

Our specialty silicone products deliver sensory excellence to hair care, skin care and makeup cosmetic formulations.



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Please note that the formulations in this booklet are only intended as a guide. They are not a commercial formulations and have not been tested as such. The formulations should be evaluated and modified for your own requirements before use. Also suggestions of uses should not be taken as inducements to infringe any particular patent.

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KCC SILICONE

Formulating the Future

Guide Formulations



About Us

KCC SILICONE Corporation built the first silicon monomer production facilities in Korea and successfully localized raw materials for silicones, which had been imported from other countries. Through the synthesis and application of silicone monomers and polymers, we produce and supply silicone products including sealants, silicone rubber, silanes, silicone oils, silicone emulsions and silicone dispersions for construction and business. In addition, we are committed to helping our customers gain competitive advantages by supplying products that meet their needs through continuous R&D and technology innovation.

In order to produce eco-friendly and sustainable silicone products, KCC SILICONE corporation optimizes its pollution prevention facilities for each type of pollutant. In response to growing social demands for safe and eco-friendly manufacturing processes, we established a new safety and environmental inspection system and renovated our existing facilities.

With the market trend of eco-friendly and healthy products, there is a growing demand for sustainable products in the construction industry. As we have worked on meeting demand ahead of time, we were named by the Minister of Environment in 2010 as a leading resource recycling company that had improved its environmental competitiveness by reducing waste at business sites.

Guide Formulations

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Deep Moisture Cream SS_19

The Aqua moisture cream is high moisturizing o/w type cream. The Whipping cream formula gives moisture and nutrition to skin. SeraSense SF PCA performs synergistically with linear silicone to improve their sensorial properties. so In this formula, it improves moisturizing and gloss effect.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Disodium EDTA	0.02	Various	Chelating Agent
PEG-11 Methyl Ether Dimethicone	1.5	SeraSol® SC 85 / KCC Beauty	Emulsifiers
Butylene glycol	5.0	Various	Humactant
Glycerin	5.0	Various	Humactant
Deionized Water	To 100		
Phase B			
Cetearyl alcohol	3.2	Lanette O / BASF	Emulsion stabilizer
Arachidyl Alcohol (and) Behenyl Alcohol (and) Arachidyl Glucoside	1.5	Montanov 202 / SEPPIC	Emulsifiers
Dimethicone	5.0	SeraSense® SF 6 / KCC Beauty	Emollient
PCA Dimethicone	3.0	SeraSense® SF PCA / KCC Beauty	Emollient
Caprylic / Capric Triglyceride	4.0	Various	Emollient
Phase C			
Dimethicone (and) Trimethylsilyloxysilicate	1.0	SeraSense® RB 23 / KCC Beauty	Adhesion feel
Dimethicone	3.0	SeraSense® SF 2 / KCC Beauty	Emollient
Phase D			
Hydroxyethyl Acrylate / Sodium Acryloyldimethyl Taurate Copolymer (and) Squalane (and) Polysorbate 60	1.8	Simulgel NS / SEPPIC	Viscosity agent
Phase E			
Citric acid	q.s	Various	pH adjuster
Sodium citrate	q.s	Various	pH adjuster
D.I Water	5.0		
Phase F			
1,2-Hexanediol	q.s	Various	Preservative
Fragrance	q.s	Various	Fragrance

Method

- Mix the ingredients of Phase A until homogenous at 70°C.
- In a separate vessel, mix the ingredients of Phase B, then add to Phase A at 70°C.
(Add slowly while homo mixing)
- Add the ingredients of Phase C, D to A+B at 70°C.
- Homo mixer above 3500rpm, 3min.
- Down to 45°C, Add the ingredients of Phase E, F stirring until homogenous.
- Down to 30°C.

