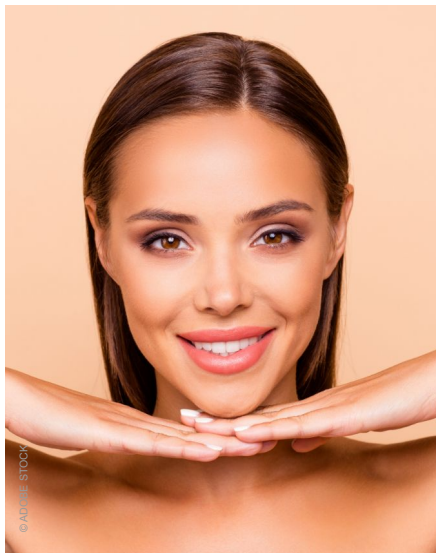




MAKE UP

# EU07556 | HD CUSHION

## Good coverage & Low transfer

NATURALITY  
PROFILE  
according to  
ISO 16128 norm

Comfortable skin feel

Good coverage<sup>\*\*</sup>: 89%Very low transfer<sup>\*\*</sup>: as low  
as W/Si market benchmark

(\*\*Seppic internal methods)

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

<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>DUB ININ*</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\*\* (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 &amp; 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](http://seppic.com)**SEPPIC**

All information contained herein is intended merely to demonstrate the utility of Seppic products, and should not be construed as granting license to practice any compositions or methods covered by a patent or a patent application. All information contained in this specific technical documentation is believed to be accurate and has been set up by Seppic according to its own described methods and processes. Seppic however does not assume any liability or risks involved in the use of its products for the preparation and the assessment of the hereinabove formulation since the condition of use are beyond its control. Seppic customer must insure that the duplication of the hereinabove formulation is not infringing any intellectual property rights and that it complies with any regulatory status.

A company  
**Air Liquide**  
HEALTH CARE