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(54) Titre : PRODUIT DE MAQUILLAGE LYOPHILISE, COMPOSITIONS ET PROCEDE DE FABRICATION CORRESPONDANTS

(54) Title: FREEZE-DRIED MAKE-UP PRODUCT, CORRESPONDING COMPOSITIONS AND METHOD FOR MAKING SAME

(57) Abrégé/Abstract:
The invention concerns a base composition for make-up capable of being freeze-dried to form a make-up product comprising: an emulsion of a fatty phase and an aqueous phase; fillers mainly insoluble; dispersing agents, in sufficient amount to ensure dispersion of the fillers in the emulsion and formation, after being freeze-dried, of a network of cavities capable of trapping the fillers, said composition comprising a proportion of fillers not less than 50 wt. %. The invention is applicable in cosmetology and make-up.

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**(54) Title:** FREEZE-DRIED MAKE-UP PRODUCT, CORRESPONDING COMPOSITIONS AND METHOD FOR MAKING SAME

**(54) Titre :** PRODUIT DE MAQUILLAGE LYOPHILISE, COMPOSITIONS ET PROCEDE DE FABRICATION CORRESPONDANTS

**(57) Abstract:** The invention concerns a base composition for make-up capable of being freeze-dried to form a make-up product comprising: an emulsion of a fatty phase and an aqueous phase; fillers mainly insoluble; dispersing agents, in sufficient amount to ensure dispersion of the fillers in the emulsion and formation, after being freeze-dried, of a network of cavities capable of trapping the fillers, said composition comprising a proportion of fillers not less than 50 wt. %. The invention is applicable in cosmetology and make-up.

**(57) Abrégé :** L'invention concerne une composition de base pour le maquillage apte à être lyophilisée pour former un produit de maquillage comprenant: une émulsion d'une phase grasse et d'une phase aqueuse; des charges majoritairement insolubles; des agents dispersants, en quantité suffisante pour assurer la dispersion des charges dans l'émulsion et former, après lyophilisation, un réseau de cavités aptes à piéger les charges; ladite composition comportant une proportion de charges supérieure ou égale à 50 % en poids. Cosmétologie et maquillage.

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# FREEZE-DRIED MAKE-UP PRODUCT, CORRESPONDING COMPOSITIONS AND METHOD FOR MAKING SAME

## TECHNICAL FIELD

This invention relates to the general technical field of makeup products, obtained from an emulsion of an oily phase and an aqueous phase comprising insoluble fillers in suspension intended, for example, to produce an optical, texturing or colouring effect.

This invention relates more particularly to a base composition for makeup.

This invention also relates to an intermediate composition for makeup, derived form the base composition.

This invention also relates to a makeup product.

This invention also relates to a manufacturing method for a makeup product.

This invention also relates to a new use for dispersing agents within a makeup product.

## PRIOR ART

The use of emulsions is already known, for example of an oily phase and an aqueous phase, for compounding cosmetic products intended to be applied to the skin. Thus, active principles such as anti-oxidizing agents, vitamins or pigments are incorporated in these emulsions. The emulsified form generally makes it possible to promote the homogeneous distribution of the active principles and the pigments.

Nevertheless, known emulsions present several disadvantages, derived in particular from their chemical instability. In particular, the emulsions are strongly oxidisable and often prove difficult to store.

In order to overcome these disadvantages, it is known, in particular from document WO-01/82886, to compound lyophilised cosmetic compositions, more stable than traditional emulsions, and intended to be applied to the skin after re-hydration.

It is also known to use compacted makeup powders, formed from a mixture of powders with an oily binder and formed, for example, by compression. Known compacted powders generally have storage properties superior to those of the emulsions, but also suffer from several disadvantages.

In particular, it is not possible, with traditional compacted powders, to manufacture products presenting a high percentage of insoluble fillers, and in particular pigments or mothers of pearl.

Thus, when the percentage of pigments or mothers of pearl increases within the product, its manufacture and compaction become complicated, indeed impossible, to carry out on an industrial scale, taking account of the requirements for quality and productivity. In addition, the known compacted powders are generally brittle and often present poor resistance to shocks, in particular when the level of fillers incorporated is greater than 40%.

