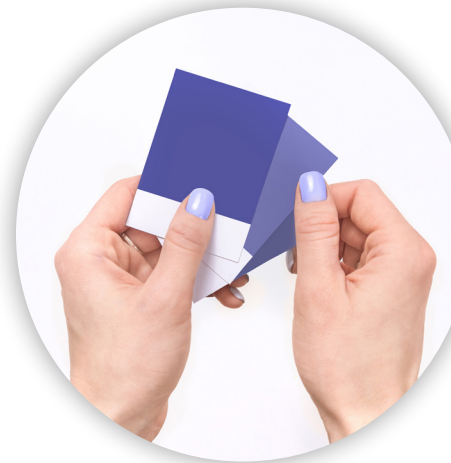


FORMULATION OF THE MONTH

Elara Lip-Gloss



To best show how Elara works and presents itself in formulation we have made a variety of all natural lip-glosses. Each lip-gloss is made with the same formula consisting of castor oil, jojoba oil, candelilla wax, and many more natural ingredients. Each lip-gloss has a different shade, mainly revolving around the pantone color of the year “Veri Peri”. Veri Peri is a beautiful periwinkle blue with a violet undertone. The color palette ranges from light blues and purples to a deeper blue/purple.

Start by taking colorant of choice and mix equal parts of pigment with a dispersing agent. (Example) A 50/50 dispersion was made of 50% EL-13 and 50% jojoba oil for a total of 10g. (5g of EL-13 & 5g of jojoba oil). The mixture should then be mixed in a FlackTek SpeedMixer® for 2 minutes at 1200 RMP, or with an overhead mixer until evenly dispersed. Set aside.

Weigh all of phase A ingredients in a beaker, and place on hot plate until completely melted. Once phase A is completely melted, turn off hot plate (keeping the beaker on the hot plate) and use overhead mixer to cool until room temperature.

Once at room temperature slowly add phase B ingredients dropwise, continue to mix until uniform. NOTE: since colorants are already in dispersion form, they can also be mixed by hand.

Below is a picture of the different shades of lip-gloss created around the pantone color of the year. Each lip-gloss was made with different variations of colorants including: EL-11, EL-13, EL-17, EL-21, EL-37, Titanium Dioxide, and Unipure Blue LC621. The lip-gloss formulation was adding Elara dispersions last to the product. Only one lip-gloss includes a conventional color of Unipure Blue LC621, besides those that use titanium dioxide. Elara is a great way to introduce brighter colors to the cosmetic industry and the color possibilities are endless!



Ingredient	INCI Name	Quantity	Supplier
PHASE A			
Castor Oil	Ricinus Communis (Castor) Seed Oil	64.5%	Olvea
Jojoba Oil	Simmondsia Chinensis (Jojoba) Seed Oil	17.4%	Jedwards International, Inc.
Sunflower Oil	Helianthus Annuus (Sunflower) Seed Oil	11%	Banyan Botanicals
Candelilla Wax (SP-75)	Euphorbia Cerifera (Candelilla) Wax	3%	Strahl and Pitsch
PHASE B			
Aloe Vera Pure Juice	Aloe barbadensis	2%	Making Cosmetics
Vitamin E	dl-alpha tocopherol	1.5%	Making Cosmetics
EL-11 Aurora Pink® & Jojoba oil (colorant)	Red 28 (C.I. 45410), Red 22 (C.I. 45380) & Simmondsia Chinensis (Jojoba) Seed Oil	q.s. up to 0.5%	DayGlo Color Corp. & Jedwards International, Inc.
EL-13 Rocket Red™ & Jojoba oil (colorant)	Red 28 (C.I. 45410), Red 22 (C.I. 45380), Orange 5 (C.I. 45370) & Simmondsia Chinensis (Jojoba) Seed Oil	q.s. up to 0.5%	DayGlo Color Corp. & Jedwards International, Inc.
EL-17 US* Saturn Yellow® & Jojoba oil (colorant)	Yellow 10 (C.I. 47005) & Simmondsia Chinensis (Jojoba) Seed Oil	q.s. up to 0.5%	DayGlo Color Corp. & Jedwards International, Inc.
EL-37 Horizon Blue™ & Jojoba oil (colorant)	Blue 1 (C.I. 42090) & Simmondsia Chinensis (Jojoba) Seed Oil	q.s. up to 0.5%	DayGlo Color Corp. & Jedwards International, Inc.
Unipure Blue LC621 & Jojoba oil (colorant)	CI 42090 & Simmondsia Chinensis (Jojoba) Seed Oil	q.s. up to 0.5%	Sensient Cosmetic Technologies
Titanium Dioxide & Jojoba oil (colorant)	Titanium Dioxide & Simmondsia Chinensis (Jojoba) Seed Oil	q.s. up to 0.5%	DayGlo Color Corp. & Jedwards International, Inc.
Flavor	Vanilla Freeze	0.1%	Fragrance Oils (International) Limited

NOTE: ALL COLORANTS SHOULD ADD UP TO 0.5% IN TOTAL (They should not each be 0.5%)