

# Blue Lid Demo Set

CC-1090



Clear as the ocean is blue, this shimmering eyeshadow demo-set demonstrates how the formula with **LexFeel® WOW DT** has better pick-up, spreadability, a silkier skin-feel and superior color payoff compared to formula without.

Phase	Trade Name	Ingredient (INCI)	A (w/w)%	B (w/w)%
I	<b>LexFeel® 700<sup>1*</sup></b>	<b>Polyester-4</b>	<b>24.00</b>	<b>24.00</b>
	<b>LexFeel® WOW DT<sup>1</sup></b>	<b>C13-C16 Isoparaffin (and) Heptyl Undecylenate</b>	<b>35.25</b>	<b>0.00</b>
	Cyclo-2244 <sup>2</sup>	Cyclotetrasiloxane	0.00	35.25
	Nylon-12 <sup>3</sup>	Nylon-12	2.35	2.35
	MSS-500 <sup>4</sup>	Silica	5.90	5.90
	Colorona Dark Blue <sup>3</sup>	Mica (and) Titanium Dioxide (and) Ferric Ferrocyanide	10.85	10.85
	Diamond Cluster <sup>3</sup>	Mica (and) Titanium Dioxide	7.00	7.00
II	<b>SustOleo™ TSB<sup>1</sup></b>	<b>Hydrogenated Rapeseed Oil</b>	<b>5.90</b>	<b>5.90</b>
	Ozokerite <sup>5</sup>	Ozokerite	5.90	5.90
	Carnuba Wax <sup>6</sup>	Copernicia Prunifera (Carnuba) Wax	2.35	2.35
	<b>Lexgard® O<sup>1</sup></b>	<b>Caprylyl Glycol</b>	<b>0.50</b>	<b>0.50</b>
Total			100.00	

### LexFeel 700

An odorless, colorless emollient and pigment wetting agent alternative with performance properties exceeding castor oil.

### LexFeel WOW DT

Plant-based, fast spreading partially volatile silicone alternative with luxurious and light after-feel. Ideal for pigment wetting.

### SustOleo TSB

Solid emollient that provides a buttery texture and easy application experience.

### Lexgard O

A biostatic humectant, provides moisturization and aides in product preservation.

<sup>1</sup>INOLEX <sup>2</sup>Clearco Products Co, Inc <sup>3</sup>TKB Trading, LLC <sup>4</sup>KOBO Products, Inc <sup>5</sup>Making Cosmetics, Inc <sup>6</sup>Strahl & Pitsch, Inc

### PROCEDURE:

1. Combine phase I in SpeedMixer.
2. Add phase II to Phase I, heat to 80°C and stir with magnetic stirrer.
3. Once homogenous, allow to cool to 70°C.
4. Pour into suitable container.

### STABILITY:

45°C (12 weeks), F/T (3 cycles)

### PHYSICAL PROPERTIES:

Anhydrous solid eyeshadow

Date: 12/17  
Ref: 646-195A & 195B

### Patents:

\*U.S. Patent No. 7,317,068

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