## PRESENTATION OF THE INVENTION

The objects assigned to the invention are consequently aimed at remedying the various disadvantages enumerated previously and at proposing a new composition, in particular for the base, comprising predominantly insoluble fillers, which will make it possible to obtain a makeup product which, while present a high making-up power, is stable over time, unitary and resistant on the mechanical plane.

Another object of the invention is aimed at proposing a new base composition making it possible to obtain a makeup product

comprising a high proportion of insoluble fillers while presenting good dimensional and structural stability as well as good resistance to shocks.

Another object of the invention is aimed at proposing a new base composition making it possible to obtain a makeup product that is not oily to the touch.

Another object of the invention is aimed at proposing a new base composition making it possible to obtain a makeup product that can be used dry or after re-hydration.

Another object of the invention is aimed at proposing a new base composition making it possible to obtain a makeup product presenting a very good hold on the skin while being easy to remove, without necessitating a special solvent other than water.

The objects assigned to the invention are also aimed at proposing a new intermediate composition, derived from the base composition, intended to facilitate the manufacture and forming, by lyophilisation, of a makeup product.

The objects assigned to the invention are also aimed at proposing a new lyophilised makeup product which, while presenting a high making-up power, is particularly stable over time, unitary and non-brittle.

Another object of the invention is aimed at proposing a new makeup product comprising a high proportion of incorporated insoluble fillers while presenting good mechanical resistance, in particular to shocks.

Another object of the invention is aimed at proposing a new makeup product the density of which will be particularly low.

The objects assigned to the invention are also aimed at proposing a new manufacturing method for a makeup product with a base of predominantly insoluble fillers making it possible to obtain a product which, while presenting a high making-up power,

is stable over time, unitary, non-brittle and presents good properties of mechanical resistance.

The objects assigned to the invention are achieved by means of a base composition for makeup suitable for being lyophilised in order to form a makeup product comprising:

- an emulsion of an oily phase and an aqueous phase,
- predominantly insoluble fillers,
- dispersing agents, in a quantity sufficient to ensure dispersion of the fillers in the emulsion and form, after lyophilisation, a network of cavities suitable for trapping the fillers,

said composition comprising a proportion of fillers greater than or equal to 50% by weight.

The objects assigned to the invention are also achieved by means of an intermediate composition for the makeup suitable for being lyophilised to form a makeup product and comprising a mixture including:

- the base composition according to the invention, at least as described previously,
- a quantity of water sufficient for the proportion of water in the intermediate composition to be greater than 50% by weight and preferably greater than 60% by weight.

The objects assigned to the invention are also achieved by means of a lyophilised makeup product obtained by lyophilisation of the base composition or of the intermediate composition according to the invention, at least as described previously.

The objects assigned to the invention are also achieved by means of a manufacturing process for a lyophilised makeup product comprising:

- a step (a) for preparation of a base composition, or of an intermediate composition obtained by dilution of the base composition, said base composition comprising an emulsion of an

aqueous phase and an oily phase as well as predominantly insoluble fillers in suspension in the emulsion, said composition comprising a proportion of fillers greater than or equal to 50% by weight,

- a step (b) for lyophilisation of the base composition or of the intermediate composition,

said step (a) comprising a sub-step for incorporation of dispersing agents in the emulsion in a quantity sufficient to form, during lyophilisation step (b), a network of cavities suitable for trapping the fillers.

## BEST WAY OF REALISING THE INVENTION

Other advantages and objects of the invention will appear in more detail upon reading of the description that follows.

The base composition in accordance with the invention is intended to be lyophilised to form a lyophilised makeup product such as eye shadow, blush, lipstick or foundation, intended, for example, for makeup of the face and/or body.

According to the invention, the base composition comprises an emulsion of two immiscible phases, and more precisely an emulsion of an oily phase and an aqueous phase.

The base composition also comprises predominantly insoluble fillers.

The expression *"predominantly insoluble fillers"* designates fillers, i.e. particles that are colourless or coloured, inorganic or organic, natural or synthetic, forming a pulverulent phase, and which are either entirely insoluble, or partially soluble in the emulsion, the soluble part of the fillers being in the minority with respect to the insoluble part, in the majority. Particles such as lacquers, for example, may be involved, formed from a supporting means on which a dye is deposited, the dye being capable of dissolving at least

partially in one of the phases of the emulsion, namely the oily phase and/or the aqueous phase, and the supporting means being insoluble.

