



From Shower to Sensational Concept Collection 2025



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There's just something about an everything shower—the kind where you take your time, find your peace, and come out feeling lighter, clearer, more like yourself. It's more than a routine—it's a reset.

The ***From Shower to Sensational*** formulation kit transforms the everyday into everything!

With 12 thoughtfully crafted formulas powered by innovative ingredients like silicone elastomers, gum blends, organic skin-conditioning polymers, a bio-based SPF booster, and upcycled rice husk silica, this kit transforms your shower into a full-body refresh—leaving you recharged, restored, and ready for flawless makeup application!

Take your time and embrace the confidence that comes from looking and feeling your best!



Makeup Removing Oil Cleanser



Transformative Powder Face Wash



Moisture Boost Body Wash



Shine Shampoo & Scalp Scrub



Melt & Restore Conditioning Bar



Overnight Gel Cream Hair Mask



Sheer Calm Face Serum



Everyday Glow Tinted SPF Primer



Frosted Glitter Mascara



Rose Tinted Blush Stick



Long-Wear Velvet Liquid Lipstick



Bio-Stay Setting Spray



Makeup Removing Oil Cleanser
CPF 100022095

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CPF 100022095

Phase	Ingredient / Supplier	INCI name	%wt
A	ECO Tween 20 / Croda	Polysorbate-20	29.5
	EcoSmooth™ Universal Fluid 1100 / Dow	Ethyl PG-Acetal Levulinate	10
	CRODAMOL IPIS / Croda	Isopropyl Isostearate	3
	Sensolene Light ET / Hallstar	Ethyl Olivatate (and) Olea Europaea (Olive) Leaf Extract	1
	Prisorine 3515 / Cargill	Isostearyl Alcohol	24
	Almond Oil / Symrise AG	Prunus Amygdalus Dulcis (Sweet Almond) Oil	6
	Lavender Extract / Croda	Lavandula Angustifolia (Lavender) Flower/Leaf/Stem Extract	0.5
B	Deionized Water	Water	15
	EcoSense™ GL-60 HA Surfactant / Dow	Glycolipids	2.5
	EcoSense™ GL-60 HL Surfactant / Dow	Glycolipids	2.5
	Propylene Glycol USP/EP / Dow	Propylene Glycol	5
	Euxyl PE 9010 / Clariant	Sorbitan Caprylate (and) Propanediol (and) Benzoic Acid	1

Procedure:

1. Premix all oils in Phase A and mix until clear.
2. In a separate container, premix ingredients in Phase B and mix until clear.
3. With mixing, add Phase B to Phase A.



Transformative Powder Face Wash

CPF 100022097

Transformative Powder Face Wash

CPF 100022097

Phase	Ingredient / Supplier	INCI name	%wt
A	Tapioca starch / Making Cosmetics	Tapioca starch	64.4
	Sodium Lauroyl Glutamate (95% Al) / PUJI	Sodium Lauroyl Glutamate	10
	Sodium Lauroyl Sarcosinate (30% Al) / Stepan	Sodium Lauroyl Sarcosinate	9.5
	EcoSense™ APP-1000 Surfactant / Dow	Caprytl/Capryl Glucosides/Xylosides	5
	EcoSense™ 3000 Surfactant / Dow	Decyl Glucoside	6.50
B	FOAMYSENSE™ 301 Polymer / Dow	PEG-90M	1.00
	Biochemica Camellia Tea Oil / Hallstar	Camellia Oleifera Seed Oil	1.00
	DOWSIL™ HMW 2220 Non-Ionic Emulsion / Dow	Divinyldimethicone/Dimethicone Copolymer (and) C12-13 Alkethy-23 (and) C12-13 Alketh-3	2.00
C	EUXYL PE 9010 / Ashland	Phenoxyethanol / Ethylhexylglycerin	0.50
	ROSEMARY Essential oil / Robertet	Rosmarinus Officinalis Leaf Oil	0.10

Procedure:

1. Add ingredients of Phase A into a blender and mix on low setting for 10 seconds.
2. Next, add ingredients of Phase B to Phase A one at a time and mix on low setting for 10 seconds.
3. Add ingredients of Phase C to A/B and mix on low setting for 10 seconds.



