, in one effortless swipe.

Featuring

Emfinity®SR Colour Lock: Acts as film former.

Emfinity®SR PMS2 : Fill in fine lines to provide smooth surface.

Procedure

- 1) Weigh phase A and mix well under homogeniser.
- 2) Add phase B to phase A and keep homogenised.

Typical properties / Additional information

Appearance : Coloured viscous liquid.

Colour Cosmetics

Guide formulation

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®SR Color Lock	Isododecane (and) Trimethylsiloxysilicate (and) Dimethicone	33.20
A2	Galesan C	Isododecane (and) Hydrogenated Polydecene	7.20
A3	Emfinity®SR PMS2	Polymethylsilsesquioxane	1.00
A4	Sunsil-LUX150H	Silica	5.00
B1	HECTOGEL-ISDV (E)	Isododecane (and) Disteardimonium Hectorite (and) Propylene Carbonate	31.20
B2	Cosllary 116R	CI 77491 (and) Isononyl Isononanoate (and) Disteardimonium Hectorite (and) Triethoxycaprylylsilane (and) Propylene Carbonate	5.60
B3	Cosllary 347Y	CI 77492 (and) Isononyl Isononanoate (and) Cetyl PEG/PPG-10/1 Dimethicone (and) Polyhydroxystearic Acid (and) Triethoxycaprylylsilane	4.00
B4	INBP50R27U	Red 27 Lake (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Isopropyl Titanium Triisostearate (and) Polyhydroxystearic Acid (and) Stearalkonium Hectorite (and) Propylene Carbonate	4.00
B5	INBP70U	Titanium Dioxide (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Isopropyl Titanium Triisostearate (and) Stearalkonium Hectorite (and) Propylene Carbonate (and) Polyhydroxystearic Acid	8.80

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

120

Mousse Colour Cheeks and Eyes and Lips

Mousse Colour Cheeks and Eyes and Lips apply to your cheeks, lips and eyes for a monochromatic look and build to your desired intensity. This formula dries rapidly and should be blended quickly especially when applied on cheeks.

Featuring

- Emfinity®DM 55 : Aids in spreadability. Provides light emolliency to skin.
Emfinity®PS 20 : Provides emolliency and shininess to skin.
Emfinity®SR Color Lock : Acts as a film former. Provides colour transfer resistance and long-lasting effect.

Procedure

- 1) Add A5 into water and mix.
- 2) Premix A3 and A4 with glycerine, and add into step 1 under high-speed mixing. Heat to 70-75°C.
- 3) Prepare phase B in a side beaker and heat to 70-75°C.
- 4) Add phase B to phase A under mixing.
- 5) Prepare phase C and add into the bulk and mix well.
- 6) Add phase D below 40°C and mix well.
- 7) Add phase E and mix well.
- 8) Adjust pH between 6.0-7.0.
- 9) Fill in containers.

Typical properties / Additional information

- Appearance : Creamy coloured mousse.
Sensory attributes : Smooth and light feel.

Colour Cosmetics

Guide formulation

121

No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	56.60
A2	Glycerin	Glycerin	5.00
A3	Keltrol CG-SFT	Xanthan Gum	0.50
A4	Genuvisco CG-131	Carrageenan	0.30
A5	Disodium EDTA	Disodium EDTA	0.10
B1	Protelan NMF	Glyceryl Stearate (and) Cetearyl Alcohol (and) Sodium Lauroyl Glutamate (and) Sodium Stearoyl Lactylate	2.00
B2	Zetemol OP	Ethylhexyl Palmitate	5.00
B3	Emfinity®DM 55	Dimethicone	3.50
B4	Emfinity®PS 20	Phenyl Trimethicone	3.00
B5	NAFOL 1618 S	Cetearyl Alcohol	1.50
C1	NaCl	Sodium Chloride	0.50
C2	DI Water	Aqua	2.00
D1	Emfinity®SR Color Lock	Isododecane (and) Trimethylsiloxysilicate (and) Dimethicone	4.00
E1	Pearl Pigments	Mica (and) Iron Oxide	15.00
E2	Geogard ECT	Benzyl Alcohol (and) Salicylic Acid (and) Glycerin (and) Sorbic Acid	1.00

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

122

Perfecting Canvas Soothing Primer

Perfecting Canvas Soothing Primer instantly blurs imperfections and creates a soft, ultra-smooth canvas for makeup. This lightweight primer is formulated with soothing and smoothing ingredients. It imparts a luxurious velvet matte finish while providing enduring hydration and comfort, catering to all skin types, even sensitive and reactive ones.

