



**Product of
the month:
Sept. 2023**

Color intensive aqueous pigment dispersions

WorléeBase AQ

September heralds the onset of autumn, a season when nature transforms into vibrant hues of red, orange, and yellow. Infuse color into your product with our WorléeBase pigment dispersions.

WorléeBase AQ represents a range of pigment dispersions crafted from a blend of aqueous polymers and pigments. These versatile products find application in various cosmetic formulations, including liquid eyeliner, mascara, eye shadows, water-based nail polishes, and foundations. By preparing the pigments within a water-polymer matrix, WorléeBase AQ simplifies the handling process significantly, resulting in cost savings in terms of both time and equipment.

Through an optimized production approach, these pigments achieve finely dispersed states within their dispersing agent. When utilizing WorléeBase AQ, the exposure of production personnel to airborne pigment dust is effectively minimized. In cosmetic formulations, pigments often tend to agglomerate. Attributes like color intensity, gloss, and opacity are influenced by the size of these pigment agglomerates. By aligning dispersion particle size closely with the primary particle size, WorléeBase AQ maximizes color vibrancy and opacity potential.

The use of WorléeBase AQ with Titanium Dioxide, Iron Oxides, organic pigments, and more, offer comprehensive color development, enhanced stability, improved gloss, and ease of use.

In addition to our standard offerings, we are pleased to provide custom-tailored color solutions upon request.

www.worlee.com

Benefits

- ✓ High color strength for pigments
- ✓ No dust, no danger to employee
- ✓ Good batch consistency of color
- ✓ Reduces process time and equipment, huge cost savings
- ✓ Water-based
- ✓ Cold processing, easy addition without grinding or dispersing of the pigments

Formulation RR-05-47-00

Superlast EyeLiner Deep Black



Phase	Ingredient	INCI (EU)	Supplier	%
A	Water	Aqua	/	58.10
A	Keltrol® CG-T	Xanthan Gum	CP Kelco Germany GmbH	0.40
A	SymSave® H	Hydroxyacetophenone	Symrise AG	0.40
A	Hydrolite® 6	1,2-Hexanediol	Symrise AG	0.40
A	WorléeAloe IF 200x SD	Aloe Barbadosensis Leaf Juice Powder	Worlée-Chemie GmbH	0.10
A	WorléeBase AQ 77266/1	Aqua, Ammonium Acrylates Copolymer, CI 77266 (nano), Methylpropanediol, Simethicone, Caprylyl Glycol, Phenylpropanol	Worlée-Chemie GmbH	15.00
A	WorléeMicromer Eco 100/10-L1	Acrylic Acid/Isobutyl Acrylate/Isobornyl Acrylate Copolymer, Aqua, Disodium 2-Sulfolaurate, Coco Glucoside, Sodium Methyl 2-Sulfolaurate	Worlée-Chemie GmbH	25.00
B	L-Arginine C-Grade	Arginine	Ajinomoto	0.60
			Total:	100.00