

FORMULATION OF THE MONTH

Elara™ Cream Blush

For decades blush has been used to enhance natural beauty and bring attention to the center of the face. In some decades blush was worn very bright and bold, while others used softer shades for a slight sun-kissed look. The most dominant shades of blush previously used revolved around pink and red. Now there seems to be quite a bit of orange shades added into the mix. The orange addition allows for an array of colors to benefit different skin tones. Everyone has unique skin pigmentation and undertone. The color combinations of pinks, reds, oranges, purples, and others are almost endless; providing opportunity for beauty enhancement to everyone!

This month, try out our take on a cream blush. This cream blush is formulated using Elara™ pigments by DayGlo creating two very exciting shades. The first shade is a stunning coral. This coral shade uses a blend of Elara™ Blaze Orange™, Elara™ Corona Magenta™, and Titanium Dioxide. The second shade is a modern, bold rust orange. This rust-colored orange shade uses a combination of Elara™ Corona Magenta™ and Elara™ Saturn Yellow®. Each of these color blends can be found on the formulation of the month document, directly below the formula!

This formulation is made using a twist up stick, to maximize product volume in each container. This format also provides an easy application that can be applied directly onto the cheekbones and blended with a brush or sponge applicator. It can also be applied directly with a brush. Take the brush/applicator of choice and rub the top of the stick in a circular motion, then apply the product to cheeks or desired areas for a bright, warming effect. This blush can also be used as a lip color. Who doesn't love a 2-in-1 product! It is formulated with natural ingredients that are nourishing to the skin. Some of the key ingredients include shea butter, squalane, and vitamin E. Interested in seeing the rest of these exciting ingredients used? Be sure to follow along with this month's formulation!



Ingredient	INCI Name	Quantity	Supplier
Sunflower Oil	Helianthus Annuus (Sunflower) Seed Oil	14.2%	Banyan Botanicals
Sweet Almond Oil	Prunus Amygdalus Dulcis (Sweet Almond) Oil	14.1%	Olvea
Omega-3L	Linum Usitatissimum (Linseed) Seed Oil (and) Canola Oil (and) Silica (and) Rosemary Extract	5%	Vegetatum®
Elara™	Norbornanediimine/ Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)	10–20%	DayGlo
Shea Butter	Butyrospermum Parkii (Shea) Butter	12%	Olvea
Magnesium Stearate	Magnesium Stearate	12%	Acme Hardesty Co.
Candelilla Wax	Euphorbia Cerifera (Candelilla) Wax	6%	Strahl & Pitsch, Inc.
Ozokerite Wax	Ozokerite	4.5%	Strahl & Pitsch, Inc.
Carnauba Wax	Copernicia Cerifera (Carnauba) Wax	4.5%	Koster Keunen
Olivem 1000	Cetearyl Oliviate (and) Sorbitan Olivaye	3.5%	Azelis Americas
Bentone 27V CG	Stearalkonium Hectorite	3%	Elementis Specialties
Squalane	Squalane	0.5%	Making Cosmetics
Vitamin E	dl-alpha tocopherol	0.5%	Making Cosmetics
Fragrance	- - - - -	0.2%	- - - - -

Color Blends:

Coral

- 56.3% Elara™ Blaze Orange™
- 32.4% Elara™ Corona Magenta™
- 11.3% Titanium Dioxide

Rusty Orange

- 30.3% Elara™ Corona Magenta™
- 69.7% Elara™ Saturn Yellow®