ELKAY PERSONAL CARE FORMULATIONS

All information in this presentation is for information purposes only.

MAKE-UP PRIMER

- Face primer is used to blur skin pores, smoothens skin and make makeup glide on smoothly.
- Silicones in primers make them tacky in nature, results in good hold on foundation and concealer in place.

Phase	Ingredients	Trade Name	Qty %	Properties
A	**Cytopentasiloxane and Dimethicone crosspoymer**	**LK-CP 94**	**55-70%**	**Powdery smooth feel**
	Phenyl Trimethicone	**LK-PTM**	**5-15%**	**Gloss/shine**
	Cytopentasiloxane	**LK-145**	**5-15%**	**Spreadability**
	Perfume	Marketed prototype	0.05%	Fragrance

- Methodology:

Mix all Phase A ingredients until homogeneous.

Before applying Primer After applying Primer

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LIP GLOSS

- Lip gloss is used give lips a shiny lustre slick finish.
- Silicones are used in lip-gloss, where the goal is to produce a high gloss coating on the lips.

Phase	Ingredients	Trade Name	Qty %	Properties
A	**Phenyl Trimethicone**	**LK-PTM**	**25-35%**	**Gloss/shine**
	Cytopentasiloxane	**LK-145**	**25-35%**	**Spreadability**
	Dimethicone (350 cst)	**LK-SIL 100 D (350)**	**20-25%**	**Water Repellency**
	Cyclopentasiloxane and Trimethylsiloxysilicate	**LK-Q5**	**10-15%**	**Film forming**
	Perfume	Marketed Prototype	0.05%	Fragrance

- Methodology:

Mix all Phase A ingredients until homogeneous.

Before applying Lip Gloss

After applying Lip Gloss

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MAKE-UP FOUNDATION

Phase	Ingredients	Trade Name	Qty %	Properties
A	**PEG-12 Dimethicone**	**LK-7300 D**	**5-6%**	**Pigment Dispersion**
	Cytopentasiloxane	**LK-145**	**2-3%**	**Spreadability**
	Dimethicone and Trimethylsiloxysilicate	**LK-Q6**	**5-7%**	**Water Repellency**
	PEG-18 Dimethicone	**LK-7180 D**	**1-3%**	**Emulsifying**
	Cytopentasiloxane and Dimethicone crosspoymer	**LK-CP 94**	**6.5-7.5%**	**Powdery smooth feel**
	Phenyl Teimethicone	**LK-PTM**	**1-2%**	**Gloss/Shine**
	C12-15 Alkyl Benzoate	Market sample	1-2%	Emollient
	Isododecane	Market sample	10-11%	Solvent
B	**Titanium Dioxide and Triethoxycarpylylsilane**	**LK-CTS 32**	**10-11% and 0.8-1%**	**White pigment**
	Yellow Iron Oxide	Market sample	1-2%	Yellow pigment
	Red Iron Oxide	Market sample	0.24-0.3%	Red Pigment
C	Water	Market sample	Upto 100%	Solvent
	Propylene glycol	Market sample	5-6%	Humectant
	Perfume	Market sample	0.05%	Fragrance

- Foundation is applied to the face and neck to create an even, uniform color to the complexion, and to cover flaws.
- Silicone-based foundations create a smooth and silky texture on the skin, with long lasting effect.

Methodology:

- Mix all Phase A materials till homogeneous.
- Add phase B material one by one in phase A with continuous mixing.
- Add phase C material one by one in phase A+B with continuous stirring.
- Mix until homogeneous.

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MASCARA

Phase	Ingredients	Trade Name	Qty %	Properties
A	Ozokerite wax	Market sample	4-6%	Viscosity
	PEG-10 Dimethicone	**LK-7810 D**	**16-20%**	**Emulsifying**
B	**Dimethicone and Dimethiconol**	**LK-1453**	**5-7%**	**Long lasting**
	Dimethicone and Trimethylsiloxysilicate	**LK-Q6**	**5-7%**	**Water Repellency**
	Dimethicone (10cst)	**LK-SIL 100 D (10)**	**42-46%**	**Spreadability**
	Black Pigment	Market sample	4-6%	Black color
C	Water	Market sample	5-15%	Solvent
D	Phenoxy ethanol	Market sample	0.3-0.5%	Preservative

- Mascaras are pigmented preparations for application to the eyelashes to make them look darker and longer and to make the whites of the eyes look brighter by contrast.
- Silicones makes the mascara more resistant to water and help them to visually lengthen the lashes.

