

# Translucent Glow Primer

SC-DE-23-JS-4188977-01



## Main Claims:

- Innovative translucent texture.
- Made with 93% Natural Origin.
- Minimalist Formulation (13 INCI's).
- Smooth base for enhance make-up.
- Alternative to silicone base, Si feel like.

## Market trend:

**+200%** growth in primers claiming >90% Natural Origin

2021 vs 2023\*



## Myritol® 318

Medium spreading emollient suitable for all kind of cosmetic skin care applications.

## Lanette® E

Anionic emulsifier for different o/w emulsions. It is a mixture of fatty alcohol sulfates, especially sodium cetearyl sulfate

**Elevate makeup longevity with a minimalist primer while its translucent finish enhances your skin's natural glow.**

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| Phase | Ingredients                               | INCI                               | % by weight | Function          |
|-------|---|------------------------------------|-------------|-------------------|
| A     | <b>Lanette® E</b>                         | Sodium Cetearyl Sulfate            | 0.30        | Emulsifier (O/W)  |
|       | Lanette® O                                | Cetearyl Alcohol                   | 5.00        | Consistency agent |
|       | Isopropyl Myristate                       | Isopropyl Myristate                | 2.00        | Emollient         |
|       | <b>Myritol® 318</b>                       | Caprylic/Capric Triglyceride       | 3.00        | Emollient         |
| B     | Water, demin.                             | Aqua                               | 48.00       |                   |
|       | 1,2-Propylene Glycol Care                 | Propylene Glycol                   | 5.00        |                   |
|       | Glycerin                                  | Glycerin                           | 35.00       | Humectant         |
| C     | Euxyl PE 9010                             | Phenoxyethanol, Ethylhexylglycerin | 1.00        | Preservative      |
|       | Sensiva SC 50 (Ashland)                   | Ethylhexylglycerin                 | 0.50        | Auxiliary         |
|       | Perfume*                                  | Parfum                             | 0.20        | Fragrance         |
|       | Puricolor RED FRE1 FDA (0.1% solution)    | CI 14700                           | q.s.        | Colorant          |
|       | Puricolor Orange AOR7 FDA (0.1% solution) | CI 15510                           | q.s.        | Colorant          |

## Manufacturing Process

**Hot process:** 1. Heat up phase A to 80°C. Premix phase B with boiled water and add to phase A while stirring. 2. Cool down while stirring and add phase C one after another below 30°C.

\*Düllberg Strawberry



## Specifications

|  |               |
|--|---------------|
| Aspect   | Rosé          |
| pH value (23°C)  | 5.5 - 6.0     |
| Viscosity (Brookfield; RVF; Spindle TE, Helipath; 4 rpm; 23°C) | 100.000 mPa s |