Wrinkle Care Lifting Stick SS_20

The Wrinkle care lifting stick is hard bar type facial stick. This formula gives moisture and wrinkle care effect. SeraSense® AW 61 is an acrylate wax. Aw 61 and AC 17 have a wrinkle lifting effect by fixing them as film former. In addition, SeraSilk® EL 10 is elastomer, it provides silky, smooth and has wrinkle cover effect.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Synthetic Wax	5.5	Sasolwax C80 / SASOL	Viscosity Increasing agents
Cetearyl Alcohol	1.0	Lanette O / BASF	Viscosity Increasing agents
Ceresin Wax	2.0	Various	Viscosity Increasing Agents
Acrylates/Stearyl Acrylate / Dimethicone Methacrylate Copolymer	3.0	SeraSense® AW 61 / KCC Beauty	Film former
Phenyl Trimethicone (and) Acrylates / Dimethicone Copolymer	3.0	SeraSense® AC 17 / KCC Beauty	Film former
Dimethicone (and) Dimethicone Crosspolymer	38.0	SeraSilk® EL 10 / KCC Beauty	Wrinkle cover smooth ness
Dimethicone/Vinyl Dimethicone Crosspolymer	0.2	SeraSnow® SP 13 / KCC Beauty	Soft focus effect Absorbs oil
Dimethicone	10.0	SeraSense® SF 100 / KCC Beauty	Emollient
Phenyl Trimethicone	10.0	SeraSense® SF PTM / KCC Beauty	Shining effect
Caprylic / Capric triglyceride	To 100	Various	Emollient
Phase B			
Tocopheryl acetate	0.3	Various	Antioxidant
Phase C			
Fragrance	q.s	Various	Fragrance
Phase D			
Color	q.s	Various	Color

Method

- Melt all ingredients in Phase A in a separate beaker on the 90°C hot plate.
- Mix the Phase A until homogenous.
- Add the ingredients of Phase B, C, D to Phase A.
- Molding and freeze.

Moisture Firming Serum SS_21

The moisture firming serum is W/O type serum, it is very soft and moisture feel. SeraSol® PF 105 is PEG free W/O emulsifier. Serasilk® EL 58 is Silicone elastomer gel, it is excellent thickening agent for volatile and low viscosity silicones, and it gives soft, light and silk feel.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Lauryl Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone	2.0	SeraSol® PF 105 / KCC Beauty	Emulsifier
Dimethicone(and) Dimethicone / Vinyl Dimethicone Crosspolymer	4.0	Serasilk® EL 58 / KCC Beauty	Elastomer, Soft feel
Methyl Trimethicone	5.0	SeraSense® SF MTM / KCC Beauty	Emollient
Dimethicone	10.0	SeraSense® SF 5 / KCC Beauty	Emollient
Macadamia nut oil	1.0	Various	Skin conditioning agent
Phase B			
D.I Water	To 100		
Glycerin	5.0	Various	Humactant
1,2-Hexanediol	q.s	Various	Preservative
Sodium Chloride	2.0	Various	Emulsion stable agent
Phase C			
Fragrance	q.s	Various	Fragrance

Method

- Mix the ingredients of Phase A until homogenous.
- Add the ingredients of Phase B stirring until homogenous.
- Add the ingredients of Phase C stirring until homogenous.

Foaming Sanitizer BS_05

The Foaming sanitizer is liquid type formula, When using this formula, it comes out in the form of bubbles from the bubble pump container. SeraSol® SC 93 is water soluble emulsifier, it performs foam boost, and it gives moist feel. Also SeraSol® SC 93 is well soluble in ethanol as well as water.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Bis-PEG-12 Dimethicone	3.0	SeraSol® SC 93 / KCC Beauty	Foam boosting Humactant
Glycerin	3.0	Various	Humactant
Aloe vera leaf extract	1.0	Various	Humectant
Deionized Water	To 100		
Phase B			
Ethanol	65.0	Various	Sterilizer
Fragrance	q.s	Various	Fragrance

Method

- Mix the ingredients of Phase A until homogenous.
- Slowly add the ingredients of Phase B stirring until homogenous.

