

An over view on blushing Powder

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ABSTRACT: Cosmetics are any substance or unit doses intended to be applied on the entire exterior of the human body including teeth and mucous membrane around the mouth. The blushing powder is used to highlighting the make-up while applied to cheeks. The choice of cosmetics is based on the skin types. There are various colours of blushing powder was available on the market. The choice of blushing powder was based upon the nature and colour of skin. There are three types of blushing powder such as, loose blush powder, compressed blush powder and cream blush. A research on the consumer buying behavior towards cosmetic products in 2015 in Pune city showed that of 200 consumers of cosmetic products, 60% preferred to buy organic cosmetics and 42.5% used the cosmetic products for beautify. The various skin types as well as formulation and evaluation of loose blush powder was described in this review paper.

Key words-blush powder, lasting, smooth, cream, oil skin.

I. INTRODUCTION

Humans have been painting their faces for

many years practically since dawn of time. Humans have always used what we today call cosmetics. For ancient hunter-gatherers, it could mean applying a mixture of mud and urine to their skin, or using the ash from burnt snail shells to colour their faces. Over the millennia, ingredients and production processes for cosmetics have evolved, from small-scale using only natural ingredients, to mass production and the inclusion of synthetics. In today's digital age, product ranges, trends, styles and consumer demands are changing faster than ever.

Blushing is a reaction triggered by social interaction, with blush triggers including embarrassment or experiencing emotion- even just receiving an unexpected compliment can make you blush! Your blush is caused by the blood vessels in your face dilating. This causes an increasing in the amount of blood flowing to the cheeks. A flush of the cheek is seen to be a sign of youth and freshness as well as a sign of sensuality and fertility. In Greeks and Romans also used blush to define their social status the Greek used crushed mulberries of cinnabar. The pictorial representation of ancient cosmetics is shown in figure 1



Figure no 1: Ancient cosmetics

As per section 3 of the Drugs and Cosmetics Act 1940 and Rules 1945, cosmetics means any article intended to be rubbed, poured, sprinkled or sprayed on, or introduced into, or otherwise applied to, the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance, and includes any article intended for use as a component of cosmetic

Blushes are one of the best makeup product ever invented in the beauty industry. It helps to brighten up your look and make you alive especially on days when your skin is dull and tired. Face powders are applied after the foundation and any other cream products that are going to be applied. It will help to set and matify your desired look. They will absorb shine, and the foundation to last longer. Also, it help to give you that healthy flushed look, blush can just change the way you

look in just a few swipes. But, it can be tricky to apply blush on your face, if misapply blush or overdosing it, might look like a clown or ageing. The blushing powders are mainly used to highlighting the makeup. The blushing powders are classified into three types,

- Loose powder blush
- Compact powder blush
- Cream blush

LOOSE BLUSH POWDER

Loose powders are more finely milled so they contain fewer oils, and are typically used on oily skin types to control the oil your face develops throughout the day. Loose powder needs to be swept away after it has set on your skin - sweeping away extra product will help your foundation not look “powdery” or “cakey”. The pictorial representation of loose powder is shown in figure 2



Figure no 2: Loose powder

A loose powder blush with a soft puff sticks to deliver a delicate beautiful flushed glow on cheeks and comes with a soft cotton-candy-like puff stick that allows for a weightless application by gently tapping onto cheeks.

CREAM BLUSH

Cream blush gives you a dewy finish and

feels more modern than powder blush. While classic cheek powders may win on longevity, cream blushers deliver a dewier, more natural-looking flush that awakens and flatters your natural skin tone. They're easier to blend (whether you use a brush or simply your finger), and can be topped-up throughout the day. The pictorial presentation of cream blush is shown in the figure 3.



Figure no 3: Cream blush

COMPACT BLUSH POWDER

Blush powder is a compact powder that gives a fresh and radiant complexion. Its velvety texture blends perfectly with the skin for a natural finish. Compact powder is one of the most commonly used makeup products. It is a

lightweight powder that usually comes in a powder form and it is used to give your face a light coverage or to give your makeup the perfect finish. The pictorial representation of compact powder is shown in figure 4.



