

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

## Formulating the Future

Guide Formulations



Please contact us for more information.

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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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# 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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## Men's All in One Multi Gel SS\_10

This formula is moisture aqua gel. After feel is smooth and light. SeraSilk® EL 65 is elastomer gel blend, it provides silk feel and non-sticky. SeraSense® SF 1.5 and 2 are low viscosity volatile silicone fluid. That are quick absorbance, that give fresh feel without residual.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Disodium EDTA	0.02	Various	Chelating Agent
Glycerin	8.0	Various	Humectant
Butylene glycol	10.0	Various	Humectant
Deionized Water	To100		Vehicle
<b>Phase B</b>			
Sorbitan Oliviate	0.5	Olivem 900/Hallstar	Emulsifier
Cetyl stearyl alcohol	0.3	Lanette O/BASF	Emulsifier
PEG-12 Dimethicone	1.5	SeraSol® SC 81/KCC Beauty	Emulsifier
Dimethicone	4.0	SeraSense® SF 6/KCC Beauty	Moisturizer
<b>Phase C</b>			
Dimethicone (and) Dimethicone/ Vinyl Dimethicone Crosspolymer	2.0	SeraSilk® EL 65/KCC Beauty	Skin conditioning Smoothing feel
Dimethicone	3.0	SeraSense® SF 2/KCC Beauty	Moisturizer
Dimethicone	3.0	SeraSense® SF 1.5/KCC Beauty	Moisturizer
<b>Phase D</b>			
Sodium Acrylate / Sodium Acryloyldimethyl Taurate Copolymer (and) Isohexadecane (and) Polysorbate 80	1.5	SIMULGEL EG/Seppic	Emulsifier/Viscosity increasing agent
<b>Phase E</b>			
1,2-hexanediol	q.s	Various	Preservative
Fragrance	q.s	Various	Fragrance

### Typical Properties

- **Appearance** : White viscous gel
- **Viscosity @ 25°C** : 20,000 – 40,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : 5-7

### 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 the ingredients of Phase C, D to A+B at 70°C (Homo mixer above 3500rpm, 3min)
- Down to 30°C, Phase E stirring until homogenous.

## Wrinkle Blur Serum SS\_11

This Wrinkle blur serum is moisture and nutrition texture, but after feel is very powdery and soft. SeraSilk® PD 82 is elastomer powder gel, it provides silky, smooth and has wrinkle cover effect. SeraSense® SF MTM is very fast volatile silicone oil. SeraSnow® SP 14 is resin coated elastomer powder. It provides soft-focus effect. So texture is very silky and smooth. SeraSol® SC 95 is low viscosity W/O type emulsifier.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Lauryl PEG-8 Dimethicone	4.0	SeraSol® SC 95/KCC Beauty	Emulsifier
Dimethiconol (and) Trisiloxane (and) Dimethicone / Vinyl Dimethicone Crosspolymer	5.0	SeraSilk® PD82/KCC Beauty	Smoothing feel and Wrinkle cover
C12-15 Alkyl benzoate	3.0	Various	Emolient
Dimethicone	5.0	SeraSense® SF 6/KCC Beauty	Emolient
Methyl Trimethicone	8.0	SeraSense® SF MTM/KCC Beauty	Emolient
<b>Phase B</b>			
Deionized Water	To 100	Various	Vehicle
Butylene Glycol	8.0	Various	Humectant
Glycerin	5.0	Various	Humectant
Sodium Chloride	1.0	Various	Emulsion stable agent
<b>Phase C</b>			
Vinyl Dimethicone / Methicone Silsesquioxane Crosspolymer	0.15	SeraSnow® SP14/KCC Beauty	Silicone resin coated elastomer powder
<b>Phase D</b>			
1,2-hexanediol	q.s	Various	Preservative
Fragrance	q.s	Various	Fragrance

### Typical Properties

- **Appearance** : White viscous emulsion
- **Viscosity @ 25°C** : 8,000 – 20,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : n/a

