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# Development of Novel Makeup Concept: A Blush for Beauty Glow

# Siddhi Joshi<sup>1</sup>, Dr. Rajashree Saoji<sup>2</sup>, Dr.Vibha Kapoor<sup>3</sup>

<sup>1</sup>Student of the Department of Beauty Cosmetology, School of Design, Sandip University, Nashik, India <sup>2</sup>HOD Beauty Cosmetology, School of Design, Sandip University, Nashik, India <sup>3</sup>Dean School of Design, Sandip University, Nashik, India

#### ABSTRACT

To enhance the attractiveness of our beauty we use makeup. There are several products in makeup which help to enhance appearance of beauty. The blush or cheek tints are used to make our cheeks look naturally pink. Cheek tints are easy to use and spread, also they are very lightweight for the skin. The main objective is to formulate cheek tint in liquid form that it is totally safe for use and penetrate easily and gives desire benefits to skin. This cheek tint also helps to improve skin appearance. Nowadays various synthetic pigments and colourants use to formulate colour cosmetics for better results and appearance. But synthetic colours have side effects as they are obtained in an artificial way. However, nowadays people are becoming aware of selecting active ingredients of products they use, so natural colorants Beetroot extract (*Beta Vulgarise*) and Red sandalwood extract (*Pterocarpus santalinus*) have been used to formulate cheek tint. The main motive of this paper is using natural colour in cheek tint helps to achieve sustainability or to provide an eco-friendly touch to makeup products. It helps to improve skin appearance and help the skin to get comedones and blemishes free by just applying cheek tint.

**KEYWORDS:** Makeup cosmetic, skincare, natural colourants, blemishes and dark spot reducing agent, natural tint appearance on skin.

#### **1. INTRODUCTION**

#### 1.1 About Makeup

Makeup cosmetics have a long history. In olden age, people used natural pigments and other substances on their faces and bodies for protection, to look attractive or for religious purposes. In the Middle Ages, all classes of people used rouge and tints were made for the cheeks and lips.

During the Middle Ages, the use of makeup was criticized by certain people on moral grounds but in the 20<sup>th</sup> Century, it has come to be widely accepted in society. Early in the 20<sup>th</sup> century, organic colours were synthesized and used in lipsticks, blush, tints, and eyeshadows. In the present day, makeup is made in many different fashions, colours, and a large variety of products.

The role of makeup cosmetics is to make users look more attractive, and beautiful, protect their natural skin and have a psychological effect on them. Regarding the psychological effect makeup cosmetics give the wearer a more definite feeling, make them more enthusiastic about things and feel good because putting on makeup is fun. It also gives a sense of satisfaction to women who want to change their appearance.



#### **1.2.** Colour cosmetics

Colour cosmetics had broad term which emphasizes different categories of products for eyes, cheeks, lips, and skin. It is expanding in the makeup market as customers seek to be always self-ready. Colour cosmetics always enhance overall facial appearance, define facial features, make skin appear healthier and look more refreshed.

In this era, liquid makeup in cosmetics uses various pigments dispersed in various bases. Pigmented foundation, lipsticks, eyeshadow, blush, and eyeliner consist of higher pigment concentrations that can be used as complete makeup. Pigments can be water-soluble or oil-soluble systems in solid or liquid products.

#### **1.3.** Blush (Cheek tint or blush on product)

Blush also known as rouges in ancient ages; they are applied to cheeks to tint the face a shade of red given healthy complexation. In emphasize the cheek's natural pink colour. The form of blush was originally a loose powder, today it is found in various different forms – sticks, liquids, creams and compact. Liquid blush mostly known as tint. Depending on trends it has finished from bright to matte colours. "Blush" means a compact powder product while "Rouge" refers to a cream or liquid product. The quality of blush is:

- They should fit in well with the foundation and it should be easy to smooth off the brush marks.
- There should be no change in colours.
- They should have suitable coverage and attractiveness.
- They should be easy to wipe off and should not stain the skin.

