



A Review on Herbal lipsticks

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ABSTRACT

Cosmetics are the substance used to alter the appearance or fragrances of the human body. Nowadays the demands for herbal cosmetics in the world market are growing and are inevitable gifts of nature. There is a wide range of herbal cosmetic products to satisfy the need of women. In contrast to synthetic ones, herbal cosmetics are safe for human health. Herbal formulations like herbal lipsticks, herbal creams, herbal shampoos and herbal paste have always attracted considerable attention because of their good activity and comparatively lesser side-effects with synthetic materials. Herbal Cosmetics are defined as the beauty products which possess desirable physiological activity such as enhancing, soothing appearance, healing, conditioning properties because of herbal ingredients. Lipstick is the most widely used cosmetic added in the make-up to enhance the beauty of lips. Lipstick is a cosmetic product containing pigment, wax material, different oils, and emollients that apply colour, texture, and protection to the lips. The ingredients in the natural lipstick are all-natural and are safe to use. The herbal nutrient that keeps lips healthy. Regular use of synthetic colours in the lipstick may cause serious side effects such as skin discoloration, skin irritation, acne and cancer. The side effects can be reduced by using herbal colour extracts from different herbal sources. The present review focussed on lipstick background, types, formulation method, different colour pigment extractions, natural oils, bases, flavours, physical evaluation, Quality control of lipsticks in industries, moulding and defects in lipstick.

Keywords:Bixaorellana, Daucuscarota, Herbal lipsticks, Formulation, Cosmetics.

Introduction:

According to D&C act 1940 and rules 1945, cosmetics means any article intended to be sprayed, poured, rubbed, or sprinkled on or introduced into, or applied to the human body or its any part for ablution, glamorize, promoting enchantment, or reshape the appearance [1] . Lipstick gets their colors from the diffusion of pigments and lake dyes however now not limited to Bromo acid, D&C Red No: 21, Calcium lake which includes D&C Red 7 and 34, and Orange No 17. The very first origins of lipstick data back to the Sumerian demesne of Ur in 5,000 BC. Over the centuries lipstick has been embraced and shunned by different cultures with swings for and against the product changing throughout history Ancient Egyptians loved lip paints and according to Pallington, were masters at mixing color and precise application. In Roman days, the real lip colors were inverted for hustler, while the Ignoramus used the blue tone of the face and lip pint for men to impeach into battle. Lipstick was combined with Satan during the medieval days and it was not until Elizabeth Tudor that lipstick once again became an authorized and attractive prime aid. In 1770, lipstick one more time fell into blemish when the British Parliament passed a law condemning the use of lip paint. Similarly, the New York Board of Health considered banning it in 1924, fearing it might Poison men who kissed the women who wore it. During the Second World War, cosmetics and Distinct lipstick, gambol played an important psychological role as Governments performed the fundamental observances of the morale of the women who worked in munitions factories or other war work. Providing lipstick was a relatively inexpensive way of making women look and feel good. Lipstick, while little more than a decade before had been regarded as suitable only for fast women, became a priority product for the female market. Self-enrichment used by women has alternated markedly over the last decades. Today, with the specialized lipstick companies that sprang up during the nineties, lipstick has undergone resurgence in popularity to become an everyday commodity

Lipstick Background:

Cosmetics can be drawn back to ancient civilization. In particular, the use of lip colour was prevalent among the Sumerians, Syrians, Persians, Egyptians, Babylonians and Greeks. Later, Elizabeth I and the ladies of her court coloured their lips with red mercuric sulphide for years rouge was used to colouring both the lips and cheeks, bank on the dream up of the times. In western society during the latter half of the 19th century, it was generally concluded only immoral women work lipstick or makeup at all. It was not until the twentieth century that lipstick, and cosmetics in general, gained true social acceptance. Improvement in the builder of applicators and mental tubes reduced the cost of the cosmetics. This combined with new-fangled acceptance by the general population caused widespread use and popularity to increase. By 1915 push-up tubes were accessible, and the first claims of indelibility were made. Lipstick is made to appeal to the current fashion tendency and comes in a broad range of colours. Lipstick is made of

dyes and pigments in a fragrance oil-wax base. The tubes that hold lipstick range from economical plastic dispensers for lip balms to ornate metal for lipsticks. Sizes are not uniform, but commonly lipstick is sold in a tube 3 inches (7.6 cm) in length and about 50 inches (1.3 cm) in diameter. The tube has two parts: a cover and a base. The base is made up of two compartments, the twisting or sliding of which will push the lipstick up for application. Since the manufacturer of the tubes involves completely distinctive technologies, we will focus on the manufacturer of lipstick only

Herbal Cosmetics:

Herbal cosmetics have expanding demand in the world market and are a helpful gift of nature. There is a wide range of herbal cosmetics products to satisfy your beauty establishment, adding herbal in cosmetics is much protected for the skin. Human beings have been using herbs for disparate directions like food, medicine, beautifying with the advancement of science and technology use of natural things counting plants has been reduced except for food, vegetarian takes to plant and plant only. However, there is the rebound of the use of herbs both as drugs and cosmetics. Human skin acts as a protective barrier, through which natural ingredients penetrate. Therefore, consumers always search for natural-based cosmetics to avert allergic conditions or reactions and any sort of side effect lipstick is a lip tinting agent that has its primordial use dating back to the archaic age. At present, the popularity of this product has increased and the choice of its different shades, texture, and lustre has become very demanding .

