

Sweet Lip Moisture

Treat Lips to Sweet-Tasting Super Fruit Nourishment



PRODUCT: Sweet Lip Moisture

INCI NAME: Glycerin (and) Hydrogenated Lecithin (and) C12-16 Alcohols (and) Palmitic Acid (and) Betaine (and) Momordica Grosvenorii Fruit Extract

EINECS #: 200-289-5, 295-786-7, 272-490-6, 200-312-9, 203-490-6, N/A

CAS #: 56-81-5, 92128-87-5, 68855-56-1, 57-10-3, 107-43-7, N/A

WHAT IS SWEET LIP MOISTURE?

Sweet Lip Moisture is an innovative beauty ingredient powered by Luo Han Guo extract and a lamellar network technology that provides nourishment for beautiful lips. In addition to delicious and sweet flavor, and humectant properties, this ingredient features a lamellar network of plant-based phospholipids designed to deliver Luo Han Guo extract and other potent ingredients once a formula is applied to lips. It also provides a luxurious feel.

Luo Han Guo extract is rich in unique compounds (mogrocin) that give the extract a sweet taste along with humectant, skin protective, anti-oxidant and anti-inflammatory properties. The extract is derived from the fruit of the *Momordica grosvenorii* vine – a plant native to (and cultivated in) China. Named after Buddhist monks who used it during the 13th century, the plant's exotic super fruit is also known as Monk Fruit and commonly referred to as the "Longevity Fruit". Luo Han Guo has been used for centuries in medicine and food for its health benefits and remarkably sweet taste. Luo Han Guo extract is up to 300 times sweeter than sugar (sucrose), and the popularity of monk fruit sweeteners is rising (calorie free).

KEY BENEFITS

- Sweet Taste
- Super-Moisturizing
- Smoothing & Softening
- Anti-Oxidant & Anti-Inflammatory Properties
- Optimal Delivery of Active Ingredients
- Contains Exotic Super Fruit Extract
- Luxurious Feel
- Calorie Free

IDEAL FOR USE

- Lip Treatments
- Lipsticks
- Lip Glosses
- Lip Products with SPF
- Lip Balms & Scrubs
- Lip Gels & Creams



TYPICAL PROPERTIES OF SWEET LIP MOISTURE

Appearance @25°C	Soft Wax
Color	White to beige
Odor	Characteristic
Recommended Use Level	5-30%



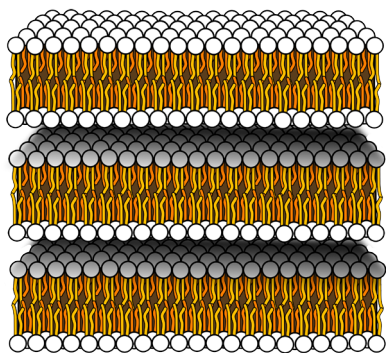
LIP TECHNOLOGIES

RESOURCES OF NATURE

SWEET LIP MOISTURE

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HYDRATING NETWORK



Structure of the hydrating lamellar network that delivers Luo Han Guo extract and other actives during application.

WHAT DOES SWEET LIP MOISTURE DO?

Sweet Lip Moisture offers hydration, helping attract and retain moisture for smoother, softer, more supple lips. It also works to: protect from daily stress and provide soothing effects. The ingredient helps prevent visible signs of aging, protecting from free radical damage caused by environmental aggressors while defending against lipid peroxidation.

Sweet Lip Moisture has a luxurious feel, and its sweet taste creates an exceptional sensory experience. It also helps to improve formulation stability in wax-based formulas, such as lipsticks.

HOW CAN SWEET LIP MOISTURE BE USED?

Sweet Lip Moisture is the perfect nourishing treatment to help the lips look and feel more beautiful and healthy. This incredible easy-to use ingredient is ideal for many types of lip formulas – including treatments, lipsticks, glosses, balms, gels, creams; and products with SPF.

For formulations, add **Sweet Lip Moisture** to the oil phase, heat to 80°C, and mix until uniform.



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