



I'VE GOT MY EYE ON YOU EYE SHADOW

This gel eye shadow is long-wearing and resists rubbing off, thanks to the Ultrapolymer 2055. Easygel SOL creates the body and cushion of the gel, while holding the pearlescent pigments in suspension.

PHASE A

Deionized Water 62.87%

PHASE B

Creastar® Primary Sunstone WL100^{1,2} (Calcium Aluminum Borosilicate (and) Titanium Dioxide (CI 77891) (and) FD&C Red No. 40 (CI 16035)) 1.53%

Creastar® Intense Green Intense WL20^{1,2} (Calcium Aluminum Borosilicate (and) Titanium Dioxide (CI 77891) (and) D&C Green No. 5 (CI 65170) (and) FD&C Yellow No. 5 (CI 19410)) 3.91%

Creastar® Primary Emerald WL100^{1,2} (Calcium Aluminum Borosilicate (and) Titanium Dioxide (CI 77891) (and) D&C Green No. 5 (CI 65170)) 6.29%

PHASE C

Creaspheres® PMMA WL6^{1,2} (Polymethyl Methacrylate) 4.25%

Ultrastarch ASO^{1,3} (Aluminum Starch Octenylsuccinate) 4.00%

PHASE D

Easygel SOL^{1,4} (Carbomer) 0.60%

PHASE E

Deionized Water 10.00%

Glycerin¹ (Glycerin) 1.50%

Endimoist® HA Solution¹ (Sodium Hyaluronate) 3.00%

NaOH (40% aq.)^{1,2} (Sodium Hydroxide) 0.55%

PHASE F

Ultrapolymer 2055^{1,3} (Water (and) Polyvinyl Acetate) .50%

Sharomix 705^{1,5} (Benzoic Acid (and) Sorbic Acid (and) Dehydroacetic Acid (and) Benzyl Alcohol) 1.00%



Suppliers

¹Coast Southwest, ²The Innovation Company®, ³Ultra Chemical Inc., ⁴3V Inc., ⁵Sharon-Laboratories

Properties

pH: 6-7

Viscosity: spindle 4 at 5 rpm: 30,000-60,000 cst

Procedure

Phase A - In main vessel, add Phase A and propeller mix at 250-300 rpm. **Phase B** - Add Phase B slowly to Phase A. Solution will become opaque as Phase B is added. **Phase C** - Add in formula order, Phase C to Phase AB. **Phase D** - Add the Easygel SOL to Phase ABC. The mixture will thicken. Continue mixing for at least 8 minutes to ensure any solids are wetted out. **Phase E** - In side vessel, pre-mix Phase E. Once uniform, add Phase E to Phase ABCD. Upon adding Phase E, the mixture will thicken into a gel. Continue mixing until an iridescent mixture is uniform. **Phase F** - Add in formula order, Phase F to Phase ABCDE and mix until the liquids are dispersed into the mixture. Increase mixing speed as needed to make the mixture thicker. Transfer to holding vessel once complete.