Methodology:

- Mix all Phase A materials and heat till homogeneous.
- Add phase B material one by one in phase A with continuous mixing.
- Add phase C material one by one in phase A+B with continuous stirring.
- Add phase D to phase A+B+C.
- Mix until homogeneous.

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LIQUID LIPSTICK

- Liquid lipsticks are more durable and can last up hours. They don't transfer as easily and won't require constant application.
- Silicones makes Lipstick last for hours, its ability to act as a carrier for pigments.

Phase	Ingredients	Trade Name	Qty %	Properties
A	**Trimethylsiloxysilicate**	**LK-MQ1**	**15-20%**	**Film Forming**
	Cytopentasiloxane and Dimethicone crosspoymer	**LK-CP 94**	**5-6%**	**Smooth feel**
	Isododecane	Market sample	30-35%	Solvent
	Cytopentasiloxane	**LK-145**	**30-35%**	**Spreadability**
	Mica	Market sample	2-3%	Glitter
B	Beeswax	Market sample	2-4%	Viscosity
	Pigment (RED)	Market sample	4-5%	Color

Methodology:

- Mix all Phase A materials until homogeneous
- Heat phase B until 60°C. Slowly add phase A to phase B with continuous stirring.
- Mix until homogeneous.

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HIGHLIGHTER

- Highlighter is used for attracting light, enhancing skin tone, and also used to accentuate and "lift" bone structure.
- Silicones are used in highlighter, where the goal is to produce a gloss, smooth feel coating on the skin.

Phase	Ingredients	Trade Name	Qty %	Properties
A	Shea butter	Market sample	10-20%	Viscosity
	Cytopentasiloxane and Dimethicone crosspoymer	**LK-CP 94**	**30-40%**	**Smooth feel**
	Phenyl Trimethicone	**LK-PTM**	**25-35%**	**Shine**
	Paraffin wax	Market sample	5-10%	Viscosity
	Mica	Market sample	3-4%	Glitter

Methodology:

- Heat all waxes and add all Phase A material one by one.
- Mix until homogeneous.

Before applying Highlighter

After applying Highlighter

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SUNSCREEN

Phase	Ingredients	Trade Name	Qty %	Properties
A	Stearic acid	Market product	3-4%	Viscosity
	Cetostearyl alcohol	Market product	2-3%	Emulsifier
	Octyl Methoxycinnamate	Market product	4-5%	Sunscreening agent
	Octyl Salysilate	Market product	2-3%	Sunscreening agent
	Benzophenone 3	Market product	1-2%	Sunscreening agent
	Propyl paraben	Market product	0.2%	Preservative
B	Titanium dioxide	Market product	1.2-1.5%	Sunscreening agent
	Dimethicone 350	**LK-SIL 100 D**	**5-8%**	**Dispersing agent**
	Ethanol	Market product	0.1%	Dispersing agent
C	Zinc Oxide	Market product	1-2%	Sunscreening agent
	PEG-12 Dimethicone	**LK-1083**	**0.5-1%**	**Coating**
	Cyclopentasiloxane	**LK-145**	**6-7%**	**Dispersing agent**
	Cyclopentasiloxane and dimethicone crosspolymer	**LK-CP 94**	**0.5-1%**	**Smooth feel**
D	Water	Market product	Upto 100%	Solvent
	Tween 20	Market product	1-2%	Emusifier
	Glycerin	Market product	5-10%	Humectant
	Methyl Paaraben	Market product	0.2%	Preservative
E	Perfume	Market product	0.05%	Fragrance

- Mix all Phase A materials and heat till homogeneous.
- Add phase B material one by one in phase A with continuous mixing.
- Add phase C material one by one in phase A+B with continuous stirring.
- Add phase D to phase A+B+C.
- Mix until homogeneous.

- Sunscreen helps prevent sunburn, skin cancer and premature aging.
- Silicone is used in sunscreens to form a protective barrier on the skin that helps to lock in moisture and prevent the product from feeling greasy or sticky, also helps to reduce white cast.

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Thank You

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