Flexible Fitting Sun Block MS_44

This sun block has flexible touch and fit feels. SeraSilk® EL 58 gives light non-greasy soft and silky skin feels. SeraSol® SC 86T and SC 83T are emulsifiers for W/O or W/Si type cosmetics. SeraSense® RB 24 works as good film formers and gives water resistant effect and lasting effect.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Dimethicone	6.0	SeraSense® SF 6 / KCC Beauty	Emollient
Phenyl Trimethicone	3.0	SeraSense® SF PTM / KCC Beauty	Emollient
Caprylyl Methicone	5.0	SeraSense® SF CPM-A / KCC Beauty	Emollient
PEG-10 Dimethicone	2.0	SeraSol® SC 86T / KCC Beauty	Emulsifier
Cetyl PEG / PPG-10 / 1 Dimethicone	2.0	SeraSol® SC 83T / KCC Beauty	Emulsifier
Dimethicone (and) Dimethicone / Vinyl Dimethicone Crosspolymer	2.0	SeraSilk® EL 58 / KCC Beauty	Elastomer
Dimethicone (and) Trimethylsiloxysilicate	5.0	SeraSense® RB 24 / KCC Beauty	Film former
1,2-hexanediol	2.0	Various	Preservative
Titanium Dioxide (and) Aluminum Hydroxide (and) Stearic Acid	8.0	MT-100TV / TAYCA	UV Absorber
Zinc Oxide (and) Hydrogen Dimethicone	2.0	MZY-303S / TAYCA	UV Absorber
Phase B			
Deionized Water	To 100		Vehicle
Butylene Glycol	3.0	Various	Humectant
Glycerin	3.0	Various	Humectant
Sodium Chloride	0.8	Various	Buffer
Phase C			
Fragrance	q.s		Fragrance

Typical Properties

- **Appearance** : White, Viscous emulsion
- **Viscosity @ 25°C** : 20,000 – 35,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : n/a

Method

- Mix the ingredients of Phase A until homogenous at 65°C.
- Slowly add Phase B to A with mixing at 65°C.
- Slowly cooling down and add C to A with stirring.

Color Stay Foundation MS_43

This Foundation has good color staying ability and matt feels. SeraSense® SF CPM-A makes soft and natural internal shining. It has good compatibility with ordinary oils. SeraSol® SC 86T & 83T are emulsifiers for W/O or W/Si type cosmetics. SeraSense® RBA 25 & ACA 10 work as good film formers and gives water resistant effect and make up persistency.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Dimethicone	5.0	SeraSense® SF 2 / KCC Beauty	Emollient
Caprylyl Methicone	5.0	SeraSense® SF CPM-A / KCC Beauty	Emollient
Methyl Trimethicone	3.0	SeraSense® SF MTM / KCC Beauty	Emollient
PEG-10 Dimethicone	4.0	SeraSol® SC 86T / KCC Beauty	Emulsifier
Cetyl PEG / PPG-10 / 1 Dimethicone	2.0	SeraSol® SC 83T / KCC Beauty	Emulsifier
Undecane (and) Tridecane (and) Trimethylsiloxysilicate	5.0	SeraSense® RBA 25 / KCC Beauty	Film Former
Undecane (and) Tridecane (and) Acrylates / Dimethicone Copolymer	3.0	SeraSense® ACA 10 / KCC Beauty	Film Former
Undecane (and) Tridecane (and) Dimethicone / Vinyl Dimethicone Crosspolymer	1.0	SeraSense® ELA 21 / KCC Beauty	Smooth Feel
Ethylhexylmethoxy cinnamate	5.0	Uvinul MC-80 / BASF	UVB Absorber
1,2-hexanediol	2.0	Various	Preservative
Titanium Dioxide (and) Aluminium Hydroxide (and) stearic acid (and) Cyclopentasiloxane (and) PEG-10 Dimethicone	3.0	Choice Titan 40 / Choice trade	UV Absorber
Titanium Dioxide (and) Iron oxide (and) Mica (and) Polymethyl methacrylate	18.0	BB Base / EnTop	Pigment
Silica	3.0	Various	Powdery skin feel
Phase B			
Deionized Water	To 100		Vehicle
Butylene Glycol	6.0	Various	Humactant
Glycerin	2.0	Various	Humactant
Sodium Chloride	1.0	Various	Buffer
Phase C			
Fragrance	q.s	Various	Fragrance

Typical Properties

- **Appearance** : Beige, Viscous emulsion
- **Viscosity @ 25°C** : 10,000 ~ 20,000 cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : n/a

Method

- Mix the ingredients of Phase A until homogenous at 65°C.
- Slowly add Phase B to A with mixing at 65°C.
- Slowly cooling down and add C to A with stirring.

