



VERY VEELO BEAUTY'S LIPSTICK CREATOR GUIDE

Hey Lipstick Creators!

Welcome to the One on One Virtual Mixology course!
I'm so excited to share this wonderful information with you that has become an amazing foundation, which has incredibly helped me with my lipstick making journey. I'm ready to drop some gems so let's get right into it!

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SANITATION & SETUP

When It comes to creating lipsticks and cosmetics In general, keeping our customers safe and healthy Is first priority. I'm going to go over a few key steps needed before we get Into the fun of creating beautiful lipsticks.

- 1. Always wash your hands with soap and water for 20 secs or more. Following with hand sanitizer Is a plus as well.*
- 2. Always use latex free and powder free gloves to protect customers with latex allergies. A good option of gloves to purchase are vinyl gloves. You will need a lot of gloves so be sure to purchase in bulk.*
- 3. Use lint free paper towels. You will need a lot of paper towels to keep your area and mixing/bottling materials clean and lint free. I use a company called Uline and they provide them In bulk with super fast shipping. Here's the link: <https://www.uline.com/Product/Detail/S-7711/Paper-Towels-and-Dispensers/Uline-Paper-Towels>*

4. *Use 91-99% Alcohol. Alcohol is essential to keeping your area and mixing tools clean. Pour your Alcohol in a designated spray bottle. After wiping your area down with alcohol place down your paper towels. Always wash your mixing tools thoroughly with soap and water first then wipe them down with 91% alcohol. Alcohol acts as a great antiseptic when it comes to sanitizing your tools. Being that most lipsticks are oil and wax based, It can be difficult to properly clean your items with just plain soap and water. When cleaning your tools and bowls specifically when covered with lipstick, spray them down with alcohol first then proceed to wipe off all the excess product until there is a slight residue (little to none) with a lint free paper towel before taking it to the sink and proceeding to wash with warm soap and water. Dawn is my preference when it comes to dish soap as a little goes a very long way. After cleaning your bowls and utensils prepare a sanitized covered storage bin to safely store your mixing supplies for future use. Also before storing your mixing supplies give them a final mist down of alcohol.*

5. *Wash your lipstick bottles/wands and cosmetic jars. In the same way stated above, I like to wash my lipstick bottles in*

a sanitized bin with warm soapy water. After thoroughly washing them, leave them out to dry, then mist them with alcohol and store them in a sanitized bin lined with paper towels. If using a lipstick bullet tube be sure to turn the tube upside down to drain any excess water on some paper towels.

6. *Wear a mask and a hair net. A lot of the color additives that you will use are in powder form and you don't want to breathe them in. To protect yourself and customers, be sure to wear a mask when mixing. Wearing a hair net prevents hair from getting into your products.*

WHAT YOU WILL NEED

MIXING ESSENTIALS

- *Glass bowl- I love the glass bowl simply because when it comes to mixing and maneuvering the product, the hardness of the glass helps us to mash and mix repeatedly. You want to be sure to utilize the sides and the bottom of the bowl occasionally scraping the bowl to incorporate everything. My preference is the clear glass bowl, so that you can see your product from all angles. I purchased all of my clear glass bowls from my local Dollar Tree.*

- *Rubber Spatula- Using a rubber spatula helps to mix the pigments and base in an amazing way! It's rubber texture enables the wax to melt and soften easily, turning it into an almost liquid consistency. Rubber mixing spatulas can easily be purchased from Amazon, Walmart, and the Dollar Tree.*

- *10 ml Syringes- Syringes are a great aid in transferring the product from the bowl to the bottle. Syringes can be a pain to clean so, my suggestion is to buy in bulk. Amazon sells disposable syringes in a quantity 100 for less than \$20. Also using a pipette will easily allow the lipstick to disperse into the empty bottle. Cut the top and the tip off of the pipette. Then proceed flip the pipette upside down to its narrow opening and slide the tip of the syringe into the narrow opening of the pipette. Then take the top off of the syringe and load the product into the syringe with a small spatula. Then place the back of the syringe back on and feel the*

bottle leaving 1 inch of space so that the stopper can go in and the lipstick wand can go in with ease.

