

color



A VANTAGE SPECIALTY CHEMICALS BUSINESS

Liquid Foundations

Liquid Foundations are skin colored cosmetics applied to the face to create an even, uniformed skin tone and cover skin's imperfections. Weightless and virtually invisible liquid foundations create a luminous, demi-matte finish. Liquid Foundation formulas help skin achieve a natural, illuminated and flawless finish—like the beautiful skin you were born with.

Liponyl® 20-LL

smooth elegant feel,
sebum absorption

Lipomulse® Luxe

liquid crystal
emulsifier for o/w
formulations

Lipovol® MOS-70 & Lipovol® MOS-130

pigment dispersants,
emolliency

Iso Jojoba™ 35 & Iso Jojoba™ 50

substantive,
creamy texture

LipoLight® OAP/PVA

radiance, reduction
of fine lines

Primers & Concealers

Primers and Concealers are cosmetics that are used to mask dark circles, age spots, large pores, and other small blemishes visible on the skin. They instantly smooth skin and make impurities virtually disappear. Primers and Concealers are similar to foundations, but thicker and used to hide imperfections by blending different pigments into the surrounding skin tone. Primers are applied before and Concealers after foundation application.

Liponyl® 20-LL

mattifying effect,
sebum reduction

LipoLight® OAP/PVA

radiance, reduction
of fine lines
& wrinkles

Jojoba Glaze® LV

substantive, holds
powders in place

Liponate® NPGC-2

light sensory feel,
matte finish

Blush—Sticks & Compacts

Blushes are cosmetic products typically used to emphasize and redden the cheeks and thus provide a more youthful appearance. Blushes add a healthy radiant glow while creating harmony and balance in your makeup look. Blushes can be loose powders, creams, sticks or pressed colored palettes.

Lipomic® 601

smooth sensory feel,
shimmer

Iso Jojoba™ 35 & Iso Jojoba™ 50

substantive,
creamy texture,
glide

Liponate® TDTM

substantive,
emolliency

Panalane® L-14E

smooth sensory feel,
spreadability

Jojoba Wax Flakes

stick structure,
substantive,
reduced drag

Pressed Powders

Pressed Powders are silky and light-weight powders applied to the face to set a foundation after application. They can also be reapplied throughout the day to minimize shininess caused by oily skin and reduce the appearance of fine lines and pores. There are translucent sheer powders, and pigmented powders.

Lipovol® Crambe

binding properties,
natural cosmetics

Lipomic® 601

light sensory feel,
smooth application,
shimmer

Liponate® NPGC-2

light sensory feel,
binding properties

Liponyl® 20-LL

smooth sensory feel,
breakage resistance

Mascaras

Mascaras are a cosmetic commonly used to enhance the eyelashes. They darken, thicken, lengthen, and/or define the eyelashes. Normally in one of three forms—liquid, cake, or cream. For lavishly long, perfectly defined lashes, mascaras provide the ultimate in shaping, definition and separation.

Lipovol® GTB

substantive, smooth
application

Liponyl® 20-LL

builds lash volume

Jojoba Wax Flakes

flexible film,
reduces flaking

Liponate® TDTM

substantive, glossy,
pigment dispersant

Lipsticks & Lip Glosses

Lipsticks and Lip Glosses are cosmetic products containing pigments, oils, waxes, and emollients that apply color, texture, and protection to the lips. Many varieties of lipsticks and lip glosses exist: ultra-creamy, quietly shiny, color packed, glazes, lip treatments, matt and high shine.

Jojoba Glaze® HV

gloss, shine,
substantive

Iso Jojoba™ 35 & Iso Jojoba™ 50

substantive,
sensory feel

Jojoba Wax Flakes

Stick structure,
substantive,
reduced drag

Panalane® L-14E & Panalane® H-300E

gloss, substantive,
emolliency

Liponate® TDTM

pigment dispersant,
gloss, emolliency

color

enhance your color palette

#	FORMULATION NAME	DESCRIPTION
1801	Liquid Make Up Liquid Foundations	A foundation make up with an elegant smooth application. Liponyl® 22-LL provides even coverage, and enhanced adherence to skin resulting in long wear.
1796	Facial Primer Primers & Concealers	A facial primer with a soft, velvety feel which gives a matte look to the skin. Jojoba Glaze® LV provides superior emollient properties. LipoLight® OAP/PVA reduces the appearance of skin imperfections.
1714	Pink Geranium Sheer Blush Stick Blush-Sticks & Compacts	A sheer blush that glides on easily during application. Panalane® L-14E provides emolliency and smooth application.
1798	Pressed Face Powder Pressed Powders	A pressed face powder containing Liponyl® 22-LL that provides a soft and velvety feel and enhanced coverage. Lipovol® Crambe is an effective binder for pressing.
1608	Lash Building Mascara Mascaras	A mascara formulated with Liponyl® 22-LL to create the appearance of thicker fuller lashes.
1802	Glossy Lip Butter Stick Lipsticks & Lip Glosses	A lip butter stick that creates beautifully glossy lips. Iso Jojoba™ 35 improves hydration and leaves lips supple and protected.
1799	Lip Glaze Lipsticks & Lip Glosses	A lip glaze that moisturizes and adds shine to lips.



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