Carmine-Free Pearls

An Eco-Conscious Color Choice

Traditional red pearls often rely on carmine, a pigment derived from insects, making them unsuitable for vegan formulations. As consumer demand grows for vegan, cruelty-free, and transparent ingredient stories, formulators need alternatives that deliver the same vivid effects.

Advantages

Vibrant Color	Able to achieve vibrant red, pink and violet tones without insect-derived colorants
Aligns with Modern Consumer Expectations	Suitable for vegan and cruelty-free product positioning
Global Regulatory Flexibility	Carmine has different labeling rules across regions however these alternatives allow for easier global launches

REDS

Product Name *INCI Name*	Particle Size (µm)	Visual Effect	NOI (ISO 16128)
KTZ® BLUE CLARET *Mica (And) Iron Oxides (CI 77491)*	10-60	Red	1
KTZ® ROUSSILLON *Mica (And) Iron Oxides (CI 77491)*	10-60	Red/Orange	1
KTZ® ROUSSILLON SHIMMER *Mica (And) Iron Oxides (CI 77491)*	10-125	Red/Orange	1
KTZ® SM CINNABAR *Synthetic Fluorphlogopite (And) Iron Oxides (CI 77491)*	10-60	Red/Orange	1
KTZ® SM BURGUNDY *Synthetic Fluorphlogopite (And) Iron Oxides (CI 77491*	7-40	Red	1
KTZ® SM BRIGHT MAUVE *Synthetic Fluorphlogopite (And) Silica (And) Titanium Dioxide (And) Iron Oxides (CI 77491)*	5-25	Red/Violet with Pink Effect	1
K-RAY® RED VIOLET *Mica (And) Titanium Dioxide (And) Tin Oxide (And) Red 40 Lake*	10-60	Red	1
K-RAY® PERPETUAL G SUNSET *Calcium Aluminum Borosilicate (And) Titanium Dioxide (And) Tin Oxide (And) Silica (And) Blue1 Lake (And) Red 40 Lake*	10-125	Red/Orange	1
K-RAY® BLUSH *Mica (and) Titanium Dioxide (and) Tin Oxide (and) Red 7 Lake*	10-60	Red	1

PINKS

Product Name *INCI Name*	Particle Size (µm)	Visual Effect	NOI (ISO 16128)
K-RAY® SM FINE FUCHSIA *Titanium Dioxide (And) Synthetic Fluorphlogopite (And) Iron Oxides (CI 77491) (And) Silica*	5-25	Pink	1
KOBOPEARL® PERPETUAL IO VIOLET ORANGE *Synthetic Fluorphlogopite (And) Silica (And) Titanium Dioxide (And) Iron Oxides (CI 77491)*	30-120	Purple to Orange	1
KOBOPEARL® PERPETUAL IO ROSE GOLD *Synthetic Fluorphlogopite (And) Iron Oxides (CI 77491) (And) Silica*	25-90	Pink to Gold	1
K-RAY® SM PERPETUAL GOLD RED NT *Synthetic Fluorphlogopite (And) Silica (And) Iron Oxides (CI 77491)*	10-60	Gold to Red	1
K-RAY® ROSA CALIENTE *Mica (And) Titanium Dioxide (And) Tin Oxide (And) Red 27 Lake*	10-60	Pink	1
K-RAY® G PINK GOLD *Calcium Aluminum Borosilicate (And) Titanium Dioxide (And) Tin Oxide (And) Silica (And) Red 27 Lake*	10-125	Pink	1

PURPLE/VIOLET

Product Name *INCI Name*	Particle Size (µm)	Visual Effect	NOI (ISO 16128)
KTZ® SM EXTRAFINE CABERNET *Synthetic Fluorphlogopite (And) Iron Oxides (CI 77491)*	1-15	Ruby Red	1
KTZ® SM THISTLE *Synthetic Fluorphlogopite (And) Silica (And) Titanium Dioxide (And) Iron Oxides (CI 77491)*	5-25	Purple with Gold Effect	1
KTZ® SM MAGENTA *Iron Oxides (CI 77491) (And) Titanium Dioxide (And) Synthetic Fluorphlogopite (And) Silica*	5-25	Purple with Green Effect	1
K-RAY® SM PERPETUAL LILAC BLUE NT *Synthetic Fluorphlogopite (And) Silica (And) Iron Oxides (CI 77491)*	10-60	Purple to Blue	1
KTZ® SIL PRISMATIC BLUEORANGE *Silica (And) Aluminum (And) Titanium Dioxide (And) Titanium/Titanium Dioxide*	30-120	Blue to Orange	1

