

MELTING TOFFEE CREAM FOR A GLOWING COMPLEXION


Geltrap


- **Packaging: jar**
- **EASYNOV™ allows to realize new formulation forms extra-rich in water by a cold process with gentle stirring : the GELTRAP™ emulsions.**
- **This foundation using the geltrap technology has a long play time which ensures an even coverage with no accumulation of pigments in the furrows. In addition, it provides a natural and transparent glow.**

Formula

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A	Water Glycerin Acrylates/C10-30 Alkyl Acrylate Crosspolymer Sodium Hydroxide 48% SEPINOV™ EMT 10	Up to 100 % 5.00% 0.20% 0.30% 1.00%
B	Titanium Dioxide (C.I. 77891) (and) Silica (and) Aluminum Hydroxide (and) Dimethicone Iron Oxides (C.I. 77492) (and) Silica (and) Dimethicone Iron Oxides (C.I. 77491) (and) Silica (and) Dimethicone Iron Oxides (C.I. 77499) (and) Silica (and) Dimethicone Isodecyl Neopentanoate	1.73% 0.39% 0.22% 0.0559% 1.90%
C	Phenoxyethanol (and) Ethylhexylglycerin EASYNOV™ Fragrance	1.00% 3.00% 0.20%

Procedure

Pilote – Dumek – 2kg

Put the water into a vessel, add the Glycerin and sprinkle Acrylates/C10-30 Alkyl Acrylate Crosspolymer. Homogenize until the polymer is well hydrated and then add the neutraliser. Keep on mixing and add Sepinov™ EMT 10.

When the mixture is homogeneous add the phase B which has been grinded using a bead grinder.
Then add phase C ingredients one after the other and start mixing with a low shear agitation.

Characteristics

Appearance	Compact tinted cream
Viscosity 1M at RT	95 000 mPa.s BROOKFIELD RV7 sp.5
Viscosity 1M at 45° C	115 000 mPa.s BROOKFIELD RV7 sp.5
Viscosity recovery at RT (after 1M at 45° C)	130 000 mPa.s BROOKFIELD RV7 sp.5
Stability*	M1 at RT and 45° C


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Raw materials from SEPPIC

SEPINOV™ EMT 10

Hydroxyethyl Acrylate / Sodium Acryloyldimethyl Taurate Copolymer

Powder polymer «2-in-1», thickening in a wide pH range (3-12), ready to use, with an excellent stabilizing properties at low level and in presence of a high % of oily phase.
Sensory profile: "satin" touch, fresh, glide-on

EASYNOV™

Octyldodecanol and Octyldodecyl Xyloside and PEG-30

Liquid lipophilic emulsifier. EASYNOV™ realizes emulsions with an internal gelled aqueous phase extra-rich in water by a cold process with gentle stirring: the GELTRAP™ emulsions. This novel formulation form offers surprising textures, marrying freshness and cushion effect.

Other raw materials...

- Phenoxyethanol (and) Ethylhexylglycerin : **Euxyl PE 9010 (S&M)**
- Isodecyl Neopentanoate : **DUB VCI 10 (Stéarinerie Dubois)**
- Acrylates/C10-30 Alkyl Acrylate Crosspolymer : **Pemulen TR-2 (Lubrizonl)**