

## Guide Formulation

### Personal Care

# Anti-Pollution Foundation (SPF 50+, PA+++) (MS\_07)

This foundation has good film forming ability and skin feel. SeraSense® AC 15 and SeraSense® RB 23 are soft, flexible film formers. These give a water resistant effect and invisible film forming performance. SeraSnow® SP 13 gives light, a non-greasy skin feel and coverage.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
<b>Dimethicone</b>	<b>7.00</b>	<b>SeraSense® SF 6/KCC Beauty</b>	<b>Solvent/Emollient</b>
<b>Cyclopentasiloxane</b>	<b>7.00</b>	<b>SeraSense® SF CM5/KCC Beauty</b>	<b>Solvent/Emollient</b>
<b>Acrylates/Dimethicone Copolymer (and) Cyclopentasiloxane</b>	<b>5.00</b>	<b>SeraSense® AC15/KCC Beauty</b>	<b>Fixative</b>
<b>Dimethicone (and) Trimethylsiloxysilicate</b>	<b>3.00</b>	<b>SeraSense® RB 23/KCC Beauty</b>	<b>Fixative</b>
<b>Cetyl PEG/PPG-10/1 Dimethicone</b>	<b>3.00</b>	<b>SeraSol® SC 83-A+/KCC Beauty</b>	<b>W/O Emulsifier</b>
<b>PEG-10 Dimethicone</b>	<b>2.00</b>	<b>SeraSol® SC 86A/KCC Beauty</b>	<b>W/O Emulsifier</b>
<b>Stearyl Dimethicone (and) Octadecene</b>	<b>1.00</b>	<b>SeraSoft® SW 70-A/KCC Beauty</b>	<b>Rheology Modifier</b>
<b>Dimethicone/Vinyl Dimethicone Crosspolymer</b>	<b>1.00</b>	<b>SeraSnow® SP 13/KCC Beauty</b>	<b>Coverage</b>
Ethylhexyl Methoxycinnamate	7.00	Uvinul MC-80/BASF	UVB Absorber
Cyclopentasiloxane (and) Distearidimonium Hectorite (and) Propylene Carbonate	3.00	Bentone Gel® VS-5PC V HV/Elementis Speciality	Viscosity Increasing Agent
Titanium Dioxide	11.00	TiO2 060 AS/K.S.Pearl	Pigment
Iron Oxide Yellow	0.80	Iron Oxide Yellow AS/K.S.Pearl	Pigment
Iron Oxide Red	0.20	Iron Oxide Red AS/K.S.Pearl	Pigment
Iron Oxide Black	0.10	Iron Oxide Black AS/K.S.Pearl	Pigment
<b>Phase B</b>			
Aqua (Water)	To 100	-	Vehicle
Glycerin	3.00	Various	Humectant
Butylene Glycol	3.00	Various	Humectant
Sodium Chloride	1.00	Various	Buffer
<b>Phase C</b>			
Phenoxyethanol	0.30	Various	Preservative
Caprylhydroxamic Acid (and) Caprylyl Glycol (and) Glycerin	0.30	Spectrastat/Azelis (Inolex)	Preservative
Parfum (Fragrance)	q.s.	-	Fragrance

## Typical Properties

Appearance:	Beige, viscous emulsion
Viscosity @ 25°C:	18,000 - 22,000cP (Brookfield LVDV II, LV-4, 6rpm)
pH @ 25°C:	n/a

### Method

Mix the ingredients of Phase A until homogenous

In a separate vessel, mix the ingredients of Phase B until homogenous. Slowly add Phase B to A with stirring

Slowly add Phase C to A+B, with stirring



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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.