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Freedom Lips. Why? No TiO₂, No Polymers

Description:

“Freedom Lips. Why? No TiO₂, No Polymers” is a make up product that was designed to provide intense pigmentation and coverage that is longlasting. Creabase® RBW/HVO/BN, combined with Novawhite® BN 27,6% / BO 9,2%, gives a soft and comfortable application. This lipstick protects the lips from external aggressions with SVHC- free emollients.

Key ingredients:

- Creabase® RBW/HVO/BN is a clever blend of natural oils, wax and Boron Nitride. It gives softness from the emollients and good adherence from Boron Nitride. It is designed especially for long-lasting cosmetic applications.
- Novawhite® BN 27,6% / BO 9,2% is a replacement of pigmentary Titanium Dioxide, which improves coverage and pigmentation of make up products. Based on Boron Nitride and Bismuth Oxychloride, this powder also provides extreme softness upon application.
- Creasperse® Colours are ready-to-use predispersed colourants that provide intense and rich colours to cosmetic products while improving their photostability.

Ingredient	Phase	INCI Name	Qty%	Function
Creabase® RBW/HVO/BN	A	Oryza Sativa (Rice) Bran Wax (and) Hydrogenated Vegetable Oil (and) Boron Nitride	24,70%	Texturizer, Wax
Copernicia Cerifera (Carnauba) Wax		Copernicia Cerifera (Carnauba) Wax	6,00%	Texturizer, Wax
Creasperse® Electric Pink		Red 27 Lake (CI 45410) (and) Hydrogenated Vegetable Oil (and) Polyhydroxystearic Acid	10,20%	Colourant
Creasperse® Geranium		Red 7 Lake (CI 15850) (and) Hydrogenated Vegetable Oil (and) Polyhydroxystearic Acid	0,50%	Colourant
Vegeflow® 100 ISO 16128		Hydrogenated Vegetable Oil	33,50%	Silicone substitute, Emollient
Hectone® HVO		Hydrogenated Vegetable Oil (and) Distearidimonium Hectorite (and) Propylene Carbonate	5,30%	Rheology modifier, Prevents sedimentation
Dedraflow® 800 ISO 16128		Hydrogenated Polydecene (and) Hydrogenated Vegetable Oil (and) Hydrogenated Polyisobutene	14,80%	Silicone substitute, Emollient
Novawhite® BN 27,6% / BO 9,2%		Kaolin (and) Boron Nitride (and) Bismuth Oxychloride (and) Hydrogenated Meadowfoam Seed Oil (and) Meadowfoam Seed Oil	5,00%	Titanium Dioxide substitute, Softness

Procedure

Weigh phase A and heat up to 90°C.
Pour in a mold.
Leave to cool down in the fridge during 1 hour.

ISO 16128 Indexes

Natural Origin Content: 82,93%
Natural Content: 15,88%

Organic Origin Content: 0%
Organic Content: 0%

Important

Creasperse® Electric Pink should be homogenized before use.
Creasperse® Geranium should be homogenized before use.
Hectone® HVO should be homogenized before use.