Featuring

- Emfinity®DM 55 : Provides light and non-greasy after feel.
- Emfinity®DM 5 : Aids in spreadability. Provides light emolliency to skin.
- Emfinity®AS CAM : Provides unique light and smooth feel.
- Emfinity®SPE 423 : Acts as W/O emulsifier.
- Emfinity®SR PMS5 : Provides matte effect with silky touch.
- Emfinity®SG 250 : Provides excellent velvet and intense after feel.
- Emfinity®SG 506 : Provides excellent powdery and smooth skin feel.
Acts as a thickener.

Procedure

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

Typical properties / Additional information

- Appearance : Translucent lotion
- Sensory attributes : Light and non-greasy feel.

Colour Cosmetics

Guide formulation

123

No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	DI Water	Aqua	17.60
A2	Butylene Glycol	Butylene Glycol	2.00
A3	Sodium Chloride	Sodium Chloride	1.00
B1	Emfinity®DM 55	Dimethicone	20.00
B2	Emfinity®DM 5	Dimethicone	5.00
B3	Emfinity®AS CAM	Caprylyl Methicone	2.00
B4	Emfinity®SPE 423	Cetyl PEG/PPG-10/1 Dimethicone	2.50
B5	Emfinity®SR PMS5	Polymethylsilsesquioxane	5.00
B6	MC Easy Bgel (MCT)	Caprylic/Capric Triglyceride (and) Stearalkonium Bentonite (and) Propylene Carbonate	2.00
C1	Emfinity®SG 250	Dimethicone (and) Dimethicone Crosspolymer	35.00
C2	Emfinity®SG 506	Dimethicone (and) Dimethicone/ Vinyl Dimethicone Crosspolymer	5.00
D1	Ocaline PF	Sea Water (and) Water (and) Cucurbita Pepo (Pumpkin) Seed Extract	2.00
D2	Euxyl PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.80
D3	Perfume	Parfum	0.10

Colour Cosmetics

Guide formulation

124

Serum Highlighter and Bronzer

Serum Highlighter and Bronzer can be mixed with skin care or foundation, or applied directly to skin for a natural, dewy finish. It contains Japonica Bud Extract, which helps to rebuild the skin barrier.

Featuring

- Emfinity®AS CAM : Provides unique light and smooth feel.
- Emfinity®DM 5 : Aids in spreadability. Provides light emolliency to skin.
- Emfinity®SR TMS 50I : Acts as a film former.
- Emfinity®SPE 6340 : Acts as W/O co-emulsifier.
- Emfinity®SPE 423 : Acts as W/O emulsifier.

Procedure

- 1) Weigh phase A in a main beaker and mix well.
- 2) Weigh phase B in a side beaker and mix well.
- 3) Add phase B into phase A slowly and mix until completely homogenised.
- 4) Add phase C and mix well.

Typical properties / Additional information

Appearance : Coloured viscous liquid.

Colour Cosmetics

Guide formulation

125

No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®AS CAM	Caprylyl Methicone	12.00
A2	Emfinity®DM 5	Dimethicone	10.00
A3	Emfinity®SR TMS 50I	Isododecane (and) Trimethylsiloxysilicate	5.00
A4	Plurol® Diisostearique CG	Polyglyceryl-3 Diisostearate	2.00
A5	Emfinity®SPE 6340	PEG-10 Dimethicone	5.00
A6	Emfinity®SPE 423	Cetyl PEG/ PPG-10/1 Dimethicone	2.50
A7	TroyCare™ PE91	Phenoxyethanol (and) Ethylhexylglycerin	0.80
A8	HECTOGEL-ISDV	Isododecane (and) Distearidimonium Hectorite (and) Propylene Carbonate	5.00
B1	Water	Aqua	41.30
B2	NaCl	Sodium Chloride	0.70
B3	MgSO4	Magnesium Sulfate Heptahydrate	0.70
B4	Butylene Glycol	Butylene Glycol	2.00
B5	Gatuline Renew	Butylene Glycol (and) Water (and) Cryptomeria Japonica Bud Extract	1.00
C1	Pearlescent Pigments	Pearl Pigments	12.00

The formulation is developed with the support of Azelis Turkey.

