

# EYE POWER (Concept Only)

SERUM

FORMULA # 75-61-2

This eye serum delivers a cool, hydrating feel with a combination of ingredients. Caffeine to energize skin and reduce puffiness under the eyes. Niacinamide to help minimizing the look of dark circles and Sodium Hyaluronate to help maintain skin structure, elasticity and flexibility.

Application: Apply a small amount onto fingertip. Gently tap under the eye and along the orbital bone until absorbed.

## HIGHLIGHTED INGREDIENTS

INGREDIENT	FUNCTION
PELLICER <sup>®</sup> L-30	Amino acid-based emulsifier used at extremely low levels. Allows for cold process formulating with the additional benefit of skin barrier repair.
GREENDIOL <sup>™</sup>	Natural alternative to Butylene Glycol with excellent humectant, dispersant and booster preservative properties.
AQUPEC <sup>®</sup> 805EG-300	Granulated polymer that provides excellent thickening properties when neutralized. Ease of handing and dispersion than traditional carbomer powders.
PERMETHYL <sup>®</sup> 102A	Lightweight emollient with excellent pigment wetting properties
SODIUM HYALURONATE (HIGH) MW, 1.8-2.2 MDa	Natural polymer that acts as a humectant, helps maintain skin structure, elasticity and flexibility.
NIACINAMIDE	Vitamin B3 improves barrier function, decreases appearance of photo-aging and reduces sebum production.
BIOGENIC CAFFEINE- 210	Water soluble highly concentration active which provides anti-cellulite and anti-dark circle effects
VITAMIN E (all-rac- $\alpha$ -Tocopheryl Acetate)	An antioxidant that prevents skin damage by free radicals and improves moisture and skin surface.

## FORMULATION

PHASE	TRADE NAME	INCI NAME	SUPPLIER	% W/W
A	Distilled Water	Water	N/A	63.80
	Trilon BD	Disodium EDTA	BASF	0.05
	Glycerin	Glycerin	Jeen International	3.00

PHASE	TRADE NAME	INCI NAME	SUPPLIER	% W/W
	<b>Pellicer® L-30</b>	Sodium Dilauramidoglutamide Lysine	<b>Presperse</b>	0.10
	<b>GreenDiol™</b>	2,3-Butanediol	<b>Presperse</b>	2.00
	<b>Aqupec® 805EG-300 (2%)</b>	Carbomer (and) Water	<b>Presperse</b>	15.00
<b>B</b>	<b>Permethyl® 102A</b>	Isoeicosane	<b>Presperse</b>	3.50
	Cetyl Alcohol	Cetyl Alcohol	Jeen International	1.00
<b>C</b>	Sodium Hydroxide (20%)	Sodium Hydroxide	Spectrum	QS
<b>D</b>	<b>Sodium Hyaluronate (High) MW 1.8-2.2MDa</b>	Sodium Hyluronate	<b>Presperse</b>	0.05
	<b>Niacinamide</b>	Niacinamide	<b>Presperse</b>	1.00
	<b>Vitamin E (all-rac-<math>\alpha</math>-Tocopheryl Acetate)</b>	Tocopherol Acetate	<b>Presperse</b>	0.50
<b>E</b>	Distilled Water	Water	N/A	7.00
	<b>BioGenic Caffeine- 210</b>	Caffeine (and) Maltodextrin (and) Xanthan Gum (and) Hydroxyethylcellulose (and) Phenoxyethanol	<b>Presperse</b>	2.00
<b>F</b>	Euxyl PE-9010	Phenoxyethanol (and) Ethyhexylglycerin	Schulte	1.00

## PROCEDURE

1. In a main vessel, add Phase A ingredients one at a time and mix well and begin to heat to 70-75°C.
2. In a separate vessel, add Phase B ingredients and heat to 70-75°C.
3. Once Phase A and B are at appropriate temperatures, add Phase B to Phase A and mix until uniform.
4. Cool to 60-65°C and neutralize pH with Sodium Hydroxide to a pH of 6-7.
5. Cool to 45°C, add Phase D one ingredient at a time and mix well with each addition.
5. In a separate vessel, premix Phase E. Once uniform add to main vessel and mix well.

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## SPECIFICATIONS

Appearance: Opaque Gel  
pH: 6-7  
Viscosity: 3,000 – 9,000 cps (Spindle #4, 20rpm @ 1min)

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