- *A Hand Mixer Is very essential to mixing, Ingredients together and providing a smoother finish for lipsticks. Now that I use Kaolin clay In my liquid matte lipsticks It can be sometimes difficult to mix It In by hand, so a hand mixer Is a must. Here's. a link to the one I love:*

https://www.amazon.com/THRITOP-Cordless-Electric-Rechargeable-Operated/dp/B07H1C5H4T/ref=sr_1_3?dchild=1&keywords=Wonderper+hand+mixer&qid=1628205589&sr=8-3

- *Product labels: You will need product labels to give your products a professional look. You have a variety of options when it comes to product labels. One option is avery.com. They have a variety of options for you to create labels. You can create and print them yourself or have them ship them to you via their online database.*

Another option is using a vendor too hot stamp your logo on your bottles. I have done some research and I found a vendor for you to use. I have used this Vendor several times and I love the results. They also provide custom boxes. I have a video showing you the vendor that I use and how to purchase from them.

<https://veryveelobeauty.com/custom-lipgloss-lipstick-tubes-and-boxes-vendor/>

INGREDIENTS YOU WILL NEED

- *Carnauba Wax*- https://www.amazon.com/Nuvia-Organics-Certified-Carnauba-Vegan/dp/B072WGWC7P/ref=sr_1_6?crid=3DHXK0C7V0SEV&dchild=1&keywords=carnauba+wax&qid=1628206388&sprefix=Carnauba+%2Caps%2C257&sr=8-6

- *Candelilla Wax*- https://www.amazon.com/Candelilla-100-Pure-Natural-Vegan/dp/B08WLK17LC/ref=sr_1_3?dchild=1&keywords=Candelilla+wax&qid=1628206432&sr=8-3
- *Castor oil*- https://www.amazon.com/NOW-Solutions-Castor-100-ounce/dp/B00S6LXCRS/ref=sr_1_22?crid=3QOE73TG8BW4B&dchild=1&keyword=s=castor+oil&qid=1628206532&sprefix=castor+oil%2Cbeauty%2C276&sr=8-22
- *Avocado oil (optional)*- https://www.amazon.com/BetterBody-Foods-Avocado-Naturally-Refined/dp/B01IQ00B04/ref=sr_1_6?dchild=1&keywords=Avocado+oil&qid=1628206657&sr=8-6
- *Sweet Almond oil (optional)*- https://www.amazon.com/NOW-Solutions-Sweet-Almond-16-Ounce/dp/B0019LVFSU/ref=sr_1_5?dchild=1&keywords=Sweet+almond+oil&qid=1628206587&sr=8-5
- *Coconut oil (optional)*- https://www.amazon.com/NOW-Solutions-Liquid-Coconut-16-Ounce/dp/B017DT4HM2/ref=sr_1_16?crid=QLN7TSN20SHX&dchild=1&keywords=coconut+oil&qid=1628206720&sprefix=Coconut+oil%2Caps%2C246&sr=8-16
- *Isododecane Remix*- <https://veryveelobeauty.com/product/isododecane-remix-copy/>
- *Optiphen (preservative)*- https://www.amazon.com/Water-Soluble-Natural-Preservative-Optiphen/dp/B07DNKSPKJ/ref=asc_df_B07DNKSPKJ/?tag=hyprod-20&linkCode=df0&hvadid=343161308379&hvpos=&hvnetw=g&hvrnd=13813556812422561184&hvpone=&hvptwo=&hvgmt=&hvdev=c&hvdvcmidl=&hvlocint=&hvlocphy=9010813&hvtargid=pla-

[737269041014&psc=1&tag=&ref=&adgrpid=69167794775&hvpon=&hvptwo=&hvadid=343161308379&hvpos=&hvnetw=g&hvrnd=13813556812422561184&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9010813&hvtargid=pla-737269041014](https://www.amazon.com/dp/B07WPG7MX2/ref=cm_sw_r_cp_api_glt_fabc_ZDP52XE2W5KJR87G439Y)

