



# Mr. Timid Blush & lips stick

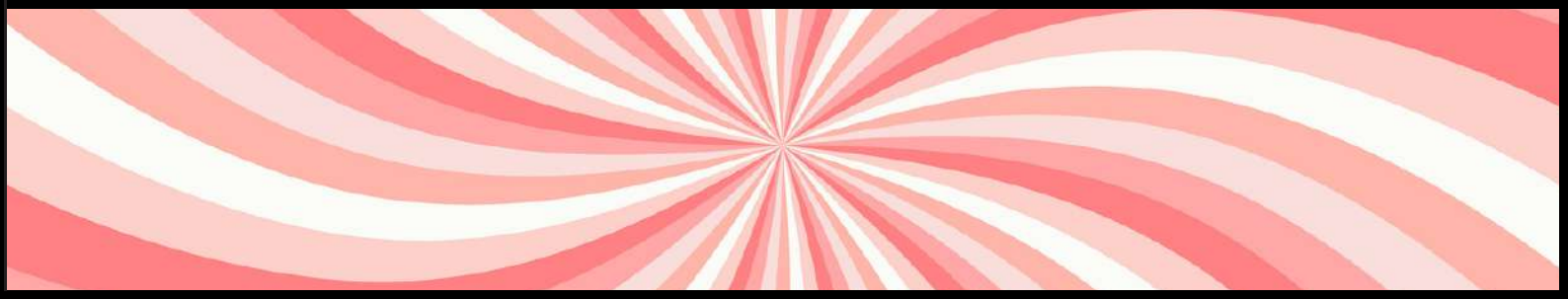
6mL



Multipurpose

Make up + care

Formula challenge



# 1 Mr. Timid

SOPHIM is proud to offer a formula answering:

Consumers' needs

Market trends

Formulators challenges

SOPHIM's DNA

Multipurpose product

Make-up + Care

Double heating and strong ingredients

Waterless

According to Mintel, multipurpose products are back on trend: "with the rise in eco-conscious thinking, consumers are streamlining their routines to reduce their carbon footprint. The value and convenience connotations of multifunctional products will also appeal during the current cost-of-living crisis".(1)

Mr.Timid offers various make-up uses, such as contouring, blush or lipstick.

Mintel also analyses that makeup and haircare products launched since 2021 show more ingredients which purpose is to provide care.

In the UK, 50% of female buyers of makeup think skincare /skin protecting benefits are most important when buying makeup. In China, 61% of female users of face makeup products are most interested in base products with hydrating claims.(2)

As in many cosmetic sticks manufacturing, the production of Mr.Timid requires double heating.

The formula was thus developed with strong ingredients which could remain efficient and sensorial while being submitted to heat.



(1) Source : Mintel GNPD "2024 A year of innovation in colour cosmetics" published 22nd Mar 2023  
(2) Source : Mintel GNPD - Kantar profiles/Mintel 2021

# 1

# Mr. Timid

Phytosqualan,  
star ingredient

10% of Phytosqualan offers proven benefits (emolliency : moisturizing, TEWL reduction...) and is an asset for a make-up product offering care while enhancing the consumer's beauty. The multifunctional star-ingredient is also a sensory agent, thanks to its non-greasy touch and its ability to facilitate spreading.

Castor Oil for  
pigment  
dispersion

Castor oil helps to coat the pigments well. It is a great asset for pigment dispersion.



Butters, oils &  
waxes

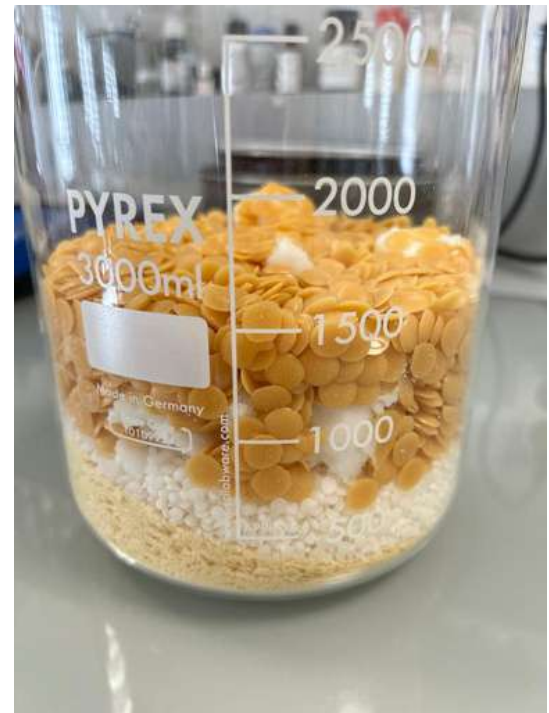
- Jojoba butter: offers good heat resistance and less oxidation vs other butters. Melting feel.
- Phytowax®18L57: a subtle balance between emolliency and texture, ideal for a sensory stick.
- Carnauba wax: a complementary texture agent.
- Plum oil: a delicate gourmet oil to provide more sensory and a subtle fragrance.

