

**COLOUR BLENDING PERFECTIONIST**

*This formula, characterized by extreme sensoriality, is rich of innovative pigments that adapt to the color of your skin. This gel fills the fine lines of expression, minimizes pores and controls the shiny effect, giving to the skin a silky finish and a matte effect.*

Click on ingredient trade names to open product information page

	Trade Name	INCI Name	Function	%
A.	<b>KSG-016F</b> ( <i>Shin Etsu</i> )	Dimethicone, Dimethicone/Vinyl Dimethicone Crosspolymer	Texturizing Agent, Thickener	25,00
	<b>KSG-19</b> ( <i>Shin Etsu</i> )	Dimethicone, Dimethicone/Vinyl Dimethicone Crosspolymer	Texturizing Agent, Thickener	43,00
	<b>KF-96L-2cS</b> ( <i>Shin Etsu</i> )	Dimethicone	Emollient	18,40
	<b>KP-578</b> ( <i>Shin Etsu</i> )	Acrylates/Ethylhexyl Acrylate/Dimethicone Methacrylate Copolymer	Dispersing Agent	0,50
B.	<b>Amihope OL</b> ( <i>Ajinomoto</i> )	N-Capryloyl Lysine	Texturizing Agent	5,00
C.	<b>E171 Titanium Dioxide FG</b> ( <i>Fiorio Colori</i> )	CI 77891	Pigment	5,00
	<b>Magicolor 103YP</b> ( <i>Presperse</i> )	CI 77492, CI 77891, Mica, Silica Dimethyl Silylate, Polyester-1	Pigment	1,80
	<b>Magicolor 103RP</b> ( <i>Presperse</i> )	CI 77491, CI 77891, Mica, Silica Dimethyl Silylate, Polyester-1	Pigment	0,70
	<b>Magicolor 103BP</b> ( <i>Presperse</i> )	CI 77499, CI 77891, Mica, Silica Dimethyl Silylate, Polyester-1	Pigment	0,60

**Chemical/physical characteristics**

Appearance:	spotted white gel
pH:	n.a
Viscosity (Brookfield RVT, 20 rpm, 20°C):	45.000-55.000 mPa·s
Stability:	3 months at 40°C

**Manufacturing process**

Mix components of phase A, disperse B into A. With gentle and low stirring add phase C to A+B.

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# TECHNICAL MARKETING PROFILE

GE3-0-10

## COLOUR BLENDING PERFECTIONIST

An understanding primer for your complexion, this product perfectly feels how your skin is feeling during the day. Thanks to our Magicolor series the white formula changes colour during application, the white capsules break releasing colour. KSG-016F is a silicone crosspolymer that combined with KSG-19 gives a silky nice texture. Amihope OL is the new Ajinomoto powder to be used to improve texture and with emolliency properties on skin.

### Key Ingredients

**Magicolor 103YP:** patented multi-layer encapsulated iron oxide pigments that can move from white to revealing color or color to revealing white. Capsules have different polymer coatings to address sensory, stability and release performance. It has a unique product application with "Color Reveal" story.

### Technical Plus

**KSG-016F:** silicone crosspolymer, it creates a matte barrier on lips, improving holding on of pigments to lips.

**Amihope OL:** it imparts a soft and silky feel to the skin as well as excellent emolliency, and also can relieve drying feel of inorganic powders.

### Unique plus of the formula

A self-adjusting primer with colour changing and sensorial texture.

### Consumer benefits

- uniform complexion
- great texture
- colour changing texture

### Free of:

- Sulfates
- D5
- Petrolatum



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