

Starting point formulation – Foundation – flawless finish 2

This foundation creates an even complexion and medium coverage. It contains **CLAYTONE-VP V** as rheology modifier that keeps pigments stable in the formulation.

Formulation

Position	Component	INCI	Supplier	Function	Dosage (%)
A	ABIL EM 90	Cetyl PEG/PPG-10/1 Dimethicone	Evonik	Emulsifier	1.20
	ABIL WAX 9801	Cetyl Dimethicone	Evonik	Emollient	2.00
	TEGOSOFT AC MB	Isoamyl Cocoate	Evonik	Emollient	5.00
	Xiameter PMX 0245 Cyclopentasiloxane	Cyclopentasiloxane	DOW	Emollient	5.00
	CLAYTONE-VP V	Quaternium-90 Bentonite	BYK	Rheological additive	0.30
	Propylene Carbonate	Propylene Carbonate	Carl Roth	Activator	0.05
	UNIPURE WHITE LC 987 AS-EM	CI 77891, Titanium Dioxide, Triethoxycaprylylsilane	Sensient	Colorant	5.00
	UNIPURE YELLOW LC 182 AS-EM	CI 77492, Iron Oxide, Triethoxycaprylylsilane	Sensient	Colorant	0.60
	UNIPURE RED LC 381 AS-EM	CI 77491, Iron Oxide, Triethoxycaprylylsilane	Sensient	Colorant	0.35
B	Water	Aqua		Carrier	63.80
	1,2 Propanediol	Propylene Glycol	Merck	Moisturizer	15.00
	Magnesium Sulfate Heptahydrate	Magnesium Sulfate Heptahydrate	Carl Roth	Stabilizer	1.20
	Nipaguard DMDM Plus	DMDM Hydantoin	Clariant	Preservative	0.50
Total					100.00

Instructions (manufacturing procedure)

- Combine the oils of phase A and add the natural organoclay while homogenizing with ultra turrax at 12,500 rpm for 15 min.
- Then add the activator and shear for further 10 min.
- Finally add the pigments and homogenize until the mass is smooth (6,500 rpm).
- Combine the ingredients of phase B and add phase B slowly to phase A while stirring at 500 rpm (IKA paddle stirer) and stir for further 2 min at 1,000 rpm.

Characteristic data

- Brown colored, high viscous.
- Storage stability: 3 months at 40 °C.

CLAYTONE-VP V is a vegan organically modified natural bentonite that increases viscosity and suspends particles.



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