Colour Cosmetics

Guide formulation

126

Soft Pinch Blush

Soft Pinch Blush is a refreshing, light weight feel, with a soft-focus, finish blusher. This blush has long wear performance with a silk-like texture.

Featuring

- BRB DM 20 : Improves spreadability.
- Emfinity®SG 528 : Provides excellent velvet and intense after feel.
Also helps to build up viscosity.
- Emfinity®SR Color Lock : Acts as a film former.
- Emfinity®AS CAM : Acts as dispersing medium for colour pigments.
Provides unique light and smooth feel.
- Emfinity®AS 2836 : Provides emolliency with good compatibility with many organic ingredients.
- Emfinity®SR PMS5 : Provides excellent powdery, smooth feel and good lubricity.

Procedure

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

Typical properties / Additional information

Appearance : Pink mousse cream.

Colour Cosmetics

Guide formulation

127

No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	BRB DM 20	Dimethicone	9.00
A2	Emfinity®SG 528	Dimethicone (and) Dimethicone/ Vinyl Dimethicone Crosspolymer	31.20
A3	Emfinity®SR Color Lock	Isodonecane (and) Trimethylsiloxysilicate (and) Dimethicone	5.00
A4	Emfinity®AS CAM	Caprylyl Methicone	9.00
A5	Crodamol ISIS	Isostearyl Isostearate	8.00
A6	INBP50R28U	Red 28 Lake (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Stearalkonium Hectorite (and) Polyhydroxystearic Acid (and) Isopropyl Titanium Triisostearate (and) Propylene Carbonate	0.80
B1	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	3.00
B2	Cirewax 60	Synthetic Wax	4.00
B3	Pelemol GMB	Glyceryl Behenate	4.00
C1	Syncrystal Sparkling Red	Synthetic Fluorophlogopite (and) Tin Oxide (and) Titanium Dioxide	8.00
C2	Cellini Yellow	Mica (and) Titanium Dioxide (CI 77891) (and) FD&C Yellow No. 5 Aluminum Lake (CI 19140:1) (and) Hydrogenated Polyisobutene (and) Palmitic Acid	2.00
C3	Cloisonne Super Red	Mica (and) Titanium Dioxide (and) Carmine	4.00
C4	YM-25PS21	Mica	6.00
C5	Emfinity®SR PMS5	Polymethylsilsesquioxane	6.00

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Tinted Cream Blush

Tinted Cream Blush creamy, velvety texture glides on buildable colour, creates a soft glow skin finish. It is a soft dewy tint for lips and cheeks with enhanced blendability and smoothness.

Featuring

- Emfinity®SG 506 : Provides excellent velvet and intense after feel. Also helps to build up viscosity.
- Emfinity®PS 20 : Provides emolliency and shininess to skin.
- Emfinity®AS 2836 : Provides emolliency and good compatibility with many organic ingredients. Used for melting wax and cream-to-oil formulation.
- Emfinity®SR TMS 501 : Act as a film former. Provides colour transfer resistance and long-lasting effect.
- Emfinity®SR PMS5 : Provides excellent powdery, smooth feel and good lubricity.
- BRB DM 20 : Aids in spreadability. Provides light emolliency to skin.

Procedure

- 1) Add A1-A6 into a beaker and mix well.
- 2) Prepare phase B and add into the beaker. Heat to 90°C and melt completely.
- 3) Prepare phase C and add into the bulk. Homogenise well.

Typical properties / Additional information

Appearance : Peach colour balm.

