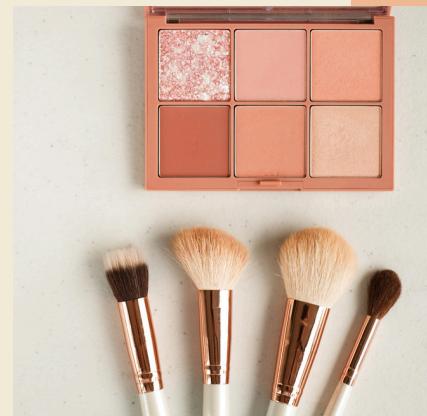
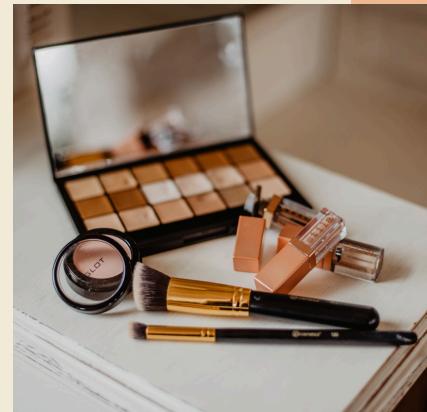
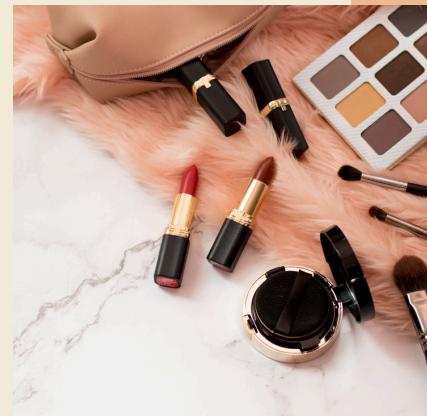


# DYNASTY

## THE ART OF COSMETIC ALCHEMY



BE A CEO IN THE COSMETIC INDUSTRY

# TABLE CONTENT



## PART ONE

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# INTRODUCTION



In 2020, the global cosmetics market decreased by over 19 percent in comparison to the previous year. Skincare, haircare, make-up, perfumes, toiletries and deodorants, and oral cosmetics are the main product categories of the cosmetics market. Skincare was the leading category, accounting for about 42 percent of the global market. Haircare products made up a further 22 percent, while make-up accounted for 16 percent in 2020. Skincare is one of the most profitable product categories, as its revenue is projected to generate roughly 177 billion U.S. dollars in 2025. As of 2020, the Asia-Pacific region accounted for approximately 43 percent of the global market.

Make sure you  
sanitize all  
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Preferably wear  
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## **LEADING COMPANIES**

The production of cosmetics and beauty products is controlled by a number of multi-national corporations – L'Oréal, Unilever, Procter & Gamble Co. , The Estee Lauder Companies, Shiseido Company, and Lancôme to name a few. As of 2021, the French cosmetics company L'Oréal was the leading beauty manufacturer in the world, generating revenues of about 34 billion U.S. dollars that year. The company owns the leading personal care brand worldwide, L'Oréal Paris, valued at 29.5 billion U.S. dollars in 2020.

## **INFLUENCE OF SOCIAL MEDIA**

The cosmetics industry has benefited from the increasing popularity of social media channels such as Instagram and YouTube. These platforms are not only highly influential amongst certain demographic groups, but create a demand for beauty products and help fill the gap between cosmetics brands and consumers. As of September 2021, Mexican beauty blogger Yuya was the most popular beauty content creator on the video platform YouTube with 24.9 million subscribers to her channel. Fashion- and beauty-related content such as makeup and skincare tutorials, cosmetics hauls and product recommendations are among the most popular content on YouTube.

## WHAT IS THE GROWTH POTENTIAL FOR A MAKEUP BUSINESS?

The beauty industry is growing quickly as trends evolve and multiply rapidly. As of 2019, the cosmetics industry is worth \$532 billion and it is slated to exceed a market value of \$805 billion by 2023. Cosmetic products and skincare alone contribute to nearly 40% of that value.

Additionally, the profit margins for makeup businesses are at an average of 40% and can be up to 80%. As a small makeup business, you'll likely fall right around the average profit margin.

It is important to note that the cosmetics sector has a few main players that run the show. Not all brands will grow at this rate.

This bit of information should not dissuade you from starting a cosmetic business, but should help you to shape your expectations accordingly.



## FOUNDATION

### INGREDIENTS

- Double-boiler (You can use a glass bowl over a pot of shallow simmering water)
- Kitchen scale
- Whisk
- Container for finished product
- 1.5oz Almond oil
- 1oz Shea Butter
- .5oz Cacao Butter
- .5oz Beeswax
- 1/8t Vitamin E
- .5oz Zinc Oxide (make sure it is uncoated, non-nano, and not micronized)
- Cacao Powder (organic cacao powder)
- Cinnamon (organic cinnamon )

The difference between cacao and cocoa. Cacao is the raw, unprocessed version of cocoa. Both can benefit your health, and both can be used, but it is best to use the either the raw version, cacao.