Sheer Calm Face Serum

CPF 100022094

Sheer Calm Face Serum

CPF 100022094

Phase	Ingredient / Supplier	INCI name	%wt
A	Deionized Water	Water	71.684
	Glystar A-31 / Ingredion	Sorbitol (and) Glycerin	5
	Allantoin / DSM	Allantoin	0.2
B	DOWSIL™ 2511 Cosmetic Wax / Dow	Bis PEG-18 Methyl Ether Dimethyl Silane	3
C	ACULYN™ 88 Rheology Modifier / Dow	Acrylates / Steareth-20 Methacrylate Crosspolymer	5
D	Unicert Blue 0561-J / Sensient	Blue 1 (0.1% in water)	0.036
	Unicert Yellow 08005-J / Sensient	Yellow 5 (0.1% in water)	0.03
	Euxyl PE 9010 / Schulke and Mayr	Phenoxyethanol (and) Ethylhexylglycerin	0.6
E	Sodium Hydroxide (10% solution)		q.s.
F	Iricalmin PF / DSM	Triticum Vulgare Germ Extract (and) Saccharomyces Cerevisiae Extract (and) Sodium Hyaluronate (and) Panthenol (and) Water (and) Disodium Cocoamphodiacetate (and) PVP (and) Phenoxyethanol (and) Sodium Metabisulfite (and) Pentolactone (and) Ethylhexylglycerin	3
	DOWSIL™ EL-7040 DEC Hydro Elastomer Blend / Dow	Caprylyl Methicone (and) PEG-12 Dimethicone/ PPG-20 Crosspolymer	9.4
	XIAMETER™ PMX-200 Silicone Fluid 2 cSt / Dow	Dimethicone	2.2

Procedure:

1. Mix phase A ingredients together until all ingredients are completely dissolved.
2. Add DOWSIL™ 2511 Cosmetic Wax and mix until dissolved.
3. Add ACULYN™ 88 Rheology Modifier into the formulation and mix.
4. Add dilute Unicert dyes and Euxyl PE 9010 into the mixture and mix.
5. Adjust pH to 7 with Sodium Hydroxide solution (or other base).
6. Add phase F ingredients in order and mix well until homogeneous.

*Fragrance may be optionally added in step 6.



Moisture Boost Body Wash

CPF 100022090

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Phase	Ingredient / Supplier	INCI name	%wt
A	Water	Water	78.04
	UCARE™ Polymer JR-400 / Dow	Polyquaternium-10	0.1
B	Tetrasodium EDTA	Tetrasodium EDTA	0.1
	ACULYN™ 88 Rheology Modifier / Dow	Acrylates/Steareth-20 Methacrylate Crosspolymer	5.18
	EcoSense™ 3000 Surfactant / Dow	Decyl Glucoside	8
	Sodium Cocoyl Isethionate	Sodium Cocoyl Isethionate	1
	Maprosyl 30-B (30% solution) / Stepan	Sodium Lauroyl Sarcosinate	6.33
C	Triethanolamine 99% / Dow	Triethanolamine	0.75
D	Euxyl PE 9010 / Ashland	Phenoxyethanol (and) Ethylhexylglycerin	0.5

Procedure:

1. Add Phase A ingredients to beaker and mix until well dispersed. The solution will be hazy.
2. Add tetrasodium EDTA to Phase A. The solution will become clear.
3. Add ACULYN™ 88 Rheology Modifier to Phase A and mix for 5 minutes.
4. Add EcoSense™ 3000 Surfactant and begin heating to 40°C. While heating, add sodium cocoyl isethionate and continue to mix.
5. Remove from heat and add sodium lauroyl sarcosinate.
6. Adjust pH to 6.5-7.5 using Phase C.
7. Add Phase D and mix well.



