



THE ART OF COSMETIC ALCHEMY

This ebook
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sale

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Why you should be in the make up production business



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.

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Lipgloss

INGREDIENTS

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



HOW TO MAKE

PAGE 1

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.

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



PAGE 2

HOW TO MAKE

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

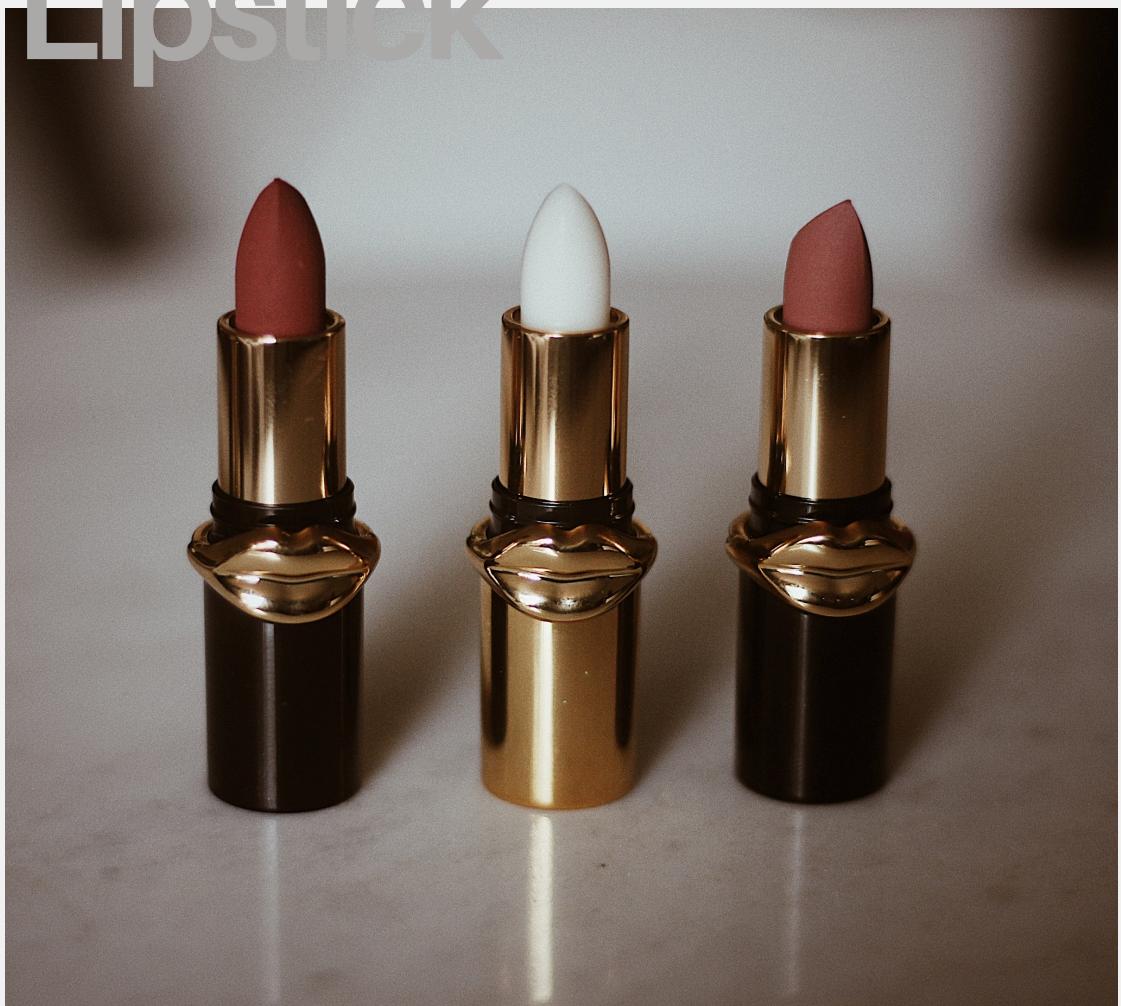
Add 2 scoops of Beeswax, 2 scoops of Candelilla wax , 2 scoops of Carnauba Wax, 3 scoops of Avocado oil, 3 scoops of Almond oil, 3 scoops of Castor oil, 3 scoops of Fractionated Coconut Oil , 3 scoops of Grapeseed Oil, 3 scoops of Vitamin E Oil and Soybean Oil, 3 scoops of Isododecane , shea Butter.

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.

Mould Lipstick

INGREDIENTS

- Lipstick base
- D&C liquid
- Mica



HOW TO MAKE

PAGE 3

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.

Liquid Lipstick

INGREDIENTS

- Lipstick base
- D&C liquid
- Mica



HOW TO MAKE

PAGE 4

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.

YOU CAN LEARN MORE ABOUT OTHER MAKEUP PRODUCTS

Learn more about other makeup products, learn the secret ingredients of these makeup products.



PART ONE

- Matte Eyeshadow
- Shimmer Eyeshadow (with glitters)
- Liquid eyeshadow
- Liquid Lipstick
- Mousse Lipstick
- Lipgloss
- Foundation
- Concealer
- Loose powder
- Contour
- Face Primer
- Eyeliner
- Highlighter
- Nail Polish(Solid and Glitter)

PART TWO

- Write a business plan
- Business plan template
- Brand your products
- Package your products

PART THREE

- Build an e-commerce website
- Promote your products
- Create free video ads for your product

Click on link below to get our full guide ebook on makeup products



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