Matt Covering Foundation MS_46

This Foundation has excellent soft matt feels and covering effect. SeraSense® SF 1.5 makes matt and silky feels. SeraSol® PF 105 is a polyglyceryl modified emulsifier for W/O or W/Si type cosmetics. SeraSol® PF 106 works as dispersant in the formulations. This is also a polyglyceryl modified silicone product.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Dimethicone	5.0	SeraSense® SF 1.5 / KCC Beauty	Emollient
Phenyl Trimethicone	6.0	SeraSense® SF PTM / KCC Beauty	Emollient
Lauryl Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone	4.0	SeraSol® PF 105 / KCC Beauty	Emulsifier
Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone	3.0	SeraSol® PF 106 / KCC Beauty	Dispersant
Dimethicone (and) Trimethylsiloxysilicate	3.0	SeraSense® RB 21 / KCC Beauty	Film former
Ethylhexylmethoxy cinnamate	5.0	Uvinul MC-80 / BASF	UVB Absorber
1,2-hexanediol	2.0	Various	Preservative
Titanium Dioxide (and) Iron oxide (and) Mica (and) Polymethyl methacrylate	12.0	BB Base / EnTop	Pigment
Titanium Dioxide & Aluminium Hydroxide & stearic acid	1.0	MT-100TV / TAYCA	UV Absorber
Zinc Oxide & Hydrogen Dimethicone	1.0	MZY-303S / TAYCA	UV Absorber
Phase B			
Deionized Water	To 100		Vehicle
Butylene Glycol	3.0	Various	Humactant
Glycerin	3.0	Various	Humactant
Sodium Chloride	0.8	Various	Buffer
Phase C			
Fragrance	q.s	Various	Fragrance

Typical Properties

- **Appearance** : Beige, Viscous emulsion
- **Viscosity @ 25°C** : 25,000 ~ 40,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : n/a

Method

- Mix the ingredients of Phase A until homogenous at 65°C.
- Slowly add Phase B to A with mixing at 65°C.
- Slowly cooling down and add C to A with stirring.

Fit Cover Cushion MS_47

This cushion pact has very light silky feeling and intense lasting fit ability. SeraSol® SC 86T is an emulsifier for W/O or W/Si type cosmetics. SeraSilk® EL 65 is smooth, silky feeling of elastomer. It gives wrinkle cover effect and a smooth finish. SeraSol® PF 106 works as dispersant in the formulations. This is also a polyglyceryl modified silicone product. SeraSense® SF PCA is PCA dimethicone that makes improving sensorial properties in formulations.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Cyclopentasiloxane	10.0	SeraSense® SF CM5 / KCC Beauty	Emollient
Dimethicone	20.0	SeraSense® SF 6 / KCC Beauty	Emollient
PCA Dimethicone	2.0	SeraSense® SF PCA / KCC Beauty	Emollient
PEG-10 Dimethicone	3.0	SeraSol® SC 86T / KCC Beauty	Emulsifier
Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone	2.0	SeraSol® PF 106 / KCC Beauty	Dispersant
Dimethicone (and) Dimethicone / Vinyl Dimethicone Crosspolymer	10.0	SeraSilk® EL 65 / KCC Beauty	Elastomer
1,2 -Hexandiol	2.0	Various	Preservative
Isononyl Isononanoate	2.0	KAK 99 / Kokyu Alcohol	Skin Conditioning agent
Titanium Dioxide (and) Iron oxide (and) Mica (and) Polymethyl methacrylate	10.0	BB Base / EnTop	Pigment
Titanium Dioxide (and) Aluminium Hydroxide (and) Stearic Acid	5.0	MT-100TV / TAYCA	UV Absorber
Phase B			
Deionized Water	To 100		Vehicle
Sodium Chloride	0.8	Various	Buffer
Phase C			
Fragrance	q.s		Fragrance