Shine Shampoo & Scalp Scrub

CPF 100022087

Shine Shampoo & Scalp Scrub

CPF 100022087

Phase	Ingredient / Supplier	INCI name	%wt
A	Pure Cane Sugar	Sugar	59.7
	UCARE™ Extreme Polymer / Dow	Polyquaternium-10	0.20
	SLS Powder / Making Cosmetics	Sodium Lauryl Sulfate	10.00
	SCI Powder / Making Cosmetics	Sodium Cocoyl Isethionate	5.00
	FOAMYSENSE™ N60K CG / Dow	PEG-45M	0.20
	Baobab Oil / Making Cosmetics	Organic Adansonia Digitata (Baobab) Oil	24.80
	Coconut & Honey / Givaudan	Fragrance	0.10

Procedure:

1. Add ingredients one at a time with good mixing until homogeneous.



Melt & Restore Conditioning Bar

CPF 100022092

Melt & Restore Conditioning Bar

CPF 100022092

Phase	Ingredient / Supplier	INCI name	%wt
A	Incroquat Behenyl TMS / CRODA	Behentrimonium Methosulfate (and) Cetyl Alcohol	40
	Crodacol™ C70 / CRODA	Cetyl Alcohol	20
	Crodacol™ CS50 / CRODA	Cetearyl Alcohol	12
	Arlacel™ 165 / CRODA	Glyceryl Stearate (and) PEG-100 Stearate	3
	Cocoa Butter / Bramble Berry	Theobroma Cacao (Cocoa) Seed Butter	8
	Shea Butter / Making Cosmetics	Butyrospermum Parkii (Shea) Butter	2
	Coconut Oil / Making Cosmetics	Cocos Nucifera (Coconut) Oil	0.5
	Argan Oil / Bramble Berry	Argania Spinosa Kernel Oil	1
	Babassu Oil / Bramble Berry	Orbignya Oleifera Seed Oil	0.25
B		Water	11.35
	UCARE™ Extreme Polymer / Dow	Polyquaternium-10	0.3
	FOAMYSENSE™ WSR-N3000 / Dow	PEG-14M	0.1
C	Red Ginger Blossom / Gividan	Fragrance	1
	2-Phenoxyethanol / Fisher Scientific	Phenoxyethanol	0.25

Procedure:

1. Melt phase A waxes first at approximately 75°C and mix until homogeneous.
2. Add the butters and oils to phase A while mixing, continue to keep on heat and mix.
3. In separate beakers, use ½ the water of phase B to disperse FOAMYSENSE™ WSR-N3000 and ½ the water to disperse and hydrate the UCARE™ Extreme Polymer. Once both solutions are clear, add them together and heat to the about the same temperature as the oil/wax phase.
4. Add phase B to phase A under mild mixing (about 800 rpm).
5. Add phase C ingredients, then pour into mold while formulation is still hot.