KBL-036

3-in-1 Blush, Lipstick, Eyeshadow

Part 1

- Permethyl® 99A - Cosmotec: *Isododecane* 27.50%
- **KOBOGUARD® 5400 IDD** - Kobo Products: *Hydrogenated Polycyclopentadiene (And) Isododecane* 25.00%
- **KOBOGUARD® HRPC** - Kobo Products: *Hydrogenated Polycyclopentadiene (And) Polyethylene (And) Copernicia Cerifera (Carnauba) Wax (And) Tocopherol* 10.00%
- Candelilla Wax - SP-75 - Strahl & Pitsch: *Euphorbia Cerifera (Candelilla) Wax* 7.00%
- CARNAUBA WAX SP 63P - Strahl & Pitsch: *Copernicia Cerifera (Carnauba) Wax* 5.00%
- **MAKIGREEN VELVET WAX** - Daito/Kobo Products: *Vegetable Oil (Olus Oil) (And) Oryza Sativa (Rice) Bran Oil (And) Oryza Sativa (Rice) Bran Wax (And) Rhus Succedanea Fruit Wax (And) Helianthus Annuus (Sunflower) Seed Wax* 5.00%

Part 2

- **PMLVP75R** - Kobo Products: *Iron Oxides (CI 77491) (And) Isododecane (And) Isohexadecane (And) Lecithin (And) Polyhydroxystearic Acid (And) Ethylene/Propylene/Styrene Copolymer (And) Butylene/Ethylene/Styrene Copolymer (And) Isopropyl Titanium Triisostearate* 2.00%

Part 3

- **CARESS® BN09** - Bent Tree/Kobo Products: *Boron Nitride* 8.00%
- **MSS-500W-LL10** - Kobo Products: *Silica (And) Lauroyl Lysine* 5.00%
- **MSS-500/3H** - Kobo Products: *Silica* 3.00%
- **KTZ® BLUE CLARET** - Kobo Products: *Mica (And) Iron Oxides (CI 77491)* 2.00%

Part 4

- Lexgard® Natural MB - Cosmotec: *Glyceryl Caprylate (and) Glyceryl Undecylenate* 0.50%

Manufacturing Procedure

1. Combine Part 1 and heat to 80˚C. Propeller mix until clear and homogeneous.
2. Add Part 2. Continue mixing.
3. Sprinkle in Part 3 to the batch. Mix until homogenous.
4. Add Part 4. Mix well.
5. Pour into components at 80˚C.

Description

This multi-use formula can be used to add a touch of color to cheeks, lips and eyes. KOBOGUARD® 5400 IDD provides long wear properties. KOBOGUARD® HRPC, a wax resin composite, imparts enhanced adhesion. MAKIGREEN VELVET WAX gives body to the formula and a matte appearance to the skin. The red shade of the formula is achieved with a combination of PMLVP75R and KTZ® BLUE CLARET. CARESS® BN09 provides spreadability, long-lasting effect and good coverage. The combination of MSS-500/3H and MSS-500W-LL10 enables the stick to be structured with less wax, and improves the application and after feel while providing a soft focus effect.

KPP-140

Viva Magenta Blush

Part 1

- **BCC-CSO-NJE4** - Kobo Products: *Calcium Starch Octenylsuccinate (And) Calcium Carbonate (And) Jojoba Esters* 32.50%
- **KOBOPEARL® PERPETUAL IO ROSE GOLD** - Kobo Products: *Synthetic Fluorphlogopite (And) Iron Oxides (CI 77491) (And) Silica* 13.80%
- **KoboMica S-25** - Kobo Products: *Mica* 12.00%
- **BMV-I2** - Kobo Products: *Manganese Violet (And) Isopropyl Titanium Triisostearate* 11.10%
- Zinc Stearate - Strahl & Pitch: *Zinc Stearate* 10.00%
- **CARESS® BN06** - Kobo Products: *Boron Nitride* 9.00%
- **RED 40AL-I2** - Kobo Products: *Red 40 Lake (And) Isopropyl Titanium Triisostearate* 7.10%

Part 2

- EUTANOL G - BASF: *Octyldodecanol* 2.00%
- Protachem CTG - Protameen Chemicals: *Caprylic/Capric Triglyceride* 2.00%
- Jeecide Cap-7 - Jeen International Corporation: *Caprylyl Glycol (And) Glyceryl Laurate (And) Glyceryl Undecylenate* 0.50%

Manufacturing Procedure

1. Combine part 1 and blend until color is fully developed and uniform.
2. Add part 2 and blend until uniform
3. Press @ 600psi

Description

A pressed powder blush in the color of the year for 2023 Viva Magenta. BSS-CSO-NJE4 is a calcium starch based talc replacement that acts as the base for this formula. KoboMica S-25 is a natural origin mica powder that provides high slip, good skin adhesion and spredability. CARESS® BN06 is a boron nitride powder that improves the formulas skin adherence, spreadability, coverage, and compressibility. RED 40 AL-I2 and BMV-I2 are a combination of Isopropyl Titanium Triisostearate treated pigments that gives to formula its base color. Lastly KOBOPEARL® PERPETUAL IO ROSE GOLD is a pearl with a synthetic mica substrate that adds to the formulas color and gives it its shimmery look.