The Top Benefits of Using Lipstick

It's easy to think of lipstick as just a beauty product. Many people who use it may even be unaware of the other benefits whenever they apply a coat of their favorite lipstick. Here are some of the advantages of using lipstick that you should know about:

- **Keeps Lips Moisturized** – Lips can easily dry and crack when left bare. Many natural lipstick brands have moisturizing ingredients such as aloe vera juice that keep the lips well hydrated.
- **Adds a Pop of Color** – Lipstick allows you to express yourself with a pop of color. With warm, cool, bright, dark, and all other kinds of shades available, it's quite easy to find one that complements your skin tone and fits your personality and mood. The color of lipstick you use can help you create a fun and casual look, or a powerful and professional one.
- **Makes Lips Look Fuller** – Lipstick defines lips, making them appear plump and fuller. Such a look will definitely draw attention to your lips as they become more noticeable. Also, lipstick is capable of making your lips look smaller if that's what you desire.
- **Completes Your Look** – Lipstick used on its own can transform how you look drastically. When used with other cosmetics, it completes your look and gives a more striking result. Besides, lipstick is always one of the first things people notice when they look at you. Of course, you'll have to choose the right shade that compliments the rest of your makeup and your coloring.
- **Protects and Heals** – Some lipsticks contain sunscreen, which protects the delicate lip skin from the sun's UV rays. This is important because lips lack melanin, which is a skin pigment that protects the rest of the body. Besides preventing sunburn, lipstick also creates a protective barrier that shields against harsh weather elements such as wind and cold, which would otherwise cause your lips to dry and crack. Lipsticks that contain essential oils and plant extracts in their formulations can also promote healing of cracked and damaged skin. This leaves your lips looking and feeling soft, smooth, and supple.
- **Boosts Your Confidence** – The simple act of wearing lipstick boosts the confidence and mood of many women. Moreover, by choosing the right shade, lipstick can enhance and brighten your smile.
The secret to getting these benefits is selecting the right lipstick. That is because some types which contain harsh chemicals can actually cause harm to your lips. Instead of hydrating and nourishing the skin, such lipsticks may leave the lips chapped and looking dull. You can steer clear from such products by looking for organic and natural lipstick ingredients when shopping for your favorite formulas.

The Problem with Conventional Lipsticks

Most mainstream lipsticks are made using synthetic ingredients. These include chemicals that are toxic to the skin and body. Some of the ingredients that you should be wary of are synthetic dyes, heavy metals, and methylparaben. Unfortunately, you may not find metals such as lead listed in labels because they usually find their way into cosmetics as contaminants. However, studies carried out by the Food and Drug Administration (FDA) have established the presence of lead in many cosmetics from the top brands in the U.S.

In the body, lead causes neurotoxicity, which affects learning abilities. Long term exposure also diminishes fertility in both women and men. Other harmful metals that have been found in conventional lipsticks include cadmium, manganese, and aluminum.

Methylparaben is used as a preservative in lip products and becomes harmful when exposed to high-intensity sunlight. This exposure accelerates DNA damage to the cells, which increases the risk of cancer. Synthetic dyes, on the other hand, have been found to induce kidney and thyroid cancers. They also make the lips sensitive and cause irritation. Such artificial colorants can be identified on labels by the letters D&C or FD&C.

Why You Should Switch to Natural Lipstick

Natural lipstick contains none of the harmful chemicals found in conventional lipsticks. This means that using organic and natural lipsticks helps protect you from the adverse effects of the synthetic chemical ingredients found in traditional formulas.



Instead of these chemicals, natural lipsticks use naturally derived ingredients such as essential oils, plant-derived butters and waxes, and earth minerals. These create formulations that are not only beautifying but also nourishing. Therefore, using natural and organic lipstick is one of the best ways to keep your lips looking soft and hydrated while also giving them an attractive pop of color.

How to Apply Natural Lipstick

1. Exfoliate

For your lip color to look its best, you first need to make sure that your bare lips are in their best shape possible. Use a soft, damp toothbrush to exfoliate any dry skin. Next, prep your lips with lip balm to moisturize and soften them. This makes it easier to apply lipstick smoothly.

2. Apply a Base of Concealer or Foundation

For an even tone, it's advisable to apply a base using either concealer or foundation that matches your lip color. That way, your lipstick will look more natural and uniform once applied. It will also last longer.

3. Use a Lip Liner

Use a lip liner to define and contour your lips so that when you apply lipstick, it will be precise. A lip liner acts as a guide, allowing you to create a polished look. To make it more natural, use one that matches your natural skin tone, or for a more even look, match the shade of the liner with that of your lipstick. If you're using light lipstick, avoid a dark liner, and vice versa. That's because, for example, using a light lipstick with a dark liner will draw attention for all the wrong reasons. The right liner will make your lips look bigger and fuller. A lip liner also allows you to shape your lips the way you desire. For instance, you can choose to create the illusion of a prominent cupid's bow.

4. Apply Lipstick

Finally, using a brush, finger, or directly from the tube, apply your lipstick of choice. Apply within the corners of the lip liner, ensuring you cover each spot.

6. Blot Your Lips

Blotting your lips after application aids in creating an even look. To do this, lightly press a clean tissue on top of your lips. Make sure you remove the excess color from both the inside and outside of the lips. When blotting, many women press the tissue at the center of their lips. This leaves more product on the outside and creates an uneven look. Also, with time, the color on the inside wears out faster than that on the outer parts. Hence, blotting entirely at the center means you'll have to reapply your makeup several times. To avoid that, press the tissue gently on the entire surface of your lips so that no area is stripped of more lipstick than the other.

