

## Guide Formulation

### Personal Care

# Velvet Lip Colour (MJ\_15)

This liquid lip colour is smooth with a matte finish from inclusion of **SeraSilk® EL 65**. **SeraSilk® AM 80** improves compatibility between organic ingredients and silicone. **SeraSense® AC 16** and **SeraSense® RB 23** aid colour distribution and adhesion.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
<b>Methyl Trimethicone</b>	<b>1.00</b>	<b>SeraSense® SF MTM/KCC Beauty</b>	<b>Solvent/Emollient</b>
<b>Dimethicone (and) Acrylates/Dimethicone Copolymer</b>	<b>8.00</b>	<b>SeraSense® AC 16/KCC Beauty</b>	<b>Fixative, Film-Former</b>
<b>Dimethicone (and) Trimethylsiloxysilicate</b>	<b>5.00</b>	<b>SeraSense® RB 23/KCC Beauty</b>	<b>Fixative, Film-Former</b>
Tocopheryl Acetate	0.05	Various	Antioxidant
Polyglyceryl-2 Triisostearate (and) Aluminium Hydroxide (and) CI 45380:2	6.00	Various	Pigment
Titanium Dioxide (and) Aluminium Hydroxide (and) Stearic Acid (and) Cyclopentasiloxane (and) PEG-10 Dimethicone	4.00	ChoiceTitan V40/ChoiceNTec	Pigment
Mica (and) Titanium Dioxide (and) Ferric Ferrocyanide	0.2	Colorona® Dark Blue/Merck	Pigment
<b>Phase B</b>			
<b>Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer</b>	<b>63.65</b>	<b>SeraSilk® EL 65/KCC Beauty</b>	<b>Smooth Feel, Matte Finish</b>
<b>Dimethicone (and) Cetearyl Dimethicone/Vinyl Dimethicone Crosspolymer</b>	<b>10.00</b>	<b>SeraSilk® AM 80</b>	<b>Compatibility Aid, Skin Feel</b>
<b>Phase C</b>			
Preservative	q.s.		Preservative
Fragrance	q.s.		Fragrance

## Typical Properties

Appearance:	Pink, thick liquid
Viscosity @ 25°C:	n/a
pH @ 25°C:	n/a

### Method

Mix Phase A ingredients until homogenous.

Combine Phase B ingredients and add to Phase A.

Combine Phase C ingredients and add to Phase A & B.



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Please note that the above formulation is only intended as a guide. It is not a commercial formulation and has not been tested as such. The formulation should be evaluated and modified for your own requirements before use. Also suggestions of uses should not be taken as inducements to infringe any particular patent.

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