



IOI OLEOCHEMICAL



Blur Filter Booster

Love the skin you are in!

Feeling comfortable in your own skin... not so easy. We all know those days when our skin looks a bit pale or creased and you'd love to have that filter from Instagram for real. Whether you need this or not is another question... but this filter now exists!

The **Blur Filter Booster** is an anhydrous loose powder that can be easily mixed with your favourite serum to transform it into a creamy texture. When applied to the face, this booster works its magic. The soft focus pigment diffuses the light, **SOFTISAN® MagicPOWDER S**, the award-winning multifunctional, provides immediate and proven wrinkle reduction, while ectoin can provide lasting rejuvenation with regular use.

For optimum texture and effect, mix a pea-sized amount **Blur Filter Booster** with three drops

Essential Drops Serum in the palm of your hand. Thanks to **SOFTISAN® MagicPOWDER S**, the powder and serum are instantly transformed into a rich emulsion that is effortless to apply. The formulation is quickly absorbed and provides freshness and instantly blurred and reduced wrinkles.

This microplastic-free concept is vegan and has been formulated with more than 99% natural ingredients. Thanks to its texture, the powdery **Blur Filter Booster** is travel-friendly and can be easily emulsified with all aqueous serums, creams, or even pure water for an instant blur filter effect.



Blur Filter Booster

No.: 884

| PHASE | TRADE NAME | INCI | % | FUNCTION |
|----------|--|---|-------------|---|
| A | RonaFlair® ESQ ¹ | CI 77163 | 4.5 | Soft Focus Pigment |
| A | Maisita 9040 ² | Zea Mays Starch | 7.1 | Sensory Modifier |
| A | SOFTISAN® MagicPOWDER S³ | Tricaprylin (and) Acacia Senegal Gum | 85.0 | Instant Anti-Wrinkle Depth Reducing Agent, Multifunctional |
| A | Ectoin® natural ⁴ | Ectoin | 2.5 | Anti-Aging Active |
| A | Sodium Benzoate | Sodium Benzoate | 0.4 | Preservative |
| A | Potassium Sorbate | Potassium Sorbate | 0.4 | Preservative |
| A | Citric Acid | Citric Acid | 0.1 | pH Adjusting Agent |

¹ Merck, ² Agrana, ³ IOI Oleo, ⁴ Bitop

PROCESS

Cold process

1. Mix phase A

Sodium Benzoate, Potassium Sorbate and Citric Acid are needed if the hydrated formula should be kept for a longer period

Drop it!

Blur Filter Booster



Pea-size amount

+

Essential Drops



3 drops

FORMULA DATA

Appearance: White flowable powder

pH (RT): n.a.

Viscosity (RT): n.a.

Stability Test: Passed
(3 months @ 20 °C & 40 °C, 10 days @ 50 °C)



IOI OLEOCHEMICAL

personalcare@ioioleo.de

V1.0