Typical Properties

- **Appearance** : Beige low viscous emulsion
- **Viscosity @ 25°C** : 9,000 - 12,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : n/a

Method

- Mix the ingredients of Phase A until homogenous.
- Slowly add Phase B to A with mixing.
- Add C to A with stirring.
- Before putting the bulk in cushion pact container, stir or shake the bulk well.

Concealing Base MS_48

This concealing base has excellent compact feeling and covering effect. SeraSol® PF 105 & 107 are emulsifiers for W/O or W/Si type cosmetics. These are polyglyceryl modified silicone products. SeraSense® AD 52 is silicone acrylate dispersant. It has good compatibility and stability with pigments.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Dimethicone	10.0	SeraSense® SF 2 / KCC Beauty	Emollient
Dimethicone	10.0	SeraSense® SF 6 / KCC Beauty	Emollient
Lauryl Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone	4.0	SeraSol® PF 105 / KCC Beauty	Emulsifier
Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone	2.0	SeraSol® PF 107 / KCC Beauty	Emulsifier
Dimethicone (and) Trimethylsiloxy silicate	5.0	SeraSense® RB 21 / KCC Beauty	Film former
Acrylates / Dimethicone Copolymer (and) Dimethicone	3.0	SeraSense® AD 52 / KCC Beauty	Dispersant
Cyclopentasiloxane (and) Distearidmonium Hectorite (and) Propylene Carbonate	5.0	Bentone gel® VS-5PC V HV / Elementis Specialty	Viscosity increasing agent
Titanium Dioxide (and) Iron oxide (and) Mica (and) Polymethyl methacrylate	20.0	BB Base/EnTop	Pigment
Phase B			
Deionized Water	To 100		Vehicle
Butylene Glycol	4.0	Various	Humactant
Sodium Chloride	0.8	Various	Buffer
Phase C			
Fragrance	q.s		Fragrance

Typical Properties

- **Appearance** : Beige, Viscous emulsion
- **Viscosity @ 25°C** : 20,000 ~ 30,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : n/a

Method

- Mix the ingredients of Phase A until homogenous.
- Slowly add Phase B to A with mixing.
- Add C to A with stirring.

Velvet Blurred Lip Tint ME_31

This velvet blur lip tint is a water in silicone type. It is lip tint that adheres with a soft velvet finish as if the creamy velvet texture of Serasilk® EL10 has been blurred. And SeraSnow® SP 14 provides wrinkle coverage and silky smooth feel. SeraSol® PF 105 and SC83T were used as W/S emulsifiers, and PF 106 had the effect of increasing the dispersibility of the product. SeraSense® CPM-A has the effect of increasing compatibility with organic oils, thereby increasing formulation stability.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Caprylyl Methicone	6.0	SeraSense® SF CPM-A / KCC Beauty	Emollient
Cetyl PEG/PPG-10/1 Dimethicone	2.0	SeraSol® SC 83T / KCC Beauty	Emulsifier
Lauryl Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone	3.0	SeraSol® PF 105 / KCC Beauty	Emulsifier
Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone	1.0	SeraSol® PF 106 / KCC Beauty	Dispersant
Dimethicone (and) Dimethicone Crosspolymer	12.0	SeraSilk® EL 10 / KCC Beauty	Creamy feel
Isododecane	11.0	Various	
Diisostearyl Malate	3.0	Cosmol 222 / Wha Costech	Emollient
Isododecane (and) Distearidmonium Hectorite (and) Propylene Carbonate	3.0	BENTONE GEL® ISD V / Elementis Specialty	Viscosity increasing agent, Thickner
Lip Cor #	4.0	Various	Colorant
Vinyl Dimethicone / Methicone Silsesquioxane Crosspolymer	4.0	SeraSnow® SP 14 / KCC Beauty	Soft touch feel Wrinkle cover
Silica	5.0	HUSIL H60 / Applechem	Soft touch feel
Phase B			
Butylene Glycol	2.0	Various	Humactant
Sodium Chloride	0.8	Various	Emulsion stable agent
1,2-Hexanediol	1.0	Various	Preservative
Deionized Water	To 100		

Method

- Mix the ingredients of Phase A until homogenous.
- Mix the ingredients of Phase B until homogenous.
- Add B to A with stirring.