Figure no 4: Compact powder

PROPERTIES

- It should be produce natural look to face.
- It should be long lasting throughout the day.
- It should be water and oil resistant and sweat.
- One of the most important quality of blush is for it be finely melted.
- Good blush should be blendable.
- It should not cause any local irritation
- It should be free from grittiness
- It should be homogenous.
- It should have absorptive and absorptive capacity.

ADVANTAGES

The blush powder can warm up cool-toned, fair skin. It can also brighten sallow or tired skin. It even adds depth to darker skin tones. Blush is not just about that dash of color, it is a medium bright tone of pink. Loose powder used to set liquid

foundation/concealer so that makeup lasts longer and does not move around, or rub off of your skin. Cream blush is generally more pigmented, making it great for deeper skin tones, but also more hydrating, so people with dry skin benefit from it as well. Powder blush, on the other hand, is more transparent and better suited to oily skin, since it won't slide off the way cream does.

DISADVANTAGES

Like all forms of makeup, daily application of blush can cause various side effects on the skin. When broken, bacteria can quickly enter the skin, which then causes breakouts and other skin problems (via SkinKraft). Wearing makeup for long periods can cause clogged pores. Avoid colour cosmetics like 'blush-one' and fragrances like lavender, as these absorb UV rays

and can cause hyper-pigmentation.

The general method of preparation of blushing powder is,

PREPARATION OF BLUSHING POWDER

Find a mixing container; to make this blush add the cornstarch, arrowroot or rice powder to a small bowl



Add a small amount of one of the other coloring powders. Like, beetroot will be pinker, annatto will be more orange, and madder root will be redder to purplish



Also add a small amount of powdered blue, malva flowers for a more bluish tone, if it want a bit darker, add a small amount of charcoal.



Be sure to mix well so that you don't have clumps of pink or black. Keep adding small amounts of color until reach the right shade.



When the mixture to the desired color, place it in the jar and keep it tightly sealed and label it.

APPLICATIONS

First of all, you need to pick a colour with is the similar colour of your cheek when you flushed. Pick the right shade of blush allows it to look natural and makes it look like you are blushing instead of the product. Mineral blush powder had six different shades that will suits all types of skin tones. After choosing your choice of blush shade, apply base makeup all over face, which includes face primer then foundation or BB cream of your choice. If you are not up to apply foundation with light or heavy consistency, helps to even out skin tone and cover any redness or discoloration and create smooth surface which allows the blush to last longer. Next, uses a medium sized brush and pick up the product from a powder blush, it works well all types of skin type comparing with cream or gel blushes. Facing the mirror and smile lightly, swipe with circular motion just like apples of your cheeks and up along your cheekbone towards the top of your ears. With this motion, there won't be any harsh lines and look well- blended for a natural flushed look. With another blush, apply a small amount of translucent powder above your cheekbones to highlight them

and also soften the edges of the blush to have the natural glow finish, also the shimmer events for evening or night events.

LABELLING

The label is an important thing in a formulation. The statement of identity should give the product name, first and foremost, and then describe product by its common name (mascara, lotion, etc.). The warning statement must be prominent and conspicuous on your label, in such a way that it will be easily read at the time of purchase and use. The statement must be in bold type on a contrasting background and can be no less than 1/16" in height, for example. It should include direction and caution.

APPLY WITH BRUSH.

FOR EXTERNAL USE ONLY.

DISCONTINUE USE IF RASH OR IRRITATION OCCURS.

The labeling of blushing powder is shown in the figure 5.



Figure no 5: Labeling of blushing powder

EVALUATION OF BLUSH POWDER

- Physical characteristics

The colour, odour, appearance of the powder is evaluated by simple visualization.

- PH

The pH is a measure of the acidic or basic nature of the formulation. The pH of the powder blush is determined to avoid the irritation to the skin. The pH was determined by using pH meter.

- Particle size

The particle size of powder blush was determined by using microscope and sieve analysis.

- Abrasiveness

It was studied by rubbing the powder on a surface and then studying the effect on the surface using microscope.

- Carr's index

The bulk and tapped densities were used to calculate Carr's compressibility index to provide measure of the flow properties and compressibility of powders.

