



MAKE UP

# EU07610 | INSTA SHIELD FOUNDATION

## Light tinted O/W emulsion



© SHUTTERSTOCK



O/W Emulsion



NATURALITY PROFILE according to ISO 16128 norm



BIODEGRADABILITY Theoretical amount of water or readily biodegradable ingredients presents in mixture.\*

Multi-protective foundation  
Natural coverage  
Insta-ready complexion

|          |   |            |
|----------|---|------------|
| <b>A</b> | Aqua/Water  | Up to 100% |
|          | Glycerin  | 3.00%      |
|          | Titanium Dioxide - Phytic Acid - Sodium Hydroxide   | 8.00%      |
|          | Iron Oxides Red - Phytic Acid - Sodium Hydroxide    | 0.24%      |
|          | Iron Oxides Yellow - Phytic Acid - Sodium Hydroxide | 0.68%      |
|          | Iron Oxides Black - Phytic Acid - Sodium Hydroxide  | 0.09%      |

|          |                     |              |
|----------|---------------------|--------------|
| <b>B</b> | <b>SOLAGUM™ AX</b>  | <b>0.20%</b> |
|          | <b>SEPIMAX ZEN™</b> | <b>0.40%</b> |
|          | <b>SEPIFINE™ BB</b> | <b>2.00%</b> |

|          |                         |              |
|----------|-------------------------|--------------|
| <b>C</b> | <b>FLUIDIFEEL™ EASY</b> | <b>2.00%</b> |
|          | <b>DUB 810 C*</b>       | <b>2.00%</b> |
|          | <b>EMOGREEN™ L15</b>    | <b>5.00%</b> |
|          | Parfum/Fragrance        | 0.20%        |

|          |                                     |              |
|----------|-------------------------------------|--------------|
| <b>D</b> | <b>AQUAXYL™</b>                     | <b>1.50%</b> |
|          | <b>SAKADIKIUM™</b>                  | <b>3.00%</b> |
|          | <b>EPHEMER™</b>                     | <b>1.00%</b> |
|          | Phenoxyethanol - Ethylhexylglycerin | 1.00%        |
|          | Sodium Hydroxide (12% solution)     | 0.02%        |

With WESOURCE

\*Stearinerie Dubois's product distributed in the US by SEPPIC Inc.

**Light brown fluid** / Challenge test: Criteria A / **Packaging: Dropper**  
**pH: 6.0** / **VISCOITIES: 1M at RT: 5,000 mPa.s Brookfield LV3-6** /  
**Recovery at RT (after 1M at 45°C): 4,500 mPa.s Brookfield LV3-6**  
**STABILITY: 3M at RT, 45°C.**

**FORMULATION ADVICES: Laboratory scale - 300 g - Silverson Rotor-stator**

At room temperature, weigh phase C. Add phase B into phase C. Mix all phase A ingredients with spatula and add it into phase (B + C). Stir for 4 min at 4000 rpm with rotor stator. Add all phase D. Stir for 2 min at 4000 rpm with rotor stator.



COLD PROCESS

This multi-protective foundation prevents the exposure effects and offers a second skin like & light texture for a natural digital look.

**FLUIDIFEEL™ EASY** (Lauryl Glucoside and Myristyl Glucoside and Polyglyceryl-6 Laurate) is highly compatible with hydrophilic pigments. It gives this **light, comfortable, soft and nude skin feel**, and create this "serum-like" texture. O/W sustainable emulsifier, creating formulas with very low viscosity.

The combination of **SOLAGUM™ AX** (Acacia Senegal Gum and Xanthan Gum) and **SEPIMAX ZEN™** (Polyacrylate Crosspolymer-6) stabilizes this very low viscosity foundation with a high content of natural origin ingredients. Both have an excellent compatibility with hydrophilic pigments.

**EMOGREEN™ L15** (C15-19 Alkane (Plant-based & Renewable)) gives a unique **gliding** sensation when applying the foundation and a **powdery and soft finish**. The alternative to volatile silicone oils offering **lightweight and non-greasy skin feel**. **DUB 810 C\*** (Coco-Caprylate/ Caprate) takes also part to the **non greasy skin feel** of this tinted emulsion.

**SEPIFINE™ BB** (Amylopectin) is a natural biodegradable texturizing powder which provides a **soft, velvety and matt skin finish**, perfect to be insta-ready!

**SAKADIKIUM™** (Aqua / Water and Glycerin and Hedychium Coronarium Root Extract) is a concentrated extract of sugars from the rhizomes of Hedychium Coronarium, providing the **multiprotector effect against UV, IR, blue light and pollution to the foundation**. It also **enhances skin brightness**.

**EPHEMER™** (Caprylic/Capric Triglyceride and Undaria Pinnatifida Extract) provides an immediate and long lasting **antioxidant effect**.

**AQUAXYL™** (Xylitylglucoside and Anhydroxylitol and Xylitol) gives **moisturizing** properties to this foundation, harmonizing the hydric flow of the skin, boosting water reserves, improving water circulation in all skin layers and reducing water loss.

**ADDITIONAL INGREDIENTS:** Titanium Dioxide and Phytic Acid and Sodium Hydroxide - UNIPURE WHITE LC985 (SENSIENT LCW) / Iron Oxides Red and Phytic Acid and Sodium Hydroxide - UNIPURE RED LC388 PHY (SENSIENT LCW) / Iron Oxides Yellow and Phytic Acid and Sodium Hydroxide - UNIPURE YELLOW LC188 PHY (SENSIENT LCW) / Iron Oxides Black and Phytic Acid and Sodium Hydroxide - UNIPURE BLACK LC996 PHY (SENSIENT LCW) / Phenoxyethanol and Ethylhexylglycerin - EUXYL PE9010 (SCHÜLKE AND MAYR).

A formula related to **BEAUTY TRILOGY** concept.

More informations available on [seppic.com](http://seppic.com)

\* Data provide from OECD tests, QSAR calculations, products SDS and literature.

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HEALTH CARE

A company