### Method

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

## Intensive Skin Barrier Cream SS\_12

This formula is W/O type emulsions and thick feel like ointment. But after feel is smooth, non-greasy because of volatility silicone fluid and Elastomer SeraSilk® EL 11. Barrier Cream contains SeraSense® RB 23, AC 17. That make barrier on skin as film former. It prevent external factors and water loss. So In change season, it keeps your skin moist and healthy, especially under broken skin barrier condition.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
PEG-10 Dimethicone	1.5	SeraSol® SC 86T/KCC Beauty	Emulsifier
Cetyl PEG/PPG-10/1 Dimethicone	1.0	SeraSol® SC 83T/KCC Beauty	Emulsifier
Dimethicone (and) Dimethicone Crosspolymer	4.0	SeraSilk® EL 11/KCC Beauty	Smooth feel
Dimethicone (and) Trimethylsiloxysilicate	1.0	SeraSense® RB 23/KCC Beauty	Film forming
Phenyl Trimethicone (and) Acrylates/Dimethicone Copolymer	1.0	SeraSense® AC 17/KCC Beauty	Film forming
Macadamia nut oil	1.0	Various	Moisturizer
Dimethicone	5.0	SeraSense® SF 2/KCC Beauty	Emollient
Dimethicone	3.0	SeraSense® SF 1.5/KCC Beauty	Emollient
<b>Phase B</b>			
Deionized Water	To 100		
Butylene Glycol	8.0	Various	Humectant
Sodium Chloride	1.5	Various	Emulsion stable agent
<b>Phase C</b>			
1,2-hexanediol	q,s	Various	Preservative
Fragrance	q,s	Various	Fragrance

### Typical Properties

- **Appearance** : White viscous cream
- **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
- Add the ingredients of Phase B stirring until homogenous
- Add the ingredients of Phase C stirring until homogenous

## Aqua Soothing Gel Cream SS\_13

This formula is O/W type cream. The texture is gel rich in moisture. SeraSense® RB 23 makes film on skin, so It prevents water loss. And it gives rich feel. Also SeraSilk® EL 11 gives rich feel too, and it provides smooth after feel. SeraSense® SF MTM is volatility fluid, it is absorbed quickly. So, after feel is non-sticky.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Disodium EDTA	0.02	Various	Chelating agent
Ammonium Acryloyldimethyltaurate /VP Copolymer	0.5	Aristoflex AVC / Clariant	Viscosity agent
Bis-PEG-18 Methyl Ether Dimethyl Silane	3.0	SeraSoft® SW 75/KCC Beauty	Humectant
Glycerin	5.0	Various	Humectant
Deionized Water	To 100		
<b>Phase B</b>			
Cetearyl Alcohol	1.0	Lanette O / BASF	Viscosity agent
Arachidyl Alcohol (and) Behenyl Alcohol (and) Arachidyl Glucoside	0.8	Montanov 202 / SEPPIC	Emulsifiers
Sorbitan Olivat	0.5	Olivem 900 / Hallstar	Emulsifiers
PEG-11 Methyl Ether Dimethicone	1.0	SeraSol® SC 85/KCC Beauty	Emulsifiers
Dimethicone (and) Dimethicone Crosspolymer	3.0	SeraSilk® EL 11/KCC Beauty	Smooth feel
Dimethicone (and) Trimethylsiloxysilicate	1.0	SeraSense® RB 23/KCC Beauty	Film former
Macadamia nut oil	1.0	Various	Moisturizers
Dimethicone	2.0	SeraSense® SF 5/KCC Beauty	Moisturizers
<b>Phase C</b>			
Methyl Trimethicone	5.0	SeraSense® SF MTM/KCC Beauty	Quick Absorbance
<b>Phase D</b>			
1,2-hexanediol	q,s	Various	Preservative
Fragrance	q,s	Various	Fragrance

### Typical Properties

- **Appearance** : White viscous gel
- **Viscosity @ 25°C** : 40,000 – 60,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : 5-7

### 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 the ingredients of Phase C to A+B at 70°C.
- Homo mixer above 3500rpm, 3min
- Down to 30°C, Phase D stirring until homogenous.