- *A Very Veelo Lipstick Base*- <https://veryveelobeauty.com/product/very-veelo-lipstick-base/>
- *Kaolin clay*- https://www.amazon.com/ClearLee-Kaolin-Cosmetic-Grade-Powder/dp/B07WPG7MX2/ref=sr_1_3_sspa?crid=3CXSGYIX0MCHX&dchild=1&keywords=kaolin+clay&qid=1628206479&srefix=Kaolin+Clay%2Caps%2C204&sr=8-3-spons&psc=1&smid=A3QS8CRYIPFH5J&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPU EyQTJWVllyNk40RzVKJmVuY3J5cHRIZElkPUEwNjUyMTAxSkwwVUVSWkJOFAmZ W5jcnlwdGVkQWRJZD1BMDEzODE2NjJzRDBESE9aREpEWVMmd2lkZ2V0TmFtZT 1zcF9hdGYmYWNOaW9uPWNSaWNrUmVkaXJlY3QmZG9Ob3RMb2dDbGljaz10cn VI
- *color wheel*- https://www.amazon.com/dp/B07H5352G3/ref=cm_sw_r_cp_api_glt_fabc_ZDP52XE2W5KJR87G439Y

COLOR ADDITIVES

COLOR ADDITIVES ARE SO VERY IMPORTANT BECAUSE THEY ARE RESPONSIBLE FOR GIVING COSMETICS THE BOLD OR SUBTLE BEAUTIFUL COLORS THAT YOU SEE. **IRON OXIDES** THAT I USE ARE THE BLACK IRON OXIDE AND **BROWN IRON OXIDE** ONLY, ALTHOUGH THERE ARE MORE OXIDES AVAILABLE THAT ARE LIP SAFE. I ONLY USE THESE TWO TO EITHER DARKEN A SPECIFIC COLOR, TONE IT, OR USE IT AS FOUNDATION EG: THE FOUNDATION OF NUDES/NEUTRALS ARE BROWN AND WHITE

TITANIUM DIOXIDE IS THE WHITE PIGMENT USED TO EITHER LIGHTEN/BRIGHTEN A COLOR. THE ONLY TITANIUM DIOXIDE THAT I USE IS THIS ONE FROM AMAZON BECAUSE ITS FINE AND RARELY STREAKS: [HTTPS://WWW.AMAZON.COM/PTR-620-TITANIUM-DIOXIDE-COLORANT-RESEALABLE/DP/B071RKMHP2/REF=SR_1_1_SSPA?CRID=3K2RE0G6BZQSI&DCHILD=1&KEYWORDS=TITANIUM+DIOXIDE&QID=1628210614&S=ARTS-CRAFTS&SPREFIX=TITANIUM+DIOXIDE%2CARTS-CRAFTS%2C170&SR=1-1-SPONS&PSC=1&SPLA=ZW5JCNLWDGKUXVHBGLMAWVYPUEZMLBRU0VUQTJCM1K1JMVUY3J5CHRLZELKPUEWNZGWNDYCYSZFHNLVKUENNTDGWJMVUY3J5CHRLZEFKSWQ9QTAXMZA4MTYZVFRDTE9JWU5QT1BTJNDPZGDLDE5HBWU9C3BFYXRMJMFJDGLVBJ1JBGJJA1JLZGLYZWNOJMRVTM90TG9NQ2XPY2S9DHJ1ZQ==](https://www.amazon.com/PTR-620-TITANIUM-DIOXIDE-COLORANT-RESEALABLE/DP/B071RKMHP2/REF=SR_1_1_SSPA?CRID=3K2RE0G6BZQSI&DCHILD=1&KEYWORDS=TITANIUM+DIOXIDE&QID=1628210614&S=ARTS-CRAFTS&SPREFIX=TITANIUM+DIOXIDE%2CARTS-CRAFTS%2C170&SR=1-1-SPONS&PSC=1&SPLA=ZW5JCNLWDGKUXVHBGLMAWVYPUEZMLBRU0VUQTJCM1K1JMVUY3J5CHRLZELKPUEWNZGWNDYCYSZFHNLVKUENNTDGWJMVUY3J5CHRLZEFKSWQ9QTAXMZA4MTYZVFRDTE9JWU5QT1BTJNDPZGDLDE5HBWU9C3BFYXRMJMFJDGLVBJ1JBGJJA1JLZGLYZWNOJMRVTM90TG9NQ2XPY2S9DHJ1ZQ==)