7. Add a Layer of Lip Gloss

After blotting, apply a layer of lip gloss if desired to add shine. Lip gloss reflects light, making your lips appear more alluring.

8. Dispose of Expired Lipstick and Be Wary of Testers

Throw away any lipstick that is more than 12 to 18 months old as it can cause infections and allergic reactions when used. While it's advisable to try the colors before buying, avoid applying the tester products available at stores on your lips. Many people have already used them, and this can encourage the spread of germs and infections. Instead, try them on the back of your hand. You can also take this time to mix different shades to discover which combinations blend perfectly with your natural skin tone.

Best Organic, Natural and Non-Toxic Lipsticks

1. Best Moisturizing Lipstick

Burt's Bees Satin Lipstick

Made with 100% moisturizing ingredients, Burt's Bees Satin lipstick is your go-to formula if you desire well-hydrated lips. It contains castor oil, moringa extracts, and raspberry seed oil, which keep your lips soft and nourished for 8 hours after application. The lipstick is available in 18 shades and provides intense color to suit a variety of skin tones. Beeswax and vitamin E are some of the other ingredients in the formulation that will ensure your lips remain conditioned throughout the day.

2. Best Cruelty-Free Lipstick

Axiology Lipstick

Axiology has made a lot of effort to be one of the best cruelty-free lipstick brands. Firstly, its lipstick contains only 10 easily identifiable natural ingredients. These include organic avocado oil, neem oil, coconut oil, and candelilla wax. Secondly, the lipstick is not tested on animals, and there are no animal products used. And lastly, the packaging is made from recycled trash, thus promoting environmental conservation. So, if you're passionate about using makeup that doesn't cause harm to you, animals, or the environment around you, then this is the lipstick for you.



1. Best Gluten-Free Lipstick

Evxo Organic Lipstick

The Evxo Organic lipstick is a gluten-free, vegan formula full of moisturizing ingredients. This is thanks to the presence of cocoa, cupuacu, and mango butter that have potent hydration abilities. In addition, the lipstick contains castor and coconut oils that act as natural sunscreens and protect your delicate lips from sun damage. When applied, the Evxo Organic lipstick gives a glossy finish for long-lasting glamor. It's also highly pigmented to provide full coverage.

4. Best Vegan Lipstick



Gabriel Lipstick

With 27 shades available, you will be hard-pressed not to find a color that works for your skin with the [Gabriel lipstick](#). It contains sesame seed oil, fennel extract, safflower seed oil, and a number of other vegan ingredients. This combination ensures the formula glides easily on your lips, leaving behind a coat of rich color.

5. Best Long-Lasting Lipstick



Juice Beauty Phyto-Pigments Liquid Lip

The intense concentration of plant-sourced pigments enables this lipstick to wear like a stain all through the day. It contains fruit stem cell serum and cold-pressed oils for maximum nourishing benefits. Grapeseed oil is used to soften the lips while shea butter moisturizes the lips and keeps them from drying or chapping. This formula is available in 8 shades, including coral, strawberry pink, and burgundy. There are no artificial dyes used in the [Liquid Lip formula](#).

6. Best Certified Organic Lipstick



Nūdus 27 Kisses

The 27 Kisses lipstick contains 27 active natural ingredients that provide a range of benefits to your lips, including hydration and protection. For coloring, the lipstick uses extracts from herbs, fruits, and flowers. Organic ingredients used in the formula include pomegranate seed oil, turmeric root extract, and basil extract. This lipstick is COSMOS Organic certified.

7. Best Drugstore Lipstick

Physicians Formula Organic Wear Nourishing Lipstick

Clinically tested and approved by dermatologists, you can be assured that this is a reliable and quality drugstore lipstick. It's also hypoallergenic, which makes it safe for use on all skin types as it isn't irritating. Ingredients such as castor oil, olive esters, and jojoba oil make the Organic Wear Nourishing lipstick an antioxidant-rich formula that helps heal damaged lips. Additionally, the formula is paraben-free, gluten-free, cruelty-free, and available in 6 shades.

8. Best Sheer Lipstick



Beautycounter Sheer Lipstick

For a sheer touch of color, this is the ideal lipstick. There are 11 shades to complement a range of skin tones. It's buildable, which gives you the option of layering if you're looking for more intense color. The sheer lipstick uses natural vanilla in place of artificial fragrances for a healthy beautifying effect. To get that super lustrous look, you can apply lip gloss on top of this fierce lipstick.

9. Best Smudge Proof Lipstick



Jane Iredale PureMoist® Lipstick

The Jane Iredale PureMoist® lipstick contains orange peel wax, which protects the lips from environmental aggressors, sunflower seed oil for hydration, and blackberry and pomegranate extracts that provide a natural flavor. It also has moringa butter, which is rich in vitamins A and C, both of which have healing and nourishing effects on lip skin. Vivid pigments made using fruit extracts give this product long-lasting wear with no smudging.

10. Best Flavor Free Lipstick

Bella Mari Natural Mineral Lipstick

This is a USDA, certified organic beauty product. It's formulated with plant extracts and pure natural minerals that can be comfortably used daily without exposing your lips to any harsh ingredients. There are no synthetic flavors used. The formula is also non-GMO and vegetarian.

11. Best Fragrance-Free Lipstick



Ecco Bella Flowercolor Lipstick

Latte, almond, and mauve rose are just some of the shades available for this lip product. The Flowercolor lipstick has a combination of vegetable

waxes, mineral pigments, and natural oils, which make a creamy consistency that is easy to apply. There are no artificial dyes or fragrances used. What's more, synthetic preservatives such as parabens and formaldehyde, which have been proven to be carcinogenic, are also absent.