## Shiny Water Drop Cream SS\_15

This formula is W/Si type water drop cream. The cream is watery and moistfull texture. The SeraSense® SF PTM give moist, shiny effect to skin. And SeraSense® SF 2 is volatile silicone, so that is quickly absorbed, and gives fresh after feel.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Cetyl PEG/PPG-10/1 Dimethicone	0.5	SeraSol® SC 83T/KCC Beauty	Emulsifier
Phenyl Trimethicone	3.0	SeraSense® SF PTM/KCC Beauty	Emollient
Dimethicone	5.0	SeraSense® SF 2/ KCC Beauty	Emollient
Dimethicone	7.0	SeraSense® SF 6/ KCC Beauty	Emollient
<b>Phase B</b>			
Deionized Water	To 100		Vehicle
Butylene Glycol	5.0	Various	Humectant
Glycerin	3.0	Various	Humectant
Sodium Chloride	0.8	Various	Emulsion stable agent
<b>Phase C</b>			
1,2-hexanediol	q.s	Various	Preservative
Fragrance	q.s	Various	Fragrance

### Typical Properties

- **Appearance** : White viscous cream
- **Viscosity @ 25°C** : 45,000 – 65,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : n/a

### 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

## Moist Sanitizer Gel BS\_04

Most sanitizers are dry feel after using. This is because the ethanol volatilizes and takes off water on skin. This formula contains SeraSol® SC 93. Although SC 93 is a water soluble silicone emulsifier, it moisturizes the skin. Also, SC93 is well soluble in ethanol as well as water.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Butylene Glycol	3.0	Various	Humectant
Glycerin	3.0	Various	Humectant
Deionized Water	To 100		
<b>Phase B</b>			
Ammonium Acryloyldimethyltaurate /VP Copolymer	0.85	Aristoflex AVC/Clariant	Viscosity agent
<b>Phase C</b>			
Ethanol	62.0	Various	Sterilizer
Fragrance	q.s	Various	Fragrance
<b>Phase D</b>			
Bis-PEG-12 Dimethicone	3.0	SeraSol® SC 93 / KCC Beauty	Humectant

### Typical Properties

- **Appearance** : Transparency viscous gel
- **Viscosity @ 25°C** : 8,000 – 20,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : n/a

### Method

- Mix the ingredients of Phase A until homogenous
- Slowly add the ingredients of Phase B stirring until homogenous.
- In separate parcel, Mix the ingredients of Phase C, and add Phase A+B
- Add the ingredients of Phase D stirring until homogenous.

## Healthy Glow Moisturizing Foundation MS\_30

This Foundation makes your skin look more healthier and shiny. SeraSense® SF CPM-A makes soft and natural internal shining. It has good compatibility with ordinary oils. SeraSol® SC 86T is emulsifiers for W/O or W/Si type cosmetics . SeraSilk® EL 11 gives light non-greasy and silky skin feels.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Methyl Trimethicone	6.0	SeraSense® SF MTM/KCC Beauty	Solvent, Emollient
Caprylyl Methicone	10.0	SeraSense® SF CPM-A/KCC Beauty	Solvent, Emollient
PEG-10 Dimethicone	4.0	SeraSol® SC 86T/KCC Beauty	Emulsifier
Isododecane (and) Acrylates/Dimethicone Copolymer	0.5	SeraSense® AC 29/KCC Beauty	High Tg Film Former
Ethylhexylmethoxy cinnamate	5.0	Uvinul MC-80/BASF	UVB Absorber
Isododecane	3.0	PUROLAN IDD/LANXESS	Emollient
Hydrogenated Polyisobuten	3.0	PARLEAM/NOF	Skin conditioning agent
Titanium dioxide (and) Iron oxide (and) Mica (and) Polymethyl methacrylate	6.0	BB Base/EnTop	Pigment
<b>Phase B</b>			
Deionized Water	To 100		Vehicle
Butylene Glycol	5.0	Various	Humactant
Glycerin	5.0	Various	Humactant
Sodium Chloride	1.0	Various	Buffer
<b>Phase C</b>			
Phenoxyethanol	q.s	Various	Preservative
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.