KMA-093

Wax-Free Anhydrous Red Mascara

Part 1

- **PMLVP75R** - Kobo Products: *Iron Oxides (CI 77491) (And) Isododecane (And) Isohexadecane (And) Lecithin (And) Polyhydroxystearic Acid (And) Ethylene/Propylene/Styrene Copolymer (And) Butylene/Ethylene/Styrene Copolymer (And) Isopropyl Titanium Triisostearate* 17.00%
- **KOBOGUARD® MQ75ETS** - Kobo Products: *Trimethylsiloxysilicate (And) Ethyl Trisiloxane* 15.00%
- **HL7M5** - Kobo Products: *Hydrogenated Polyisobutene (And) Silica* 5.00%

Part 2

- ImerCare® 08K(S) - Imerys: *Kaolin* 17.00%
- **MSS-500N-FS** - Kobo Products: *Silica (And) Perfluorohexylethyl Triethoxysilane* 17.00%
- **KTZ® SM BRIGHT MAUVE** - Kobo Products: *Synthetic Fluorphlogopite (And) Silica (And) Titanium Dioxide (And) Iron Oxides (CI 77491)* 15.00%

Part 3

- **KOBOGUARD® 5400 IDD** - Kobo Products: *Hydrogenated Polycyclopentadiene (And) Isododecane* 13.00%

Part 4

- Euxyl® PE 9010 - Brenntag North America: *Phenoxyethanol (and) Ethylhexylglycerin* 1.00%

Manufacturing Procedure

1. Combine ingredients of Part 1 in main beaker and start mixing under propeller.
2. Sprinkle in Part 2 to Part 1 under propeller mixer.
3. Slowly add Part 3 with continued mixing.
4. Add Part 4. Mix well until batch is uniform.

Description

This unique formulation is 100% anhydrous, waterproof and extremely long-lasting. Thorough cleansing will require a specially formulated remover. This mascara does not contain waxes and is composed of volatile materials. The red shade is achieved by a combination of PMLVP75R and KTZ® SM BRIGHT MAUVE. Two oil-based film formers, KOBOGUARD® MQ75ETS and KOBOGUARD® 5400 IDD, are added for lash lengthening, long wear and to prevent smudging, raccoon eyes and flaking. A volumizing complex of FS treated Silica Microsphere (MSS-500N-FS) provides volume and adherence to the lashes. With each additional coat applied, lashes become thicker and more volumized. HL7M5, a fumed silica gellant, is added for buildable coverage and lightweight volume.

KEY-146B-EU

Soft Swipe Eyeshadow

Part 1

- SOFTISAN® 649 - IOI Oleo Chemicals: *Bis-Diglyceryl Polyacyladipate-2* 12.00%
- DUB ININ - Steatinerie Dubois: *Isononyl Isononanoate* 10.00%
- Velvesil™ 034 gel - Momentive: *Caprylyl Methicone (and) C30-45 Alkyl Cetearyl Dimethicone Crosspolymer* 6.00%
- CareSil™ CPF-3300 (20 cSt) - Avantor: *Phenyl Trimethicone* 5.50%
- BENTONE GEL® VS1 V - Elementis: *Trisiloxane (and) Disteardimonium Hectorite (and) Triethyl Citrate* 5.00%
- **PM Wax 82** - Kobo Products: *Polyethylene (And) Microcrystalline Wax* 1.00%

Part 2

- **KOBOGUARD® MQ60DM** - Kobo Products: *Trimethylsiloxysilicate (And) Dimethicone* 4.00%

Part 3

- **K-RAY® SM PERPETUAL LILAC BLUE NT** - Kobo Products: *Synthetic Fluorphlogopite (And) Silica (And) Iron Oxides (CI 77491)* 55.00%
- **MSS-500/H** - Kobo Products: *Silica* 1.50%

Manufacturing Procedure

1. Mix Part 1 ingredients one by one, heat to melt the wax, until a homogenous mixture is obtained.
2. Bring the mixture to RT, add Part 2 and mix
3. Add Part 3 and mix thoroughly.
4. ake some bulk on the godet and spread it evenly. Place a cloth/paper towel and press using a flat surface tool.

Description

This eyeshadow consists of a high percentage of colour travel effect pigments mixed into a dough like anhydrous base to bind them. It delivers amazing payoff with the softest swipe.
PM Wax 82 is used to give structure to the formula. KOBOGUARD® MQ60DM is a film former to help create a uniform film on the skin. This eyeshadow uses K-RAY® SM PERPETUAL LILAC BLUE NT which is a no TiO_2 color travel pigment. MSS-500/H is a high absorbing silica microsphere that helps to bind the formula and improves spreadability and texture because of its spherical nature.