

FOUNDATION CREAM



NEHA BHAMBOO

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What is Cream



- ▶ Creams are homogeneous semisolid or viscous preparations intended for external application to the skin .
- ▶ Creams are those emulsions which are either oil in water(O/W) or water in oil (W/O) type.

e.g.: -O/W- shaving cream & hand cream

W/O- cold cream & emollient cream

Type of CREAMS

Make up creams(O/W)

- Vanishing cream
- Foundation cream

Night creams

All purpose
cream

Creams for
winter(W/O)

- Cold cream

Creams for dry
skin
-moisturising
cream

Skin protective &
Hand cream

Cleansing cream(W/O)

Purpose of Creams



- ▶ The skin acts as barrier between the body and its environment maintaining a controlled dynamic equilibrium.
- ▶ Various stresses imposed by the environment can cause changes in the skin and the major purpose of the creams under consideration is to help to reverse these changes and it maintain a normal healthy skin.

FOUNDATION CREAM

- ▶ These are applied to the skin to unify the color of the skin, improves a dull and tired complexion, give a matte finish , and mask possible imperfections like dark spots , small wrinkles , and the pores of the skin surface.
- ▶ Their application must be easy and give coverage for a natural complexion.
- ▶ They must have a pleasure texture , a good adhesive property.
- ▶ They must be comfortable , and have a consistent color and smooth finish.



FOUNDATION CREAMS INGREDIENTS

- ▶ **Pigments**: e.g. Titanium dioxide and various colors.
- ▶ **Moisturizing agents**: like glycerin and hyaluronic acid, vegetable oils, which improve the hydration and flexibility of the skin.
- ▶ **Vitamins** e.g. vitamin E , vitamin E (retinoic acid).
- ▶ **Perfumes & Preservatives** e.g. Rose, Lavender, Mixture of parabens(methyl, butyl-parahydroxy benzoic acid, propyl).
- ▶ **Ceramides** ,to strengthen the skin barrier.
- ▶ **UV filters** : (UVA-UVB),giving makeup products a sun protection index (SPF5-30).
- ▶ **Polysilixane** as antifoaming agent (emollient , skin conditioning).
- ▶ **Fluoro compounds** are used as water and oil repellent.
- ▶ **Silica** is a multi-porous ingredient, which absorbs the oil and sebum.

FOUNDATION FORMULATION

- ▶ When choosing the foundation , it is important that it is suitable for the client skin type otherwise an infective result will be achieved i.e. the dryness of the skin may be accentuated or an oily skin would look more shinier than normal.

Foundations are available in many formulations:

- ▶ Cream
- ▶ Liquid
- ▶ Cake/compact
- ▶ Gel
- ▶ Mousse



CREAM FOUNDATION

- ▶ This oil based product blends easily on application. It provides a medium coverage , however can sometimes settle into creases and accentuate wrinkles therefore a very fine film must be applied in these areas.

Cream foundations are mainly used on:

- ▶ Dry skin
- ▶ Mature skin
- ▶ Normal skin



LIQUID FOUNDATION

- ▶ Available in a water or oil base and provide a light to medium coverage.

Oil based foundations are used on:

- ▶ Dry skin
- ▶ Normal skin
- ▶ Mature skin
- ▶ Water based foundations are used on:
- ▶ Normal skin
- ▶ Oily skin
- ▶ Combination skin
- ▶ Dehydrated skin



CAKE/COMPACT FOUNDATION

- ▶ These may have an oil, wax or powder base.

They give a heavy coverage and are suitable for:

- ▶ Dry or mature skin (oil base).
- ▶ Oily or combination skin (powder base).
- ▶ Normal skin
- ▶ Badly blemished or scarred skin



Glamour Girl

GEL FOUNDATION

- ▶ Gels provide a sheer , non greasy coverage, which is excellent in summertime.
- ▶ Black ,unblemished skin
- ▶ Tanned skin
- ▶ Skin on which a natural effect is required.



MOUSSE FOUNDATION

- ▶ This is usually has a base made from mineral oils or herbal extracts and can therefore be slightly more expensive.

