

## FORMULATION SHEET

ELEMENTIS

## Pop Pink Liquid Blush

C-1058-01

## DESCRIPTION

Pop Pink, this liquid blush provides shear, yet buildable coverage to brighten your cheeks.

Phase	Ingredient	Supplier	%w/w
A	Dimethicone (and) PEG-10 Dimethicone (and) Distearidimonium Hectorite (and) Tocopherol ( <b>BENTONE® LUXE DM</b> )	<b>Elementis</b>	8.00
	Dimethicone - 2 cs	Shin Etsu	9.21
	Polybutene (Panalane® H-300E)	Vantage	0.50
	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer (DOWSIL™ EL-9081 Silicone Elastomer Blend)	Dow	3.00
	Cetyl Ethylhexanoate (Bernel Ester CO)	Alzo	8.00
	Bis-Diglyceryl Polyacyladipate-2 (KahlComplex 6421 MB Supersoft)	Kahl	0.75
	Vinyl Dimethicone/Methicone Silsesquioxane Crosspolymer (KSP 101)	Shin Etsu	2.00
	Synthetic wax (and) Red 7 Lake (CI 15850) (D&C Red 7 Ca Lake Synthetic Wax Dispersion SWD-4511)	Sun Chemical	0.51
	Synthetic wax (and) Blue 1 Lake (CI 42090) (FD&C Blue AI Lake Synthetic Wax Dispersion SWD-4733)	Sun Chemical	0.03
B	Isononyl Isonanoate (Wickenol 151)	Alzo	5.00
	Titanium Dioxide (CI 77891) (and) Triethoxycaprylylsilane (SunPURO® TES Silane Treated Titanium Dioxide C47-A310TES)	Sun Chemical	4.50
	Dimethicone (and) PEG-10 Dimethicone (and) Distearidimonium Hectorite (and) Tocopherol ( <b>BENTONE® LUXE DM</b> )	<b>Elementis</b>	2.00
C	Deionized Water		50.00
	Glycerin		5.00
	Sodium Chloride		0.50
	Phenoxyethanol (and) Ethylhexylglycerin (euxyl™ PE 9010)	Ashland	1.00

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## PROCEDURE

1. Combine Phase A and homogenize until BENTONE® LUXE DM is fully dispersed.
2. Combine Phase B and use triple roller mill to disperse pigment fully.
3. Add Phase B to Phase A on homogenizer and mix until homogenous.
4. Combine Phase C with propeller mixing until the salt is fully dissolved.
5. Add Phase C to A/B on propeller mixing.
6. Homogenize Phase A/B/C for 2 minutes.

## SPECIFICATIONS

Viscosity: DV-II. Spindle 6. 10rpm 20,000-24,000 cps

Appearance: Bright pink cream

## ADVANTAGES

**BENTONE® LUXE DM** combines emulsification and stabilization to function as the sole emulsifier in this cold-process W/O system. It enhances pigment suspension, minimizes Titanium Dioxide sedimentation, and reinforces thermostability.

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