

FORMULATION OF THE MONTH

Elara™ Lipstick

Throughout history, lipstick has been a staple that continues to be a “must have” in makeup routines. As time goes by, many things have changed about lipstick—including application, container, shades, and even the ingredients used to formulate it. The beauty industry today is trending toward liquid lipsticks and stains. Liquid lipstick typically dries on the lips and creates a matte, smudge-proof look for long lasting color. It does not typically need to be reapplied as often as a traditional lipstick. Each brand has a unique and exciting liquid formulation in their lineup, but there is always room for a consistent classic lipstick. Lipsticks are not as long lasting, but unlike liquid lip colors they do not dry out. Lipsticks tend to be more hydrating, creamy, and smooth compared to liquids. This allows for a quicker and easier color changes throughout the day or from a daytime look to a nighttime look. While there are many different forms and application styles, lipstick itself will always be a way to create confidence and creatively express your inner self.

For this month’s formulation, a classic lipstick was created in two different shades. The first shade is an all-time classic red. The second shade is a stunning and radiant plum color. These colors were achieved by either using Elara™ pigments by themselves, or in combination with micas or other cosmetic colorants. This formulation includes all-natural, nourishing ingredients to keep lips happy, healthy, and hydrated throughout the day. A variety of natural waxes including beeswax, carnauba wax, and ozokerite wax were used to help maintain the structure of the stick and to glide the lipstick glide across the lips without breaking. Castor oil and meadowfoam seed oil are used as dispersants for the pigment. This helps achieve the two vibrant color payoffs. Vitamin E is used as a great moisturizing ingredient to keep lips supple and nourished all day long. This lipstick is a simple, natural formulation that is a great way to brighten the day and end your beauty routine with a glowing colorful smile. Interested in seeing the full formulation, as well as previous formulations? Be sure to visit www.dayglo.com for more!



Ingredients	Quantity	Supplier
PHASE A		
Castor Oil	30.0%	Olvea
Beeswax	9.0%	Strahl & Pitsch
Meadowfoam Seed Oil	7.7%	Sonneborn
Carnauba Wax	7.0%	Koster Keunen
Ozokerite Wax	5.0%	Strahl & Pitsch
PHASE B		
Elara™ & Castor Oil (50/50) Dispersion	30% (15 Elara™ & 15 Castor Oil)	DayGlo
Red 6 Barium Lake & Castor Oil (50/50) Dispersion	10.6% (5.3 Elara™ & 5.3 Castor Oil)	DayGlo
Mica	1.0–1.5% (as needed)	Kirker
Vitamin E	0.5%	Making Cosmetics
Flavor	0.2%	

Color Blends:

- Red
 - 15% Elara™ Rocket Red™
 - 5.3% Red 6 Barium Lake
- Purple
 - 19.55% Elara™ Corona Magenta™
 - 0.75% Elara™ Horizon Blue™
- **NOTE: THIS FORMULATION CONTAINS 20.3% COLOR LOAD**

Formulation Steps:

1. Add 15% of Elara™ and 5.3% of Red 6 Barium Lake to a FlackTek cup along with 20.3% of Castor Oil, mix for 3 minutes at 2000 RPM. Repeat if necessary. Set aside.
2. Combine all of phase A into one beaker.
3. Place beaker on hot plate and stir occasionally.
4. Add colored dispersion mixture into the beaker and begin mixing, while keeping the heat at a constant.
5. Add in any mica, vitamin E, or flavor.
6. Pour directly into lipstick mold and let cool. Then place in applicator.

NOTE: Mold works best when at a warm temperature, and a steady pour is used to fill.

For any questions regarding formulation/materials please reach out to: spalo@dayglo.com.

