



Mr. Kiss Conventional Tinted lip oil

5mL



< 10 ingredients

60 % SOPHIM
MC300

99.9 % formula made
with SOPHIM
ingredients

3

Mr. Kiss

SOPHIM is proud to offer a formula answering:

Consumers'
needs

Relationship
renaissance

Following the COVID-19 pandemic, consumers feel the need to bound again throughout interpersonal relationships.

According to Mintel, “39 % of Chinese consumers say that they intend to make new connections with people through hobbies or clubs in the next 12 months”(1).

People are going out again, meaning the colour category, and especially lips, will rise again.

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)

Products as Mr.Kiss are ideal to meet new behaviour and a new-found lightness following years of isolation.

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

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

(3) Source : Mintel GNPD “2023 A year of innovation in colour cosmetics” published 22nd Mar 2023

Market
trends

Ticking all the
boxes

According to Mintel (1), “convenience-focused innovation hones in on long-lasting, time/speed claims (...)”. Mr. Kiss fulfill this first requirement from consumers thanks to SOPHIM MC300 hydrogenated polyisobutene, which offers a longer wear than natural formulas, & an ease-in-use thanks to the good spreadability of the formula. Mintel also mention skinification of mention, stating that “57% of Thai consumers who have used base makeup are interested in makeup products that provide skin protection benefits” (3). Another box ticked thanks to the presence of Phytosqualan and our organic vegetable oils.

Formulators
challenges

Balance

The challenge in this formula was to find the good ratio between Phytosqualan and SOPHIM MC300 to obtain a long lasting but also an ease in application.

The formula contains 10% Phytosqualan for 60% SOPHIM MC300 bringing a comfortable spreading of the product while hydrating the lips.





3

Mr. Kiss

SOPHIM MC300
to enhance the
definition and
wear

The use of MC300 allows to provide for a longer wear on the lips (VS without). Thanks to the ingredient's higher molecular weight, the formula shows consistency and offers enhanced hold. Its combination with Phytosqualan will help to ease its spreadability and to lighten its sensory feel.

Phytosqualan
as a comfort
provider







Phytosqualan is a hero ingredient offering many benefits to the skin. On the lips, it will

- support moisturization,
- provide care
- ease the spreadability of the formula

It is an essential ingredient to bring comfort to the lips.

Oils

- Plum Oil: a natural gourmet flavor & scent.
- Sesame Oil: has a low comedogenic index and provides additional emollience.

PHASE	INCI NAME	NAME	SUPPLIER	%
A	Hydrogenated Polyisobutene	SOPHIM MC300		60
A	Sesamum Indicum Seed oil	Sesame Oil OR DEO		10.4
A	Squalane	Phytosqualan		10
A	Prunus Domestica Seed Oil	Plum Oil OR VIR		10
A	Helianthus Annuus Seed Oil	Sunflower Oil OR DEO		9
A	Polyglyceryl-2 Triisostearate, RED 28 LAKE (CI 45410)			0.1
B	Helianthus Annuus Seed Oil, Tocopherol	Skinfeel 70 TOCO NON-GMO		0.5

Procedure:

Warm up the MC300 before weighing. Weigh out all phase A and shake well at 800 rpm to homogenize ingredients and color (15 minutes recommended). Weigh phase B and add to phase A with stirring. Condition

Shake before use if necessary

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