



 PRODOTTI GIANNI

**LIQUID
LIPSTICK**
Formulations



FORMULATIONS & TECHNICAL MARKETING PROFILE

EM1-2-70 PLUMP' N CARE LIP OIL TREATMENT

This lip oil treatment plumps, softens and enhances the natural appearance of lips. The blend of Mekabu and Dictyopteris oil softens and moisturizes the lips while plumping your pout, leaving your lips naturally gorgeous and voluptuous.

GE2-0-13 PLEXI-GLOSS LIQUID LIPSTICK

This ultra-shine liquid lipstick is characterized by a glass-like effect. It smoothly glides on lips leaving a creamy sensation and voluminous effect.

GE2-0-16 RE-PLUMPING LIP TINT

This creamy liquid lipstick has an extremely cushiony feel and provides intense and opaque color while nourishing lips with a blend of butter and natural oil.



EM1-2-70

PLUMP' N CARE LIP OIL TREATMENT

This lip oil treatment plumps, softens and enhances the natural appearance of lips. The blend of Mekabu and Dictyopteris oil softens and moisturizes the lips while plumping your pout, leaving your lips naturally gorgeous and voluptuous.

	Trade Name	INCI Name	Function	%
A.	Purephos Alpha (Nikko)	Cetyl Phosphate	Emulsifier, Anti-pollution	1,50
	Lipocol C - Natural (Vantage)	Cetyl Alcohol	Body Agent	0,25
	Glicerina F.U. Ph.Eur.	Glycerin	Humectant	19,00
B.	Deionized Water	Aqua		8,00
	L-Arginine C Grade (Ajinomoto)	Arginine	Moisturizing, Neutralizing Agent	0,75
C.	Jojoba Glaze HV (Vantage)	Simmondsia Chinensis Seed Oil, Ethylene/Propylene/Styrene Copolymer, Butylene/Ethylene/Styrene Copolymer	Rheology Modifier	20,00
	DW Jojoba Colorless (Vantage)	Simmondsia Chinensis Seed Oil	Emollient	6,00
	GS-MHL (Nikko)	Methylheptyl Laurate	Emollient	43,20
	Lipsi Red 40R27A (Nikko)	Diisostearyl Malate, CI 45410, Isopropyl Titanium Triisostearate	Pigment	qs
D.	Wakapamp (Codif)	Caprylic/Capric Triglyceride, Undaria Pinnatifida Extract	Moisturizing, Lip Volumizing Redefining	0,20
	Dictyopteris Oil (Codif)	Caprylic/Capric Triglyceride, Dictyopteris Polypodioides Extract	Plumping Agent	0,30
	Microcare PHC (Thor)	Phenoxyethanol, Chlorphenesin, Glycerin	Preservative	0,80

Chemical/physical characteristics

Appearance:	translucent pinkish gel
pH:	n.a.
Viscosity (Brookfield RVT, 20 rpm, 20°C):	30.000-40.000 mPa·s
Stability:	3 months at 40°C

Manufacturing process

Weigh components of phase A and heat up to 75°C. Dissolve arginine into water (phase B) and heat up to 70°C. Add phase B into phase A under stirring. Weigh components of phase C and heat them up to 70°C. Add phase C to A+B under stirring. Add phase D to the bulk below 40°C.



% of natural derived ingredients in the formulation (water included)



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TECHNICAL MARKETING PROFILE

EM1-2-70

PLUMP 'N CARE LIP OIL TREATMENT

This lip oil treatment forms a smoothing and **protective layer** of transparent color that locks in moisture for **deep lip hydration** thanks to **Purephos Alpha**. **Jjoba Glaze HV** nourishes and enhances lips appearance giving them a **natural glow**. **Wakapamp** and **Dictyopteris oil** help to **redefine lip contours** while improving lip hydration and volume leaving lips naturally gorgeous and voluptuous.

Key Ingredients

Purephos Alpha: not only an **emulsifier** and a **texture enhancer** but an **active** too. Purephos Alpha binds water on the skin and forms a moisturizing layer with an improvement of skin texture and fine lines. Skin appears healthy and beauty.

