



MATTIFYING TINTED MOISTURIZER

Enriched with **Endipure™ SHEA** and Jojoba Oil, this tinted emulsion reinforces the complexion's radiance with its excellent moisturizing properties. **Novatext® Mat** is a silicone-based texture modifier and photostable emollient which helps reduce tackiness and gloss, leaving a high mattifying effect. Olive-based emulsifier, **Olivatis™ 12** provides excellent emulsion stabilization in this water-in-oil system, helps pigment dispersion, and imparts emolliency. **Creasperse®** dispersing technology produces stable, non-sedimenting dispersions, which are easy to use for the production of color cosmetics. Skin is left feeling soft and supple with a light coverage for a comfortable every day look.

PHASE A

Safflower Oil ¹ (Carthamus Tinctorius (Safflower) Oil)	5.00%
Endipure™ SHEA¹ (Butyrospermum Parkii Nut Extract)	2.00%
Jojoba Oil^{1,2} (Simmondsia Chinensis (Jojoba) Seed Oil)	5.00%
Avocado Oil ¹ (Persea Gratissima (Avocado) Oil)	3.00%
Endimate® 33V¹ (Caprylic/Capric Triglyceride)	6.00%

PHASE B

Olivatis™ 12^{1,3} (Polyglyceryl-3 Pentaolivate)	8.50%
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PHASE C

Novatext® MAT^{1,4} (Hydrogenated Polyisobutene (and) Polymethylsilsesquioxane (and) Vinyl Dimethicone/Methicone Silsesquioxane Crosspolymer (and) Ethylene/Propylene Copolymer)	2.00%
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PHASE D

Deionized Water	56.90%
Glycerin ¹ (Glycerin)	3.00%
Propylene Glycol ¹ (Propylene Glycol)	1.00%
NaCl (Sodium Chloride)	0.60%
Sharomix 703^{1,5} (Potassium Sorbate (and) Sodium Benzoate (and) Benzyl Alcohol (and) Aqua)	1.00%

PHASE E

Creasperse® BB AF Fair Beige^{1,4} (C1 77891 (Titanium Dioxide) (and) Hydrogenated Polydecene (and) CI 77492 (Yellow Iron Oxide) (and) Hydroxystearic Acid (and) Distearidimonium Hectorite (and) CI 77491 (Red Iron Oxide) (and) CI 77499 (Black Iron Oxide))	4.00%
Creasperse® White R^{1,4} (CI 77891 (Titanium Dioxide) (and) Hydrogenated Polydecene (and) Polyhydroxystearic Acid)	2.00%



Suppliers

¹Coast Southwest, Inc., ²Jojoba Desert (A.C.S) Ltd., ³Medolla Limited, ⁴The Innovation Company[®],
⁵Sharon-Laboratories Ltd.

Properties

pH: N/A

Viscosity: Viscosity spindle 5 at 60 rpm = 3,000-3,500 cst.

Procedure

Phase A – In main vessel, add phase A and mix until uniform. **Phase B** – Add Phase B to Phase A. **Phase C** – Add Phase C to Phase AB and disperse completely until a uniform mixture is formed. **Phase D** – In a separate vessel, add Phase D in order and mix until clear. Add Phase D to Phase ABC in a slow and metered fashion such that no water sits on the surface of the mixture. Adjust the mixing speed to combine the two phases with a small vortex. As Phase D is added to Phase ABC, the mixture will become thicker and uniform. Continue to add all of Phase D slowly. Record the time allocated for Phase D to be completely added into Phase ABC (5 to 10 minutes). Once complete, allow the solution to keep mixing for the time it took to add Phase D. Discontinue mixing and switch to a homogenizer. Homogenize for 10 to 30 seconds, then place back under prop mixing. **Phase E** – Add Phase E to Phase ABCD with prop mixing until uniform. Transfer to holding vessel.