



PFI3605CC
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My Precious Gold Eye-Liner, Gold is Back in Fashion

Description:

"My Precious Gold Eye-Liner, Gold is Back in Fashion" is a superb hydrophilic based make up product that is extremely long-lasting due to Creasil® 12 TTH. Creastar® Electrum Gold WL 80 provides a real 24K gold base that instantly underlines the glance with a luminous and precious colour.

Key ingredients:

- Creastar® Electrum Gold WL 80 is a unique pearlescent pigment based on pure 24K gold coating. It brings spectacular shine and luxury feel to any kind of products.
- Hydrasoft® Sea ER HV is a pseudo-plastic clear gel based on Algae Extract. It has that particular shape memory rheology that gives the product its bouncy, ringing structure. It also provides moisturisation with a silky and non-tacky feel.
- Creasil® 12 TTH is a strong film former that provides a remarkably long lasting application, which is perfect to fix make-up products.

Ingredient	Phase	INCI Name	Qty%	Function
Hydrasoft® Sea ER HV	A	Water (and) Natto Gum (and) Chondrus Crispus Extract (and) Preservative system according to customer's choice	50,94%	Shape memory texturizer, Viscosity modifier
Creasil® 12 TTH		Trimethylsiloxysilicate (and) Isododecane (and) Alcohol (and) Hydrogenated Rosin	12,00%	Long lasting application, Drying agent
Nordic Beauty Birch SAP		Betula Alba Juice (and) Preservative system according to customer's choice	7,06%	Solvent, Film former, Moisture barrier
Creastar® Electrum Gold WL 80	B	Calcium Aluminum Borosilicate (and) Gold (CI 77480) (and) Silver (CI 77820) (and) Tin Oxide (CI 77861)	30,00%	Pearlescent pigments

Procedure:

Put the phase A under mixing until homogeneous.
Add the phase B under mixing until homogeneous.

Efficacy Testing

2 subjects - On the lips:
Measurement of Delta E on lips after applying lipgloss with Creasil® 12 TTH, compared to lipgloss without Creasil® 12 TTH (reference = lips without product):
After 5 hours, Delta E = 10,3 with Creasil® 12 TTH
Delta E = 1 without Creasil® 12 TTH
The higher is the Delta E, the longer will the product last on the skin.

ISO 16128 Indexes:

Natural Origin Content: 87,79%
Natural Content: 57,79%

Organic Origin Content: 6,98%
Organic Content: 6,98%

Important

Creasil® 12 TTH should not be heated.