

Bright-Eyed Shadow Natural Eye Shadow

NATURAL

- Creamy eyeshadow with velvety sensation.
- Unique pick-up; effortless spreadability.
- Using natural and sustainable ingredients.

Ingredient Trade Name	INCI Name	%
Phase A		
Sunflower Wax ¹	Helianthus Annuus (Sunflower) Seed Wax	11.0
Orange Wax ¹	Citrus Aurantis (Orange) Peel Wax	6.0
Kester Wax K-60P ¹	Polyhydroxystearic Acid	3.5
Extra Virgin Coconut Oil ²	Cocos Nucifera (Coconut) Oil	5.0
Castor Oil ²	Ricinus Communis (Castor) Seed Oil	12.0
Jajoba Oil ²	Simmondsia Chinensis (Jajoba) Seed Oil	10.0
Vitamin E Acetate ³	Tocopheryl Acetate	1.0
Prestige Silver ⁴	Mica (and) Titanium Dioxide	2.0
Prestige Bright Bronze ⁴	Mica (and) Iron Oxide	10.0
Sumicos Flash Skin Bronze ⁴	Mica (and) Iron Oxide	3.7
Unipure Brown LC 881 ⁵	CI 77499 (and) CI 77491 (and) CI 77492	0.3
Mica Sericite BC 285 ⁴	Mica	25.5
Phase B		
Vegetite 1214LC ⁶	Coconut Alkanes (and) Coco-Caprylate/Caprate	10.0



Product	Function	About	% Usage	Natural
Orange Wax	Emollient	Emollient that provides unique energetic sent and color. Also adds natural interest to the label.	1-10%	x
Sunflower Wax	Structure	Natural, highly compatible and renewable structuring wax.	1-20%	x
Kester Wax K-60P	Plasticizer	Natural plasticizer for film forming, increased stability and low to medium structure.	0.25-20%	x

PROCEDURE

- Combine Phase A ingredients, mix and melt at 85 °C until uniform.
- Add Phase B and mix well.
- Once homogenous, begin to cool to room temperature while continuing to mix.
- Fill into containers.

Looking for additional formulas? Try our Formula Selector Tool at: <https://www.kosterkeunen.com/pcformulationguide/>

Stability information: Three months at room temperature, three months at 45 °C, three freeze/thaw cycles.

Supplier information: 1; Koster Keunen, Inc.; 2. Lincoln Fine Ingredients; 3. BASF; 4. Brenntag Specialties; 5. Sensient; 6. Grant



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