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#Twitter Lipbrids

Description:

"#Twitter Lipbrids" is an hybrid formula that combines the benefits of a lip balm and the look of a lip gloss. This product provides moisture, repair and protection due to Veggilanol® Gold and Creagel® Crystal 10 ISO 16128. "Wrinkle Loss Visual Effect" leaves a glossy finish on the lips, while visibly improving their smoothness.

Key ingredients:

- Veggilanol® Gold is a mixture of esters and fatty acids derived from a natural wax. It is a film-forming and long-lasting agent. Veggilanol® Gold is ideal for skin care formulations, especially lip products, as it repairs, moisturises and protects mucosa. It leaves a non-sticky, glossy film.

- Creagel® Crystal 10 ISO 16128 is an anhydrous gel based on a mixture of synthetic and natural thickened lipids. It is a transparent viscosity modifier and film former. It forms a pseudoplastic film on the lips, which leaves a silky and smooth after feel.

- Alphaflow® 30 is a SVHC-free emollient based on Hydrogenated Polydecene. It provides softness and lubricity to formulations and forms a non-occlusive film on the skin. Alphaflow® 30 is extremely photostable, hence it is ideal for day care formulations.

Ingredient	Phase	INCI Name	Qty%	Function
Creagel® Crystal IH	A	Isohexadecane (and) Ethylene/Propylene Copolymer	34,00%	Viscosity modifier, Film former
Veggilanol® Gold		Lanolin	8,00%	Moisturising, Skin protecting
Alphaflow® 30		Hydrogenated Polydecene	12,00%	Silicone substitute, Emollient
Creagel® Crystal 10 ISO 16128		Hydrogenated Vegetable Oil (and) Ethylene/Propylene Copolymer	46,00%	Viscosity modifier, Film former, Emollient

Procedure	Weigh phase A and put under stirring until homogenization.
Efficacy Testing	2 subjects - On the lips: - Wrinkle decrease of 41,44% in depth (Delta D), after 5 minutes of application - Wrinkle decrease of 24,92% in width (Delta W), after 5 minutes of application
ISO 16128 Indexes	Natural Origin Content: 48,99% Natural Content: 8% Organic Origin Content: 0% Organic Content: 0%