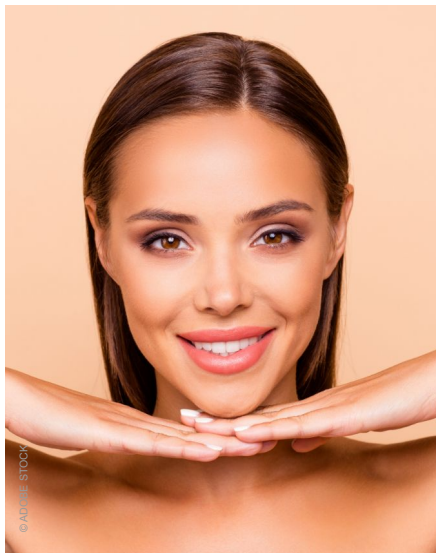




MAKE UP

# EU07588 | HD CUSHION

## Good coverage & Low transfer



W/O Emulsion

Comfortable skin feel

Good coverage<sup>\*\*</sup>: 89%

Very low transfer<sup>\*\*</sup>: as low as W/Si market benchmark

(<sup>\*\*</sup>Seppic internal methods)

<b>A</b>	Aqua / Water Xanthan gum Glycerin Propanediol Magnesium Sulfate Heptahydrate	Up to 100% 0.10% 3.00% 3.00% 0.70%
<b>B</b>	<b>EASYNOV™</b> <b>LANOL 99</b> <b>EMOGREEN™ L15</b> <b>EMOSMART™ V21</b> Zinc Stearate Ethylhexyl Methoxycinnamate Octocrylene Zinc Oxide - Caprylic/Capric Triglyceride - Polyhydroxystearic Acid - Polyglyceryl-3 Polyricinoleate - Isostearic Acid - Lecithin <b>LANOL P</b>	<b>4.00%</b> <b>2.00%</b> <b>7.70%</b> <b>10.00%</b> 0.60% 6.00% 2.00% 12.8%
<b>C</b>	CI 77891 - Silica CI 77492 - Silica CI 77491 - Silica CI 77499 - Silica	8.00% 0.65% 0.22% 0.04%
<b>D</b>	<b>AQUAXYL™</b>	<b>1.50%</b>
<b>E</b>	Phenoxyethanol - Ethylhexylglycerin	1.00%
<b>F</b>	<b>SEPIFINE™ BB</b>	<b>1.00%</b>

With **WESOURCE**

**Brown Liquid / Packaging: Cushion**

**VISCOSITIES: 1M at RT:** 38,850 mPa.s Brookfield LV4-6.

**STABILITY:** 3M at RT, 4°C & 45°C / Stable 2M at 50°C /

Acceptable slight change in appearance after 1 month at 42°C.

**FORMULATION ADVICES: Laboratory scale - Defloculator**

Heat phase A and B up to 80 ° C under defloculator separately. Once the waxes are melted, mix with rotor-stator for 2 min at 2500 rpm. Still at 80 ° C, add phase C in B and shake for 2 minutes at 2500 rpm. Add phases (B + C) in phase A slowly under defloculator, stir with the rotor-stator for 1 min at 2500 rpm, then 1 min at 3000 rpm. Mix with defloculator at 800 rpm for 30 min. Cool down while mixing at 250 rpm. Add phases D to F one after the other, still stirring.

**HD cushion shows remarkable performances of coverage<sup>\*\*</sup> (89%), with a very low transfer<sup>\*\*</sup>!**

Formulated **without silicones**, the formula gives a pleasant & light skin feel thanks to an optimized combination of

**EMOGREEN™ L15** (C15-19 Alkane) (<sup>\*</sup>Natural & Renewable) &

**EMOSMART™ V21** (C18-21 Alkane)!

Non polar & biodegradable, they are REAL alternatives to volatile silicone oils.

**SEPIFINE™ BB** absorbs oil excess & leaves a matte effect on the skin. (Amylopectin)

A **natural texturizing powder, ethically sourced**, coming from Babassu nut exclusively sourced in Brazil. This **biodegradable powder** provides a **soft & velvety skin finish** while creating a **pleasant playtime**.

**EASYNOV™** efficiently stabilizes this W/O emulsion containing **almost 9% of pigments & sun filters**.

(Octyldodecanol - Octyldodecyl Xyloside - PEG-30 Dipolyhydroxystearate)

A liquid lipophilic emulsifier. It allows you to develop Water-in-Oil emulsions without wax. Gives **soft & silky texture without sticky or tacky effect**.

The formula also provides the consumers most expected skin care benefits:

**AQUAXYL™** deeply moisturizes the skin & a blend of sun filters for **UV protection**. (Xylitylglucoside - Anhydroxylytol - Xylitol), and, for additional anti-aging benefits, **TIMECODE™** can be added in phase D (formula stability tested) (Palmitoyl Glycine).

The formula soft skin feel & light touch is reinforced by **LANOL 99** (Isononyl Isononanoate) & **LANOL P** (Glycol Palmistate).

**ADDITIONAL INGREDIENTS:** Phenoxyethanol - Ethylhexylglycerin: EUXYL PE 9010 (SCHÜLKE & MAYR) / Pigments: UNIPURE pigments line (SENSIENT) / Zinc Oxide - Caprylic/Capric Triglyceride - Polyhydroxystearic Acid - Polyglyceryl-3 Polyricinoleate - Isostearic Acid - Lecithin (APPLECHEM).

More informations available on [seppic.com](http://seppic.com)

\*Data provide from OECD tests, QSAR calculations, products SDS and literature.

**SEPPIC**

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