

# face care

Personal Care

**AAK**

soft  
sensuous  
safe

SheaLight™



# Today Tonight & Tomorrow

Lipex® SheaLight is a NEW state of the art emollient for use in a wide range of face care formulations. From ultra-intensive, feather-light anti-ageing serums to velvety smooth, skin indulging moisturisers for day and night. Or why not super effective, meltingly soft make-up removers?

# Feeling is believing

As a bit of inspiration we'd like to show you some of the ways Lipex® SheaLight can be used. And we've included a few helpful formulas to help you get started.

## Serums – a must-have weapon in today's arsenal of anti-ageing skin care!

These easily absorbed, lightweight textures pack a powerful punch, penetrating deeply into the skin to deliver an intense hit of active ingredients. Our Anti-Age Face Serum is a perfect example, combining Lipex SheaLight with our anti-ageing and protective bioactives, Lipex® Shea Tris and Lipex® PreAct. This creates a weightless, silky textured formula that glides effortlessly onto the skin, sinking in immediately to leave it looking and feeling softer, smoother and younger.

## From skin-awakening radiance boosters to deluxe velvety night creams!

Moisturisers are an essential part of the daily beauty routine. Lipex SheaLight is a flexible emollient that combines beautifully with other ingredients to create any desired texture. Discover our Light Day Cream formula, for instance, where our Akoline series of vegetable derived emulsifiers and our bioactive Lipex® Collect have been used to create a nourishing and caring day cream with a light, silk to the touch skin feel.

## Dry, oily, dull, mature, problem, sensitive or combination skin type?

Cleanser formulations offer a wealth of choice. Whether hot cloth, rinse or tissue off, single purpose, 2-in-1 or 3-in-1, the end result should be a glowing, super clean, detoxified, residue free complexion. The low viscosity and high solubility of Lipex SheaLight make it an excellent base for a range of cleansers like our Gentle Cleansing Milk. In this formula it is used to create an alcohol-free cleansing milk that gently and effectively dissolves make-up and sweeps away impurities. After massaging into the skin, remove residue with a dry cotton pad or rinse with water.

# Discover the benefits of **Lipex<sup>®</sup> SheaLight** for innovative face care products

Lipex SheaLight can be used alone or combined with other emollients and active ingredients to create highly effective formulations with a variety of textures and applications. For sprayable emulsions to cold processed creams and wash-off cleansers, this eco-designed ester offers everything you appreciate from Shea butter, plus...

