

2 minutes application break

# Lipstick



## Facts

**Origin** America

**Dates back** 19th century

**Ingredients** Various oils, pigments, and emollients

Lipstick is applied to the lips for color and moisture

## MixSing Process



### Design

Shear	CFD simulations confirms $>200,000 \text{ s}^{-1}$
Design	According to European legislation and CE marked
Hygiene	Complying with EHEDG guidelines
Viscosity	Up to 75,000 cP
Accessories	Vacuum system, scrape agitator
Materials	Stainless steel: AISI 316L. All materials: EC 1935

## Insight

Lipstick is a cosmetic product applied to the lips to enhance their colour and provide moisture. The origins of lipstick can be traced back to ancient civilizations such as Egypt and Mesopotamia, where people would use natural substances such as crushed insects and berries to colour their lips. However, the modern form of lipstick as we know it today was not developed until the 19th century.

In the 19th century, the first lipsticks were made with wax and grease, which were moulded into sticks and sold in a solid form. These early lipsticks were often made with animal fats and were unstable so that they

would melt in warm temperatures. In the early 20th century, new ingredients such as castor, mineral, and petrolatum were introduced to make lipstick more stable and consistent. This allowed for the creation of more long-lasting lipsticks with a more consistent texture.

In the 1920s, a company called Elizabeth Arden introduced the first commercially successful lipsticks. These lipsticks were made with wax, castor oil, and pigments and came in various shades. They were sold in elegant, decorative cases and marketed as luxury items.

In the 1930s, new types of lipstick were introduced, such as liquid lipsticks and lip balms, which provided added benefits such as moisturizing and sun protection.

In the 21st century, innovations such as long-lasting, waterproof and matte finish lipsticks came to the market, as well as the use of natural and organic ingredients in the formulation of lipsticks.

Today, many different types of lipsticks are available on the market, each with its unique formula and benefits.