Technical Plus

Jjoba Glaze HV: clear, high viscosity gel based on jojoba oil. It provides gloss and shine to skin and hair while delivering substantive emolliency and offering excellent suspension properties for glitters, sugar and other particles.

Active Plus

Wakapamp: it increases water reservoir capacities of the skin. Wakapamp reconstitutes the HLF of the skin by promoting the synthesis of its main components: surface lipids (Epidermal lipids + Balanced sebum) and surface water.

Dictyopteris Oil: this **natural extract** has a **smoothing** and **replumping effect**. It **stimulates** the production of **three enzymes** that causes **lipid storage** in adipocytes.

Unique plus of the formula

Softens, plumps, and prevents moisture loss enhancing the natural appearance of lips.

Consumer benefits

- lip hydration
- lip contour and volume
- naturally beautiful lips

Free of:

- Silicones
- Sulfates
- Fragrance/Aroma
- D5
- Petrolatum



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GE2-0-13

PLEXI-GLOSS LIQUID LIPSTICK

This ultra-shine liquid lipstick is characterized by a glass-like effect. It smoothly glides on lips leaving a creamy sensation and voluminous effect.

	Trade Name	INCI Name	Function	%
A.	KP-562P (<i>Shin Etsu</i>)	Acrylates/Behenyl Acrylate/Dimethicone Methacrylate Copolymer	Glossing Agent	8,00
	AJK OD 2046 (<i>Ajinomoto</i>)	Octyldodecanol, Dibutyl Lauroyl Glutamide, Dibutyl Ethylhexanoyl Glutamide	Rheology Modifier	8,00
	Dermol MBDD (<i>Alzo</i>)	Mango Butter Dimer Dilinoleyl Esters/Dimer Dilinoleate Copolymer	Emollient, Pigment Dispersing	27,00
	KF-56A (<i>Shin Etsu</i>)	Diphenylsiloxy Phenyl Trimethicone	Emollient	28,50
B.	D&C Red 6 Barium Lake (<i>Kolortek</i>)	CI 15850	Pigment	2,50
	D&C Red 27 Lake (<i>Kolortek</i>)	CI 45410	Pigment	1,00
C.	Farmal 21 T (<i>Ingredion</i>)	Tapioca Starch	Texturizing Agent, Filler	15,00
	EM Sericite EW-F8 (<i>Toshiki</i>)	Mica, Aloe Barbadensis Extract, Cocos Nucifera Oil	Filler	10,00

Chemical/physical characteristics

Appearance:	red liquid lipstick
pH:	n.a
Viscosity (Brookfield RVT, 20 rpm, 20°C):	15.000-20.000 mPa·s
Stability:	3 months at 40°C

Manufacturing process

Weigh components of phase A and heat up to 100°C. Disperse phase B in A and pass A+B twice through the three-roll mill. Finally disperse phase C and pour into the final containers.



% of natural derived ingredients in the formulation (water included)



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TECHNICAL MARKETING PROFILE

GE2-0-13

PLEXI-GLOSS LIQUID LIPSTICK

Shiny like a mirror, this plexi-gloss liquid lipstick combines **D&C Red 6 Barium Lake** and **D&C Red 27 Lake** for an **intense, vibrant color** with the **high shine** of a gloss provided by **KP-562P**, **AJK OD 2046** and highly refractive oils **Dermol MBDD** and **KF-56A**. The liquid formula comfortably coats the lips with a lightweight, non-sticky film thanks to **Farmal 21T**, leaving them plump and smooth.

Key Ingredients

KP-562P: a silicone acrylate wax with **excellent spread and gloss** that melts into skin and produces a **flexible film** with **good adhesion and a moist feel**.

AJK OD 2046: a rheology modifier that gives the chance of obtaining **completely clear anhydrous systems**. As a result, **colour is more powerful** and **vibrant**.

Technical Plus

D&C Red 6 Barium Lake: high quality Red 6 Barium lake.

