

# Color by Design

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# SUDARSHAN

Welcome to the December 2021 edition of Sudarshan's 'Color by Design' monthly newsletter. December is beginning of the end, the last month of the year. After celebrating Thanksgiving in the US, most of us know which holidays are on the horizon: **Hanukkah, Christmas, and Kwanzaa.**

December is all about celebrations! Kwanzaa, which starts December 26 and ends January 1, is also part of the holiday festivities. Called the 'Festival of Lights', Hanukkah which started on November 28<sup>th</sup> this year - is an eight-day celebration. It commemorates when the Jews had only enough oil to keep the Holy Temple's menorah lit for one day, but it lasted for eight. It's called the miracle of Hanukkah, which means "dedication" in Hebrew.



Kwanzaa is an African American and pan-African holiday that celebrates family, community, and culture. The seven-day culture festival was created in 1966 by Dr. Maulana Karenga, an Africana studies professor. Black, red, and green represent Kwanzaa: black for the people, red for their struggle, and green for the future and hope that comes from their struggle. On the kinara, one candle is black, three are green and three are red, and each candle represents one of the principles.



**WE ARE A LEADING WORLD CLASS COLOR SOLUTIONS PROVIDER**

Presenting Charcoal Clean from Sudarshan's new range of **Reveal Peel-Off & Glow masks**. Charcoal is a powerful astringent and dirt remover that keeps your skin remarkably clean and strips away oil build up. It also works as an excellent exfoliator to rid your face of dead cells and shine the light on fresh, new skin underneath. Reveal the real you!



**Formulation Guideline**

**PEEL OFF MASK SU-POM-01**

Phase	Ingredients	INCI Name	%
A	DM Water	Aqua	35.66
	Disodium EDTA	Disodium EDTA	0.05
	Polyvinyl Alcohol (PVA)	Polyvinyl Alcohol	11.82
B	Carbopol Ultrez 20 <sup>2</sup>	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.49
	DM Water	Aqua	29.60
C	NaOH	Sodium Hydroxide	0.20
	DM Water	Aqua	0.33
D	Ethanol	Ethyl Alcohol	8.00
E	Propane 1, 2-diol	Propane 1, 2-diol	5.00
	Vitamin E	Tocopheryl Acetate	0.50
	AC 504 Hydron	Sodium PCA	0.10
	Glycerine	Glycerine	2.00
F	Euxyl PE 9010 <sup>2</sup>	Phenoxyethanol and Ethylhexylglycerine	0.50
		Isododecane (and) Distearidimonium Hectorite (and) Propylene Carbonate	3.00
H	Citric Acid DM Water	Citric Acid	0.30
		Aqua	1.00
I	Spice Cloud 34459 B <sup>3</sup> Sumicos Black LHM 2231C <sup>4</sup> (50% dispersion in Glycerine) Sumicos IOBLA Mist SM130 <sup>7</sup>	Perfume	1.00
		Pigment Black 11	0.90
		Synthetic Fluorophlogopite (and) Titanium Dioxide (CI 77891) (and) Iron Oxide (CI 77499)	0.05
		Total	100

**Suppliers:**

1. Mitsubishi Chemical Corporation.
2. Lubrizol Advanced Materials Inc.
3. Schickel's Mayr.
4. Brenntag Ingredients India Pvt Ltd.
5. Oriental Aromatics Ltd.
6. Sudarshan Chemical Industries Limited.
7. Firmenich Aromatics India Pvt Ltd.
8. Koel Colours Private Limited.

**Procedure:**

1. Weigh out Phase A (Water and EDTA) in a clean, sanitized, stainless steel mixing vessel (Main Vessel-MV) with stirrer attachment and heat it to 90-100°C. Make a vertical vortex and add weighed amount of PVA slowly under stirring in above mixture, maintain the temperature until PVA gets completely dissolved without any lumps.
  2. Cool down the MV to room temperature.
  3. Add Phase B in a separate vessel (SV1) and keep under slow stirring.
  4. Add Phase C previously mixed into the phase B (SV1) and mix well until gets clear with no lumps, keep it aside.
  5. Add Phase D to the MV and mix well (Make sure temperature of batch is below 30°C and avoid too high stirring rate as aeration would appear).
  6. Add Phase E to the MV and mix well under constant stirring.
  7. Add content of SV1 to the MV and mix well until uniform.
  8. Sequentially add Phase F, Phase G & Phase H (Previously mixed) to the MV and mix well after every addition, adjust pH between 6-7
  9. Individually add Phase I ingredients into MV and mix well.
  10. Ensure thorough mixing and then fill the formulation in appropriate containers.
- Stability: Passed stability at 45°C for 8 weeks  
Viscosity (Brookfield Viscometer): 1,25,000-1,85,000cps @ 25°C (spindle: S7, RPM:12)



*Charcoal Clean*



**Charcoal Clean**  
2231C+SM130

# Winter is coming!

**Winter solstice 21st December.**

Astronomical winter begins at the winter solstice, which is the shortest day of the year. This means days get longer during winter—very slowly at first, but at ever-larger daily intervals as the March equinox approaches, heralding the start of spring.



**PRESTIGE MIDNIGHT BLUE 35471**

- ✓ Inspired by Moonlight, blue violet shades of sky.
- ✓ Bold indigo violet color adds drama to the make-up.
- ✓ This highly attractive product deliver dual tone effect with subtle color travel, intense chroma, and sparkle.



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