



## Substitute Talc for Foundation Powder with NovaTalcum®

### Description :

Gentle, covering and quickly dry thanks to its volatility, the Powder Foundation with NovaTalcum® is perfect for a beautiful and soft skin. The feel of powder is directly related with NovaTalcum® product.

### Key ingredients :

- NovaTalcum® is a Talc Substitute with the lowest internal friction strength, soft feel, oil absorption, and specific surface area.
- Creasterol® is a strong lubricant, emollient and moisture barrier
- Creasperse® BB AF Creamy Nude : is a ready-to-use UV dispersion based on ultrafine TiO2. It brings UVB protection and enhances skin transparency.

Ingredient	INCI Name	Qty %	Function
Dedraflow® 5	A Hydrogenated Polyisobutene	38,51%	Photostable emollient, Drying agent, Cyclopentasiloxane replacement
Creasterol®	C10-30 Cholesterol/ Lanosterol Esters	8,00%	Nourishing
Creagel® Crystal DF5 HV	Hydrogenated Polyisobutene (and) Ethylene/Propylene Copolymer	13,49%	Viscosity modifier, Thickener
Hectone® DF	Hydrogenated Polyisobutene (and) Distearidimonium Hectorite (and) Propylene Carbonate	14,40%	
Preservative	Preservative system according to customer's choice	0,60%	
NovaTalcum®	B Kaolin (and) Corn Starch Modified (and) Hydrogenated Vegetable Oil	10,00%	Softness, Soft focus agent
Creasperse® BB AF Creamy Nude	C Titanium Dioxide (CI 77891) (and) Hydrogenated Polydecene (and) Iron Oxides (CI 77492) (and) Polyhydroxystearic Acid (and) Distearidimonium Hectorite (and) Iron Oxides (CI 77491) (and) Iron Oxides (CI 77499) (and) Propylene Carbonate	15,00%	Colourant

**Procedure:** Put phase A under stirring.  
When phase A is homogeneous, add phase B.  
When the mixture is homogeneous, add phase C.  
Then homogenize for 2 minutes at 2000 rpm.

Sensorial assessment (11 panelists - QDA profile) :

Comparable to Foundation Powder with Talc in terms of Brightness, softness of the application and residual softness. Shows a higher powdery finish compared to the Foundation Powder with Talc.

Viscosity at 20°C (at 1 s-1) : 20 342 mPa.s

**Important:** Dedraflow® 5 should not be heated.  
Hectone® DF should be homogenized before use.