Gloss Formulas Need More Than Shine

Modern lip gloss must deliver visual payoff, comfortable wear, and a stable oil-phase texture. This synthetic Squalene creates a clear formulation opportunity for brands building high-shine lip makeup with cushion and emollient feel.

- High-shine lip formats need rich gloss and smooth glide
- Viscous oils help build thicker, more cushiony textures
- Moisture-retention support adds a skin-conditioning story
- A practical oil choice helps manage formula cost

A Gloss-Building Oil for Lip Makeup

Squalene (Synthetic, For Lip Gloss) is a clear, high-viscosity, glossy emollient for formulas that need wet-look shine, cushion, and oil-phase structure. Its colorless, odorless profile makes it easy to integrate into shine-focused lip products.

- INCI: Squalene
- Clear, colorless, odorless viscous oil
- Designed for lip gloss and glossy lipstick
- Supports shine, glide, cushion, and emollient feel

Five Benefits Buyers Can Position

This ingredient helps formulators build a premium gloss experience while supporting the practical needs of oil-based makeup development. The value is both sensorial and formulation-driven.

- Gloss: creates a shiny, polished lip appearance
- Texture: helps adjust viscosity in oil-based systems
- Comfort: contributes a smooth emollient feel
- Stability: described as resistant to oxidation and rancidity
- Economy: offers a lower-cost alternative to many natural oils

Easy Adoption in Anhydrous Lip Systems

Squalene fits directly into the oil phase and can be used across a wide level range when the formulator wants stronger gloss, richer cushion, or a thicker oil base. Its compatibility with oil, ethanol, and silicone supports flexible makeup development.

- Use level: 0.10–100.00%
- Soluble in oil and ethanol
- Add into oil phase
- Soluble/miscible in silicone
- Heat tolerant; avoid heat above 80C

Choose the Right Gloss Oil Story

The source distinguishes this product from Squalane: this synthetic Squalene is positioned for glossy makeup applications, while Squalane is described as lighter and more suited to skin care. That distinction helps customers choose the right ingredient for the desired finished-product experience.

- Synthetic Squalene: high-viscosity profile for shine makeup
- Squalane: lighter feel, described as more skin-care suitable

- Best fit here: lip gloss, glossy lipstick, shine makeup
- Selection logic: choose richer gloss and cushion when shine is the goal

Proof for Moisturized Feel Claims

The supplied evidence helps build a responsible moisturized-feel and moisture-retention story for gloss formulas using this synthetic emollient/oil system.

- Supports moisturized-feel positioning by showing hydrogenated polyisobutene reduced TEWL and increased skin capacitance versus caprylic/capric triglyceride in a cosmetic emollient study. Citation: N. Dayan.
- Supports emollient and texture-builder positioning by recognizing hydrogenated polyisobutene as a skin-conditioning emollient and nonaqueous viscosity-increasing cosmetic ingredient. Citation: Cosmetic Ingredient Review Expert Panel.
- Supports hydration-story rationale by explaining that occlusive hydrocarbon emollients reduce transepidermal water loss through a hydrophobic film. Citation: S. Purnamawati.

Barrier Comfort Strengthens the Story

Additional moisturizer and squalene-name literature supports broader positioning around barrier comfort, hydration language, and cosmetic dermatology recognition.

- Supports barrier-comfort positioning by showing that moisturizers containing occlusives and emollients can improve barrier function and reduce water loss in dry or inflammatory skin conditions. Citation: S. Y. Kang.
- Supports recognizable cosmetic-dermatology language by discussing natural skin-surface squalene as an emollient and antioxidant lipid relevant to hydration. Citation: Z. R. Huang.
- Use the proof story to support moisturized feel, occlusive emollience, and moisture-retention positioning in lip makeup concepts.

Launchable Concepts for Shine Products

The ingredient can support multiple lip-makeup concepts where shine, cushion, smoothness, and moisture-retention support are central to the product story.

- High-Shine Clear Lip Gloss: transparent wet-look shine with cushion
- Glossy Lipstick Booster: added shine, glide, and moisturized after-feel
- Long-Wear Shine Lip Oil: gloss plus smooth moisture-retention support
- Plumping-Look Gloss Base: fuller-looking shine with coated comfort
- Economical Premium-Shine Makeup Base: premium finish with practical cost logic

Specifications That Support Buying Confidence

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Key technical references help customers evaluate quality, handling, and long shelf-life planning without turning the deck into a raw specification sheet.

Appearance: clear viscous liquid
Specific gravity (20/20 degree Celsius): 0.870 ~ 0.900
Acid value: 0.20 Max mgKOH/g
Refractive index (N20/D): 1.480 ~ 1.500
Shelf life: 60 months; current lot expires 02/2030

Why Choose This Squalene

Squalene (Synthetic, For Lip Gloss) is a practical choice when a lip formula needs visible shine, richer oil-phase structure, and an emollient moisture-retention story. It gives developers a clear route to glossy, cushiony, cost-conscious lip makeup.

- Builds wet-look shine for lip gloss and glossy lipstick
- Adds viscous cushion to oil-based makeup systems
- Supports skin-conditioning, occlusive emollient positioning
- Fits oil, silicone, ethanol, and powder makeup systems
- Offers economical premium-shine positioning versus many natural oils