

EU06889F



- 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.



EU06889F-1312

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

MELTING TOFFEE CREAM FOR A

GLOWING COMPLEXION

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
	95 000 mPa.s BROOKFIELD RV7 sp.5 115 000 mPa.s BROOKFIELD RV7 sp.5 130 000 mPa.s BROOKFIELD RV7 sp.5 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. EASYNOVTM realizes emulsions with an internal gelled aqueous phase extra-rich in water by a cold process with gentle stirring: the GELTRAPTM 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 (Lubrizol)



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