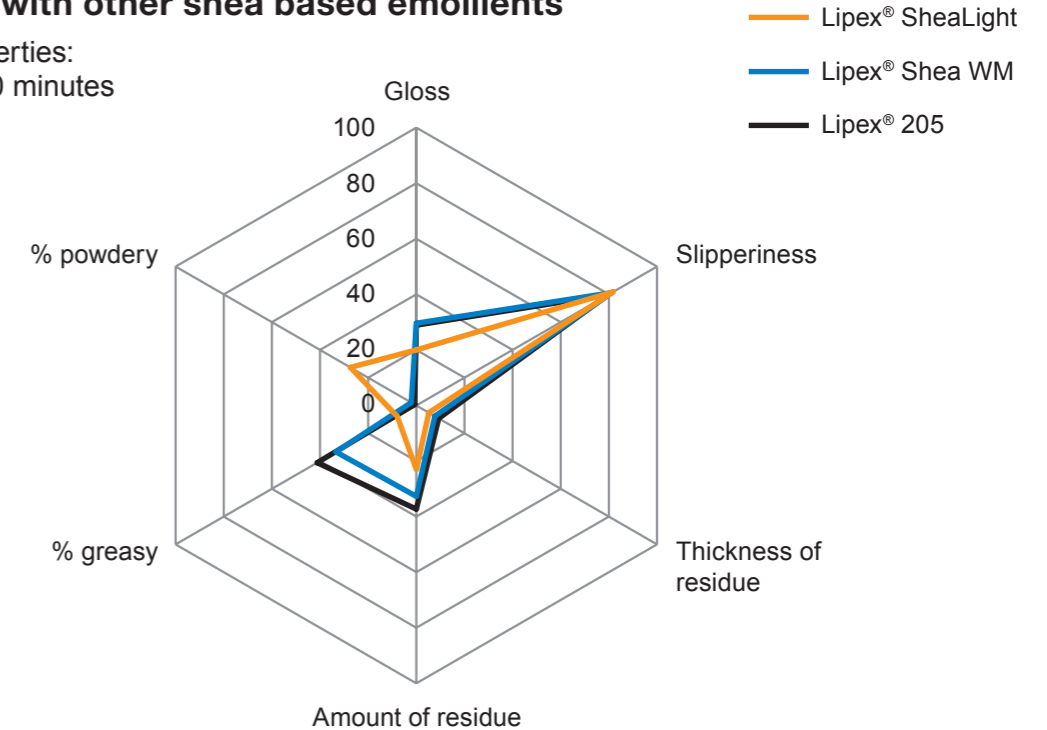


- **light, silky soft skin feel**
- **long-lasting stability**
- **low viscosity, high polarity**
- **good solubilising properties**
- **affordable price**
- **great sustainability profile**

## Unique Sensory Profile

**Lipex<sup>®</sup> SheaLight impact on different skin feel compared with other shea based emollients**

Sensory properties:  
afterfeel @ 20 minutes



# The right feel for the right target

The effect of cosmetics upon application is of crucial importance to consumers. And as every ingredient you choose has its own specific character, how you select them is instrumental to meeting the target for the end product.

The Sensory Matrix from AAK Personal Care can help you reach the right cosmetic aesthetic. Use it to distinguish between different consumer products ranging from light and dry to very rich, and with the absorbency you need depending on the application. Our Lipex SheaLight is so versatile that you can blend it in a variety of ways to achieve exactly the aesthetic you are looking for.

## Sensory Matrix

Classifying skin feel and absorbency

SKIN FEEL Rub Out	RICH	<b>Caring Night Cream</b> <i>AAK-13-203tili</i>	<b>Protecting Day Cream</b> <i>AAK-13-205tili</i>	
	LIGHT	<b>Anti-Age Face Serum</b> <i>AAK-13-187tili</i>	<b>Light Day Cream</b> <i>AAK-13-207tili</i>	
		QUICK	<b>ABSORBENCY</b> Upon application	SLOW

Four face care formulations featuring Lipex SheaLight and classified according to skin feel and absorbency upon application.

## Anti-Age Face Serum

Formula AAK-13-187tili	%
<b>Lipex® SheaLight</b> <i>Shea Butter Ethyl Esters</i>	<b>5.0</b>
<b>Lipex® Shea Tris</b> <i>Butyrospermum Parkii Extrakt</i>	<b>0.5</b>
<b>Lipex® PreAct</b> <i>Canola Oil</i>	<b>2.0</b>
<b>Akoline PG7</b> <i>Polyglyceryl-3 Stearate</i>	<b>3.5</b>
<b>Akoline MD50</b> <i>Glyceryl Stearate</i>	<b>1.0</b>
<b>Akoline SL</b> <i>Sodium Stearoyl Lactylate</i>	<b>0.2</b>
SF 1202 <i>Cyclopentasiloxane</i>	3.0
<b>Dry-Flo PC</b> <i>Aluminum Starch Octenylsuccinate</i>	<b>2.0</b>
<b>Okinacea</b> <i>Aqua, Caulerpa Lentillifera Extract, Hydrolyzed Rice Protein</i>	<b>2.0</b>
<b>Rekonsal/Liquapar MEP</b> <i>Phenoxyethanol, Methylparaben, Ethylparaben, Propylparaben</i>	<b>1.0</b>
<b>Simulgel NS</b> <i>Hydroxyethyl Acrylate, Sodium, Acrylomethyltaurate Copolymer, Squalane, Polysorbate 60</i>	<b>1.0</b>
<b>Alistin P5</b> <i>Decarboxy Carnosine HCL, Butylene Glycol, Aqua</i>	<b>1.0</b>
<b>Panthenol</b> <i>Panthenol</i>	<b>0.5</b>
<b>Keltrol CG-SFT</b> <i>Xanthan Gum</i>	<b>0.1</b>

Quick absorbency and light skin feel make this serum easy to apply with a gentle patting action. Nourishes the skin and leaves a silky soft skin feel.