The predominantly insoluble fillers are advantageously chosen from one or more of the following groups:

- inorganic or organic pigments, natural or synthetic, and/or
- lacquers, and/or
- nacreous particles, and/or
- fillers with a texturing effect, and/or
- fillers with an optical effect.

The inorganic or organic synthetic pigments or the natural pigments advantageously constitute a coloured pulverulent phase and can be chosen from the following list of compounds: chromium oxides, ferric ferrocyanides, guaiazulene, iron oxides, ultramarines, azurite, malachite, lazurite, manganese violets, titanium oxides, zinc oxides, plant black, azo group pigments (D&C red 34, etc.), graphite, and/or hydrophilic or hydrophobic coloured fibres, of synthetic or natural origin, inorganic or organic. These fibres may also be long, short, unitary or organised, and their cross-section may be circular or polygonal.

Such pigments make it possible to obtain a decorative makeup for the face and/or body.

The lacquers, used as fillers, are advantageously pigmentary colouring substances obtained from water-soluble or lipid-soluble dyes by adsorption on an inert inorganic supporting medium, such as alumina hydrate, or on a mordant, i.e. a substance (such as a fibre) used to fix the dye.

The water-soluble dyes mentioned above can be formed from natural or synthetic dyes chosen preferably from the following compounds: annatto, hypoxanthine, caramel, carotenoids, pastel blue, carmine, garance red, garance orange, Brazilwood red,

logwood violet, goldenrod yellow, dyer's weed yellow, cosmos orange, buckthorn orange, capsanthin, capsorubin, henna, chlorophyll green, tannin black, extract of crocus sativus flower, extract of coptis chinensis rhizome, extract of vitis vinifera juice, curry plant seed, gardenia florida extract, tannin beige, tropical indigo blue, nitro group dyes (ex: D&C Yellow 7), azo group dyes, xanthene group dyes, quinoline group dyes, anthroquinone group dyes, indigoid group dyes, and/or phthalocyanine group dyes.

Advantageously, the nacreous particles (also called mothers of pearl) are formed from insoluble particles, coloured or not, intended to provide highlights and iridescence. The nacreous particles are thus preferentially chosen from the following particles: bismuth oxychloride, metallic particles (bronze powder, aluminium powder, copper powder), guanine, silver, gold, natural or synthetic mica (fluorphlogopite) with single or multiple coatings (titanium dioxide, metallic oxides, organic pigments, dyes), borosilicates with single or multiple coatings, silica with single or multiple coatings, metallic particles with single or multiple coatings, iron oxides with single or multiple coatings, silicas with single or multiple coatings, decorative coloured glitter specks made of polyester or aluminium epoxy of various shapes, and/or liquid crystals.

The fillers with a texturing effect are preferably uncoloured and used as texture agents. These fillers may be either of natural (plant or inorganic) or synthetic origin. As insoluble fillers with texturing effect, the following substances may thus be cited: talc, mica, biotite, acrylate copolymers, clay, kaolin, boron nitride, polymethylmethacrylate, polyurethane, bentonite, modified or not, chalk, amethyst powder, alumina, barium sulphate, silica, modified or not, diamond powder, glass beads, hectorite, hydroxyapatite, calcite,