The Bottom Line

The lipstick you choose determines how your lips will look and feel, not just while you wear it, but also afterward. Since organic and natural lipsticks are nourishing, your lips will remain lustrous even long after you have removed your makeup. With non-artificial cosmetics gaining popularity each passing day, it's now becoming easier to find the perfect non-toxic lipstick for you. And one way you can ensure you do that is by checking the label for any suspicious ingredients.

Finally, what's clear is that whatever you put on your body affects you just as much as what you ingest. As such, if you've not yet made the switch to natural products when it comes to your beauty routine, then it might be time to start thinking about it. And since you can get a striking color on your lips without compromising your well-being, there's absolutely no reason to choose conventional lipsticks that will only end up drying, chapping, and damaging your lips, or even worse, impacting your health negatively.

Advantages of herbal cosmetic over synthetic cosmetics:

Herbal cosmetics are popular nowadays and are favoured over chemicals as these products afford nutrients to the body boost health and are free from synthetic chemicals and have no side effect as related to synthetic cosmetics. Some of the advantages of using natural cosmetics which make them a better choice over synthetic ones are safe to use, compatible with body, natural in nature, affordable and non-expensive, variety of products, no side effects and not tested on animals

Anatomy of lips:

The lips serve as an organ of prehension, suction, and speech. It is composed of the skin, superficial fascia, orbicularis oris muscle and the muscles inserted around it (Areolar tissue and mucous membrane) the margins of the lips are capped with dry, red mucous membrane, continuous with the skin and containing numerous vascular papillae and touch corpuscles. The mucous membrane internally is reflected from the upper and lower lip upon the gums, and in the median line forms two folds of superiors and inferiors. The areolar tissue or submucous layer contains the coronary vessels which completely encircle the buccal orifice near the free margin of the lips. The coronary arteries arise from the facial. The superior coronary is larger than the inferior and anastomoses with its fellow of the opposite side and gives off a small artery to the septum arteriale. Compression of this artery will sometimes control nasal haemorrhage. The nerve supplying the lower lip is derived from the mental foramen and sends large twigs to the mucous membrane, the integument, and the fascia of the lip and chin. Some of the lymphatic vessels of the lips pass to a gland just above the body of the hyoid bone, while others pass to the submaxillary glands. The labial glands are in the submucosal layer of the lips around the orifice of the mouth. They secrete a mucous fluid. Mucous retention cysts develop when the ducts of these glands become occluded.

MATERIAL AND METHODS

Selection of herbs The various herbs used in the formulation of herbal lipsticks were selected on the basis of literature survey [11, 12].

Collection of plant material The herb used in formulation of herbal lipstick were collected in the months of September from the local market of Bareilly and the plant seeds were used for preparation herbal lipstick and Carrot roots were procured from the local market of Bareilly, Uttar Pradesh. The plant material were identified and authenticated by the Department of Pharmacognosy. The Herbarium specimen (No. 171 and 172) of plant was deposited it has been identified from Shri Ram MurtiSmarak College of Engineering and Technology, Bareilly. The collected herbs were shade dried under normal environmental condition, powdered, stored in a closed container for further use. **Extraction of color pigments** The shade dried coarsely powdered seeds of Bixaorellana (100 gm) were extracted with ethanol (60-80°C) for 18 hrs. After completion of extraction, the defatted extract was filtered while hot through Whatman filter paper (No.10) to remove any impurities if present. The extract was concentrated by vacuum distillation to reduce the volume to 1/10; the concentrated extract was transferred to 100 ml beaker and the remaining solvent was evaporated on a water bath. Dark reddish coloured extract was obtained. The concentrated extract was then kept in desiccators to remove the excessive moisture. The dried extract was packed in air tight glass container for further studies[13]. Coloring agent Carotenoid can be obtained from carrot root by milling followed by pressing, filtration and evaporation of the resulted juice [

FORMULATION-

Waxes b) Oil c) Colour d) Preservatives e) Fragrance f) Antioxidants g) Surfactants

a) WAXES:-

b) The gloss & hardness are generally depends on characteristics & quantity of waxes Best characteristic is obtained by using mixture of waxes of different m.p& adjusting the final m.p. by incorporating a sufficient amount of high m.p. wax. Example. Beeswax, Paraffin wax

c) b) OILS: Oils -: oil mixture is required to blend properly with the waxes to provide a suitable film on the applied lip skin. Also acts as solvent in some formulation. Acts as dispersing agent for insoluble pigments. The ideal mixture of oil should produce the product, easily spread & produce a thin film with good covering power. Examples: Castor oil.cocnut oil. Nutmeg oil. Cinnamon oi

c) COLOUR:- Different natural colour are used in lipsticks like pomegranate juice extract. Turmeric powder.

d) PRESERVATIVES: Preservatives is Used to prevent microbial growth Example: vanilla essence higher conc. of preservative can cause

slightly burning sensation or allergic reaction.

e) **FRAGRANCE** : Fragrance is Essential component of lipstick Used to mask bad odor of fatty or wax Used to impart attractive flavor Conc. 2-4% Qualities for selection: Free from irritating effect Free from disagreeable taste Stable & compatible with other things. eg. Strawberry essence. Vanilla essence

f) **ANTIOXIDANTS**: Antioxidants Incorporated to prevent rancidification of oily base during storage. Generally used in combination Example: Lemon juice (Citric acid) g) **SURFACTANTS**: Surfactants: Used to promote wetting & stabilize the dispersion of insoluble pigments in lipstick base.eg ripe fruit of shikakia powder.

