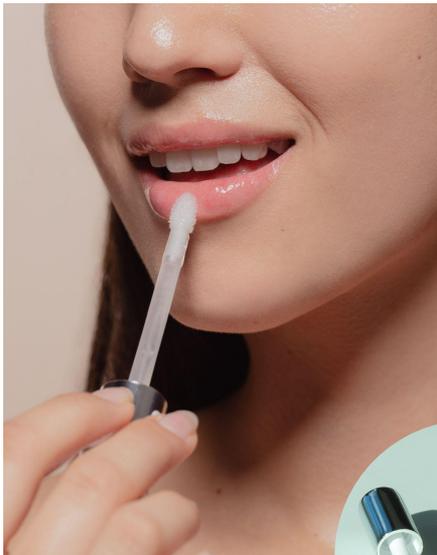




# US20177 | Lip Plumping Jelly Balm

A soft balm to restructure chapped lips



NATURALITY PROFILE according to ISO 16128 norm



Lip plumping

Oily-waterless gel

Nourishing & Protective film

<b>A</b>	Ricinus Communis Seed Oil (and) Hydrogenated Castor Oil (and) Copernicia Cerifera (Carnauba) Wax	40.18%
	Flavor Blue Raspberry Natural O.S. (Gold Coast)	10.00%
	Dipentaerythryl pentaisonanoate	25.00%
	Ethylhexyl polyhydroxystearate	20.00%
	Squalane	1.00%
	Macadamia Ternifolia Seed Oil	2.00%
	<b>SEPIlift™ DPHP</b>	<b>1.00%</b>
<b>B</b>	Tocopherol (AND) Helianthus Annuus Seed oil	0.30%
	Purple Color CB1 Liquid N&A O.S.	0.02%
	Flavor Blue Raspberry Natural O.S.	0.50%

Soft translucent purple gel / Packaging: Lip gloss applicator

pH: N/A / **VISCOSITIES: 1M at RT:** 185,000 cps Brookfield LV96V3.0

**Recovery at RT (after 1M at 45°C):** 165,000 cps Brookfield LV96V3.0

**STABILITY:** Passed 3 month at RT, 45°C, & 3 F/T cycles (-5°C/+40°C)

**FORMULATION ADVICES: Laboratory scale - 300g - Sweeper/propeller type**

Combine phase A ingredients and heat to 85 C while mixing. Cool down the batch to 45 C and add phase B ingredients one by one then pour into pack.

**A gliding, shiny balm to comfort, to nourish, restructure and to protect dry lips**  
Maintain lip softness with a fun jelly gloss that plumps lips!

**SEPIlift™ DPHP Aminovector™** (Dipalmitoyl Hydroxyproline), an anti-wrinkle ingredient, moisturizes, redesigns lips and reduces the appearance of **fine lines**. SEPIlift™ DPHP improves lipstick **spreadability** and provides **comfort wearing on lips**, leaving lips softer, better moisturized and ideally restructured so they appear fuller. A breakthrough in the field of lipstick technology: botanical hydroxyproline vectorized in lipophilic form. Ecocert and Natrue approved.

**ADDITIONAL INGREDIENTS:** Macadamia Ternifolia Seed Oil; Macadamia oil (SOPHIM) / Phenoxyethanol - Ethylhexylglycerin; EUXYL™ PE9010 (SCHULKE) / Purple Color CB1 Liquid N&A O.S. (Gold Coast) / Flavor Blue Raspberry Natural O.S. (Gold Coast) ; KARITE ON / Ricinus Communis Seed Oil (and) Hydrogenated Castor Oil (and) Copernicia Cerifera (Carnauba) Wax ; VEGELIN 65 / Ethylhexyl polyhydroxystearate ; DUB ESTOLINE (Dipentaerythryl) pentaisonanoate ; DUB WINYL / Cocos nucifera oil - Organic Deodorized Coconut oil / Tocopherol (AND) Helianthus Annuus Seed oil ; SKINFEEL TOCO 70 non GMO / Squalane ; PHYTOSQUALAN