



Color shade examples of Creasperse® CC color shade dispersors.

**AS YOUR PARTNER,** The Innovation Company offers a wide library of guide formulations with different textures and performances. We also offer as a service, SPF in-vitro testing, SEM pictures, Zeta Potential studies, rheological studies, skin elasticity, and TEWL measurements in our well equipped laboratories in France.



DISTRIBUTED BY:  
**CoastSouthwest™**  
 Fluid Thinking. Innovative Solutions.™

1-800-621-0500

[www.coastsouthwest.com](http://www.coastsouthwest.com)

THE  
**INNOVATION COMPANY**  
 PARIS

[theinnovationcompany.fr](http://theinnovationcompany.fr)  
[info@theinnovationcompany.fr](mailto:info@theinnovationcompany.fr)

Made in France  
 with fashion expertise  
 and dedication.

## CRÉATIONS SOLAIRES®

# COLOR SHADE DISPERSION WITH UV-PROTECTION FOR CC CREAMS

*Over 25 shades available,  
 and more can be custom tailored.  
 Easy to use in every production plant  
 without dusting problems.*



## CC for Color Correction

**WHEN BB CREAMS** first came to the market, they were positioned as all-in-one products. They were developed to provide coverage and to protect from UV-radiation, as well as brighten the skin and treat against aging. After a couple of years, marketers started to talk about Color Correction Creams, called CC creams, and the first CC cream was launched in Korea.

That's when understanding the difference between BB and CC creams became confusing to consumers.

In general, a CC cream is an improved BB cream, it provides more coverage and benefits and is also lighter in texture. CC creams are intended to address issues like redness or sallowness, as they usually contain light diffusing particles. But the most important difference between BB and CC creams is the broad spectrum SPF protection. CC creams should meet the requirements of UV-protection with a critical wavelength of over 370 nm and PA++++.

**CC CREAMS SHOULD** correct the color imperfection of the skin and offer real repair properties, protect against sun damage, and reduce the appearance of wrinkles. It can fairly be said that a CC cream is an improved BB cream and it is difficult to judge their differences.

### Typical properties of a CC cream:

- Visibly lessens the appearance of dark spots, sun spots and post acne marks instantly and over time
- Primes
- Perfects
- Moisturizes
- Broad spectrum SPF protection
- Oil control
- Smooths the complexion
- Firms
- Leaves skin radiant
- Minimizes the appearance of pores
- Reduces the appearance of redness



A half-face picture before and after application of a CC Cream.

## The Innovation Company as a partner to formulate multifunctional CC creams

### COLOR SHADES

**Creasperse® CC** color shade dispersions are developed especially for CC creams. They are ready-to-use color shades with broad spectrum UV protection. As they are in liquid form, no machinery or know-how of color adjusting or pigment dispersing is needed. They are ideal for companies, who have no expertise in color cosmetics, but who want to have CC creams in their product lines.

Creasperse® CC color shade dispersions are based on E172 Iron Oxides and E171 Titanium Dioxide, and they meet cosmetic regulations around the world. They also contain mineral UV filters with the maximum UVA protection to provide UVA-protection with a critical wavelength of over 370 nm or PA++++.

In the development of Creasperse CC dispersions, we use Zeta Potential control. This is crucial to obtain a high stability and good application from packaging to skin.

Creasperse® CC dispersions are based on a choice of photo-stable emollients, either of natural or synthetic origin.

**Creasperse® CC DF** is based on Dedraflow® 5 to replace Cyclomethicone.

**Creasperse® CC AF** is based on Alphaflow®, which is a highly branched material to enhance the pigment dispersion.

**Creasperse® CC VS** is based on vegetable Squalane to meet COSMOS standard.

### UV-PROTECTION

**Creasperse® TR 45 AF70** is a UV-dispersion, which contains a physical UV-filter for high SPF and UVA protection. It is based on a photo-stable ultrafine Titanium Dioxide dispersed in photo-stable hydrogenated Polydecene.

### EMULSIFIERS

**Biomethics® emulsifiers** are based on natural ingredients and bring excellent softness to emulsions. They can be used as traditional hot process emulsifiers, but the range also offers alternatives for cold processing.

### ANTI-AGING

**Fiflow® BTX** is a multifunctional anti-aging material, which functions immediately upon application as a wrinkle filler and di-electric muscle relaxant. Fiflow® gives an instantly smoother appearance on skin surface, as well as activates the skin's metabolism.

### MOISTURIZING

**Hydrasoft® Moist** brings moisture to the skin and creates a fresh after-feel.

**Creanatural® BioCollagen** has excellent moisture retention properties.

### SKIN LIGHTENING

**BNpoly® UV Crystal TR45** provides further UVA protection and a ceramic look.

### LIGHT REFLECTING PROPERTIES

**Creafakes® WL50** reflect light to give luminosity and radiance.

### TEXTURIZING AGENTS

**Novatext®** products reduce any tackiness in the formulation and bring a smooth application with a matte finish. They consist of silicone-based texture modifiers and emollients. Novatext® products provide a soft and silky feel with a non-greasy and matte application.