

in-cosmetics® global

Booth No. S100 | Innovation Zone Box No. 149

5-7 April 2022 | Paris, France

Welcome to the April 2022 edition of Sudarshan's 'Color by Design' monthly newsletter. Sudarshan is all set for the In-cosmetics Global 2022, Paris show. We are showcasing all the new launches, innovative marketing prototypes and much more. We can't wait to see you at the show, join us at In-Cosmetics Global 2022 and visit our booth at S100. Do not forget to visit Innovation Zone box number 149 to learn more about newly launched highly innovative product. See you there!

Spring blossoms. The Easter Bunny. Stores filled with colorful Easter eggs, the Passion week, and the resurrection and life of Christ. Much like Christmas, Easter has become a holiday that has combined both pagan and Christian traditions to make what we know it to be today. What should Easter mean to you? We hope it means more than Easter egg hunts and chocolate Easter bunnies. Whatever you choose to do, it's a great chance to spend some time with friends or family and celebrate love and good intentions. One easter egg is also hidden in this newsletter, read it carefully and spot the one.



HAPPY EASTER

K-Beauty has become a bit of a cult skincare term over the years, and one that is followed by beauty editors and celebrities, influencers and models. It's essentially any beauty trend that comes out South Korea, and usually involves glowing skin and hydrating products. Enter "Glass Skin". You too can shine like a goddess by perfecting the trendy "glass skin" look that originated from South Korea. Glass skin refers to a translucent and luminous complexion. Rather than applying heaps of makeup, the glass skin look emphasizes using light makeup that's built upon well-hydrated skin. Before applying makeup, you may want to throw on a sheet mask or spritz some hydration mist. Highlighters illuminate skin and give the ultimate shimmery, glass-like effect. Liquid highlighters work best when trying to achieve a dewy and radiant appearance. Apply highlighter on the cheekbone, brow bone and Cupid's bow of the lips, and apply just a smidge on the bridge of your nose and center of your forehead. In the US, 75% of Gen Z beauty product users feel best when they look like their natural self, underlining the importance of light makeup looks for these consumers. Liquid highlighters will also appeal to the 58% of female makeup users in the US who typically wear makeup to enhance their natural looks. Prestige Bright Silver 35162, Prestige Gold 35145 & Prestige Red 35147 are the best match for these highlighters.



PRESTIGE BRIGHT SILVER 35162 15-70µm

MOISTURE INTENSE

MEN'S MOISTURIZING CREAM

SUDARSHAN



Sumicos



When it comes to skin care, men have traditionally kept it simple. However, more men are now pursuing healthier, younger-looking skin, making it a great time for men to evaluate their skin care routine. A lot of men don't use skin care products and those that do end up using women's skin care products. But men have thicker, rougher skin and higher collagen density which means they need specific skin care. Which is why Sudarshan introduces 'Moisture for Men', a moisturizing cream made specifically with men in mind. Contact your sales representative now for a kit and formulation guideline.



Silky Smooth Foundation

SILKY SMOOTH FOUNDATION

Phase	Ingredients	INCI Name	SU-SSF-01(%)	SU-SSF-02(%)	SU-SSF-03(%)
	Aqua	Aqua	Q.S. 100	Q.S. 100	Q.S. 100
A	Disodium EDTA	Disodium EDTA	0.05	0.05	0.05
	Carbopol Ultrez-20 Polymer ¹	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.20	0.20	0.20
B	NaOH (10%)	Sodium Hydroxide	1.00	1.00	1.00
	1,2-Propanediol	1,2-Propanediol	3.00	3.00	3.00
C	Glycerine	Glycerine	1.00	1.00	1.00
	Softemul-165 ²	Glyceryl Stearate (and) PEG-100 Stearate	3.50	3.50	3.50
D	Monebat-S1802 ²	Steareth-2	1.50	1.50	1.50
	Octyldodecanol	Octyldodecanol	3.00	3.00	3.00
	Cetyl Alcohol	Cetyl Alcohol	1.00	1.00	1.00
	Shea Butter ³	Butyrospermum Parkii (Shea Butter)	2.00	2.00	2.00
	M/C/S3 ⁴	Mica and Phyllephas aequatorialis seed powder	-	-	3.00
E	Crodamol IPM ⁵	Isopropyl Myristate	5.00	5.00	5.00
	Immer 3/9289 ⁶	CCTG / MCT 80-40	2.00	2.00	2.00
	Crodamol IPH ⁵	Isopropyl Isostearate	3.05	3.05	3.05
	Titanium Dioxide	Titanium Dioxide (CI 77891)	7.00	7.00	7.00
	Sumicos Yellow LHM 2215C ⁴	Hydrated Iron (III) Oxide (CI 77492)	2.50	2.50	2.50
F	Red Iron Oxide	Red Iron Oxide (CI 77491)	0.10	0.10	0.10
	Lavender Oil ⁷	Lavendula Angustifolia (Lavender) Oil	0.10	0.10	0.10
	Argan Oil ⁷	Argania Spinosa (Argan) Kernel Oil	1.00	1.00	1.00
	Silsoft Silicone Gel ⁸	Cyclopentasiloxane (and) Cetearyl Dimethicone/Vinyl Dimethicone crosspolymer	-	7.00	-
G	Vitamin E	Tocopheryl Acetate	0.50	0.50	0.50
	Euxyl PE 9010 ⁹	Ethylhexylglycerine and Phenoxyethanol	0.90	0.90	0.90
	Fivestar 34159 ¹⁰	Perfume	0.50	0.50	0.50
	Total		100	100	100

Procedure:

1. Add ingredients of Phase A (water and EDTA) and sprinkle Carbopol Ultrez-20 Polymer on top of it & keep it aside for 15 min. 2. Add Phase B in a Side Vessel (SV1) and add in MV slowly under constant stirring to form gel. 3. Add Phase C in MV and mix well. 4. Heat MV to 80°C. 5. Add all the ingredients of Phase D in Side Vessel (SV1) and heat it until melt. 6. Add all the ingredients of Phase E in Side Vessel (SV2) and make its dispersion. 7. Add Phase E in (SV1) and heat it to 80°C. 8. Add SV1 content to MV at 80°C with constant stirring. Ensure temperature of both the phases is maintained at 80°C while mixing. 9. Make sure proper mixing is done and pigments are uniformly mixed in the system. 10. Cool down MV to 45°C or below. 11. Add Phase F to MV followed by Phase G. 12. Once cream is properly mixed, keep it aside for 24 hr and check parameters. Viscosity: 35000-40000CPS at SRPM, spindle-SSPH: 6.1

Suppliers:

1. Lubrizol Advanced Materials Inc. 2. Mohini Organics 3. Gustav Heess GmbH 4. Sudarshan Chemical Industries Limited 5. Croda India 6. InterMed Esters Sdn. Bhd. (Malaysia) 7. Katyani Exports 8. Momentive Performance Materials 9. Schülke & Mayr 10. Firmenich Aromatics India Pvt. Ltd. 11. Orientac Aromatics Pvt. Ltd.

Check out brand new formulation of liquid foundation formula using Sumicos Yellow LHM 2215C. Samples and NPD kits are available at our In-Cosmetics 2022 booth on S100.



SUPPLIERS' DAY

SUPPLIERS' DAY 2022

JACOB K. JAVITS CONVENTION CENTER
NEW YORK CITY

MAY 3-4, 2022

Sudarshan Chemicals inviting you to visit our booth at NYSCC Suppliers' Day 2022.

SUDARSHAN

BOOTH NO. 453

WE AREA LEADING WORLD CLASS COLOR SOLUTIONS PROVIDER