## Satin Serum Concealer MS\_33

This concealer has excellent moisturized soft feeling and covering effect. SeraSense® SF PTM has a high refractive index leaving a dewy glow. SeraSol® SC 95 can make stable emulsions with low viscosity and pleasant sensory feel.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Dimethicone	9.0	SeraSense® SF 6/KCC Beauty	Solvent_Emollient
Phenyl Trimethicone	7.0	SeraSense® SF PTM/KCC Beauty	Solvent_Emollient
Lauryl PEG-8 Dimethicone	3.0	SeraSol® SC 95/KCC Beauty	Emulsifier
Cetyl PEG/PPG-10/1 Dimethicone	2.0	SeraSol® SC 83T/KCC Beauty	Emulsifier
Ethylhexylmethoxy cinnamate	7.0	Uvinul MC-80/BASF	UVB Absorber
Octyldodecanol	3.0	Eutanol G/BASF	Emollient
Squalane	3.0	Various	Moisturizer
Dimethicone (and) Acrylates / Dimethicone Copolymer	1.0	SeraSense® AD 52/KCC Beauty	Dispersant
Cyclopentasiloxane (and) Distearidimonium Hectorite (and) Propylene Carbonate	3.0	Bentone gel® VS-5PC V HV/ Elementis Specialty	Viscosity increasing agent
Zinc Oxide (and) Hydrogen Dimethicone (and) Coco Caprylate / Caprate	2.0	Choice Zinc 60CC/Choice trade	UV Absorber
Titanium dioxide (and) Iron oxide (and) Mica (and) Polymethyl methacrylate	16.0	BB Base/EnTop	Pigment
Talc	5.0	Various	Skin tone & Sebum control excipient
<b>Phase B</b>			
Deionized Water	To 100		Vehicle
Glycerin	10.0	Various	Humactant
Sodium Chloride	0.8	Various	Buffer
<b>Phase C</b>			
Phenoxyethanol	0.3	Various	Preservative
Caprylhydroxamic acid (and) caprylyl glycol (and) glycerin	0.3	Various	Preservative
Fragrance	q.s		Fragrance

### Typical Properties

- **Appearance** : Beige, viscous emulsion
- **Viscosity @ 25°C** : 3,000 ~ 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.

## 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
<b>Phase A</b>			
Dimethicone	5.0	SeraSense® SF 2/KCC Beauty	Solvent, Emollient
Caprylyl Methicone	5.0	SeraSense® SF CPM-A/KCC Beauty	Solvent, Emollient
Methyl Trimethicone	3.0	SeraSense® SF MTM/KCC Beauty	Solvent, 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	SeraSilk® ELA 20/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	6.0	Various	Powdery skin feel
<b>Phase B</b>			
Deionized Water	To 100		Vehicle
Butylene Glycol	6.0	Various	Humactant
Glycerin	2.0	Various	Humactant
Sodium Chloride	1.0	Various	Buffer
<b>Phase C</b>			
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.