S.No.	Ingredient	Importance	Quantity (gram)
1.	Castor oil	Blending agent	16
2.	Paraffin wax	Glossy & hardness	28
3.	Bees wax	Glossy & hardness	36
4.	Beet root juice	Colouring agent	06
5.	Ripe fruit powder of Shikakai	Surfactant	12
6.	Lemon oil	Antioxidant	01
7.	Orange essence	Flavouring agent	1.5
8.	Vanilla essence	Preservative	q.s

EVALUATION TABLE OF DIFFERENT FORMULATION OF LIPSTICKS

It is very essential to maintain a uniform standard for herbal lipstick, keeping this view in mind the formulated herbal lipsticks was evaluated on the parameters such as melting point, breaking point, thixotropy character, force of application, surface anomalies etc The formulation and evaluation of herbal lipsticks was aimed to formulate a lipstick using herbal ingredients. According to literature survey of previous investigation of these herbal plant it may be minimize the side effects as produced by the available synthetic ones. Different natural ingredients were used for formulating natural lipsticks that contain coloring agent which is a natural colorant It is very essential to maintain a uniform standard for herbal lipstick, keeping this view in mind the formulated herbal lipsticks was evaluated on the parameters such as melting point, breaking point, thixotropy character, force of application, surface anomalies etc The formulation and evaluation of herbal lipsticks was aimed to formulate a lipstick using herbal ingredients. According to literature survey of previous investigation of these herbal plant it may be minimize the side effects as produced by the available synthetic ones. Different natural ingredients were used for formulating natural lipsticks that contain coloring agent which is a natural colorant

Solubility test -The formulation herbal lipstick was dissolved in various solvents to observe the solubility. pH parameter - The pH of formulated herbal lipstick was determined using pH meter.

Skin irritation test - It is carried out by applying product on the skin for 10 min. Perfume stability -the formulation herbal lipstick was tested after 30 days, to record the fragrance.**Breaking point** - Breaking point was done to determine the strength of lipstick 9 . The lipstick was held horizontally in a socket ½ inch away from the edge of support. The weight was gradually increased by a specific value (10 gm) at specific interval of 30 second and weight at which breaks was considered as the breaking point.

Thixotropy character - It is indication of thixotropic quality and was done by using penetrometer. A standard needle of specific diameter was allowed to penetrate for 5 seconds under a 50 gm load at 25°C. The depth of penetration was a measurement of the thixotropic structure of lipstick.

Force of application- It is test for comparative measurement of the force to be applied for application. A piece of coarse brown paper can be kept on a shadow graph balance and lipstick can be applied at 45° angle to cover a 1 sq. inch area until fully covered. The pressure reading is an indication of force of application.

Surface anomalies- This was studied by the surface defects, such as no formation crystals on surfaces, no contamination by moulds, fungi etc.

Aging stability -The product was stored in 40°C at 1 hr. Various parameters such as bleeding, crystallization of on surface and ease of application were observed

SR.NO	TEST	F1	F2	F3
1.	Color	Yellow	Red	pink
2.	pH	6	5	6
3.	Skin irritation test	NO	NO	NO
4.	Melting point	55-60	50-60	60-65
5.	Breaking point	30	32	28
6.	Force of application	GOOD	GOOD	GOOD
7.	Perfume stability	++	++	++
8.	Aging stability	SMOOTH	SMOOTH	SMOOTH
9.	Solubility test	Chloroform soluble	Chloroform soluble	Chloroform soluble

RESULTS AND DISCUSSION

Formulation of Herbal Lipstick There has been rapid boost in use of cosmetics by women. However, the problems caused by these chemicals has come into limelight very recently. The present work formulation and evaluation of herbal lipsticks was aimed to formulate a lipstick using herbal ingredients with a hope to minimize the side effects as produced by the available synthetic ones. Herbal lipstick was successfully formulated using natural edible coloring matter like cinnamon bark extract, turmeric powder, cocoa powder as a coloring agent and were used for further evaluation. The substance like Cinnamon bark, turmeric powder, cocoa powder and lemon juice are well known for their medicinal and cosmeceuticals value in the traditional Indian system of medicine. They stimulates cells to provide more elasticity and less wrinkled properties to the skin.

Top 10 Best Lipstick Brand in India List 2022

Top 10 Lipstick Brands in india. One of the essential makeup products of women is Lipstick, every woman loves to wear lipsticks, whether in a party, occasion, casually, or office. Lipstick is one of the products that instantly does wonders on your beauty. It makes your features more sharp and attractive. Just one stroke of the beautiful shade of Lipstick adds charm in your face. Women are fond of lipsticks and desire to purchase every kind of Lipstick. Their love for lipsticks never becomes less.

Women prefer various kinds of lipsticks such as glossy, creamy, and matte, and these lipsticks come in multiple shapes. Some shades give you a bold and sexy look, whereas some shades give you an elegant look.

The most important factor that every woman considers before purchasing lipsticks is the brand of the Lipstick. A right brand offers you an excellent quality of Lipstick that doesn't harm your lips. The best brand consists of a lot of natural products and high technology in producing lipsticks. The branded lipsticks are long-lasting and don't fade away quickly. It also gives moistures to your lips so that it doesn't get dry. So it is very significant to purchase a branded lipstick.

1. L'Oréal

Undoubtedly, L'Oreal is one of the best and largest selling brands in India. It is a French company but doing great work in India. The products of L'Oreal are highly in demand by Indian women. It offers excellent beauty products and hair care ranges of high quality.

