Pieridae Beauty – Lash Primer Spec Sheet

# Product Summary

A conditioning lash primer that preps lashes for mascara with a smooth, volumizing coat. Beeswax + Candelilla Wax form a flexible, glossy film for definition. Panthenol, Hyaluronic Acid & Manuka Honey nourish and strengthen lashes. Green Tea Extract + Vitamin E provide antioxidant protection. Formula designed for mascara-style tubes with brush applicator.

# Formula – 100 g Batch

|  |  |  |  |
| --- | --- | --- | --- |
| Phase | Ingredient | % w/w | Weight (g) |
| A | Distilled Water | 66 | 66 |
| A | Aloe Vera Juice | 5 | 5 |
| A | Vegetable Glycerin | 3 | 3 |
| B | Beeswax | 4 | 4 |
| B | Candelilla Wax | 3 | 3 |
| B | Cetyl Alcohol | 2 | 2 |
| B | Stearic Acid | 2 | 2 |
| B | Olivem 1000 | 4 | 4 |
| C | Panthenol (Vitamin B5) | 1 | 1 |
| C | Sodium Hyaluronate (LMW) | 0.2 | 0.2 |
| C | Tocopherol (Vitamin E) | 0.5 | 0.5 |
| C | Manuka Honey | 1 | 1 |
| C | Green Tea Extract | 0.5 | 0.5 |
| C | PE 9010 | 1 | 1 |
| C | Titanium Dioxide (optional) | 0.5–1 | 0.5–1 |

# Method

1. Heat Phase A (water, aloe, glycerin) to 75–80 °C.  
2. Melt Phase B (waxes, fatty alcohols, emulsifier) until uniform.  
3. Slowly add Phase A into Phase B with high shear mixing until emulsified.  
4. Cool mixture while stirring continuously.  
5. At <45 °C, add Phase C ingredients and mix gently until smooth.  
6. Check viscosity: creamy, not runny.  
7. Fill into mascara-style tubes with brush applicators.

# Benefits

- Amplifies volume & lash separation  
- Conditions & nourishes with vitamins + honey  
- Antioxidant protection from green tea & Vitamin E  
- Preps lashes for smoother, longer-lasting mascara

# Packaging

Mascara-style tube (white or frosted clear with silver/rose-gold cap). Pieridae butterfly logo in gold foil. Label: “Pieridae Beauty – Lash Primer” Tagline: “Condition. Amplify. Prime.”