dolomite, diatoms, hydrophobic silica, loess, fluorphlogopite, magnesium aluminium hydroxide carbonate, magnesium aluminium zinc hydroxide carbonate, magnesium nitrate, magnesium oxide, magnesium and potassium fluorosilicate, magnesium and sodium fluorosilicate, magnesium potassium silicon fluoride hydroxide oxide, montmorillonite, Moroccan lava clay, mother of pearl, silk powder, opal powder, perfluoroalkylsilyl mica, quartz, phonolite, hectorite, modified or not, rhodochrosite, ruby powder, sand, sapphire powder, schist extract, zeolite, smithsonite, topaz powder, tourmaline powder, zirconium powder, volcanic powders (cinders, stone, sand), borosilicate, alumina hydrate, calcium carbonate, calcium sulphate, magnesium carbonate, silicone powders, cellulose powder, starch powder, modified or not, nylon 6, nylon 6/12, nylon 11, nylon 12, nylon 66, polymethylsilsesquioxane, amylodextrin, oat flour, soy flour, bamboo powders, mother of pearl powder, rice powder, PTFE, polyethylene, rayon, wheat flour, wood powders, corn flour, fruit zest powders, dextrins, cyclodextrins, maltodextrins, hydrophilic or hydrophobic uncoloured fibres, of synthetic or natural origin, inorganic or organic, these fibres capable of being long, short, unitary or organised and their cross-section can be circular or polygonal, and/or dendritic polymers, HDI/trimethylol hexylactone crosspolymer, and/or calcium sodium phosphosilicate and mica (Bioglass).

The fillers with optical effect are preferentially chosen for their optical properties and are preferentially chosen from the list of the following substances: pigments with optical effects (light-diffusing soft focus pigments), photosensitive pigments, thermochromic pigments, photochromic pigments, optical brightening agents and/or pH sensitive pigments.

Preferentially, the oily phase constitutes the dispersed phase of the emulsion, and is presented in the form of drops,

whereas the aqueous phase constitutes the continuous phase. It may thus be a matter of an emulsion of an oil in water. It is quite obviously conceivable, without leaving the framework of the invention, that the emulsion may be formed by an emulsion of water in an oil, the water then forming the dispersed phase and the oil the continuous phase of the emulsion.

Moreover, without leaving the framework of the invention, it is also conceivable to construct an emulsion of silicone (oily phase) in water or of water in silicone, the water and silicone being capable of forming, respectively, either the dispersed phase or the continuous phase.

According to an essential characteristic of the invention, the base composition also comprises dispersing agents in a quantity sufficient to ensure, on the one hand, the dispersion of the predominantly insoluble fillers in the emulsion and, on the other hand, to form, after lyophilisation, a network of cavities suitable for trapping and imprisoning the fillers.

The dispersing agents are advantageously chosen for their capacity to interact with the fillers, on the one hand to avoid their agglomeration and thus obtain a base composition and a final product the most homogeneous possible, and on the other hand for their capacity to form, in lyophilised form, a network capable of trapping the fillers within cavities.

Preferentially, the dispersing agents are formed from hydrocolloids, i.e. colloids soluble in water, chosen for their high dispersing power, in particular with respect to the fillers.

The hydrocolloids are preferably chosen from polyacrylamide isoparaffin laureth-7 (Sepigel®), and/or the silicate of aluminium and magnesium (Veegum®), and/or xanthan gum.

Even more preferentially, the hydrocolloids are formed predominantly by the silicate of magnesium and aluminium.

In order to obtain a lyophilised product presenting a network of cavities sufficient in number to trap the fillers, the weight ratio of concentration between the dispersing agents and the fillers ([dispersing agents]/[fillers]) is preferentially between 0.01 and 0.5 and even more preferentially between 0.01 and 0.1.

The fillers, thus imprisoned within the cavities, are progressively released as the hydration of the product, and in particular the superficial layers of the product, proceeds. Thus, the product constitutes a porous structure capable, by means of the network of cavities, of being easily re-hydrated. The fillers can also be progressively released during direct application of the product to the skin. The lyophilised cosmetic product thus obtained is particularly stable and does not present a fragile and brittle character, and this even for high proportions of fillers.

Advantageously, the cavities formed serve also to trap the oily phase and the weight ratio of concentration between the dispersing agents and the oily phase ([dispersing agents]/[oily phase]) is advantageously between 0.01 and 1, and preferably between 0.2 and 0.5, and even more preferentially between 0.2 and 0.4. The imprisonment of the oily phase within the cavities thus makes it possible to obtain a lyophilised makeup product in the form of a dry emulsion, non-oily to the touch and very pleasant to use.

Advantageously, the weight ratio of concentration between the oily phase and the fillers ([oily phase]/[fillers]) is between 0.1 and 3.5, preferably between 0.1 and 1 and even more preferentially between 0.1 and 0.5. Thus, contrary to traditional formulations (emulsions or compacted powders), the lyophilised makeup product in accordance with the invention advantageously presents a proportion of predominantly insoluble

fillers greater than the proportion of oily phase, while preserving a stable and non-brittle character.