L'Oréal is a well-known brand for lipsticks; it is one of those brands that offer highly innovative, luxurious lipsticks. It makes your lips beautiful with

its terrific shades. It consists of high-quality products, so these are harmless and long-lasting lipsticks. Just one stroke of L'Oréal lipsticks does wonder in your personality.

In India, L'Oréal is a trustworthy brand in which Indians have an enormous faith for its beautiful products. The products are very budget-friendly and are also available in any cosmetic store.

Some of the best selling lipstick ranges of L'Oréal are:

- L'Oréal Paris color riche moist matte Sabyasachi collection – The price starts from 750rs.onwards.
- L'Oréal Paris Rouge Magique lipsticks – The price ranges starts from 650rs.
- L'Oreal Paris Tint Caresse – The price ranges starts from 950rs. Onwards.
- 2. Mac
 - MAC stands for Makeup Art Cosmetics, the company is based in Toronto and established in 1984, and since 1988 it has become the part of Estee Lauder company. Initially, the company provides excellent ranges of makeup products for professionals and models. In no time, the company has reached the height of success and became popular in the world.
 - The brand is also known for its best quality lipstick ranges that are affordable. It doesn't comprise any harmful substances and also doesn't harm any animal during the production process.

The lipstick shades are lovely and look impressive on ever skin tone. MAC is one of those lipstick brands which you should buy for your daily wear.

Some of the best selling Mac lipstick ranges are:

- MAC Retro Matte – The price starts from 1500rs.
- MAC Retro Matte Liquid – The varieties starts from rs.1900
- The powder kiss lipstick – 1650rs.
- 3. Lakme
 - Lakme is one of India's best brands, which is highly trusted by Indian women for many years. It is not just a brand; it is a faith of millions of women. Besides all the beauty products, its lipstick ranges are doing wonderfully in the Indian market. The quality is exceptionally fabulous.
 - The shades of Lakme lipsticks are lovely and suits every skin tone of women. The one stroke of Lakme lipsticks makes you look marvelous.

kme products in their vanity box.

The demand for Lakme products is very high, which is why they are readily available in cosmetic stores.

Best selling Lakme lipstick ranges are:

- Lakme 9 to 5 Crease Less crème lipstick –450rs.
- Lakme9 to 5 primers + matte lip color – 500rs.
- Lakme 9 to 5 weightless matte mousse lip and cheek color – 600rs.
 - 4. Maybelline
 - Maybelline is a subsidiary brand of L'Oreal, which was inaugurated in 1915. It was founded by a 19-year-old boy named Thomas Lyle Williams. It is one of the oldest brands and running successfully for 102 years. The company's headquarter in New York, and it has created it's a remarkable presence all over the world.
 - One of it's the best product is its lipstick ranges. Maybelline offers high-quality lipsticks, which remains for a long time and makes your lips shiny and pleasant. It presents varieties of shades that suit every woman. The lipsticks of Maybelline are harmless as it doesn't comprise gluten.

The lipsticks don't dehydrate your lips and give moisture to your lips. These are highly innovative lipsticks and precisely made for modern women. The Supreme quality products with lustrous textures come at very affordable ranges and also readily available in cosmetic stores.

Some of the best selling Maybelline lipstick ranges are:

- Maybelline New York color show matte lipstick –335rs.
- Maybelline New York color sensational creamy matte lipstick –299rs.
- Maybelline New York color sensational Lip gradation –550rs.
 - 5. Nykaa
 - Nykaa has become a trendy brand in India that offers excellent ranges of beauty, hair care, and cosmetic products. The brand was originated in 2012, and since then, it is a rapidly growing brand and has become the first choice of many Indian women.
 - Nykaa has created various beautiful shades of lipsticks at very affordable prices. The qualities of lipsticks are lovely and also long-lasting. The brand uses high technology in producing its products.

It is one of the most selling lipstick brands in India, and you can also purchase the beautiful shade of Nykaa lipstick from its online website.

Best selling lipsticks of Nykaa are:

- Nykaa matte to last! Liquid lipstick – 600rs.
- Nykaa so matte lipstick collection –400rs.
- Nykaa matte – ilicious crayon Lipstick –700rs.
 - 6. Lotus
 - Lotus is one of the favorite brands of Indian women. It produces exclusive ranges of beauty products. It has earned a great name in the Indian market for its best quality product.
 - Lotus herbal offers natural products. The company was initiated in 1993. It provides varieties of Lipstick ranges for every woman. Some of its lipstick range consists of jojoba and aloe vera extract.

It offers various shades of lipsticks that provide moisture to your lips and keeps your lips hydrating. These lipsticks are 100% natural and vegan and don't consist of harmful preservatives.

Lotus is one of the brands that is a must to have in your makeup box. The lotus lipsticks are affordable and readily available in cosmetic stores.

Best selling lipstick ranges of Lotus herbal are:

- Lotus herbals pure color lip color –285rs.
- Lotus herbal eco stay lip color –585rs.

7. Avon

Avon is the most popular brand in India, which is officially a brand of Britain. It offers excellent ranges of Lipstick ranges varied in colors and textures. The brand supports the cause of breast cancer and domestic violence.

The brand has established its name in India for offering one of the best quality lipsticks, and that is not harmful to lips. It gives nourishment and moisture to your lips. It uses some latest technology in manufacturing lipsticks.

Avon is known for providing highly innovative products at affordable ranges. It offers various shades of matte lipsticks that are long-lasting and allows moisture to the lips, and Lipstick doesn't crack and fade away quickly.