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## HOW TO MAKE:

Using your scale and the tare function, measure and combine the first five ingredients into the glass bowl into your double-boiler.

DO NOT add the zinc oxide, cacao powder, or cinnamon!

Completely melt the first five ingredients, stirring occasionally with your whisk.

Remove from heat and allow to cool a bit. Wipe excess moisture off the outside of your bowl.

Place your bowl back on the scale, hit tare, and add in spoonfuls of zinc oxide until you get to .5oz. This gives you approximately a 10 SPF coverage (as it's approximately 10% of the total weight). Whisk to completely combine.

Add 1/8t cinnamon; whisk to combine.

Add cacao powder a little at a time and whisk to get to the color you need...

1/2T cacao powder is a light foundation

1/2T plus 1t is a medium foundation

1/2T plus 2t is a medium-dark foundation

Simply start with 1/2T of cacao powder, whisk to combine, check on your wrist for a color match, and add more cacao powder (1/2t at a time) until you reach your perfect color

Wipe any excess moisture off the outside of the bowl (water in this product is not your friend).

Pour into your selected container(s) and allow to cool and fully setup.

NOTE: You will likely have a bit of settling at the bottom. Don't pour that into your container, as you will end up with flecks of the powders.



## LIPSTICK BASE

### INGREDIENTS

- Beeswax
- Candelilla Wax
- Carnauba Wax
- Avocado Oil
- Almond Oil
- Castor Oil
- Fractionated Coconut Oil
- Grapeseed Oil
- Vitamin E Oil
- Soybean Oil
- Isododecane
- Shea Butter

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## **HOW TO MAKE:**

Put a pot filled with water on a stove, place a glass bowl on the water.

Add 2 scoops of Beeswax, 2 scoops of Candelilla wax , 2 scoops of Carnauba Wax, 3 scoops of Avocado oil, 3 scoops of Almond oil, 3 scoops of Castor oil, 3 scoops of Fractionated Coconut Oil , 3 scoops of Grapeseed Oil, 3 scoops of Vitamin E Oil and Soybean Oil, 3 scoops of Isododecane , shea Butter.

Note: When making a liquid lipstick the waxes should be less . For a mould lipstick the wax should be more. The more wax the harder it gets.

You can also get an already made lipstick base from cosmetic stores online or offline.



MOISTURE  
COLOR  
ing Nordic Oat Butter

# LIQUID LIPSTICK

## INGREDIENTS

- Lipstick base
- D&C liquid
- Mica

## HOW TO MAKE

This lipstick requires a more softer lipstick base.

Add lipstick base depending on the quantity of lipstick you plan to make into a container,

Add 1 drop of D&C liquid depending on desired shade,

Or you can mix different shades D&C liquid to achieve your desired shade.

Add Mica depending on your quantity and shade of choice

Mix well.

Pour mixture into desired container.

Make sure you sanitize all environment and your hands before you start Preferably wear a pair of gloves



# MOULD LIPSTICK

## INGREDIENTS

- Lipstick base
- D&C liquid
- Mica

## HOW TO MAKE

You need a lipstick mould to achieve this,  
Grease mould with almond oil,  
Pour mixture ( same way the liquid lipstick was  
mixed)into the lipstick mould Make sure lipstick  
base is harder.

Melt lipstick base before adding other ingredients ,  
Pour into mould and leave it in a fridge to chill for 10-20 minutes.  
Then place your lipstick case on it and pull out gently.

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# EYELINER

## INGREDIENTS

- Water or aloe Vera gel
- Black iron oxide
- Guar gum powder

## HOW TO MAKE

For small quantity

7 gram water, add 0.85 Black iron oxide mix well  
next add Guar gum powder, mix well, 2 drops of grape seed oil.

Pour mixture into desired container.

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# CONTOUR

## INGREDIENTS

- Matte Pigment(with no shimmer)
- Beeswax
- Coconut oil

## HOW TO MAKE

For a small quantity

Add 1tsp matte pigment (work with shades of brown depending on color tone) into a bowl like container.

1tsp Beeswax or Honey wax

1tsp coconut oil or olive oil melt on low heat

Pour mixture into container leave to dry.

You can use a lipstick mould if you want to achieve a contour stick.

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# LIPGLOSS

## INGREDIENTS

- Container for finished product
- Lipgloss Base
- Vitamin E oil
- Castor oil
- Flavoring oil
- Pigments

## HOW TO MAKE

Pour lipgloss base in a bowl, depending on the quantity you intend to make,  
Add Vitamin E oil this might depend on the quantity you plan to make,  
Add Castor oil this might depend on the quantity you plan to make,

Mix it up well. Add a little bit of flavoring oil Continue to mix ,  
Add your desired pigment color, add little by little until you get your desired shade.  
Fill into tubes with syringe.