## Light Day Cream

Formula AAK-13-207tili	%
<b>Lipex® SheaLight</b> <i>Shea Butter Ethyl Esters</i>	<b>15.0</b>
<b>Lipex® Collect</b> <i>Phytosteryl Canola Glycerides</i>	<b>0.5</b>
<b>Akoline GC</b> <i>Hydrogenated Vegetable Glycerides Citrate</i>	<b>3.5</b>
<b>Akoline MD50</b> <i>Glyceryl Stearate</i>	<b>1.0</b>
<b>Akoline LC</b> <i>Glyceryl Stearate Citrate</i>	<b>0.3</b>
<b>Glycerine 99%</b> <i>Glycerin</i>	<b>5.0</b>
<b>Cetearyl Alcohol</b> <i>Cetearyl Alcohol</i>	<b>2.0</b>
<b>Agenajel 21.387</b> <i>Zea Mays (Corn) Starch</i>	<b>2.0</b>
<b>Phenoxyethanol</b> <i>Phenoxyethanol</i>	<b>0.7</b>
<b>Genuvisco Carrageenan CG-131</b> <i>Chondrus Crispus</i>	<b>0.4</b>
<b>Keltrol CG-SFT</b> <i>Xanthan Gum</i>	<b>0.2</b>
<b>Sodium Benzoate</b> <i>Sodium Benzoate</i>	<b>0.1</b>

A fresh, light day cream featuring light skin feel and slow absorbency upon application. Spreads easily, bringing a powdery, silky skin feel. Intended for young skin.

## Gentle Cleansing Milk

Formula AAK-13-188tili	%
<b>Lipex® SheaLight</b> <i>Shea Butter Ethyl Esters</i>	<b>10.0</b>
<b>Lipex® Omega 3/6</b> <i>Olus Oil, Camelina Sativa Oil</i>	<b>5.0</b>
<b>Lipex® 102 E75 50%</b> <i>PEG-75 Shea Butter Glycerides</i>	<b>5.0</b>
<b>Akogel</b> <i>Hydrogenated Vegetable Oil</i>	<b>5.0</b>
<b>Akoline PG7</b> <i>Polyglyceryl-3 Stearate</i>	<b>3.5</b>
<b>Akoline MD50</b> <i>Glyceryl Stearate</i>	<b>1.0</b>
<b>Dry-Flo PC</b> <i>Aluminum Starch Octenylsuccinate</i>	<b>4.0</b>
SF 1202 <i>Cyclopentasiloxane</i>	3.0
<b>Glycerin</b> <i>Glycerin</i>	<b>3.0</b>
<b>Rekonsal/Liquapar MEP</b> <i>Phenoxyethanol, Methylparaben, Ethylparaben, Propylparaben</i>	<b>1.0</b>
<b>Cetearyl Alcohol</b> <i>Cetearyl Alcohol</i>	<b>1.0</b>
<b>E-P Tea Flower 0730472</b> <i>Parfum</i>	<b>0.5</b>
<b>Keltrol CG-SFT</b> <i>Xanthan Gum</i>	<b>0.2</b>

Mild, liquid cleanser for dry and fatigued skin. Effectively removes impurities and makeup residues while imparting a soft, velvety skin feel.



## Want more inspiration or samples?

Order your Lipex® SheaLight samples now at [Innovadex.com](http://Innovadex.com). And for more inspiration and formulation ideas, visit our Formulations page at [aakpersonalcare.com](http://aakpersonalcare.com)





enhancing  
the power  
of nature

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