Avon lipstick is a must in your makeup box, and you can purchase it from any of the cosmetic shops.

Some best selling lipsticks by Avon are:

- Avon true color perfectly matte Lipstick –480rs.
- Avon ultra color ignite lipstick –350rs.
- Avon true color hydrating lip color

8.LA Girl

LA Girl is one of the best Lipstick brands that offer excellent ranges of luxurious lipsticks at affordable prices. Initially, it is an American brand that was initiated in 1985 with the tagline Beauty for all. Hence it relies on its tagline and presents a wide range of lipsticks for every woman from matte to metallic.

The brand produces high-quality products that have cleared all the stages of quality standards. The shades of lipsticks are very innovative and give you a glamorous look. Its matte flat velvet lipsticks consist of shea butter that hydrates lips and makes your life soft and shiny.

The lipsticks are long-lasting and remain all day long—every range of lipstick consists of premium quality of the product that doesn't harm your lips.

You must try LA Girl lipsticks to enhance your features. These are readily available in cosmetic shops and online stores.

Best selling lipstick of LA girl is:

- LA Girl metal liquid lipstick –₹575rsLA Girl matte flat velvet lipstick –₹550rs.

9. MyGlamm

MyGlamm lipstick brand has created it's a remarkable presence in India for providing high ranges of lipsticks. The shades are amazing and consist of high-quality products. It doesn't make your lips dry and gives moisture. MyGlamm lipstick is one of the best options to have in your vanity box. It is made from high technology but is very affordable.

It doesn't harm any animal during its productions. It is one of the best lipstick brands in India that offers premium lipsticks for every woman. The MyGlamm lipsticks are available in online shops or can also purchase from cosmetic stores.

Some of the best selling MyGlamm lipsticks are:

- LIT Liquid matte lipstick –rs.395
- K.play flavoured Lipstick –rs.445

10. Rimmel

Another best lipstick brand in India but across the globe, is Rimmel. Originally, it is a British brand that was initially established as a perfumery brand, but as it grew, it expanded its business into cosmetics. It offers one of the best ranges of cosmetic products, and one of them is Lipstick.

Talking about the Lipsticks of Rimmel, they are great and come in various beautiful shades and colors. The brand highly believes in innovation and keeps experimenting in its shades. The creamy and smooth texture of these lipsticks gives you a sensual look.

The lipsticks are long-lasting and give you a dam bold look. It suits every personality and adds charms to your beauty. You must have Rimmel lipstick in your makeup products. These are affordable and are readily available in online stores.

Some of the best Rimmel lipsticks are:

- Rimmel lasting finish lipstick
- Rimmel moisture renew Lipstick
- RimmelAlocalipsLip lacquer

Global Market

Overview

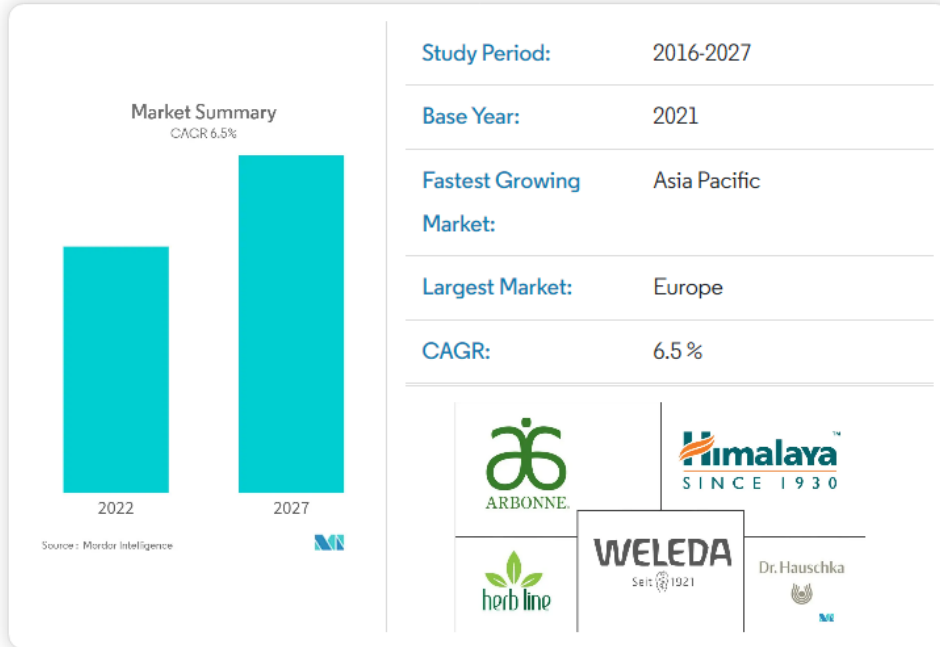
The global lipstick market size was valued at USD 11.5 billion in 2018. Rising consciousness regarding personal grooming and appearance among young female consumers across the world is expected to be one of the key drivers. Furthermore, increasing purchasing power of the women population due to rising female workforce is expected to fuel the product's demand in the near future.

Source: www.grandviewresearch.com

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Rising health consciousness among the consumers and awareness about the benefits of organic cosmetics are fueling the demand for natural and organic lip color products. Presence of high anti-oxidant in natural and organic products helps in repairing skin cell's damage. This beneficial feature is expected to prompt the product's consumption in the near future. Companies including Antipodes and Origins Natural Resources, Inc. launched natural and flower based lip colors in 2018.