Overnight Gel Cream Hair Mask

CPF 100022088

Overnight Gel Cream Hair Mask

CPF 100022088

Phase	Ingredient / Supplier	INCI name	%wt
A		Water	77.35
	VERSENE™ NA2 Crystals Chelating Agent / Dow	Disodium EDTA	0.1
	CELLOSIZE™ Hydroxyethyl Cellulose PCG-10 EU / Dow	Hydroxyethylcellulose	0.2
	ACULYN™ 28 Rheology Modifier / Dow	Acrylates/Beheneth-25 Methacrylate Copolymer	3
	Propylene Glycol USP/EP / Dow	Propylene Glycol	2
	Making Cosmetics	Glycerin	1
	Chamomille Extract/Making Cosmetics	Glycerin (and) water (and) chamomille recutita (matricaria) flower extract	2
	Ashland Euxyl PE-9010	Phenoxyethanol (and) Ethylhexylglycerin	1
B	Fisher Scientific	Triethanolamine	q.s.
	Fluid AP / Dow	PPG-14 Butyl Ether	2
	Crodamol GTCC LQ-(SG)	Capric/Caprylic Triglyceride	2
	SP Crodamol IPP MBAL-LQ-(MV) / Croda	Isopropyl Palmitate	2
C	DOWSIL™ CB-3046 Fluid / Dow	Dimethicone (and) Phenyl Trimethicone (and) Trimethylsiloxysilicare (and) Dimethiconol	5
	DOWSIL™ HMW 2220 Non-Ionic Emulsion / Dow	Divinyldimethicone/Dimethicone Copolymer (and) C12-14 Pareth-3 (and) C12-13 Pareth-23	2
D		Fragrance/Aromatic Chamomille Extract	0.35

Procedure:

1. Add VERSENE™ NA2 Crystals Chelating Agent to water and mix until dissolved.
2. Sift in CELLOSIZE™ PCG-10 HEC and mix until clear and slightly thickened (full hydration).
3. Add in each of the rest of the ingredients of phase A one at a time while mixing, except the TEA.
4. Add TEA until pH reaches about 7.5 and solution goes completely clear and very thick.
5. Add phase B ingredients one at a time under good mixing. Gel will turn white.
6. Add phase C under good mixing. Phase D/Fragrance optional.



Everyday Glow Tinted SPF Primer

CPF 100022091

Everyday Glow Tinted SPF Primer

CPF 100022091

Phase	Ingredient / Supplier	INCI name	%wt
A	DOWSIL™ EL-9341 Silicone Elastomer Blend / Dow	Dimethicone (and) Dimethicone Crosspolymer	50.00
B	ZNO-660SS-11S5 / Kobo	Zinc Oxide (and) Triethoxycaprylylsilane	18.10
	DIM2F50TRR / Kobo	Dimethicone (and) CI 77491 (and) PEG-9 Polydimethylsiloxyethyl Dimethicone (and) Hydrogen Dimethicone (and) Polyglyceryl-4 Isostearate (and) Cetyl PEG/PPG-10/1 Dimethicone (and) Hexyl Laurate	0.87
	ACT96-B-77499 / Miyoshi	CI 77499 (and) Disodium Stearoyl Glutamate (and) Aluminum Dimyristate (and) Triethoxycaprylylsilane	0.40
	SunSpheres™ BIO SPF Booster / Dow	Microcrystalline Cellulose	1.50
	Isododecane	Isododecane	16.63
C	DOWSIL™ ES-5700 Formulation Aid / Dow	Cetyl Diglyceryl Tris(trimethylsiloxy)silylethyl Dimethicone	1.50
	Isododecane	Isododecane	11.00

Procedure:

1. Add Phase A to beaker.
2. Add Phase B ingredients to a separate beaker and mix well.
3. Add Phase B to Phase A and mix well.
4. Add Phase C to Phase AB and mix well.



Frosted Glitter Mascara

CPF 100022089

Frosted Glitter Mascara

CPF 100022089

Phase	Ingredient / Supplier	INCI name	%wt
		Water	86.35%
	<u>VERSENE™ NA2 Crystals Chelating Agent / Dow</u>	Disodium EDTA	0.10%
	<u>MaizeCare™ Clarity Polymer / Dow</u>	Hydrolyzed Corn Starch	5.00%
	<u>CELLOSIZETM Hydroxyethyl Cellulose PCG-10 EU / Dow</u>	Hydroxyethyl Cellulose	1.20%
	<u>ACULYN™ F1 Polymer / Dow</u>	Acrylates Copolymer	3.50%
		Sodium Hydroxide	q.s.
		Citric Acid	q.s.
		Glycerin	3.00%
	Neolone PH 100 / LANXESS	2-Phenoxyethanol	0.80%
	Glare(R) Super Glitter Star White GL-9007 G	Calcium Titanium Borosilicacare (and) Tin Oxide (CI 77861) (and) Titanium Dioxide (CI 77891)	0.05%

