



# Mrs. Kiss Natural Tinted lip oil

5mL



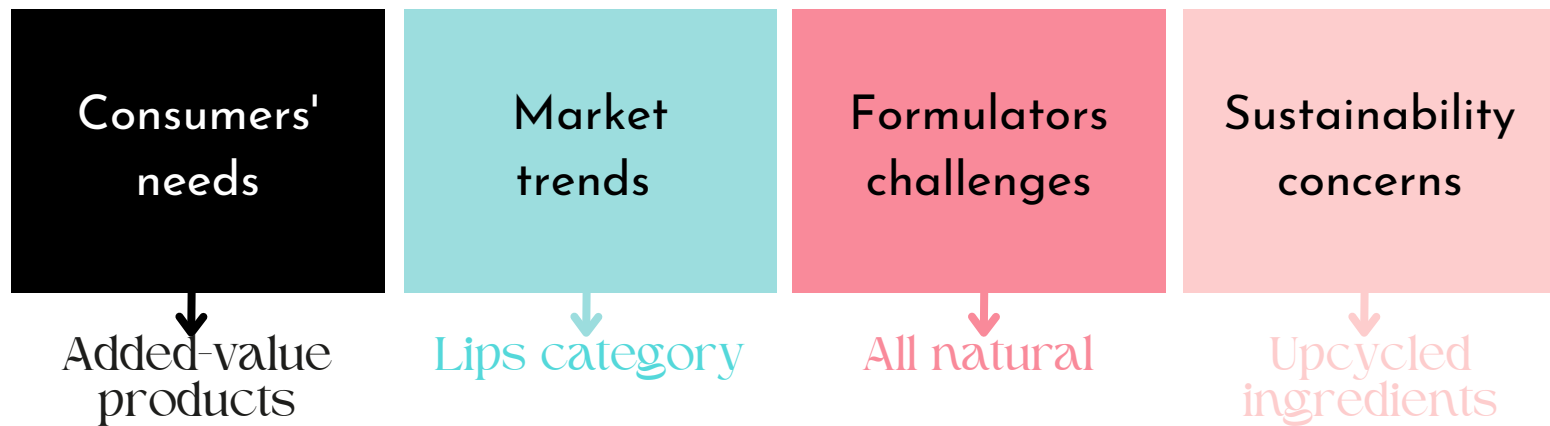
< 10 ingredients

6 out of 7  
SOPHIM  
ingredients

Added-value  
ingredients

# 2 Mrs. Kiss

SOPHIM is proud to offer a formula answering:



According to Mintel, “As budget pressures force tighter trade-offs, consumers are becoming more realistic and self-serving in their search for value as they strike a balance between quality received and cost incurred. While attributes like sustainability, convenience and heritage remain important, brands should present these attributes through the lens of quality so that they directly contribute to a perception of value by demonstrating how these attributes make a product functionally better (...).”(1). Mrs.Kiss offers just that, with qualitative and efficient ingredients, dedicated to provide value to consumers through the use of the product.

According to Statista, “revenue in the lips market amounts to €19.88bn in 2023 and the market is expected to grow annually by 5.29% (CAGR 2023-2028).”(2) Mrs.Kiss offers the perfect product to meet the market evolution: a lip colour product providing care, and made with added-value ingredients. As Mr.Kiss, Mrs.Kiss also ticks all the boxes!

In the last five years, products launched claiming to be “all natural” rose by 23 % in skincare and haircare mass products(3). Now, its time for colour cosmetics to keep up with the market trends. Mrs.Kiss is an example of how a tinted lip oil can be formulated following the “all natural” trend.

Mrs. Kiss is made with Phytoqualan and plum oil, both upcycled from the food industry.



(1) Source : Mintel GNPD “Global Consumer Trends 2024” published 2nd Oct 2023

(2) Source : <https://fr.statista.com/outlook/cmo/beauty-personal-care/cosmetics/lip-cosmetics/worldwide>

(3) Source: GNPD Mintel



# 2

# Mrs. Kiss

Castor Oil:  
care and  
hold

Conventional tinted lip oils often use PEG or mineral ingredients to provide texture and to enhance the formula hold. For Mrs.Kiss, we chose naturality and sensory, where the viscosity of castor oil adds texture to the formula and supports its consistency. Moreover, castor oil works wonders for dry, chapped lips since it keeps the skin hydrated by preventing water loss via the outer layer.

Phytowax<sup>®</sup> +  
olive oil

Adding 12% Phytowax<sup>®</sup> brings a fondant touch to the formulation, while providing texture. Its combination with olive oil allows the wax to be well incorporated to the formula.

Phytosqualan  
Plum Oil

- Phytosqualan: deep moisture, skin barrier restoration. Easy spreadability and non-greasy touch.
- Plum Oil: a gourmet odor to bring sensory.. Rich in oleic acid, thus helping to reinforce the skin's hydrolipidic film.

PHASE	INCI NAME	NAME	SUPPLIER	%
A	Ricinus Communis Seed Oil	Castor Oil OR VIR		50
A	Olea Europaea Fruit oil	Olive Oil OR EXTRA VIR		15
A	Squalane	Phytosqualan		12.4
A	Hydrogenated Olive Oil Stearyl Esters	Phytowax® 18L57 OR		12
A	Prunus Domestica Seed Oil	Plum Oil OR VIR		10
A	Polyglyceryl-2 Triisostearate, RED 28 LAKE (CI 45410)	Pigment		0.1
B	Helianthus Annuus Seed oil, Tocopherol	Skinfeel 70 TOCO NON-GMO		0.5

**Procedure:**

Weigh out phase A and heat to 70/80°C to melt wax completely. Stir at 800 rpm. Weigh phase B and stir into phase A. Hot condition.

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