Carr's index = $\frac{\text{Tap density} - \text{bulk density}}{\text{tap density}} * 100$

- Hausner ratio

It is indicative of flow properties. It is derived property from bulk and tapped density. Lower the Hausner ratio is indicating better flow whereas higher ratio indicates poor flow of granules. Hausner ratio is calculated by the following formula:

Hausner ratio = $\frac{\text{Tap density}}{\text{Bulk density}}$

- Moisture content

Percentage of moisture content is calculated by using formula: % Moisture = $\frac{\text{Initial weight} - \text{final weight}}{\text{initial weight}} * 100$

- Colour homogeneity test

Homogeneity test was done by applying the sample on a piece of glass or other suitable transparent material. The blushes should show a homogeneous arrangement and show no coarse grains.

- Polishing test

The polishing test was carried out on all dosage forms in each formula. Each formula was applied to the inner arm three times to observe the colour.

- Colour stability test

The formulation stored at 8 °C and 30 °C were tested for the colour stability on the 1st, 7th, 14th, 21st, 28th days using the Derma lab combo by observing a value.

- Hedonic test

The hedonic test was carried out visually on 20 panelists who had knowledge regarding the assessment method. Each panelist was requested to observe the appearance, texture, smell and colour when applied to the skin.

- Sterility test

The sterility test was carried out on soybean-casein digestive medium, which is suitable for the culture of both fungi and bacteria. The powder should be cultured on the media used and observing that whether there is any microbial contamination occur. The test is valid for 3-5 days.

II. DISCUSSION

Cosmetic-grade products can easily be seen in local drugstores and department stores and

do not hold the same standard as pharmaceutical products, or really much standards at all. According to the FDA, they regulate all kinds of cosmetics as foods and define skin care products as cosmetics. A research on the consumer buying behavior towards cosmetic products in 2015 in Pune city showed that of 200 consumers of cosmetic products, 60% preferred to buy organic cosmetics and 42.5% used the cosmetic products for beautify.¹ Cosmetics are any substance or unit doses intended to be applied on the entire exterior of the human body including teeth and mucous membrane around the mouth. Blushing is a reaction triggered by social interaction, with blush triggers including embarrassment or experiencing emotion- even just receiving an unexpected compliment can make you blush! Your blush is caused by the blood vessels in your face dilating. This causes an increasing in the amount of blood flowing to the cheeks. The blushing powders are mainly used to highlighting the makeup. The blushing powders are classified into three types; they are loose powder, compact powder, and cream blush. Loose powders are more finely milled so they contain fewer oils, and are typically used on oily skin types to control the oil your face develops throughout the day. The particle size of the compact powder is generally greater than that of the loose powder. The dust cloud may be so that of the handling or the use of loose powder so that the safe inhalation should be anticipated, cream blushers deliver a dewier, more natural-looking flush that awakens and flatters your natural skin tone. The general preparation of blushing powder includes mixing of raw materials like arrow root powder, coloring agent, flavoring agent are mixed uniformly throughout the mixing of mixture and are undergoes into drying process and allowed to pass through fine sewing mesh and get fine particle which are packed in cosmetic container and sealed the package. After formulation of blush preparation, it undergoes the various evaluation procedure includes polishing test, sterility test, physical characters, abrasive, Carr's index etc. After passing the evaluation test it means that formatted blush was safer and it should be able to marketed.

III. CONCLUSION

Cosmetics are constituted mixtures of chemical compounds derived from either natural sources, or synthetically created ones. Cosmetics have various purposes. Those designed for personal care and skin care can be used to cleanse or protect the body or skin. Powders are products that are

intended to change the appearance of facial skin. They typically work by applying colour to the skin or through other effects such as altering the reflection of light or the shininess of the skin. Different types of powders used as cosmetics are foundation powder, blushing powder, H D powder, mineral powder, talcum powder, finishing powder, translucent powder, dewy powder, colour correcting powders etc. and here it explains the general characters of blushing powder. Blushes are one of the best makeup product ever invented in the beauty industry. It helps to brighten up your look and make you alive especially on days when your skin is dull and tired, When it comes to an elaborate or professional makeup look, powder wins every time. It stays in place and allows you more precision in application.

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