Mood Enhancer Lip Stick ME_36

The velvet texture of SeraSilk® ELA21, 61 provide a soft, non-sticky finish. In addition, SeraSnow® SP 13 provides wrinkle coverage and silky softness for a matte finish with corneous and less smearing. SeraSense® SF PTM, SeraSol® PF 106 has good compatibility between organic components and silicone, and helps dispersibility. SeraSense® SF PCA provides wetting and dispersing agent for color pigments, and provides long lasting smooth, silky feel and after feel.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Dimethicone / Vinyl dimethicone Crosspolymer	10.0	SeraSnow® SP 13 / KCC Beauty	Soft touch feeling Wrinkle cover
Silica	5.0	Harmonie Luxe 4 powder / Momentive	Soft touch feel
Phase B			
C13-15 Alkane (and) Dimethicone / Vinyl Dimethicone Crosspolymer	5.0	SeraSilk® ELA 21 / KCC Beauty	Creamy, Velvet feel
Dimethicone (and) Dimethicone / Vinyl Dimethicone Crosspolymer	20.0	SeraSilk® EL 61 / KCC Beauty	Creamy feel
Phenyl Trimethicone	10.0	SeraSense® SF PTM / KCC Beauty	Improving compatibility
Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone	3.0	SeraSol® PF 106 / KCC Beauty	Dispersant
PCA Dimethicone	1.0	SeraSense® PCA / KCC Beauty	Long lasting silky after-feel
Octyldodecanol	27.6	Eutanol G / BASF	Emollient
Lip COL#	5.0	Various	Colorant
Phase C			
Synthetic wax	4.0	Performa SW 88	Viscosity Increasing agents
Ceresin	8.4	Ceresin Wax	Viscosity Increasing agents
Phase D			
1,2 Hexanediol	1.0	Various	Preservative

Method

- Mix the ingredients of Phase A until homogenous.
- Add B to A with stirring.
- Melt all ingredients in Phase C in a separate beaker on the 90°C hot plate.
- Add C and D to above phase.
- Molding and freeze.

Velvet Liquid Blusher ME_33

This blusher is smooth and velvet texture of water in oil formulation. SeraSense® SF MTM offers smoothing with the appearance natural fullness. Serasense® CF50, AM80 provides long-lasting effects by increasing compatibility and adhesion with organic oils. SeraSense® AD 52 helps with the dispersion of the formulation. Especially in low viscosity formulation.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Methyl Trimethicone	13.0	SeraSense® SF MTM / KCC Beauty	Emollient
Dimethicone (and) PEG/PPG-18/18 Dimethicone	2.0	SeraSol® SC 105 / KCC Beauty	Emulsifier
PEG-10 Dimethicone	3.0	SeraSol® SC 86T / KCC Beauty	Emulsifier
Acrylates / Dimethicone Copolymer (and) Dimethicone	4.0	SeraSense® AD 52 / KCC Beauty	Dispersant
Bis-Hydroxyethoxypropyl Dimethicone	4.0	SeraSense® CF 50 / KCC Beauty	Skin Conditioning agent
Dimethicone (and) Cetearyl Dimethicone / Vinyl Dimethicone Crosspolymer	5.0	SeraSilk® AM 80 / KCC Beauty	Viscosity Increasing agent
Dimethicone (and) Dimethicone / Vinyl Dimethicone Crosspolymer	7.0	SeraSilk® EL 58 / KCC Beauty	Viscosity Increasing agent
Diisostearyl Malate	5.0	Cosmol 222 / Wha Costech	Emollient
Phase B			
Silica	3.0	HUSIL H60 / Applechem	Soft Rolling Effect
Mica	3.0	Sericite J / K.S.pearl	Bulking Agent
Color pigment	0.8	Various	Colorant
Phase C			
Deionized Water	To 100		
Sodium Chloride	0.8	Various	Emulsion stable agent
Butylene Glycol	3.0	Various	Humactant
1,2-Hexanediol	1.0	Various	Preservative