Make sure you sanitize all environment and your hands before you start Preferably wear a pair of gloves



# EYESHADOW

## INGREDIENTS

- Binder
- Alcohol
- Matte Pigment
- Mica Pigment(for Shimmer eyeshadow)
- Pan to store
- Tissue paper
- Presser
- Empty magnetic pallet

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## HOW TO MAKE

How to make Matte Eyeshadow:

Pour matte pigment into pan, smoothen the pigment, cover with tissue paper, press it down with your presser.

How to make Shimmer Eyeshadow:

Add 2 drops of binder to your pan, 10 drops of alcohol, pour the Shimmer Pigment into the pan, mix well if you still have a solid mixture add a few more drops of alcohol.

Place all your product in an empty pallet.

You can have a pallet for shimmer eyeshadow and another pallet for matte eyeshadow. Depending on you.

Pigments comes in different colors depending on the color you want to make.



# CONCEALER

## INGREDIENTS

- 1 teaspoon each of jojoba oil, argan oil and mango butter
- 1/4 teaspoon of emulsifying wax
- 1 teaspoon of castor oil
- 1 tablespoon of non nano zinc oxide
- 1/2 teaspoon of cacao

## HOW TO MAKE

Add the jojoba oil, Argan oil, mango butter and wax to a small saucepan.

Melt over low heat. Stir to combine as it melts.

Remove the pan from the heat.

Add in the castor oil, zinc oxide

Add cacao powder a little at a time and whisk to get to the color you need...

1/2T cacao powder is a light concealer

1/2T plus 1t is a medium concealer

1/2T plus 2t is a medium-dark concealer

Leave to cool completely before using.

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## HIGHLIGHTER

### INGREDIENTS

- 2 tablespoons almond oil.
- 2 teaspoons of beeswax.
- 1 teaspoon white mica pigment.

### HOW TO MAKE

Add almond oil, beeswax into the a container.

Pour a small amount of mica (champagne, pearl, and nude shades work well) into a small container.

Use a stirrer and mix together until smooth (if you need an extra long-lasting formula, add a tiny bit of your favorite primer).

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# LOOSE POWDER

## INGREDIENTS

- Spice Grinder
- Arrowroot Powder
- Cacao Powder
- Cinnamon
- Zinc Oxide
- Vitamin E

## HOW TO MAKE

Carefully combine all ingredients into your spice grinder and pulse until evenly combined.

Be careful not to inhale powders, especially the zinc.

Use a face mask (or hold your shirt over your face).

Use an application puff (or paper towel) to test as you create. Once happy with your shade, carefully pour into your container(s) and secure lid.

Below are the ratios I use to create light, medium, and dark powders, BUT here's the beauty of this recipe...you can play with the ratios until you find your perfect match! Just keep notes as you go.

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## FACE PRIMER

### INGREDIENTS

- 2 tbsp Aloe Vera Gel
- 1/2 tsp Glycerin
- 1/2 tsp Sunscreen of your choice

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a pair of gloves

### HOW TO MAKE

We'll start with an empty container.

Fill this container with two tablespoons of Aloe Vera gel. Aloe Vera is beneficial to oily skin.

Fill the container with 1/2 tsp glycerin. It is a fairly affordable component that is often found in many medical stores.

The final ingredient is entirely optional. If you wish to protect yourself from UV radiation, add 1/2 teaspoon sunscreen to this mixture. Combine all of the ingredients in a large mixing bowl. Your ready-to-use gel makeup primer is now ready.



# NAIL POLISH

## INGREDIENTS (SOLID NAIL POLISH)

Measurement here is for one bottle:

- Empty nail polish bottle
- 2 mixing balls
- Oral syringe
- 6ml Untinted lacquer base
- 4ml White tinter
- 1 ml Color tinters(depends on the color you plan to make)

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## HOW TO MAKE

Add 2 mixing balls into the empty bottle, draw 6ml Untinted lacquer base into your syringe, add 3ml of it to the bottle, keep the remaining half for later. Add 4 ml of white tinters(add all). Add 1ml of any other tinter color of your choice, and you can also mix different colors. In this case add 1ml for the dominant color and small amount of the other color. Shake well for about 2 minutes, then add the remaining Untinted lacquer base and shake well for about 3 minutes more.

THANK YOU SO MUCH FOR PATRONIZING DYNASTY, WE APPRECIATE YOU, WE  
PRAY YOU FIND THIS USEFUL AND WE PRAY YOU BENEFIT FROM THIS  
FINANCIALLY.

NOTE: ALL INGREDIENTS NAME IN THIS BOOK CAN BE PURCHASED ONLINE, JUST  
TYPE NAMES ON GOOGLE SEARCH

FOR MORE INFORMATION CONTACT US ON OUR WEBSITE  
[HTTPS://DYNASTY-7DVZ.ONRENDER.COM/](https://DYNASTY-7DVZ.ONRENDER.COM/)