It will normally provide a light to medium coverage and is suitable for use on:

- ▶ Combination skin : A greasy and blemished skin may be require a medicated foundation.
- ▶ Normal skin
- ▶ Dehydrated skin



Foundation cream formulation

INGREDIENTS	PERCENTAGE
Myristyl myristate	3.5
Sorbiton monosterate	2.5
POE 20 sorbiton monophosphate	3.5
Isopropyl myristate	4.0
Isopropyl stearate	5.0
Derivatized beeswax	6.0
Isostearyl isostearate	4.0
PPG2 Myristyl ether propionate	10.0
Water	53.0
Pigments	8.0
Preservatives	Q.S
Fragrance	Q.s

METHOD

- ▶ Disperse the pigments at 75° C in the mixture of beeswax , isopropyl myristate and isopropyl stearate .
- ▶ Add to this mixture at 55° C , the other ingredients from the oil phase and emulsify at 55° C.
- ▶ While continuously mixing at 200 r.p.m ,add the perfume at 35° C.
- ▶ This foundation cream is expected to spread easily on the skin.

Liquid Foundation Formulation

INGREDIENTS	PERCENTAGE
PART A	
Stearic acid	3
Octyl dodecanol	6
Squalene	4.5
Cetyl alcohol	1
Butyl paraben	0.10
Pigments	Q.S
Lauroyl lysine	2
PART B	
Triethanolamine	1.5
Water	25
PART C	
1,3-butylene glycol	5
Preservatives	Q.S
Water	Q.S
PART D	
Bentonite, 1% aq. soln.	15

Method

- ▶ Dissolve or mix part a, b and c at 80 ° C separately.
- ▶ Add part b to part a and mix well.
- ▶ Then add part c to the mixture with mixing.
- ▶ Add part d to the mixture and cool down to 40° C gradually.
- ▶ Agitate the mixture with homomixer and cool down to 30° C.
- ▶ This formula is a liquid foundation and should produce good spread ability due to the lauroyl lysine.


Cream foundation formulation

INGREDIENT	PERCENTAGE
Methyl oleate	5
Cetyl alcohol,95%	2
Cetaryl alcohol and ceth-20	7
Sorbitan oleate	1
Butylated hydroxyl anisole (BHA)	0.10
Propylene glycol	3
Sodium laureth sulfate 60%	0.20
Water	Q.S to 100
Preservatives	1
Pigments	4
Frangrance	Q.S

Method

- ▶ In a batch tank, add the first five ingredients and stir continuously at about 65° C.
- ▶ Warm the rest of the ingredients except perfume to about 65° C and mix well.
- ▶ Add this mixture to the batch tank , with stirring.
- ▶ Make up the volume with the water at about 40° C , add perfume and mix well.
- ▶ Either store the bulk or fill them in appropriate container.

Evaluation



The cream is evaluated for following parameters:

- ▶ **Appearance** – Elegant/ Non elegant
- ▶ **Grittiness** – Rub a pinch of cream between the fingers and thumb & observe for rashes and eruption.
- ▶ **Spreadability** - Evenly spread on skin / Unevenly
- ▶ **Sensitivity** – Apply patch on the skin. Keep for 15 min under the sun, then test its sensitivity.

Choosing a foundation for the clients skin color

- ▶ It is important that the correct color of the foundation chosen to match the client skin tone.
- ▶ Test the color choice on the client cheek or jaw line to achieve the most accurate color match.
- ▶ If the foundation look darker / more orange than the skin then you need to select a different color.
- ▶ Remember that you can always blend color to achieve the perfect match.



Foundation application techniques

- ▶ After selecting the correct color of foundation you should remove the required amount from the container using your sterile spatula and lace it onto the make-up palette.
- ▶ Start on the cheek or jaw line and apply using a sterile cosmetic make-up wedge in small upward strokes, blending each area before you move on to the next.
- ▶ If you apply by dotting small patches to the face the foundation will start to dry before you have finished blending , resulting in a streaky application.
- ▶ The foundation should be applied to the whole face up to the jaw line, including the eyelids and the lips as this encourages the eye make-up and lipstick to stay on for longer.



Benefits of using foundation

Foundation is thought to be the canvas for the paint and is a very important part of the make-up procedure as it :

- ▶ Gives a base for the rest of the make-up to be applied onto.
- ▶ Reduces the appearance of blemishes or uneven pigmentation.
- ▶ Enhances the natural skin tones.
- ▶ Protects the skin as many foundation now contain SPF factors.



Reference

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Thank you