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®SG 506	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	20.00
A2	Emfinity®PS 20	Phenyl Trimethicone	7.00
A3	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	4.00
A4	Emfinity®SR TMS 501	Isododecane (and) Trimethylsiloxysilicate	5.00
A5	Bentone Gel EUG V	Octyldodecanol (and) Disteardimonium	23.20
A6	Bergacare EM-AB	C12-15 Alkyl Benzoate	23.20
B1	Performalene 40	Polyethylene	3.50
B2	Kahlwax 6607L	Ascorbyl Palmitate (and) Tocopherol	3.50
B3	Ozokerite 273 P	Ozokerite	3.00
B4	Microcrystalline Wax SP-88	Microcrystalline Wax	2.50
B5	Lipocire A SG	C10-18 Triglycerides	5.00
C1	YU.LC.B01	RED 7 & PPG-3 Hydrogenated Castor Oil	2.00
C2	Gemtone Sunstone	Mica (and) Titanium Dioxide (and) Iron Oxides (and) Carmine	6.00
C3	Cellini Coral	Mica (and) Titanium Dioxide (and) Red 40 Lake (and) Hydrogenated Polyisobutene (and) Palmitic Acid	2.00
C4	Flamenco Super Pearl	Mica (and) Titanium Dioxide	2.00
C5	Emfinity®SR PMS5	Polymethylsilsesquioxane	7.00
C6	BRB DM 20	Dimethicone	0.30

The formulation is developed with the support of Azelis Turkey.

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Ultra Gleaming Barbie Lip Gloss

Ultra Gleaming Barbie Lip Gloss makes lips look instantly fuller, with a non-sticky formula that is super shiny, with nice pink shade.

Featuring

Emfinity®AS CAM : Provides unique light and smooth feel.

Emfinity®AS 2836 : Provides emolliency to skin.

Emfinity®AS 2835 : Provides emolliency to skin.

Procedure

- 1) Weigh Versagel ME 1600T in a beaker and heat to 80-100°C.
- 2) Add remaining phase A ingredients in the same beaker and mix well under homogeniser.
- 3) Add phase B to main beaker and mix well.

Typical properties / Additional information

Appearance : Pink viscous liquid.

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Versagel® ME 1600 T	Hydrogenated Polyisobutene (and) Ethylene/Propylene/Styrene Copolymer (and) Butylene/Ethylene/Styrene Copolymer	69.00
A2	Sunsil 130	Silica	1.50
A3	Emfinity®AS CAM	Caprylyl Methicone	5.00
A4	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	3.20
A5	Emfinity®AS 2835	Cetyl Dimethicone	2.00
A6	Sebumol ODPC	Octyldodecyl PCA	2.00
A7	Paester PETIS	Pentaerythrityl Tetraisostearate	4.00
A8	Paester BDP-2S	Bis-Diglyceryl Polyacyladipate-2	5.00
A9	Hectogel-CCTG	Disteardimonium Hectorite (and) Caprylic/Capric Triglyceride (and) Propylene Carbonate	1.50
B1	Golden Jojoba Oil	Simmondsia Chinensis (Jojoba) Seed Oil	1.00
B2	Perfume	Parfum	0.60
B3	INBP50R27U	Red 27 Lake (and) Isononyl Isononanoate (and) Isopropyl Myristate (and) Isopropyl Titanium Triisostearate (and) Polyhydroxystearic Acid (and) Stearalkonium Hectorite (and) Propylene Carbonate	0.20
B4	Pearl pigment	Pearl Pigment	5.00

The formulation is developed with the support of Azelis Turkey.

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Velvet Matte Lipstick

Velvet Matte Lipstick clings to the lips, leaving a uniform coat of colour. The soft, light texture is highly blendable. It is silky and elegant, make up that is light on your lips.

Featuring

Emfinity®SG 506 : Provides excellent velvet and intense after feel.

Emfinity®AS 2835 : Helps to disperse pigments and creates perfect colour coverage.

Emfinity®AS 2836 : Provides emolliency and good compatibility with many organic ingredients. Used for melting wax.

Emfinity®AS CAM : Used as dispersing medium for color pigments.
Provides unique light and smooth feel.

Emfinity®SR PMS2 : Matte effect with silky touch.

BRB DM 20 : Aids in spreadability. Provides emolliency to skin.

Procedure

- 1) Add phase A into beaker and dissolve by mixing at high shear rotor/stator mixer for 2 minutes. Make sure Bentone gel and BRB SG 506 are homogenised well.
- 2) Add B phase into mixture, heat the mixture approx. 90°C and mix well until all waxes completely melt.
- 3) Add phase C into mixture and mix well.
- 4) Add phase D into mixture and mix well. Make sure all powder ingredients completely homogenise into the mixture.
- 5) Add phase E into the mixture and mix well.
- 6) Pour slowly into the mould.