Market Snapshot



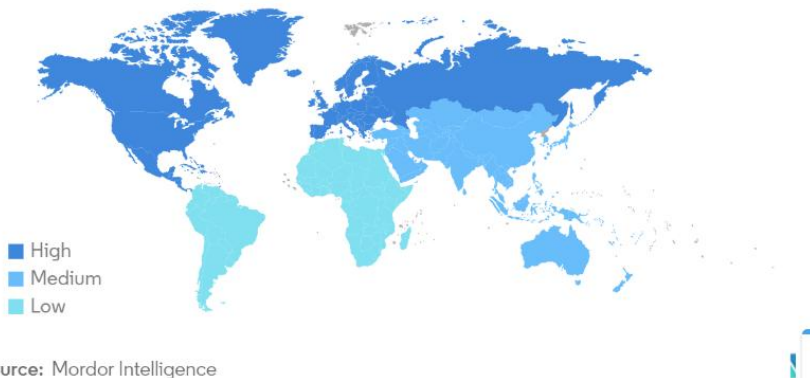
Over the past few years, lip powder has gained significant popularity over the world. The matte finish and lightweight features of this product have been driving the market. Presence of coconut oil, glycerin, and vitamin E that hydrates skin is a key factor driving the product demand. Furthermore, it stays longer than conventional lipsticks.

Consumers are interested in experimenting with new colors and texture of lip color. The trend of colors varies with region and skin tones. In the western regions such as North America and Europe, the imperfect finish lip colors, which almost smudges into the lip line are getting popular. Similarly, some of the colors including pink, peach, and nude have been witnessing significant demand across the world.

Applicator Insights

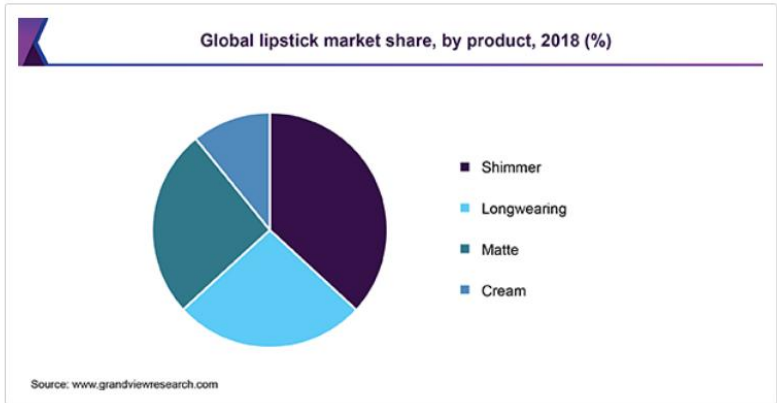
Based on the applicator, the tube/stick applicator segment dominated the market in 2018, accounting for 60.9% of the global revenue. Consumer prefers this applicator due to its easy application and easy convenient carry features. On the other hand, the liquid segment is projected to register the fastest CAGR of 7.9% from 2019 to 2025. Growing trend of matte finish and glitter finish product has been accelerating the growth of the liquid lipstick market.

Herbal Beauty Products Market, Market Size (%), By Geography, Global, 2021



A large number of products are introduced in the liquid form as it is well suited for the matte and glitter lip colors. For instance, in July 2018, Lakmé Cosmetics launched Matte Melt Liquid Lip Color in various shades including peach rose, mulberry feast, red smoke, firestarter red, and vintage pink. Similarly, in December 2018, Zara launched its new collection of matte liquid lip colors. This product line has a velvety texture, which prevents the lip

from drying.



Matte lip color is expected to expand at the fastest CAGR of 7.9% from 2019 to 2025. Over the past few years, the matte finish products have witnessed remarkable popularity among the consumers across the globe. Consumer preference is shifting towards these dry lip colors owing to their long-lasting and natural look properties. Key players have introduced a wide variety of matte finished products, considering this trend. In October 2018, MAC Cosmetics launched matte Powder Kiss lipsticks in different shades. This weightless product has a powdery-matte finish that moisturizes lip.

Regional Insights

As of 2018, Europe dominated the market, accounting for 31.0% of the global revenue. U.K., Germany, France, Italy, Poland, and Spain are the prominent markets of this region. Shifting consumer preference towards organic lip colors due to growing concerns over harmful effects of chemical-based cosmetics is a key driving factor. Furthermore, demand for lip colors among youth consumers is rising in this region in order to get a trendy and fashionable look.

Asia Pacific is expected to register the fastest CAGR of 11.0% from 2019 to 2025. Rapid urbanization in the developing countries including China, India, Malaysia, and Taiwan has been fueling the demand for luxury personal care product over the region. Growing penetration of global brands is expected to affect the market growth positively in the near future. Furthermore, innovative and attractive packaging is anticipated to expand the consumer base of the market in this region.



Key Companies & Market Share Insights

Key manufacturers include L'Oréal S.A.; Shiseido Company, Limited; The Estée Lauder Companies Inc.; Coty, Inc.; Revlon, Inc.; Avon Products, Inc.; AmorePacific Corporation; Oriflame Holding AG; Chanel S.A.; and Christian Dior SE. The producers are focusing on strategic mergers and acquisitions, product development, and innovative packaging to expand their business.

For instance, in August 2016, L'Oréal S.A. acquired IT Cosmetics, LLC, a U.S. based producer of makeup and skincare product. This acquisition has expanded the product portfolio of the Luxe Division of L'Oréal. In addition, June 2016, AXILONE USA, a cosmetics packaging solution provider, introduced an innovative environmentally friendly lipstick case made with bamboo.

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