

Lipstick formulation : effect of composition variation on physical properties and consumer acceptance

ABSTRACT

Cosmetics have become one of the daily necessities of all groups in society. Every year, users were introduced to various new cosmetic products of the latest trend. Lipstick is one of the beauty products that command a unique market. The quality of lip-stick is directly linked to the basic material used in the formulation. Natural-ingredient based products are getting popular, as a public concern towards the long-term effect of synthetic material in cosmetic formulations increased. In this work, natural-ingredient based lipsticks were produced. Various compositions of cutina wax, castor oil, glycerin and colorant were used to prepare the lipstick formulations. The effect of the cutina wax, castor oil, glycerin and colorant compositions on the lipstick's physical properties such as viscosity, melting point and hardness were studied. The consumer acceptance was also investigated using the Leveler test and the Hedonic Scale test. Analyses of the data were conducted by using the Scientific Package For Social Science (SPSS) software in order to obtain the best lipstick formulation.