THE FD&C ALUMINUM LAKES (OIL SOLUBLE)- ARE THE DYES THAT HELP THE COLOR COME ALIVE. THE ONES I LIKE TO USE ARE LISTED BELOW. FOR EXAMPLE, THEY COME IN THE PRIMARY COLORS:

- RED (**FD&C RED #40 ALUM LAKE**)
- YELLOW (**FD&C YELLOW #5 ALUM LAKE**)
- BLUE (**FD&C BLUE #1 ALUM LAKE**)

THESE PRIMARY COLORS ARE USED TO CREATE ANY COLOR AND TONE ANY COLOR.

LAKES ALSO COME IN A VARIETY OF OTHER COLORS LIKE

- PINK (**FD&C RED #27 ALUM LAKE**)
- ORANGE (**YELLOW #6 ALUM LAKE**)

BUT THEY WILL ALWAYS HAVE A PRIMARY COLOR IN THEIR TITLE EG **RED 40 (VIBRANT RED)** **RED 27 (VIBRANT PINK)** **YELLOW 6 (ORANGE)** ETC. LAKES ARE USUALLY MATTE DYES AND THEY HAVE N SHIMMER. WHEN PURCHASING THE LAKES ABOVE **THEY MUST BE BATCH CERTIFIED IF YOU INTEND TO SELL YOUR PRODUCTS IN THE USA.**

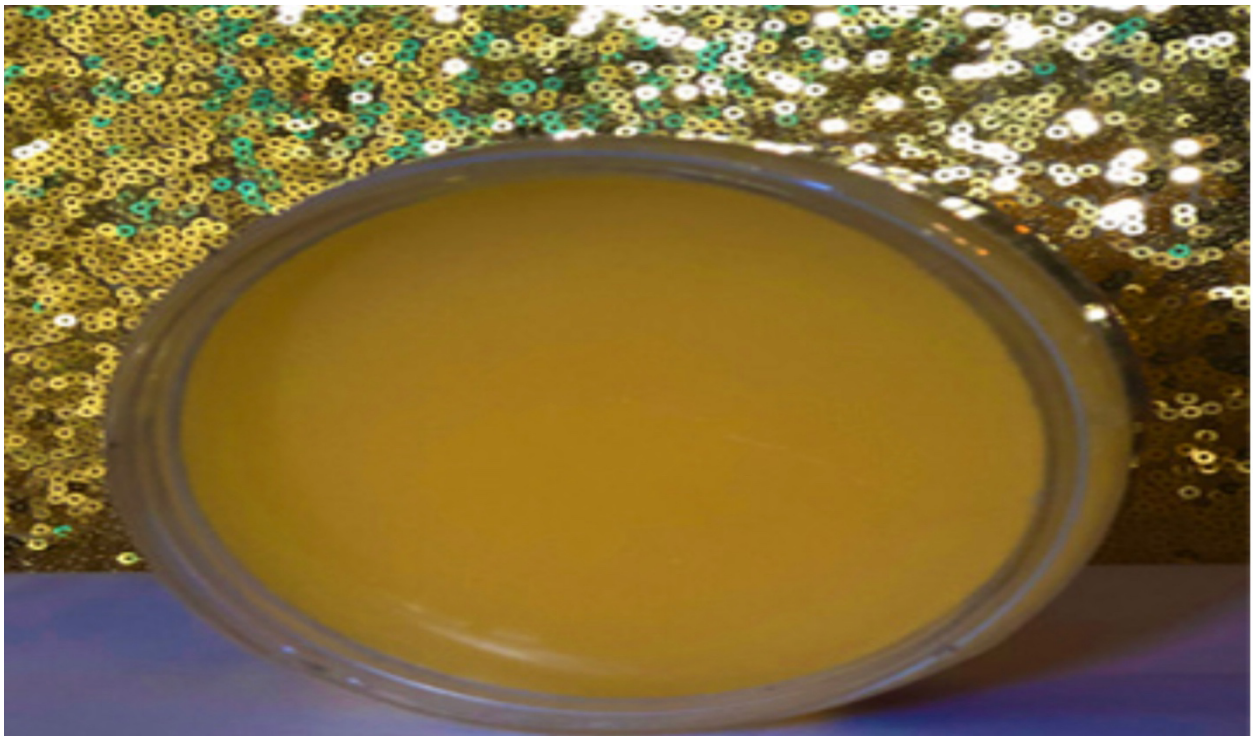
MICAS ARE CREATED FROM MINERALS AND ARE SOMETIMES CREATED USING A COMBINATION OF LAKES AND OXIDES COMBINED TO CREATE MORE OF A VARIETY OF PIGMENTS. WHEN PURCHASING MICAS, YOU WILL FIND THAT THEY MOSTLY ALL HAVE A SHIMMER ATTRIBUTE TO THEM. WHEREAS THE LAKES HAVE NO SHIMMER, THEY TOO HAVE A GREAT COLOR PAYOFF WHEN USED IN THE PROPER QUANTITIES. MICAS ARE LIP/EYE SAFE AND YOU WILL FIND THEM IN MANY EYESHADOWS AND EVEN SOAPS 🍊

