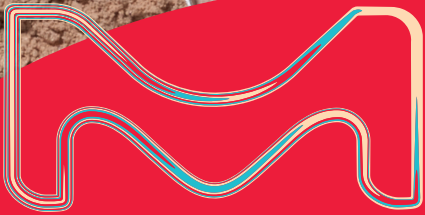




EMD  
PERFORMANCE  
MATERIALS



# 20 SHADES OF NUDE

Formulation examples booklet

# Formulations table



Vanilla Custard



Almond Milk



Meringue Rosette



Pink Marshmallow



Cotton Candy



Wildflower Honey



Cookie Dough



Chai Tea



Golden Waffle



Caffè Latte



Toffee Peach



Salted Caramel



Warm Praline



Spiced Cappuccino



Cinnamon Roll



Pecan Pie



Nut Pudding



Roasted Cocoa



Choco Chips



Espresso Shot

Shade Name	Formulation Number	EMD Pearlescent Pigments					EMD Functional Fillers	
		Colorona® Oriental Beige	Colorona® Imperial Topaz	Colorona® Imperial Citrine	Colorona® Mica Black	Ronastar® Red Allure	RonaFlair® Extender W	RonaFlair® LDP White
Vanilla Custard	MSAS.927.04.05.18	3.0%	-	3.0%	1.0%	1.0%	8.0%	10.0%
Almond Milk	MSAS.927.05.05.18	4.4%	-	1.2%	0.8%	0.6%	8.0%	10.0%
Meringue Rosette	MSAS.927.06.05.18	4.0%	-	1.0%	0.8%	1.2%	8.0%	10.0%
Pink Marshmallow	MSAS.927.07.05.18	5.8%	-	1.2%	-	3.0%	5.0%	10.0%
Cotton Candy	MSAS.927.08.06.16	5.2%	-	1.0%	-	3.8%	6.0%	10.0%
Wildflower Honey	MSAS.927.09.06.16	4.0%	-	4.0%	-	2.0%	5.0%	10.0%
Cookie Dough	MSAS.927.10.06.16	9.4%	-	2.5%	1.6%	1.5%	5.0%	10.0%
Chai Tea	MSAS.927.11.06.16	8.8%	-	1.2%	1.2%	2.8%	5.0%	10.0%
Golden Waffle	MSAS.927.12.06.16	6.0%	-	8.0%	-	4.0%	5.0%	10.0%
Caffè Latte	MSAS.927.13.06.16	10.0%	2.0%	4.0%	2.0%	4.0%	5.0%	10.0%
Toffee Peach	MSAS.927.14.06.16	16.2%	5.8%	-	-	3.0%	4.0%	10.0%
Salted Caramel	MSAS.927.15.06.16	6.6%	12.4%	7.0%	4.0%	-	-	10.0%
Warm Praline	MSAS.927.16.06.16	3.0%	14.3%	8.2%	4.5%	-	-	10.0%
Spiced Cappuccino	MSAS.927.17.06.16	-	27.0%	1.5%	1.5%	-	-	10.0%
Cinnamon Roll	MSAS.927.18.06.16	-	8.0%	12.0%	3.0%	7.0%	-	10.0%
Pecan Pie	MSAS.927.19.06.16	-	11.7%	9.0%	4.8%	4.5%	-	10.0%
Nut Pudding	MSAS.927.20.06.16	-	10.5%	8.4%	6.6%	4.5%	-	10.0%
Roasted Cocoa	MSAS.927.21.06.16	-	16.2%	1.8%	3.0%	9.0%	-	10.0%
Choco Chips	MSAS.927.22.06.16	-	9.9%	4.5%	6.6%	9.0%	-	10.0%
Espresso Shot	MSAS.927.23.06.16	-	-	6.5%	6.5%	17.0%	-	10.0%

# FORMULATION EXAMPLE

## Basic Formulation for Pressed Powder Foundation

INGREDIENTS	INCI (US)	[%]
<b>A</b>		
Colorona® Oriental Beige	(1) MICA (AND) TITANIUM DIOXIDE (AND) IRON OXIDES	q.s.
Colorona® Imperial Topaz	(1) MICA (AND) BISMUTH OXYCHLORIDE (AND) IRON OXIDES	q.s.
Colorona® Imperial Citrine	(1) MICA (AND) BISMUTH OXYCHLORIDE (AND) IRON OXIDES	q.s.
Colorona® Mica Black	(1) IRON OXIDES (AND) MICA (AND) TITANIUM DIOXIDE	q.s.
Ronastar® Red Allure	(1) IRON OXIDES (AND) TITANIUM DIOXIDE (AND) SILICA (AND) MICA	q.s.
<b>B</b>		
RonaFlair® Extender W	(1) MICA (AND) TITANIUM DIOXIDE	q.s.
RonaFlair® LDP White	(1) SODIUM POTASSIUM ALUMINUM SILICATE (AND) TITANIUM DIOXIDE (AND) SILICA	10.00
Parreck® LUB Talc	(1) TALC	ad 100
Parreck® LUB MST	(1) MAGNESIUM STEARATE	2.80
Purity 21C PURE	(2) ZEA MAYS (CORN) STARCH	5.00
<b>C</b>		
DUB SSOD	(3) OCTYLDODECYL STEAROYL STEARATE	4.00
Euxyl® PE 9010	(4) PHENOXYETHANOL (AND) ETHYLHEXYL GLYCERIN	0.50

### Procedure

Grind the ingredients of phase B until the blend is homogeneous.

Add phase A and grind it lightly.

Add phase C and grind it until the blend is homogeneous.

Fill the powder into godet and press with the desired pressure. The pressure for godet 24,5x22mm is 2x50 bars.

### Notes

At a time when diversity is becoming a major societal challenge, the beauty industry must diversify its offer to target a larger consumer group and especially the tan to dark skin tones for which the choice is still limited.

In response to this market demand, we developed a palette

featuring 20 pressed powder shades.

Our RonaFlair® Functional Fillers allow us to play with glossy/matte appearance, transparency/opacity, well-balanced skin correction and visual wrinkle reduction.

In addition, our Colorona® and Ronastar® special effect pigments bring color, glow and provide instant color adjustment to all the skin tones.

### Suppliers

(1) Merck KGaA, Darmstadt, Germany / EMD Performance Materials

(2) Masso

(3) Stearinerie Dubois Fils

(4) Schülke & Mayr GmbH

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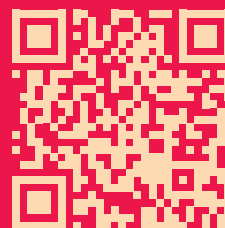
Surface Solutions  
Cosmetics  
1200 Intrepid Avenue, Suite 300  
Philadelphia, PA 19112, USA  
A business of Merck KGaA  
Darmstadt, Germany

**Merck KGaA**

Performance Materials  
Surface Solutions  
Cosmetics  
Frankfurter Str. 250  
64293 Darmstadt,  
Germany

**Merck Ltd.**

Performance Materials  
Surface Solutions  
Cosmetics  
Arco Tower 5F  
1-8-1 Shimomeguro, Meguro-ku  
Tokyo 153-8605, Japan  
A business of w KGaA  
Darmstadt, Germany



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