



ANYA COSMETIQUES..... answers to marketing innovation and creativity demand with:



CREAMY NATURAL LIPSTICK 100%

Formula code NL/15971L

PRODUCT ID:

Lipstick with completely vegan formulation and 100% of raw materials of natural origin. Rich in innovative pigments with a light and creamy texture, it spreads perfectly, releasing a homogeneous and luminous film. The mix of waxes gives the lips softness, hydration and protection from external agents, avoiding dryness and cracking.

WHY WE LOVE IT :

Creamy, nourishing texture with immediate smoothness. The extreme sensoriality and consistency enhance the application and the immediate feeling of comfort. The color spreads easily and immediately adheres to the lips.

FORMULATION HIGHLIGHTS:

- ❖ **THE "CREAMY FEEL SYSTEM TECHNOLOGY"**, thanks to the combination of Sunflower Wax and Berry Wax with Jojoba Oil and Pomegranate Oil, makes the texture soft, comfortable and extrasensory.
- ❖ **HIGH NATURAL ORIGIN INDEX (NOI)**: according to the ISO 16128 standard the product is 100% natural, not using synthetic lacquers and pigments.
- ❖ An aminoacid derivative gives the lips excellent emolliency and excellent adherence.
- ❖ Through the **ENZYMATIC ACTIVATION TECHNOLOGY** of the vegetable oils contained (olive, almond, flax, borage), the product deeply nourishes the skin, increasing its elasticity and smoothness.

TRENDS IT SUPPORTS:



EU / FDA* / JP* (* to be confirmed)

Start your development with this trendy formulation, developed and tested by chemists in our R&D laboratory. Good wording.



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