The history of blush has ancient origins. In Egypt, it was used on the face and lips as they used red ochre mixed with oils. In Victorian England, blush was abandoned and returned to prominence as rouge during the Edwardian era.

#### 1.4. How Beetroot and Red sandalwood are beneficial to skin

Cheek tint is available in many different colours and dyes to get the desired pigment. Concern about the safety of consumer's skin instead of using synthetic colours; natural colours were chosen, as they are safe to use in long the term. The two types of natural dye extracts chosen to incorporate in this cheek tint are *Beta Vulgaris* (Beetroot) and *Pterocarpus santalinus* (Red sandalwood).

**Beetroots** are a very interesting herb used in cosmetics. It offers a range of benefits in cosmetics and medicine. It is rich in nutrient content and has vibrant colour. It also has health benefits as it promotes radiant skin, anti-aging properties, provides hydration to skin and helps to reduce dark spots and blemishes. Every part of beet has versatile benefits hence you can use it in any form in cosmetics and get all its benefits.

**Red sandalwood is** also mostly known as Rakta Chandan. This plant is used in traditional medicine and cosmetics. In Hindu culture, red sandalwood is an extremely pious wood and it is also described as red gold. It comes with therapeutic benefits and general usage. Red sandalwood helps to combat skin pigmentation. It's the finest ingredient which helps to treat your skin in many ways. It has antiinflammatory properties, it helps to lighten skin pigmentation and gives even skin tone. It also helps to eliminate acne, dark spots and scars. It also has a vibrant colour hence used in cosmetics as a natural colouring and skincare agent.

#### **1.5 Purpose to create this cheek tint**

Cheek tint in cosmetics is used to colour the cheeks give them an artistic touch and improve the aesthetics of facial structure. But besides this, some marketed cheek tit cause dark patches, spots and acne on the



face by regular use. They contain many waxes, and oils which cannot properly penetrate the beneficial ingredients in the skin and oil leads to comedones and acne.

This cheek tint is formulated in liquid form which contains all hydration providing ingredients and offer many skin benefits as it contains anti-aging, anti-acne, anti-blemishes and brightening ingredients. While giving aesthetic and natural colour to the face it provides many skincare effects to the skin. In short it is a makeup product but provide lots of skincare benefits in one touch.

#### 2. MATERIAL AND METHOD

#### **2.1. Selection of actives**

#### Beetroot

**Description:** It is a root vegetable, tuberose herb known for its vibrant colour obtained from its root, leaves and greenish flower. The colour ranges from deep red violet, yellow to white. Its edible taproot portion is a large swollen fleshy root of leaves. It contains betalain pigment which obtains from its cell vacuoles. This pigment is quite unstable when it is cut or heated, even when it comes in contact with sunlight and air exposure. Betalain is the natural colouring agent in beet, and has intense red colour commonly used in cosmetics, pharmaceutical and food industries as a natural colour additive. It is water-soluble, and nitrogen contains pigment. Betalain has a range of colours as components in it are **betacyanin** and **betaxanthin**. Betacyanin gives red to violet and betaxanthins gives yellow to orange hues. It is derived from betalmic acid. Betalain is attractive natural colourant and has antioxidant, radical scavenging properties and anti-inflammatory properties. It is sensitive to factors like heat, light, PH and oxygen as it affect their stability.

Betalain pigment slowly degrades after extracting from cell vacuoles due to the above factors. It is stable in an acidic environment PH (4-5), in the alkaline environment it gets degraded PH (7 or more). It is heat sensitive; and starts to degrade at or above 50°C. It can destroy its colour within 3 hrs above this temperature.

#### The most common forms of beet colourants used in cosmetics are:

- Beetroot juice: Natural juice of beetroot or concentrated beet juice.
- Beetroot powder: Dehydrated and dried powder of beet.

