



MAKE UP

EU07556 | HD CUSHION

Good coverage & Low transfer

NATURALITY
PROFILE
according to
ISO 16128 norm

Comfortable skin feel

Good coverage^{**}: 89%

Very low transfer^{**}: as low
as W/Si market benchmark

(^{**}Seppic internal methods)

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

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^{} (89%), with a very low transfer^{**}!**

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

EMOGREEN™ L15 (C15-19 Alkane) (^{*}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 **DUB ININ*** (Isononyl Isononanoate) & **LANOL P** (Glycol Palmitate).

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 (APPLICHEM).

*Stearinerie Dubois's product distributed by SEPPIC Inc. in the US

More informations available on seppic.com

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

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