



## Cherry Bomb Lip Tint-in-Oil

Lip oils are the new beauty essential. Forget balms, glosses and tints; this is a new all in one. **ETHOCEL™**, a multi-functional oil thickener and film former, enables creativity with oils and new formats of oil-containing products, by offering tailored and transparent thickening while exhibiting broad oil compatibility. This juicy shade of RED relates to **30-SA-4516 Red 27 Lake**, a customized blend of pigments, facilitating the formulation of homogenous colors. **Tsubaki oil**, from South Korea, is an excellent protection against dryness and **Cherry Kernel Refined Oil** provides hydration as well as antioxidant benefits.

	Trade name	INCI name	Supplier	%
A	1 Ercarel G20	Octyldodecanol	Erca / Univar*	31.3
	2 Ercarel AB V	C12-15 Alkyl Benzoate	Erca / Univar*	30
	3 <i>Dow Corning</i> ® FZ-3196	Caprylyl Methicone	Dow Corning / Univar*	10
	4 Ercarel TCC V	Caprylic/Capric Triglyceride	Erca / Univar*	20
B	5 ETHOCEL™ Standard 100 Premium FP	Ethylcellulose	Dow Personal Care / Univar*	4
C	6 KPC MT70	Mixed Tocopherol, Soybean Oil	Kemin / Univar*	0.5
	7 Tsubaki Oil Virgin Deodorised (LA030067)	Camellia Japonica Seed Oil	Naturex / Univar*	1
	8 Cherry Kernel Refined Oil	Prunus Avium (Cherry) Seed Oil	Kerfoot / Univar*	1
	9 30-SA-4516 Red 27 Lake	Octyldodecanol, CI 45410:1	Univar Colour*	2
	10 Red fruit & Acai SY147378	Parfum / Fragrance	Kao Fragrances / Univar*	0.2

\* Please contact your regional Univar sales representative to ensure that mentioned products are distributed in your country.

### Procedure (Hot process)

1. Blend ingredients of phase A at room temperature
2. Add B under stirring until well dispersed. Then heat in a closed vessel at 85°C and mix at 500RPM until clear and uniform.
3. Cool down to 45°C and add ingredients of phase C one by one until uniform

### Stability

Stable at least 3 months at room temperature and 40°C .

### Comments

- Viscosity 6,133 cps S4S12  
\*Viscosity measured after 1 minute
- Juicy shade lip oil which leaves a light veil of color on the lips. A super glossy almost vinyl look without any heavy feeling

Reference: BE0916

Issued by: UTEC, Univar Technical Excellence Centre

Contact: [personalcareEMEA@univar.com](mailto:personalcareEMEA@univar.com) | [www.univar.com](http://www.univar.com)



Disclaimer – Univar BV and its affiliates (“Univar”) offers this suggested formulation as a representative formulation only. It is not a commercialized product. Univar relies on information and data from its suppliers on which to base this suggested formulation, but Univar has not subjected the suggested formulation to any testing for performance, efficacy or safety. Univar makes no warranties, express or implied, related to this suggested formulation, INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Additionally, Univar has not done any patent search on the suggested formulation. BEFORE USE, YOU MUST TEST THE FORMULATION, OR ANY VARIANCE THEREOF, TO DETERMINE ITS PERFORMANCE, EFFICACY AND SAFETY. FURTHERMORE, IT IS YOUR RESPONSIBILITY TO OBTAIN ANY NECESSARY GOVERNMENT CLEARANCE, LICENSE OR REGISTRATION. BY TAKING THIS SUGGESTED FORMULATION, YOU HEREBY AGREE TO DEFEND AND HOLD UNIVAR HARMLESS FROM ANY CLAIM OF INTELLECTUAL PROPERTY INFRINGEMENT. Any suggested uses are not inducements to infringe any patent and should not be taken as such. © 2016. Univar Inc. All rights reserved. Univar, the hexagon and the Univar logo are registered trademarks of Univar Inc. Certain trademarks are owned by third parties, are used to identify the goods and services identified by those marks, and are the property of their rightful owners. 00008356-2016