For the emulsions of an oily phase in an aqueous phase, for which the oily phase constitutes the dispersed phase and the aqueous phase constitutes the continuous phase, the proportion of oily phase in the base composition is preferentially less than 20% by weight, still more preferentially less than 10% by weight, in particular for the eye shadow and blush applications. The lyophilised makeup product in accordance with the invention advantageously comprises a proportion of oily phase less than 40% by weight, preferentially less than 30% by weight and even more preferentially less than 15% by weight. The low percentage of oily phase makes possible rapid removal of the product, for example by cleaning the skin with a simple cotton ball soaked with water.

According to a particularly advantageous characteristic of the invention, the base composition comprises a proportion of fillers appreciably greater than or equal to 50% by weight, and even more preferentially appreciably greater than or equal to 60% by weight, a proportion of fillers appreciably greater than or equal to 65% by weight also giving excellent results. This large proportion of fillers in the base composition makes it possible to obtain a lyophilised makeup product presenting a very large proportion of fillers by comparison to traditional formulations such as emulsions or compacted powders, and therefore a high making-up power.

According to another advantageous characteristic of the invention, the base composition comprises a proportion of water less than 50% by weight and preferably less than 40% by weight. The base composition thus takes on the appearance of a thick paste, compact and non-fluid, unstructured and not smooth, presenting in the form of aggregates.

According to still another advantageous characteristic of the invention, the base composition also comprises at least one active principle chosen from one or more of the following groups:

- self-tanning agent,
- anti-UVA and anti-UVB sun screens and filters,
- anti-free radical agent,
- bleaching agent,
- hydrating agent,
- treating agent.

The auto-tanning agents may include dihydroxyacetone and/or erythrulose.

The sun screens and filters are preferentially chosen from the following substances: screens (micronized titanium dioxides, micronized zinc oxides), chemical filters (para-aminobenzoic acid (PABA)), cinnamic esters, salicylates, benzimidazole derivatives, etc.) and/or filtering molecules of natural origin. The anti-free radical agents are preferentially chosen from the list of the following compounds: flavonoids, polyphenols, procyanidolic oligomers, lycopene, carotenoids, vitamin E, and/or vitamin C. The bleaching agents are preferentially formed from derivatives of vitamin C or plant extracts.

The hydrating agents are preferentially chosen from the following compounds: humectants (glycerol, sorbitol, lactic acid, lactates, alpha-hydroxyacids, etc.), components of the NMF (Natural Moisturising Factor) (urea, sodium pyrrolidone carboxylate, amino acids, sugars), hydrophilic film-forming agents (hyaluronic acid, glycosaminoglycans, substantive polymers), and/or hydrophobic film-forming agents (duplicate of the epidermal lipids).

The treating agents are preferentially chosen from the list of the following substances: trace elements, lipid-soluble and water-soluble vitamins, plant extracts, minerals, extracts

obtained by biotechnology, synthetic actives, macromolecules, nonsaponifiable matter, essential oily acids, micro-circulation activators, agents regulating sebaceous function, soothers. The active principles thus make it possible to obtain a makeup product that is not only decorative but also treating, solar and/or concealing for the face and/or body.

The base composition and the lyophilised makeup product in accordance with the invention can also comprise any type of adjuvant known, used for cosmetic or makeup applications. Several examples of formulations of the base composition will now be described for applications as eye shadow, blush, foundation and lipstick.

Example 1: Lyophilised base composition for eye shadow or blush

A base composition for makeup that is suitable for being lyophilised to form a lyophilised makeup product intended for application to the skin as eye shadow or blush is realised.

A first variant of realisation of this base composition is described in Table 1 below, wherein:

- components No. 7 to 10 form the oily phase of the emulsion,
- components No. 11, 12, 14 and 16 to 19 form the predominantly insoluble fillers in the emulsion,
- components No. 6, 13 and 15 form dispersing agents and more precisely hydrocolloids.

The term "INCI," mentioned in Table 1, refers to International Nomenclature of Cosmetic Ingredients.

