



DOW

**Aura Eye Shadow
(CPF 4454)**

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Phase	Trade name / Supplier	INCI name	Wt. %
A	Beeswax (Synthetic) / Chemistry Connection	Beeswax (Synthetic)	10.0
	Carnauba Wax / Strahl & Pitsch, Inc.	Copernicia Cerifera (Carnauba) Wax	1.0
	Stearic Acid / Lonza	Stearic Acid	5.0
	Glyceryl Stearate / Lonza	Glyceryl Stearate	5.0
	DOWSIL™ 2503 Cosmetic Wax / Dow	Stearyl Dimethicone (and) Octadecene	6.0
	DOWSIL™ FA PEPS Silicone Acrylate / Dow	Undecane (and) Tridecane (and) Acrylates / Polytrimethylsiloxymethacrylate Copolymer	15.0
B	AS-5101 Alkyl Silane Treated Ultramarine Blue / US Cosmetics	Ultramarines (and) Triethoxycaprylylsilane	4.5
	SAT Tri 77891 / Miyoshi	C.I. 77891 (and) Triethoxycaprylylsilane	1.8
	SA Red / Miyoshi	Iron Oxides and Dimethicone	1.7
C	DOWSIL™ 1686 Resin / Dow	Polyphenylsilsesquioxane	5.0
	Propylene Glycol	Propylene Glycol	5.0
	Deionized Water	Deionized Water	37.5
D	Triethanolamine / Dow	Triethanolamine	1.5
	Euxyl PE 9010 / Shülke & Mayr	Phenoxyethanol and Ethylhexyl Glycerin	1.0

Disclaimer: Contained in this package is a sample prepared as per the formulation described on this card. Any variation in the formulation/procedure may cause performance to change.

Images: dow_67411459988, dow_67411465629, dow_56767257491

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Procedure

1. Combine Phase A ingredients and heat to 80-85°C with mixing.
2. In a second vessel, disperse pigments (B) into DOWSIL™ 1686 Resin and heat to 80-85°C.
3. In a separate vessel, combine propylene glycol and d-water and mix. Heat to 80-85°C.
4. Add Phase A (oil phase) to Phase B (water phase) with mixing, then add triethanolamine to neutralize.
5. Begin cooling down and post-add Euxyl PE 9010.
6. Pour into containers and allow to cool to room.

Sustainability Benefits:

- Natural Content: 20.0%
- No animal origin sources (potentially suitable for Vegan)
- Non-GMO
- Paraben-Free

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