

Prototype
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AJINOMOTO
amino**beauty**[™]

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ASC-33-33

Dewy-Aqua Clear Lip-Treat Stick

This lip gloss stick product is a unique product for its appearance and application after feel. This lip gloss has 1wt% aqueous phase in it and is clear without using any emulsifier. Gelling agent premix, **AJKOD_2046**, (which is a premix of our oil gelling agents **GP-1** & **EB-21**), provides good strength, structure & clarity to the product, without interfering with the sensory feel and other properties of the oils in the formula. **Eldews®** mimic ceramides. They provide excellent moisturization to the lips without drying or flaking the lips. **Eldews®** have capability of holding high amount of moisture, hence it is easy to incorporate aqueous phase in **Eldews®**. **Eldew® SL-205** acts as a great solvent for organic UV filters. It has a dry oil quality. **Ajidew®NL-50** is an excellent humectant. It also has the capacity to increase micro-blood circulation. This stick is a long lasting lip gloss. It stays put on the lips for several hours after application. It is a great on the go, hassle free, long lasting product.

	Trade Name	INCI Name	Supplier	% w/w	Role of ingredient
A.	AJKOD_2046	Octyl Dodecanol, Dibutyl Lauroyl Glutamide, Dibutyl Ethylhexanoyl Glutamide	Ajinomoto North America Inc.	22.00	Gelling Mixture, Structure, Clarity
B-1.	Eldew APS-307	Phytosteryl/Decyltetradecyl Myristoyl Methyl Beta-Alanine	Ajinomoto North America Inc.	4.00	Emollient, Moisture Holding agent
	Eldew PS-203	Phytosteryl/Octyldodecyl Lauroyl Glutamate	Ajinomoto North America Inc.	5.00	Gloss agent, Emollient, Pseudo Ceramide Moisture Holding agent
B-2.	Hyalo Oligo	Hydrolyzed Hyaluronic Acid	Kewpie	0.01	Moisturization
	Ajidew NL-50	Sodium PCA	Ajinomoto North America Inc.	0.99	Humectant, solubilizer for Hyalo Oligo
C.	Panalane H-300E	Hydrogenated Polyisobutene	Vantage	15.00	Stick Stability and structure enhancer
	Panalane L-14E	Hydrogenated Polyisobutene	Vantage	5.00	Stick Stability
	Indopol H-1900	Polybutene	Vantage	10.00	Stick Stability and structure enhancer

	Coconut Oil	Cocos Nucifera		7.00	Emollient
	Floramac Macadamia Oil	Macadamia Integrifolia Seed Oil	Floritech	15.00	Natural emollient/ Moisturizer
D.	Ethylhexyl methoxy cinnamate	Ethylhexyl methoxy cinnamate	Spectrum	7.00	U.V Protection
	Benzophenone-3	Benzophenone-3		3.00	U.V Protection
	Eldew SL-205	Isopropyl Lauroyl Sarcosinate	Ajinomoto North America Inc.	5.1	Solubilizer for UV filters, Light emollient/ sensory
E.	Vitamin A Palmitate	Vitamin A Palmitate	DSM	0.20	Conditioning
	Pinacolada Flavor		Labermuth	0.20	Flavor
	Vit E Acetate	Vit E Acetate		0.50	Antioxidant

Procedure:

- (1) Re-melt Phase A at 100°C.
- (2) Mix phase B-1 in a separate beaker at 50°C. Once mixed, allow it to cool to R.T
- (3) Mix phase B-2 in a separate beaker till Hyalo oligo disperses completely in Ajidew NL-50.
- (4) Gradually, drop wise add phase B-2 to phase B-1 and mix well.
- (5) Add phase C to Phase A and mix at 100°C.
- (6) Mix phase D separately at 55°C, and add it to the phase mixture of phase A and phase C and mix at 100°C.
- (7) Add phase E, at 95°C & mix well
- (8) Pour the mixture in packaging at 90-95°C.

Appearance:

Clear solid stick.

Stability:

4 weeks - Stable at 0°C, 40°C, 45°C, & at R.T. Passed freeze-thaw 3 cycles.

Disclaimer: This information is presented in good faith and we believe that it is correct, but no warranty as to accuracy of results or fitness for particular use is given, not is freedom from patent infringement to be inferred. It is offered solely for information.

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