TDS · TECHNICAL DATA

Color for lipstick Lilac Boom, 5 g

Article: 450010 · **INCI:** CI 77742, May contain (+/-): CI 77007
Document No. TDS-34328-EN-2611 · **Revision:** 11.2026

Product page

1 General information

Product name	Color for lipstick Lilac Boom, 5 g
Article	450010
Product type	Cosmetic mineral pigment
INCI	CI 77742, May contain (+/-): CI 77007
Synonyms	pigment, mineral colorant

2 Specification

Appearance	powder
Color	lilac
Particle size	1-10 µm
Solubility	in fats, fatty phase
Density	2.5–5.2 g/cm³
Bulk density	0.3–0.8 g/cm³
pH	5–9 (10 % suspension)
Odor	odorless
Pack size	5 g

3 Applications and dosage

Application areas	• lipstick • lip gloss • lip balm • decorative cosmetics
Recommended dosage	0.1–5 % in emulsions and gels; up to 30 % in color cosmetics

Compatibility	Insoluble, disperses in oils, glycerin and water bases. Highly resistant to light, heat and pH. Pre-grinding with oil or glycerin is recommended for even color.

4 Storage and packaging

Storage conditions	in a dry place, in a tightly closed container, protected from direct sunlight, at +5...+30 °C
Shelf life	until 10.2028 in closed original packaging
Packaging	sealed packaging (zip-lock bag, jar or bottle) / transport container

Quality control: every batch is checked against the reference standard for color, appearance and particle size.

Approved by: Quality Department · Mylo-Opt

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