

FORMULATION OF THE MONTH

Elara™ Blue Eyeshadow

A Staple into Spring

Throughout the years we have seen many trends go out of style. However, those trends tend to come back around to newer generations. One of those trends would be bright bold blue eyeshadow. Blue eyeshadow was a trend that first came around in the 1980s and throughout the decade. Later in the decade, vibrant colored eyes would be paired with vibrant colored lips to achieve a brighter bolder look. After the next couple of years, the blue eyeshadow faded into merely an old trend. In 1998, the dramatic beauty staple re-appeared, only to slowly fade back away. Twenty-four years later, and this bright trend is coming up throughout New York Fashion Week alongside some very popular television shows.

While blue eyeshadow may be a little intimidating to wear there are a lot of ways to use the eyeshadow without the intimidation of being “too blue” or “too bold”. Blue eyeshadow works great to help brighten the appearance of the eyes and there are many ways to do that. The possibility of executing blue eyeshadow is endless. One bold way to execute the look would be to do a full blue lid, either with one shade of blue or multiple different shades of blue. For example, a blue smokey eye starting with a baby blue on the lid and smoking out the crease and outer corner with a deep royal blue. There are also some subtle ways to incorporate blue shadow around the eye. One way would be to smoke out the bottom lash line, for a minimal dramatic effect. Adding some shadow to the inner corner of the eye is also a great way to add a subtle pop of color around the eyes. Lastly, using a cream-based eye shadow, adding a winged line above the eyes is another great way to add some color into the eyes.

Not sure what shade of blue to use? Try out multiple shades for the best possible brightening effect. Using Elara™ EL-37 Horizon Blue™ in formulation there are many different shades that can be made. Elara™ EL-37 Horizon Blue™ can be used by itself or in addition to conventional colorants to achieve deeper hues or special effect pigments (micas/glitters) to help enhance the color and shine. In this formula EL-37 Horizon Blue™ was combined with titanium dioxide and silver Bioglitter™. Adding the titanium dioxide helped to not only increase color payoff, but also to create the perfect blue that isn't too dark. Bioglitter™ is a great way to enhance a formulation. According to Blue Sun International, “Bioglitter™ is based on plants not plastic and is independently proven to biodegrade in natural, freshwater environments.” Bioglitter™ can be used in a wide variety of cosmetic applications. This ingredient is a great way to add some sparkle to the formulation. Not to mention it's easy to formulate with and environmentally friendly. This is a great addition to use alongside of Elara™. Elara™ will work great in all different types of not only eyeshadow formulations, but any cosmetic formulation. Embrace this electrifying eyeshadow trend using Elara™!



Ingredient	INCI Name	Quantity	Supplier
Jojoba Oil	Simmondsia Chinensis (Jojoba) Seed Oil	36.5%	Jedwards International, Inc.
Color	Elara™ Horizon Blue™	10-20%	DayGlo Color Corp.
Bioglitter™	Cosmetic Bioglitter™ Sparkle Silver 8301	10-20%	Blue-Sun International
Shea Butter	Butyrospermum Parkii (Shea) Butter	15%	Olvea
Magnesium Stearate	Magnesium Stearate	10%	Making Cosmetics
Boron Nitride	Boron Nitride	6%	Hock Chemie (HK) Enterprises Pte Company
Carnauba Wax	Copernicia Cerifera (Carnauba) wax	5.0%	Koster Keunen
Beeswax	Beeswax	4.0%	Strahl & Pitsch, Inc.
Ozokerite Wax	Ozokerite	3.0%	Strahl & Pitsch, Inc.
Bentone 27 V CG	Stearalkonium Hectorite	2.5%	Elementis Specialties
Olivem 1000	Cetearyl Oliviate (and) Sorbitan Oliviate	2.5%	Azelis Americas
Sorbic Acid	Sorbic Acid	0.5%	Making Cosmetics

NOTE: Bioglitter™ is exclusively distributed by Blue Sun International (www.bioglitter.com)

Color Blend:

- 20g of Jojoba Oil & Elara™ EL-37 Horizon Blue™ Dispersion (or 10g of Elara™ EL-37 Horizon Blue™ in pigment form)
- 1g of 50/50 Jojoba Oil & Titanium Dioxide Dispersion (or 0.50g Titanium Dioxide in pigment form)
- 6.43g of an ultraviolet blue mica
- 2g of silver mica
- 1g of an ultraviolet magenta mica

NOTE: If using a dispersion blend of color and jojoba oil, use around 30% Jojoba instead of 36.5%. If using pigment form, more jojoba oil may need to be added for consistency.

NOTE: There should also be 10-20% color in PIGMENT form. Above the 20g dispersion would only account for 10g in pigment form, or 10%. If using conventional colorant, significantly decrease the amount using, since they tend to be much stronger. This may need to be adjusted dependent upon colorants being chose.

Procedure:

Make a mixture of 50% jojoba oil and 50% Elara™ Horizon Blue™ (EL-37). Equal parts were mixed in a FlackTek Speed Mixer®; however, it can also be mixed with an overhead mixer. A titanium dioxide dispersion was also made with equal parts in jojoba oil.

NOTE: pigments do not need to be made into dispersions, they can be used in pigment form, it is just easier to adjust the color.

Start by placing jojoba oil, shea butter, carnauba wax, beeswax, ozokerite wax and olivem 1000 into an appropriately sized beaker. Heat until everything is melted completely.

Keeping the heat on, place beaker under an overhead mixer. Add in remainder of the ingredients one at a time. Adjust color to desired shade. Increase RPM as needed. Once everything is mixed thoroughly remove from mixing and heat. Pour into appropriate containers while still hot. Let cool to room temperature.