## Airy Velvet Lip ME\_07

This airy velvet lip is light and smooth texture like air. SeraSilk® EL75 and SeraSilk® EM 608 offer the softness and finish of a traditional lip gloss, and smoothing with the appearance natural fullness. SeraSense® RBA 25 is film former with natural origin carrier. It provides long-lasting creaminess and protecting moisture on lips.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Cetyl PEG/PPG-10/1 Dimethicone	4.0	SeraSol® SC 83T/KCC Beauty	Emulsifier
Lauryl PEG-8 Dimethicone	2.0	SeraSol® SC 95/KCC Beauty	Emulsifier
Trisiloxane	5.0	SeraSense® SF 1/KCC Beauty	Emollient
Phenyl Trimethicone	10.0	SeraSense® SF PTM/KCC Beauty	Emollient
Dimethicone (and) Dimethicone/Vinyl dimethicone Crosspolymer	5.0	SeraSilk® EL 75/KCC Beauty	Creamy feeling
Undecane (and) Tridecane (and) Trimethylsiloxysilicate	5.0	SeraSense® RBA 25/KCC Beauty	Fixative, Film forming
Lip COL #	20.0	Various	Colorant
Diisostearyl Malate	3.0	Cosmol 222/WHa Costech	Emollient
Polymethyl methacrylate	7.0	Dermabead PMMA-5A/ Derma Medion	Soft rolling effect, Viscosity increasing agents
1,2-Hexanediol	1.0	Various	Preservative
<b>Phase B</b>			
Dimethicone (and) Dimethicone/ Vinyl Dimethicone crosspolymer (and) Laureth-4 (and) Laureth-23 (and) 1,2-Hexanediol	10.0	SeraSilk® EM 608/KCC Beauty	Viscosity increasing agents
Deionized Water	To 100		

### Typical Properties

- **Appearance** : Viscous emulsion
- **Viscosity @ 25°C** : 15,000-25,000 (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, stirring until homogenous.

## Cashmere Lip Stick ME\_10

This product has a soft, glossy cashmere-like feature that wraps on the lips. SeraSense® AW 61, a low melting silicone wax, is a silicone-based wax that is like cashmere and gives a filmforming effect. Also, SeraSnow® SP 13 and SeraSilk® EL 11 evenly apply lipstick to the lips and help cover the wrinkles of the lips.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Dimethicone/Vinyldimethicone Crosspolymer	10.0	SeraSnow® SP 13/KCC Beauty	Soft touch feeling Wrinkle cover
Silica	3.0	Ensil6 /Entop	Gelling agent
Mica (and) Dimethicone	5.0	DM-2 Sericite J	Filler
<b>Phase B</b>			
Dimethicone (and) Dimethicone Crosspolymer	17.0	SeraSilk® EL 11/KCC Beauty	Creamy feeling
Phenyl Trimethicone	7.0	SeraSense® SF PTM/KCC Beauty	Improving compatibility
Cetyl Ethylhexanoate	To 100	CEH/Kokyu Alcohol	Emollient
Diisostearyl Malate	3.0	Cosmol 222 / Wha Costech	Emollient
Octyldodecanol	8.0	Eutanol G / BASF	Emollient
Lip COL#	12.0	Various	Colorant
<b>Phase C</b>			
Acrylates/Stearyl acrylate/ Dimethicone Methacrylate Copolymer	6.0	SeraSense® AW 61/KCC Beauty	Film forming effect
Microcrystalline Wax	6.0	Various	Emollient, Viscosity Increasing agents
Glyceryl Behenate/Eicosadioate	1.6	Nomcort HK-G / Wha Costech	Gelling Agent
Polyethylene	3.0	Performalene PL	Viscosity Increasing agents
<b>Phase D</b>			
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.

## Brightening Stick Highlighter ME\_12

This product is a stick type highlighter with natural gloss and ease to use. Using SeraSense® AW 61, the highlighter's pearl adhesion is increased and has a non-stick sense of use. It also helps to create a natural, non-artificial pearl gloss.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Calcium aluminium borosilicate (and) Titanium dioxide (and) Silica (and) Tin oxide	15.0	Twinkle White-101A/Apple chem	Brightening effect
<b>Phase B</b>			
Hydrogenated polyisobutene	18.0	Various	Improving compatibility
Diisostearyl Malate	26.0	Cosmol 222/Wha Costech	Emollient
Octyldodecanol	22.0	Eutanol G/BASF	Emollient
<b>Phase C</b>			
Acrylates/Stearyl acrylate/ Dimethicone Methacrylate Copolymer	3.0	SeraSense® AW 61/KCC Beauty	Reduced stickiness, Pigment adhesion promotor
Microcrystalline Wax	8.0	Various	Emollient, Viscosity Increasing agents
Polyethylene	8.0	Performalene PL	Viscosity Increasing agents