Method

- Mix the ingredients of Phase A until homogenous.
- Add B to A with stirring.
- Add C to above phase with stirring.

Glow Eye Shadow ME_34

This satin eye shadow is glow texture of Oil in Water formulation. SeraShine® EM 509 is film former. It provides a long lasting effect with a subtle or stronger shine depending on the application. In addition, SeraSense® CF 50 has the effect of long-lasting by giving a moist and adherent feeling of use.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Deionized Water	To 100		
Butylene Glycol	5.0	Butylene Glycol	Humectant
1,2-Hexanediol	1.0	Various	Preservative
Phase B			
Polyacrylate Crosspolymer-6	1.2	Sepimax Zen / Seppic	Viscosity increasing agents
Phase C			
Dimethicone (and) Trimethylsiloxysilicate (and) Poloxamer188 (and) Poloxamer338 (and) 1,2-hexanediol	5.0	SeraShine® EM 509 / KCC Beauty	Film Former, Thickner, Binder
Silica	3.0	HUSIL H60 / Applechem	Soft Rolling Effect
Mica (and) Titanium Dioxide (and) Iron Oxide (CI 77491)	10.0	Gemtone Tan Opal / BASF	Pearl
Calcium aluminium borosilicate (and) Titanium dioxide (and) Silica (and) Tin oxide	5.0	ShabangShabang Red-4J / Applechem	Pearl
Phase D			
C12-15 Alkylbenzoate	6.0	Finsolv TN-O / INNOSPEC Chemical	Emollient
Bis-Hydroxyethoxypropyl Dimethicone	2.0	SeraSense® CF 50 / KCC Beauty	Skin Conditioning agent
Glyceryl Stearate (and) PEG-100 Stearate	1.0	Arlacel 165 / Croda	Emulsifier

Method

- Mix the ingredients of Phase A until homogenous.
- Add B to A with stirring.
- Add C to above phase with stirring.
- Melt all ingredients in Phase D in a separate beaker on the 60°C hot plate.
- Add D to above phase with stirring.

Smoothing Damage Care Shampoo HS_22

This shampoo contains SeraShine® EM 301-A, SeraShine® EM 509 . EM 301-A is amino functional dimethicone emulsion. Amine groups increase some affinity for damage hair, and gives cuticle protection effect. EM 509 is resin & gum emulsion, so it gives smoothness feel and anti-frizz effect.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Disodium EDTA	0.05	Various	Chelating Agent
Polyquatanium-10	0.2	Various	Conditioning Agent
Glycerin	3.0	Various	Humactant
Deionized Water	To 100	Various	
Phase B			
Water (and) Acrylate copolymer	8.0	Carbopol aql SF-1 / Lubrizol	Viscosity increasing agent
Phase C			
NaOH (Sol 50%)	q.s	Various	pH Adjuster
Phase D			
Water (and) Sodium Laureth Sulfate (40%)	30.0	Micolin ES-430 / Miwon commercial Co	Anionic surfactant
Water (and) Cocamidopropyl betaine (40%)(and) Sodium chloride	15.0	Mitaine CA / Miwon Commercial Co	Amphoteric surfactant
Phase E			
Amodimethicone (and) Trideceth-12 (and) Cetrimonium Chloride	3.0	SeraShine® EM 301-A / KCC Beauty	Amino functional dimethicone emulsion / damage hair care
Dimethicone (and) Trimethylsiloxysilicate (and) Poloxamer 188 (and) Poloxamer 338 (and) 1,2-Hexanediol	1.0	SeraShine® EM 509 / KCC Beauty	Smoothness, Anti-frizz
Phase F			
NaCl (10% Sol)	q.s	Various	Viscosity increasing agent
Phase G			
1,2-Hexandiol	q.s	Various	Preservative
Fragrance	q.s	Various	Fragrance