TABLE 1

| No. | INCI NAMES | % by Weight |
|---|---|---|
| 1 | WATER | 35.60 |

| | | |
|---|---|---|
| 2 | BUTYLENE GLYCOL (solvent) | 1.00 |
| 3 | METHYLPARABEN (preservative) | 0.19 |
| 4 | PROPYLPARABEN (preservative) | 0.19 |
| 5 | BUTYLPARABEN (preservative) | 0.19 |
| 6 | XANTHAN GUM (hydrocolloid) | 1.00 |
| 7 | SORBITAN STEARATE (oily phase) | 1.25 |
| 8 | CAPRYLIC/CAPRIC TRIGLYCERIDE (oily phase) | 2.00 |
| 9 | DIPENTAERYTHRITYL HEXAHYDROXYSTEARATE/HEXASTEARATE/HEXAROSINATE (oily phase) | 1.65 |
| 10 | OCTYLDODECYL STEAROYL STEARATE (oily phase) | 3.20 |
| 11 | ZEA MAYS STARCH (filler) | 2.00 |
| 12 | ALUMINIUM STARCH OCTENYLSUCCINATE (filler) | 2.00 |
| 13 | POLYACRYLAMIDE AND ISOPARAFFIN AND LAURETH-7 (hydrocolloid) | 2.00 |
| 14 | TALC (filler) | 0.80 |
| 15 | MAGNESIUM ALUMINIUM SILICATE (hydrocolloid) | 5.00 |
| 16 | MICA (filler) | 0.50 |
| 17 | NYLON-12 (filler) | 1.00 |
| 18 | SILICA as silica beads (filler) | 0.20 |
| 19 | MICA/IRON OXIDE/TITANIUM DIOXIDE (filler (mother of pearl)) | 40.23 |

Particularly advantageously, the weight ratio of concentration between the hydrocolloids and the fillers ([hydrocolloids]/[fillers]) is equal to 0.17 for this formulation.

The weight ratio of concentration between the hydrocolloids and the oily phase ([hydrocolloids]/[oily phase]) is equal to 0.99 and the weight ratio of concentration between the oily phase and the fillers ([oily phase]/[fillers]) is equal to 0.17.

A second preferential variant of realisation of this base composition for eye shadow or blush is described in Table 2 below, in which the same ingredients are found as in Table 1, but in different proportions.

TABLE 2

| No. | INCI NAMES | % by Weight |
|---|---|---|
| 1 | WATER | 35.60 |
| 2 | BUTYLENE GLYCOL (solvent) | 1.00 |
| 3 | METHYLPARABEN (preservative) | 0.19 |
| 4 | PROPYLPARABEN (preservative) | 0.19 |
| 5 | BUTYLPARABEN (preservative) | 0.19 |
| 6 | XANTHAN GUM (hydrocolloid) | 0.03 |
| 7 | SORBITAN STEARATE (oily phase) | 1.25 |
| 8 | CAPRYLIC/CAPRIC TRIGLYCERIDE (oily phase) | 2.00 |
| 9 | DIPENTAERYTHRITYL HEXAHYDROXYSTEARATE/HEXASTEARATE/HEXAROSINATE (oily phase) | 1.65 |
| 10 | OCTYLDODECYL STEAROYL STEARATE (oily phase) | 3.20 |
| 11 | ZEA MAYS STARCH (filler) | 2.00 |
| 12 | ALUMINIUM STARCH OCTENYLSUCCINATE (filler) | 2.00 |
| 13 | POLYACRYLAMIDE AND ISOPARAFFIN AND LAURETH-7 (hydrocolloid) | 0.80 |
| 14 | TALC (filler) | 2.70 |
| 15 | MAGNESIUM ALUMINIUM SILICATE (hydrocolloid) | 2.00 |
| 16 | MICA (filler) | 2.50 |
| 17 | NYLON-12 (filler) | 1.00 |
| 18 | SILICA as silica beads (filler) | 0.20 |
| 19 | MICA/IRON OXIDE/TITANIUM DIOXIDE (filler (mother of pearl)) | 41.50 |

In particular, the weight ratio of concentration between the hydrocolloids and the fillers ([hydrocolloids]/[fillers]) is equal to 0.05 for this formulation.

