



GELLED LIPSTICK WITH JOJOBA

A water-based lipstick comprised almost entirely of jojoba raw materials. This unique formulation demonstrates the versatility of jojoba to function as a primary emulsifier, a moisturizer, to enhance gloss and provide stick strength. Boost pigments to create a full coverage lipstick or utilize as a lip treatment with a subtle tint of color.

INCI NAME	TRADE NAME	WT. %
Phase A		
DI Water	Water	15.00
Jojoba Alcohol (and) Potassium Jojobate (and) Butylene Glycol	Jojoba Hydrate™¹	2.50
Jojoba Wax PEG-120 Esters	Jojoba Aqua Sol 120¹	3.00
Phenoxyethanol, Chlorphenesin, Benzoic Acid, Butylene Glycol, Sorbic Acid	Germizide PSB ²	0.40
Phase B		
Simmondsia Chinensis (Jojoba) Seed Oil	Jojoba Oil Golden¹	10.00
Persea Gratissima (Avocado) Oil	Avocado Oil¹	5.00
Jojoba Esters	Jojoba Esters 70¹	8.50
Hydrogenated Jojoba Oil	Jojoba Wax¹	4.75
Simmondsia Chinensis (Jojoba) Seed Oil (and) Ethylene/Propylene/Styrene Copolymer (and) Butylene/Ethylene/Styrene Copolymer	Jojoba Glaze® – HV¹	15.00
Simmondsia Chinensis (Jojoba) Butter	Iso Jojoba™ Butter 35¹	8.50
Phase C		
Titanium Dioxide (and) Castor Oil	TiO2/Castor ³	3.00
Iron Oxide (and) Castor Oil	33-115 ³	1.50
Red 6 (and) Castor Oil	19-012 ³	0.40
Mica	Silica Mica ⁴	13.85
Phase D		
Simmondsia Chinensis (Jojoba) Seed Oil	Jojoba Oil Golden¹	9.00
		100.00

Procedure

Heat phase A to 70-75C. Heat phase B to 70-75C. Add phase C to phase B and mix until uniform. Add phase A to phase BC with homomixing. Homomix for 3 minutes. Add phase D. Drop batch and fill samples at 70C.

Suppliers

¹ Desert Whale Jojoba Co.

² BASF

³ Sun Chemical

⁴ EMD Industries

~ MOISTURIZING ~ GLOSS ENHANCING ~ STRUCTURE ~

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The suitability and safety of the final formulation should be confirmed in all respects by appropriate evaluation.