### Method

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



## Toktok Tip Blusher ME\_16

This blusher is light and smooth texture of water in oil formulation. SeraSense® SF MTM offers smoothing with the appearance natural fullness. Serasense® AC19 is film former. It provides a long lasting effect with a subtle or stronger shine depending on the application. 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
<b>Phase A</b>			
Methyl Trimethicone	14.0	SeraSense® SF MTM/KCC Beauty	Emollient
Lauryl PEG-8 Dimethicone	3.0	SeraSol® SC 95/KCC Beauty	Emulsifier
PEG-10 Dimethicone	2.0	SeraSol® SC 86T/KCC Beauty	Emulsifier
Dimethicone (and) Acrylates/ Dimethicone Copolymer	2.0	SeraSense® AD 52/KCC Beauty	Dispersant
Isododecane (and) Acrylates/ Dimethicone copolymer	2.0	SeraSense® AC 19/KCC Beauty	Fixative, Film Forming
Dimethicone (and) Dimethicone/PEG- 10/15 Crosspolymer	10.0	SeraSol® EL 92A/KCC Beauty	Viscosity Increasing agent
Hydrogenated Polyisobutene	4.5	Various	Viscosity controlling
Diisostearyl Malate	5.0	Cosmol 222/Wha Costech	Emollient
<b>Phase B</b>			
Silica	2.0	Ensil 6 / Entop	Soft Rolling Effect
Mica	6.0	Sericite J / K.S.pearl	
COL#	1.5	Various	Colorant
<b>Phase C</b>			
Deionized Water	To 100		
1,2-Hexanediol	1.0	Various	Preservative

### Typical Properties

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

### Method

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

## Damage Repair Conditioner HS\_13

This formula is cream type hair conditioner. This hair conditioner contains amodimethicone emulsion, SeraShine® EM 308. This protects the cuticle. Also SeraSense® RB 21 has anti-frizz effect. SeraSense® GB 36 gives brilliant effect to hair.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Disodium EDTA	0.02	Various	Chelating Agent
Glycerin	3.0	Various	Humectant
Ammonium Acryloyldimethyltaurate/VP Copolymer	0.3	Aristoflex AVC / Clariant	Viscosity increasing agent
Deionized Water	To 100	Various	Vehicle
<b>Phase B</b>			
Polysorbate 80	0.5	Tween 80 / Merck	Emulsifier
Glyceryl Stearate/PEG-100 Stearate	1.2	RHEODOL MS-165V / KAO	Emulsifier
Cetearyl Alcohol	0.9	Various	Conditioning Fat
Behenyl Alcohol	0.3	Various	Conditioning Fat
Dimethicone	3.0	SeraSense® GB 36/KCC Beauty	Conditioning
Dimethicone (and) Trimethylsiloxysilicate	2.0	SeraSense® RB 21/KCC Beauty	Anti-frizz effect
Dimethicone	5.0	SeraSense® SF 5/KCC Beauty	Vehicle
<b>Phase C</b>			
Dimethicone	5.0	SeraSense® SF 1.5 / KCC Beauty	Moisturizer
Methy Trimethicone	2.0	SeraSense® SF MTM/ KCC Beauty	Moisturizer
<b>Phase D</b>			
Amodimethicone (and) Stearammonium Chloride	2.0	SeraShine® EM308/ KCC Beauty	Damage Care
<b>Phase E</b>			
1,2-hexanediol	q.s	Various	Preservative
Fragrance	q.s	Various	Fragrance

### Typical Properties

- **Appearance** : White cream
- **Viscosity @ 25°C** : 25,000 – 45,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : 5-7

### 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 the ingredients of Phase C stirring until homogenous.
- Reducing the temperature to 45°C and Add the Phase D, E stirring until homogenous.
- Reducing the temperature to 30°C.

