



**W/O SILKY FOUNDATION
AS40012A**

EASYNOV™ gives soft and silky texture without tacky effect in W/O foundation.

Formula

A	• EASYNOV™ (<i>Octyldodecanol and Octyldodecanol Xyloside and PEG30-Dipolyhydroxystearate - SEPPIC</i>)	4.00%
	• Beeswax	1.00%
	• Hydrogenated castor oil	0.50%
	• Zinc stearate	1.00%
	• LANOL™ 99 (<i>Isononyl Isononanoate – SEPPIC</i>)	5.00%
	• 2-Ethylhexyl palmitate	8.00%
	• Caprylic capric triglyceride	6.00%
	• C12-15 alkyl benzoate	4.00%
	• Dimethicone	1.00%
	• Dimethiconol	2.00%
	• Alumina-silane coated anatase titanium dioxide	7.00%
	• Silane coated talc	1.50%
	• SEPIESOFT™ SP (<i>Polymethyl methacrylate & Sodium acrylate/Sodium acryloyldimethyl taurate copolymer & Isohexadecane - SEPPIC</i>)	0.50%
	• Micronized triethoxycaprylylsilane coated red iron oxide	0.14%
	• Micronized triethoxycaprylylsilane coated yellow iron oxide	0.22%
	• Micronized triethoxycaprylylsilane coated black iron oxide	0.05%
	• Montmorillonite	0.60%
	• SEPICIDE™ HB (<i>Phenoxyethanol/methylparaben/ethylparaben/propylparaben/butylparaben – SEPPIC</i>)	1.00%
B	• Water	Up to 100%
	• Glycerine	5.00%
	• Propylene glycol	5.00%
	• MgSO4.7H2O	1.00%
C	• Fragrance	0.20%

Manufacturing Pcedure (Lab – Silverson Rotor Stator – 300g)

1.Weigh liquid oils and powders in part A and homogenize the mixture with Silverson 4500rpm for 6 min. 2.Add other ingredients in part A and heat part A and part B at 80~85°C. 3.Put part A+C under Silverson 4500~5000rpm, add part B to part A slowly in 1 minute, continue homogenizing 4500rpm for 7 minutes. 4.Cool down without water bath with anchor mixer at 100rpm during 10min. 5. Stir the emulsion with cool water bath at 100rpm. 6.Stop stirring at 30°C.

Comments

SEPPIC SA
33(0) 1 55 91 57 00

SEPPIC Inc
1 973 882 5597

SEPPIC UK Ltd
44 208 577 8800

SEPPIC Italia Srl
39 02 38009110

SEPPIC Asia Singapore
65 6278 6711

Givaudan Lavirotte SA
33(0) 4 78 61 55 00

SEPPIC China
86(21) 64 66 01 49

SEPPIC GmbH
49(0) 220 3890 3100 32 3 250 3911

SEPPIC Belgium NV



EASYNOV™

EASYNOV™ is a liquid lipophilic emulsifier. It allows to develop Water-in-Oil emulsions without wax and thus gives soft and silky texture without tacky effect. Thanks to its liquid form, the emulsions can be prepared by a cold process.

SEPISOFT™ SP

An innovative functional PMMA for a “3D” texturing effect : skin feel-stability-adhesion. SEPISOFT™ SP is a multifunctional powder ; easily dispersible in aqueous & oil-based medium, the SEPISOFT™ SP offers in first a powdery softness and a silky finish to all your formulas, liquids, solids or powders. Introduced in continuous aqueous media, its also brings a stabilizing effect allowing to create innovative & stable self-suspensions and “Pickering” emulsions without any surfactant. SEPISOFT™ SP reveals its third winning card in powder formulas : strengthened adhesion of the powders on the skin leading to more intense colour and long lasting effect.

Characteristics

Appearance	Pink smooth emulsion
Viscosity at RT	29,200 mPa.s BROOKFIELD LV3 6rpm
Viscosity after 1 month at 48°C	16,000 mPa.s BROOKFIELD LV3 6rpm
Viscosity recovery (after 1 month at 48°C)	35,000 mPa.s BROOKFIELD LV4 6rpm
Stability	> M1 at room temp., -18°C and 45°C > M1 after freeze-thaw cycles at -18 / +45°C

Notes

Dimethicone : DC 200/350cst (Dowcorning)
Dimethiconol: DC 1501 Fluid (Dowcorning)
Hydrogenated castor oil: Castorwax (Vertellus)
Alumina-silane coated anatase titanium dioxide: Kemira AC 360 (Kemira)
Silane coated talc: Silane coated talc (XianGuang)
Micronized triethoxycaprylylsilane coated red iron oxide: Unipure red LC 381 AS-EM(SENSIENT)
Micronized triethoxycaprylylsilane coated yellow iron oxide: Unipure yellow LC 182 AS-EM(SENSIENT)
Micronized triethoxycaprylylsilane coated black iron oxide: Unipure black LC 989 AS-EM(SENSIENT)
Montmorillonite: Claytone 40 (Rockwood)
Fragrance : Frag 279954 (Drom)

AS40012A – SEPPIC – 0916A

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