Procedure:

1. Add VERSENE™ NA2 Crystals Chelating Agent to water and mix until dissolved.
2. Sift in MaizeCare™ Clarity Polymer and mix until solution is clear.
3. Sift in CELLOSIZETM PCG-10 HEC and mix until solution goes clear (full hydration).
4. Add ACULYN™ F1 Polymer under good mixing, then neutralize using NaOH solution until pH of 8-8.5 (do not go over pH 9).
5. Bring pH back down to 7 using citric acid solution.
6. Add remaining ingredients one at a time under good mixing.
7. Deair if necessary to improve clarity.





Rose Tinted Blush Stick

CPF 100022096

Rose Tinted Blush Stick

CPF 100022096

Phase	Ingredient / Supplier	INCI name	%wt
A	Water	Water	44.4
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	10.0
	SeaPure Agarose / Lonza	Agarose	0.6
B	Sorbitol solution (70% active) / Pure Chem	Sorbitol	13.0
	Glycerin	Glycerin	10.0
	Activonol 3 / ActivON	Propanediol	12.0
	DOWSIL™ 2501 Cosmetic Wax / Dow	Bis-PEG-18 Methyl Ether Dimethyl Silane	5.0
	Sodium Stearate OP-100 V / Hallstar	Sodium Stearate	0.5
C	Unicert Red 07004-J (10% solution) / Sensient	CI 14700	4.0
	Sodium Benzoate	Sodium Benzoate	0.5

Procedure:

1. Mix phase A, heat to 90°C until dissolve.
2. Heat phase B to 80-85°C.
3. Add phase B to phase A.
4. Add phase C ingredients one at a time in order listed.
5. Mix until homogeneous.
6. Pour to packaging at 70°C.



Long-Wear Velvet Liquid Lipstick

CPF 100022103

Long-Wear Velvet Liquid Lipstick

CPF 100022103

Phase	Ingredient / Supplier	INCI name	%wt
A	DOWSIL™ MQ-1650 ID Resin / Dow	Isododecane (and) Triemethylsiloxysilicate (and) Polypropylsilsesquioxane	23.5
	DOWSIL™ 3903 Liquid Satin Blend / Dow	Isododecane (and) Dimethicone / Vinyl dimethicone Crosspolymer	8.5
B	Octyldodecanol / Making Cosmetics	Octyldodecanol	3
	Bentone ISD / Elementis	Isododecane (and) Distearidimonium Hectorite (and) Propylene Carbonate	20.00
C	Kaolin Clay / Making Cosmetics	Kaolin	30.00
	EcoSmooth™ Rice Husk Cosmetic Powder / Dow	Silica	5.00
	ACT96-R-77491 / Miyoshi America	C.I. 77491 (and) Disodium Stearoyl Glutamate (and) Aluminum Dimyristate (and) Triethoxycaprylsilane	5.00
	Red 28 / Making Cosmetics	Red 28 Lake	5.00

Procedure:

1. In separate vessels mix ingredients of Phase A, B and C using a highspeed mixer.
2. Add ingredients of Phase A/B to Phase C and mix using high speed mixer.



Bio-Stay Setting Spray
CPF 100022098

Bio-Stay Setting Spray

CPF 100022098

Phase	Ingredient / Supplier	INCI name	%wt
A	Water	Aqua	81.9
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	5
	Propylene Glycol USP/EP / Dow	Propylene Glycol	10
	Biochemica Biovera 200X Aloe / Hallstar	Aloe Barbadensis Leaf Juice	0.1
	Dermosoft 1388 ECO / Evonik Industries AG	Glycerin (and) Aqua (and) Sodium Levulinate (and) Sodium Anisate	3.00

Procedure:

1. Add ingredients one at a time, in order listed, mixing well between additions.



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