ALL OF THESE PIGMENTS LISTED ABOVE ARE SOLD IN POWDER FORM. AND DEPENDING ON WHAT YOU'RE TRYING TO ACHIEVE THEY ALL PLAY A MAJOR ROLE IN CREATING A VARIETY OF LIPSTICK COLORS. A GREAT PLACE TO PURCHASE ALL OF YOUR **BATCH CERTIFIED** COLOR ADDITIVES ARE FROM NURTURE SOAP- [HTTPS://NURTURESOAP.COM/](https://nurturesoap.com/)

HERE IS A LIST OF OTHER COLOR ADDITIVES PERMITTED FOR USE ACCORDING TO THE FDA- [FDA](#)

HERE IS A SHOP WITH ME VIDEO GIVING YOU AN IN-DEPTH EXPLANATION OF WHAT COLOR ADDITIVES YOU WILL NEED AND HOW TO PURCHASE THEM- [HTTPS://YOUTU.BE/ZRRESG4IYLK](https://youtu.be/zrresg4iylk)

CREATING YOUR LIPSTICK BASES



THE FIRST STEP TO CREATING BEAUTIFUL CUSTOM LIQUID LIPSTICKS AND BULLET LIPSTICKS IS CREATING YOUR BASE. ON THE NEXT PAGE ILL BE LISTING THE INGREDIENTS FOR BOTH BASES AS WELL AS THE INSTRUCTIONS TO MAKING THE BASES. ITS IS BEST TO MELT THESE BASES DOWN IN A LARGE GLASS PYREX 32 OZ MEASURING CUP.

INGREDIENTS:

Castor Oil

Sweet Almond oil

Avocado oil

Coconut oil

Vitamin E

Preservative cap 2 (tkb)

Carnauba Wax

Candelilla Wax

Isododecane/ Isododecane Remix

BPA free plastic covered jar, or Mason Jar.

Recipe for 32 oz of Liquid Lipstick Base:

Consistency : Softened butter

Dry ingredients:

Add 7 tsp of Carnauba wax to the pyrex measuring cup.

Add 8 tsp of Candelilla wax to the pyrex measuring cup.

Wet Ingredients:

Add 2 1/2 cups of Castor Oil to the pyrex measuring cup..

Add 1/2 cup of Sweet Almond Oil to the pyrex measuring cup.

Add 1/2 cup of Avocado Oil to the pyrex measuring cup.

Add 1/2 cup of Coconut Oil to the pyrex measuring cup.

*You can omit any of these oils above but be sure to substitute in the same ratio with Castor Oil instead.