Typical properties / Additional information

Appearance : Pink stick.

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No	Ingredients (Suppliers)	INCI	Dosage (%)
A1	Emfinity®SG 506	Dimethicone (and) Dimethicone/ Vinyl Dimethicone Crosspolymer	20.00
A2	Emfinity®AS 2835	Cetyl Dimethicone	10.00
A3	Bergacare EM-AB	C12-15 Alkyl Benzoate	10.00
A4	Bentone Gel EUG V	Octyldodecanol (and) Distearidmonium Hectorite (and) Propylene Carbonate	4.60
B1	Performalene 400	Polyethylene	3.70
B2	Kahlwax 6607L	Ascorbyl Palmitate (and) Tocopherol	5.50
B3	Ozokerite Wax 273P	Ozokerite	3.70
B4	Microcrystalline Wax SP-88	Cera Microcyrstalline	3.70
B5	Lipocire A SG	C10-18 Triglycerides	1.00
B6	Emfinity®AS 2836	Stearyl Dimethicone (and) Octadecene	3.00
C1	Emfinity®AS CAM	Caprylyl Methicone	7.00
C2	CO20R7C	Ricinus Communis (Castor) Seed Oil (And) Red 7 Lake (And) Isopropyl Titanium Triisostearate	2.20
C3	CO60R	Iron Oxides (CI 77491) (And) Ricinus Communis (Castor) Seed Oil (And) Isopropyl Titanium Triisostearate	2.70
C4	CO55U	Titanium Dioxide (And) Ricinus Communis (Castor) Seed Oil (And) Isopropyl Titanium Triisostearate	9.00
D1	Emfinity®SR PMS2	Polymethylsilsesquioxane	4.60
D2	Agenaflo OS 9051	Aluminium Starch Octenylsuccinate	4.60
D3	Polight PMMA	Polymethylmetacrylate	3.70
E1	BRB DM 20	Dimethicone	1.00



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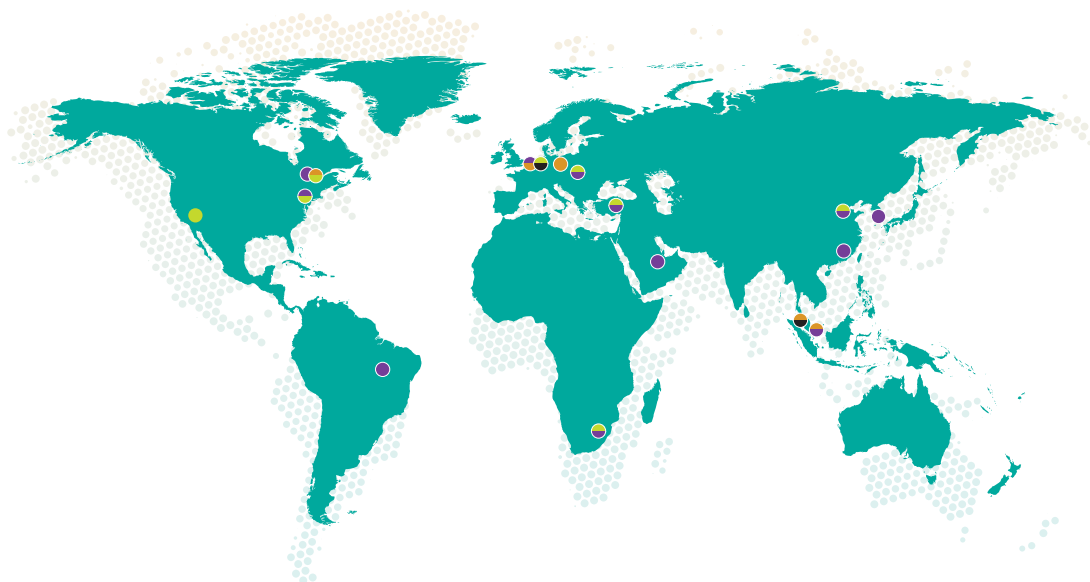
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