#### **Red sandalwood**

**Description:** Red sanders in English, this tree is called red sandalwood in the traditional way. This is considered as a spiritual plant as it plays a relevant role in Hindu culture dating back to the Ramayana and Mahabharata era. It is found in only dry deciduous forests of the Decan Plateau, mostly in the Eastern Ghats of Karnataka and Andhra Pradesh and in the Northen part of Tamil Nadu. It is popular and rugged woods have therapeutic benefits. It is used in traditional medicine and cosmetics to treat skin conditions. This is slow-growing tree has gorgeous red and fine-grained wood. This red colour is used as a natural colourant in many cosmetic products. Besides colouring properties, the heartwood of this tree has anti-hyperglycmeic, anti-inflammatory and anti-acne properties. Rakta Chandan purifies blood , and helps to boost hair health. It also has a rich aromatic scent and mostly used in many perfumes, incense and essential oils.

#### 2.2. Extraction process

#### **2.2.1. Preparation of beet extract**

The raw beet is collected from the local market. Washed it thoroughly, peeled that beetroot and grated it



fine with the help of a grinder. A thick paste of beetroot was obtained. Filtered the beet paste with the help of cheesecloth evenly. The natural beet juice was ready. Add a suitable preservative like sodium benzoate, and preserve it in a cool and dark place. Store this juice in a refrigerator at 4°C. This helps to protect the natural colour of beet and prevent microbial growth. A proper natural beet juice was ready to use for all the preparation of cosmetics. (shown in figure)



**Figure 1. Fresh Beetroot** 



**Figure 2. Beetroot Extract** 

# 2.2.2. Preparation of red sandalwood extract

Some medicinal plants of Ayurveda like red sandalwood (Pterocarpus santalinus) need to extract the active in the alcoholic medium. Extraction was done using methanol as red sandalwood gives a better antibacterial effect with methanol. The extraction process involves soaking of powder red sandalwood in methanol for 4 days at room temperature. After 4 days the solution of methanol and red sandalwood was filtered by using maslineclothe or cheeseclothe. A Reddish brown liquid was obtained. Kept this solution on rest for 24 hrs to evaporate methanol from it. Then the thick concentrated paste of red sandalwood was obtained. This paste is ready to use in cosmetic products. (shown in figure)



Figure 3. Red sandalwood powder



Figure 4. Red sandalwood extract

# 2.3. Preparation of cheek tint

# Process

**Phase A:** Weigh all powdered ingredients in appropriate quantity. Take a beaker add distilled water and all powder ingredients and mix well. Along with this add sorbitol to this mixture and stir well.

**Phase B:** Pre-hydrate guar gum with glycerine for at least 60 minutes. Add this to phase A on continuous stirring. Heat this mixture to 30°C-40°C for better results.

**Phase C:** Take beetroot juice and red sandalwood extract in a beaker. Blend it well add Hydrogen Peroxide to it and immediately add phase C to a mixture of (phases A-B).

Store this product in its container at cold and dark place.



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Sr.no	Ingredients	Role of ingredients	Quantity (%)
1.	Distilled water	Solvent	10-20%
2.	Glycerine	Humectant	5-8%
3.	Guar gum	Thickening agent	0.2-0.5%
4.	Sorbitol	Hydrating base	3-5%
5.	Ascorbic acid	Antioxidant	0.2-0.5%
6.	Niacinamide	Brightening agent	0.5-2%
7.	Beet root extract	Active (colouring agent)	5-10%
8.	Red sandalwood extract	Colouring agent	1-5%
9.	Hydrogen peroxide	Colour fixative	0.1-0.6%
10.	Sodium benzoate	Preservative	0.5-1%

Table no. 1: Formulation	on of cheek tint.
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**Figure 5. Prepared Cheek Tint** 

**Figure 6. Final Product** 

# **3. CONCLUSION**

The study reports that, successfully extracted and incorporated natural colours of beetroot and red sandalwood in the formulation of cheek tint. The product "Cheek Tint" gave good results. It was easily applied by its applicator. It was non-greasy and super lightweight on the skin on application. It showed natural colour payoff (tint) on the skin. It showed all the required properties of cheek tint. The attempt was to incorporate natural colourants which having a skincare effect in the formulation can be successfully done. The motive of this study is to convert makeup product which provides lots of skin care benefits in one touch has been successfully achieved. The study further concludes that the product is stable and effective.

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