## Shiny Gold Pearl Shampoo HS\_15

This formula contains sparkling gold pearl in gel type shampoo. This shampoo contains SeraShine® EM 301 and SeraShine® EM 510. EM 301 is amodimethicone emulsion. So it gives conditioning effect and damage care effect to hair. EM 510 is dimethiconol gum blend emulsion. It provides conditioning effect, too.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Disodium EDTA	0.02	Various	Chelating Agent
Glycerin	5.0	Various	Humectant
Deionized Water	To100	Various	Vehicle
<b>Phase B</b>			
Water (and) Acrylate copolymer	9.0	Carbopol SF-1 / Lubrizol	Viscosity increasing agent
Deionized Water	5.0	Various	Vehicle
<b>Phase C</b>			
NaOH (5%)	q.s	Various	counteractive agent
<b>Phase D</b>			
Water (and) Sodium Laureth Sulfate	35.0	Micolin ES-430/Miwon commercial CO	Surfactant
Water (and) Cocamidopropyl betaine (and) Sodium chloride	10.0	Mitaine CA/Miwon Commercial CO	Surfactant
<b>Phase E</b>			
Amodimethicone (and) Trideceth-12 (and) Cetrimonium Chloride	2.0	SeraShine® EM 301/KCC Beauty	Conditioning agent / Damage care
Dimethiconol (and) Decyl glucoside (and) Glycerine (and) 1,2-Hexanediol (and) Carbomer	2.0	SeraShine® EM 510/KCC Beauty	Conditioning agent
<b>Phase F</b>			
COL#	q.s	Yellow No.5	Color
Gold Pearl powder	q.s	Various	Pearl
<b>Phase C</b>			
Phenoxyethanol	q.s	Various	Preservative
Fragrance	q.s	Various	Fragrance

### Typical Properties

- **Appearance** : yellow viscous gel containing gold pearl
- **Viscosity @ 25°C** : 6,000 – 20,000cP (Brookfield LVDV II, LV-4, 6rpm)
- **pH @ 25°C** : 6-8

### 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, then add to Phase A+B, stirring until homogenous.
- Add the ingredients of Phase D stirring until homogenous.
- Add the ingredients of Phase E, F, G stirring until homogenous.

## Hair Fitting Serum HS\_21

This formula is multi functional hair serum with heat protection and hair styling function. This formula contains SeraSense® AW 61. The SeraSense® AW 61 is film foaming wax, makes a film on hair and holds hair cuticle. This film prevent hair from heat damage, and fix to hair long time. SeraSense® SA 30 has an amine group. The amine provides damage care through electrostatic bonding.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Dimethicone	To 100	SeraSense® SF 2 / KCC Beauty	Solvent_Emollient
Dimethicone (and) Dimethiconol	60.0	SeraSense® GB 12 / KCC Beauty	Smooth feeling to Hair
C13-15 Alkane (and) Dimethiconol	5.0	SeraSense® GBA 85 / KCC Beauty	Smooth feeling to Hair
Acrylates/Stearyl Acrylate/Dimethicone Methacrylate Copolymer	0.5	SeraSense® AW 61 / KCC Beauty	Fixing agent
Phenyl Trimethicone	3.0	SeraSense® SF PTM / KCC Beauty	Hair gloss effect
Amodimethicone	0.5	SeraSense® SA 30 / KCC Beauty	Hair damage care
<b>Phase B</b>			
Tocopheryl acetate	0.5	Various	Antioxidant
Fragrance	q.s	Various	Vehicle

### Method

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