D&C Red 27 Lake: high quality Red 27 lake.

Farmal 21 T: **bio-based polymer** used to enhance **aesthetic** and **sensorial** attributes with **simple label appeal**.

Unique plus of the formula

A **vividly-pigmented, high-shine liquid lipstick** that delivers buildable, full-coverage color with a **smooth finish**.

Consumer benefits

- Ultra-shine finish
- Non-sticky, smooth texture
- Vibrant color

Free of:

- Fragrance
- Mineral oil
- Parabens
- Phthalates



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GE2-0-16 RE-PLUMPING LIP TINT

This creamy liquid lipstick has an extremely cushiony feel and provides intense and opaque color while nourishing lips with a blend of butter and natural oil.

	Trade Name	INCI Name	Function	%
A.	Abwax Ceresin 57 Pearls (Brasca)	Ceresin	Body Agent	5,00
	Mango Butter	Mangifera Indica Seed Butter	Emollient, Body Agent	26,24
	Liponate GC-K (Vantage)	Caprylic/Capric Triglyceride	Emollient	10,00
	Aperoxid TLA (Biochim)	Lecithin, Tocopherol, Ascorbyl Palmitate, Citric Acid	Antioxidant	0,10
B.	D&C Red 27 Lake (Kolortek)	CI 45410	Pigment	3,50
	D&C Red 6 Barium Lake (Kolortek)	CI 15850	Pigment	1,00
	D&C Blue 1 Lake (Kolortek)	CI 42090	Pigment	0,06
	E171 Titanium Dioxide FG (Florio Colori)	CI 77891	Pigment	1,00
C.	Mattewax 511 (Micro Powders)	Polypropylene	Texturizing Agent, Mattifying	25,90
	Elisphere A812 (Prodotti Gianni)	Silica	Texturizing Agent, Soft Focus, Thickener	5,00
D.	Plump Oleoactif (Oléos)	Simmondsia Chinensis Seed Oil, Punica Granatum Flower Extract, Polyglyceryl-3 Diisostearate	Lip Plumping and Restructuring	1,00
	Aroma Black Cherry	Aroma	Aroma	0,20
E.	Bentone Gel ISD V (Elementis)	Isododecane, Disteardimonium Hectorite, Propylene Carbonate	Rheology Modifier	21,00

Chemical/physical characteristics

Appearance:	cherry liquid lipstick
pH:	n.a
Viscosity (Brookfield RVT, 20 rpm, 20°C):	85.000-100.000 mPa·s
Stability:	under test

Manufacturing process

Heat components of phase A up to 75°C. Disperse phase B in A and pass twice through a three-roll mill. Heat the paste obtained up to 75°C and disperse phase C into it. Add phase D and finally disperse Bentone Gel.



% of natural derived ingredients in the formulation (water included)



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TECHNICAL MARKETING PROFILE

GE2-0-16

RE-PLUMPING LIP TINT

This **matte lip tint** delivers a burst of **creamy color** and sets to a silky, lightweight matte stain without settling into fine lines thanks to **Mattewax 511** and **Mango butter**. The creamy texture always feels **cushiony, non-sticky and doesn't dry out lips**. **Plump Oleoactif** hydrates and **increases lip volume**.

Key Ingredients

Mattewax 511: it is a highly branched polypropylene wax that provides a **smooth, matte finish**. It also improves **wear resistance** and in this formula it gives a **matte effect** with a **long lasting wearing**.

Technical Plus

Elisphere A812: it provides a great **soft focus effect, erasing time** around lips. It is a **texturizer, absorbs sebum, thickens lipophilic systems** and provides **soft focus effect**.

Active Plus

Plump Oleoactif: it has **protective, restructuring and volumizing effect**. It is perfect for lip care products.

Unique plus of the formula

A **matte lip tint** that transforms from a **creamy texture** into a **silky and durable stain**.

Consumer benefits

- Non drying and creamy texture
- Matte finish
- Durable lip stain

Free of:

- Parabens
- Phthalates
- Sulfates
- Silicones



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