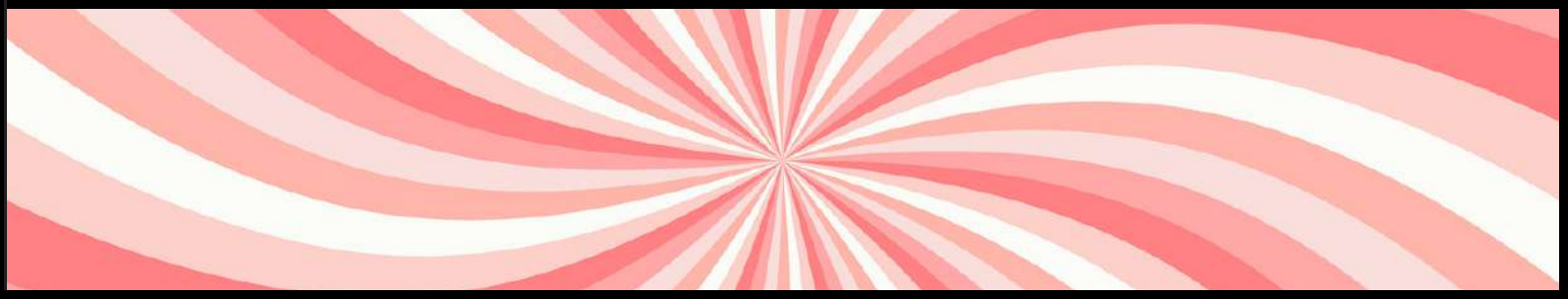
PHASE	INCI	NAME	SUPPLIER	%
A	Helianthus Annuus Seed Oil	Sunflower Oil OR VIR		28.5 (qsp)
A	Squalane	Phytosqualan		10
A	Ricinus Communis Seed Oil	Castor Oil OR		10
A	Simmondsia Chinensis Seed Oil (and) Hydrogenated Vegetable Oil	Jojoba Butter		10
A	Copernicia Cerifa Cera	Carnauba wax		9
A	Hydrogenated Olive Oil Stearyl Esters	Phytowax 18L57 OR		8
A	Euphorbia Cerifera Cera	Candellila wax		8
A	Prunus Domestica Seed Oil	Plum oil OR VIR		5
A	Prunus Armeniaca Kernel Oil	Apricot Kernel oil OR VIR		5
A	Tocopherol (and) Helianthus Annuus Seed Oil	SkinFeel TOCO 70 NON-GMO		0.25
B	Ricinus communis seed oil (and) CI45410	Pigment		5
B	Ricinus Commhnis Seed Oil (and) CI 77491 (and) CI 77492 (and) CI 77499 (and) Polyhydroxystearic Acid	Pigment		1
C	Fragrance	FEMA Thé d'Azur, from PARFEX		0.25

## PROCEDURE

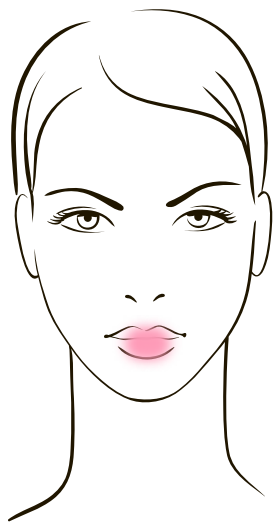
### Preparation :

- Weigh all the solid, pasty and liquid fats from the A batch into a suitable beaker.
- Heat the beaker in a water bath to 90°C, which is equivalent to 80-85°C in the beaker. Once the entire phase has become liquid, start stirring at a suitable speed to avoid incorporating air into the medium.
- Make sure all fats are melted and well dispersed. Add the two pigment dispersions from phase B under stirring at 80°C, taking care not to aerate the bulk.
- Check under the microscope that the pigments are well dispersed.
- Remove from water bath.
- Add perfume at around 70°C.
- Homogenize the bulk well before stopping stirring.
- Allow the bulk to cool to the core of the beaker to obtain a homogeneous crystal lattice.
- Depending on the quantity, cooling may take up to 24 hours.
- The bulk may be placed in cold storage at 10°C for one week before casting the sticks.
- Reheat just enough to 80°C to pour into sticks.
- Do not "overheat" the bulk (temperature and duration) to avoid damaging the perfume concentrate and oxidizing the bulk.





# HOW TO USE?



As a lipstick

Use a brush to collect the product and apply to the lips.



As a creamy blush

Use a chiselled sponge and gently tap on the cheekbone.



As contouring

Use the stick and lightly draw your contour



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