Method

- Mix the ingredients of Phase A until homogenous.
- In a separate vessel, mix the ingredients of Phase B, then add to Phase A.
- In a separate vessel, mix the ingredients of Phase C, than add to Phase A+B, stirring until homogenous.
- Add the ingredients of Phase D, E, F, G stirring until homogenous.

Soft Conditioning Treatment HS_23

The conditioning treatment has great conditioning effect. SeraSense® GB 88 is dimethiconol gum blended with organic oil, not D5. SeraShine® EM510 is dimethiconol gum emulsion. They have conditioning effect to hair. SeraSense® SA30 is amodimethicone, which provides damage care to hair.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Disodium EDTA	0.02	Various	Chelating Agent
Glycerin	3.0	Various	Humactant
Hydroxyethylcellulose	1.5	Natrasol 250HHR / Aqualon	Viscosity increasing agent
D.I Water	To 100		
Phase B			
Cetearyl Alcohol	5.0	Lanette O / BASF	Conditioning Fat
Behentrimonium methosulfate (and) Cetyl alcohol (and) Butylene glycol	2.0	Incroquat Behenyl TMS 50 / CRODA	Conditioning Fat
Cetyl Alcohol	1.0	Lanette 16 / BASF	Conditioning Fat
Caprylyl Methicone	3.0	SeraSense® SF CPM-A / KCC Beauty	Emollient
Phase C			
C11-13 Isoparaffin (and) Isohexadecane (and) Dimethiconol	3.0	SeraSense® GB 88 / KCC Beauty	Gum blend / Conditioning agent
Amodimethicone	0.5	SeraSense® SA 30 / KCC Beauty	Damage care
Phase D			
Dimethiconol (and) Decyl glucoside (and) 1,2-Hexanediol (and) Carbomer	3.0	SeraShine® EM 510 / KCC Beauty	Dimethiconol Emulsion / Conditioning agent
Phase E			
Citric acid (10% Sol)	q.s	Various	pH adjuster
Phase F			
1,2-hexanediol	q.s	Various	Preservative
Fragrance	q.s	Various	Fragrance

Method

- Mix the ingredients of Phase A until homogenous at 70°C.
- In a separate vessel, mix the ingredients of Phase B then add to Phase A at 70°C.
- Reducing the temperature to 45°C and Add the Phase C, D, E, F stirring until homogenous.
- Reducing the temperature to 30°C.

Daily Shining Oil Serum HS_24

The daily shining oil serum is basic hair oil serum SeraSense® GB 87 is dimethiconol gum blended with organic oil, not D5 . GB 87 and GB 12 give high conditioning effect to hair. Also Phenyl trimethicone has shining effect. And SeraSense® RB 23 is film former, performs heat protection and gives adhesion feel.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Phase A			
Cyclopentasiloxane	To 100	SeraSense® SF CM5 / KCC Beauty	Solvent_Emollient
Isododecane (and) Dimethiconol	5.0	SeraSense® GB 87 / KCC Beauty	Gum blend / Conditionioing
Dimethicone (and) Dimethiconol	60.0	SeraSense® GB 12 / KCC Beauty	Gum blend / Conditionioing
Dimethicone (and) Trimethylsiloxysilicate	1.0	SeraSense® RB 23 / KCC Beauty	Film former
Phenyl Trimethicone	3.0	SeraSense® SF PTM / KCC Beauty	Shining Effect
Argan Oil	1.0	Various	Conditioning agent
Phase B			
Tocopheryl acetate	q.s	Various	Antioxidant
Fragrance	q.s	Various	Fragrance

Method

- Mix the ingredients of Phase A until homogenous.
- Add the ingredients of Phase B stirring until homogenous.