

M.U.A

beauty lab

Name:	Crème Base (Custom Lipstick System)
Package:	11 grams (one pot)



Selling Phrases:	<ul style="list-style-type: none"> • Paraben Free • Smooth, creamy and emollient • Infused with Vitamin E • Protects against moisture loss • SPF 8
Reference Phrases:	<ul style="list-style-type: none"> • All natural plant waxes (carnauba & candellia) keep lipstick smooth & creamy • Infused with antioxidant Vitamin E • Paraffin wax prevents moisture evaporation
Usage:	<ul style="list-style-type: none"> • Create a creamy, moisturizing texture in sheer to full-bodied lipstick • Package in lipstick tube or pot

Ingredient	Function
Cetyl Acetate	Solubilizer
Acetylated Lanolin Alcohol	Skin softener, natural lanolin
Cetyl Ricinolate	Emulsifier binding agent, derivative of castor oil
Euphorbia Cerifera (Candelilla) Wax	Protects against moisture loss
Lanolin Oil	Emulsifier
Propylene Glycol Dicaprylate/Dicaprate	Emollient
Ethylhexyl Palmitate	Emollient
Ozokerite Wax	Emulsifier, thickening agent
Ricinus Communis (Castor) Seed Oil	Barrier Agent, imparts shine
Stearalkonium Hectorite	Stabilizer
Propylene Carbonate	Solubilizer
Copernicia Cerifera (Carnauba) Wax	Natural wax
Cera Microcristalina (Microcrystalline) Wax	Wax
Paraffin Wax	Thickener, prevents moisture evaporation
VP/Hexadecene Copolymer	Suspending Agent
Caprylyl Glycol	Skin smoothing agent
Natural Fragrance	Fragrance
Tocopherol (Vitamin E)	Antioxidant, Preservative