

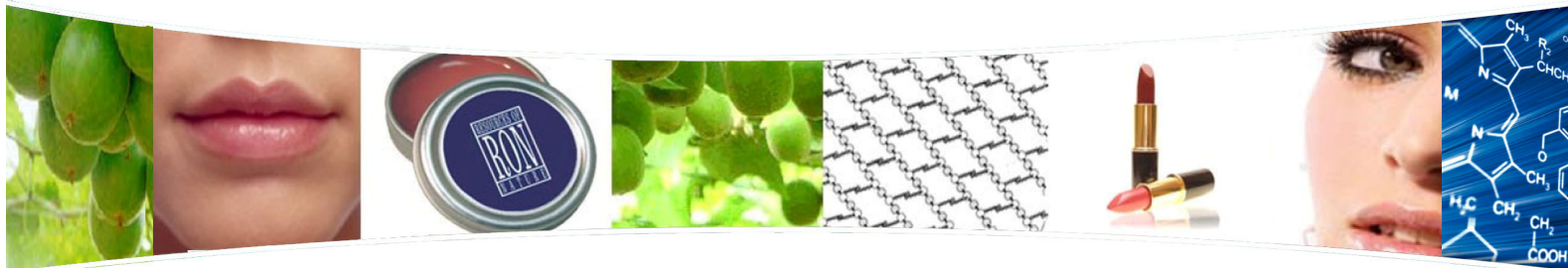
Sweet-Lip-Moisture

INCI: Glycerin, Hydrogenated Lecithin, C12-16 Alcohols, Palmitic Acid, Betaine, Momordica Grosvenori Fruit Extract

October 28, 2010 rev.

Super Fruit Moisture Wax: For Moisture You Can Taste

Momordica Grosvenori or Luo Han Guo has long been referred to as “Longevity Fruit”. For centuries, the extract of its fruit has been used for medicinal purposes and health benefits. This exotic super fruit, native to southern China and northern Thailand is rich in unique antioxidants, polysaccharides and glycoproteins. In recent years, Luo Han Guo is most recognized for its remarkably sweet taste (nearly 300 times sweeter than sugar), and has been used to develop non-caloric sweeteners.



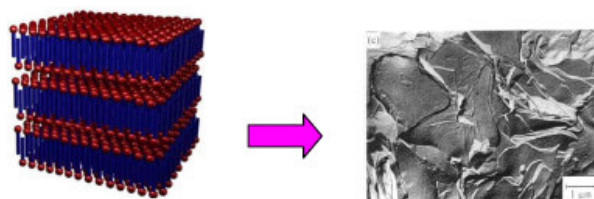
Sweet-Lip-Moisture is a cosmetic ingredient capturing the hydrating and skin protective properties of Luo Han Guo. It is comprised of a lamellar network of plant-based phospholipids which entrap and deliver the highly humectant extract. With its luxurious feel and sweet flavor, Sweet-Lip-Moisture is ideal for cosmetic and OTC lip preparations, radically boosting the sensory experience. In addition, this unique product allows for high product loading and provides good formulation stability in a variety of product forms, including lipsticks and other wax-based formulations.

BENEFITS

- ◆ Super-moisturizing
- ◆ Rich in anti-oxidants
- ◆ Excellent for delivery of actives
- ◆ Sweet tasting
- ◆ Calorie-free
- ◆ Soothing

APPLICATIONS

- ◆ Treatments
- ◆ Balms
- ◆ Gels
- ◆ Lipsticks
- ◆ Glosses
- ◆ Creams



Micrograph depicts moisture layers available for hydration release upon application to lips.

TYPICAL PROPERTIES

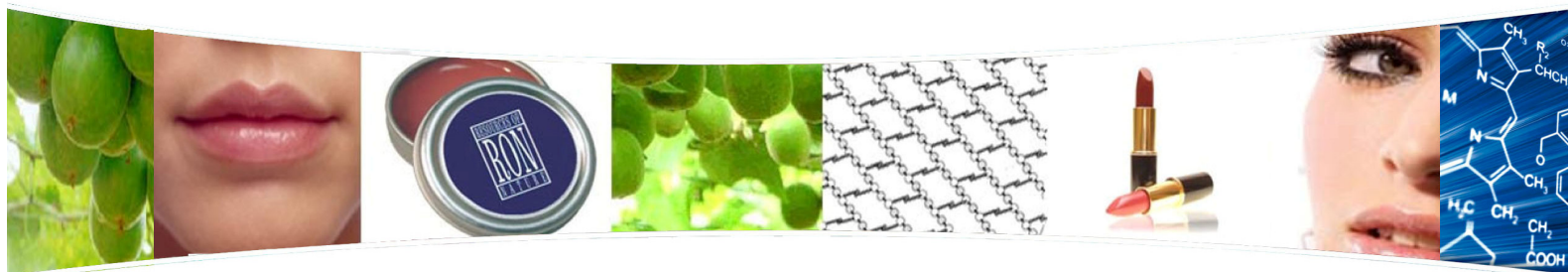
Appearance	Soft Wax
Color	White to beige
Odor	Characteristic

FORMULATION GUIDELINES

Recommended use level	15-30%
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Sweet-Lip-Moisture

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SWEET LIP MOISTURE LIP GLOSS

Formula RON 8-10

PHASE	INGREDIENT	% BY WEIGHT
A	Crodamol PTIS (Croda)	q.s.
A	Polyethylene 1702 (Honeywell)	8.00
A	Sweet-Lip-Moisture (Resources Of Nature)	20.00
A	Softisan 649 (Sasol)	29.00
A	Indopol 300 (Lipo)	18.00
B	Red # 7/Castor Oil (1:2)	<u>0.04</u>
		100.00

In the main vessel, combine Phase A ingredients and heat to 80°C with moderate speed mixing until uniform

Add Phase B, mix until uniform

Begin cooling batch

Pour at 70°C

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