

***PHOENIX offers specialty ingredients
that delivers proven unique,
glamorous performance!***

FLAWLESS TRANSFER-PROOF LIPSTICK



Baseline

Post Application

Post Transfer

Unique features include:

- Richly pigmented with vibrant color enhancement
- Smudge proof and transfer resistant
- Luxurious payout and long lasting
- Aids in restructuring damaged, stressed lips

Studies conducted by AMA Labs,
216 Congers Rd. New City, NY 10956

FLAWLESS TRANSFER-PROOF LIPSTICK PTC5-49/3

Trade Name	INCI Name	Company	Percent
A CL 300	Polyethylene	Honeywell	5.00
A PELEMOL® GTB	Tribehenin	Phoenix Chemical	5.00
A Ozokerite 1020	Ozokerite 1020	S & P	2.80
A Paraffin 674	Paraffin	S & P	2.15
A Beeswax	Beeswax	S & P	6.00
A PELEMOL® P3D	Polypropanediol Dimer Dilinoleate	Phoenix Chemical	6.00
A GIOVAREZ® 1800	Polyvinyl Stearyl Ether	Phoenix Chemical	4.00
B Red 7/ Squalane	Red 7/ Squalane	LCW	1.50
B Red 1 /0 Squalane	Red 1 /0 Squalane	LCW	1.00
B Black 1/ 0 Squalane	Black 1/ 0 Squalane	LCW	0.25
B TiO2/Squalane	TiO2/Squalane	LCW	1.50
B Yellow 5/ Squalane	Yellow 5/ Squalane	LCW	0.25
C Silk Mica	Mica	EMD Industries	4.00
C PM-29	TiO2/Mica	EMD Industries	5.00
D Liquipar Oil	Isopropylparaben, Isobutylparaben, Butylparaben	ISP	0.50
D GIOVAREZ® BTB-50	Isododecane & Behenyl Methacrylate/ t-Butyl Methacrylate	Phoenix Chemical	25.00
D PECOSIL® G-5	Dimethicone/ Phenylmethicone/ C30-45 Olefin	Phoenix Chemical	6.00
D Permethyl 99A	Isododecane	Presperse	23.45
E Flavor	Flavor		Q.S
			100.00

Procedure: Heat Phase A 85-90C to melt waxes. Once melted add Phase B and cool to 75C. When pigment is uniform add Phase C. Premix Phase D until no lumps are seen. Add premixed Phase D to Phases ABC. Add Phase E.

Characteristics of Lipstick: Transfer proof, doesn't dry on lips, good color laydown, and shine.

Ingredients	Function
PELEMOL® P3D	Glossy vegetable derived emollient
GIOVAREZ® BTB-50	Film former for color & smudge resistance
PELEMOL® GTB	Emulsion Stabilizer
PECOSIL® G-5	Luxurious emollient
GIOVAREZ® 1800	Film forming waxy polymer