Once you've added all of the Ingredients listed above to your 32 oz pyrex measuring cup (IT MUST BE THE GLASS MEASURING CUP), proceed to placing the measuring cup into a clean pot of water (2-3 cups of water should be in the pot). What you're using is the double boiler method, to melt down your waxes into your oils. You want to stir the ingredients periodically with a sanitized stirrer in order to help the ingredients melt down completely with no wax flakes present. Once you have a completely melted gold liquid with no wax flakes you can turn off the heat and allow your base to cool down. Once your base is cooled down it should be slightly warm to touch and cloudy you then want to add:

Add 1 Tbs of Isododecane/Isododecane Remix

Add 8 drops of Vitamin E oil

Add 1 tsp Optiphen preservative.

Make sure that when you add these last Ingredients that the base is slightly warm by the touch of the glass. If the glass is too hot, wait until it cools slightly warm before adding the above Ingredients. After adding the ingredients, give the base a final stir and transfer it to an airtight glass or BPA free container for future use. Your base will be good for 12-18 months. Keep moisture out of your base and store it in a cool dry place.

Recipe for 32 oz of Lipstick Bullet Base:

Consistency : Hard Shea Butter

Dry ingredients:

Add 12 Tbs of Carnauba wax to the pyrex measuring cup.

Add 13 Tbs of Candelilla wax to the pyrex measuring cup.

Wet Ingredients:

Add 2 and a 1/2 cups of Castor Oil to the pyrex measuring cup..

Add 1/2 cup of Sweet Almond Oil to the pyrex measuring cup.

Add 1/2 cup of Avocado Oil to the pyrex measuring cup.

Add 1/2 cup of Coconut Oil to the pyrex measuring cup.

*You can omit any of these oils above but be sure to substitute in the same ratio with Castor Oil instead.

(The melting Instructions are the same for both bases)

Once you've added all of the Ingredients listed above to your 32 oz pyrex measuring cup (IT MUST BE THE GLASS MEASURING CUP), proceed to placing the measuring cup into a clean pot of water (2-3 cups of water should be in the pot). What you're using is the double boiler method, to melt down your waxes into your oils. You want to stir the ingredients periodically with a sanitized stirrer in order to help the ingredients melt down completely with no wax flakes present. Once you have a completely melted gold liquid with no wax flakes you can turn off the heat and allow your base to cool down. Once your base is cooled down it should be slightly warm to touch and cloudy you then want to add: (next page)

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Add 8 drops of Vitamin E oil

Add 1 tsp Optiphen preservative.

Make sure that when you add these last ingredients that the base is slightly warm by the touch of the glass. If the glass is too hot, wait until it cools slightly warm before adding the above ingredients. After adding the ingredients, give the base a final stir and transfer it to an airtight glass or BPA free container for future use. Your base will be good for 12-18 months. Keep moisture out of your base and store it in a cool dry place.

THE COLOR WHEEL



Using a color wheel just like this one has helped me tremendously when it comes to creating colors. It has all three primary colors (Red, Yellow, and

Blue) and It shows you what colors you can mix together to create new colors simply by spinning the wheel. On the back of the color wheel It also shows you how the color would be If you were to lighten the color (by adding white/titanium dioxide) or darken the color (by adding black Iron oxide). It even shows you the complementary colors which are the colors directly opposite of each other. Complementary colors are used to cancel out unwanted color. So for example If you wanted to cancel out some green In a nude color then you would add a little orange (which Is equal parts red an yellow) to complement/cancel out the green.

In between the primary colors (**red yellow and blue**) you will find the secondary colors which are **orange, violet and green** which are formed by mixing two primary colors. You will also find the Tertiary colors which are **Red-Orange, Yellow-Orange, Yellow-Green, Blue-Green, Blue-Violet, Red-Violet, which are formed by mixing a primary with a secondary.**

When It comes to tertiary colors the color before the dash Is the majority so for example In Red-Orange, there will be more red present than orange.

This concludes our Very Veelo Beauty Guide to Lipstick Making. Please feel free to refer to this guide after your one on one session as it will be of great help to you. In our one on one session you I will go into further and visual details as to how to mix and formulate your own colors.