The weight ratio of concentration between the hydrocolloids and the oily phase ([hydrocolloids]/[oily phase]) is equal to 0.35 and the weight ratio of concentration between the oily phase and the fillers ([oily phase]/[fillers]) is equal to 0.15.

This base composition thus makes it possible to obtain, after removal of the water by lyophilisation, a lyophilised makeup product (eye shadow or blush) comprising a percentage of mothers of pearl greater than 65% and a percentage of fillers (including the mothers of pearl and the fillers with a texturing effect such as talc or mica) greater than 70% and up to 80% for the second variant of realisation. The percentage of oily phase in the finished product is, in addition, preferentially less than 20%, and even more preferentially less than 15%.

For the makeup products such as blush or eye shadow, the weight ratio between the hydrocolloids (dispersing agents) and the fillers ([hydrocolloids]/[fillers]) will preferably be between 0.01 and 0.2 and even more preferentially between 0.01 and 0.1, while the weight ratio of concentration between the hydrocolloids and the oily phase ([hydrocolloids]/[oily phase]) will preferentially be between 0.2 and 1 and even more preferentially between 0.2 and 0.5, the weight ratio of concentration between the oily phase and the fillers ([oily phase]/[fillers]) being preferentially between 0.1 and 0.2.

The compositions for eye shadow or blush may also comprise active principles such as those set forth previously, without leaving the framework of the invention.

Example 2: basic composition for foundation cream

A basic composition designed to be lyophilised is made in order to obtain a lyophilised makeup product for use as foundation cream.

One first variant of this basic composition for lyophilised foundation cream is described in table 3 below, in which are to be found substantially the same constituents as in examples 1 or 2 but in different proportions.

In particular, the proportion of the constituent 18, formed by the mother of pearl particles, is lower in the foundation cream than in the eye shadow and the proportion of the oily phase is on the contrary substantially higher in the foundation cream with respect to the eye shadow.

TABLE 3

| N° | INCI NAMES | % IN WEIGHT |
|---|---|---|
| 1 | WATER | 51.73 |
| 2 | BUTYLENE GLYCOL (solvent) | 0.72 |
| 3 | METHYLPARABEN (preservative) | 0.15 |
| 4 | PROPYLPARABEN (preservative) | 0.15 |
| 5 | BUTYLPARABEN (preservative) | 0.15 |
| 6 | XANTHAN GUM (hydrocolloid) | 1.00 |
| 7 | SORBITAN STEARATE (oily phase) | 5.00 |
| 8 | CAPRYLIC / CAPRIC TRIGLYCERIDE (oily phase) | 10.00 |
| 9 | DIPENTAERYTHRITYL HEXAHYDROXYSTEARATE / HEXASTEARATE / HEXAROSINATE | 5.00 |
| 10 | OCTYLDODECYL STEAROYL STEARATE | 10.00 |
| 11 | ZEA MAYS STARCH (filler) | 1.00 |

| | | |
|---|---|---|
| 12 | ALUMINIUM STARCH OCTENYLSUCCINATE (filler) | 1.00 |
| 13 | POLYACRYLAMIDE AND ISOPARAFFIN AND LAURETH-7 (hydrocolloid) | 4.00 |
| 14 | TALC (filler) | 1.00 |
| 15 | MAGNESIUM ALUMINIUM SILICATE (hydrocolloid) | 0.10 |
| 16 | MICA (filler) | 0.50 |
| 17 | NYLON-12 (filler) | 0.50 |
| 18 | SILICE as silica beads (filler) | 2.00 |
| 19 | MICA / IRON OXIDE / TITANIUM OXIDE (fillers) (mother of pearl) | 6.00 |

For this first variant, the proportion by weight of the concentration between the hydrocolloids and the oily phase ([hydrocolloids]/[oily phase]) is around 0.17.

The proportion by weight of the concentration between the hydrocolloids and the fillers ([hydrocolloids]/[fillers]) is around 0.41 and the proportion by weight of the concentration between the oily phase and the fillers ([oily phase]/[fillers]) is around 2.41.

A second variant of the preferred embodiment of this basic composition for foundation cream is described in table 4 below, where the same ingredients may be found as in table 3, but in different proportions.

TABLE 4

| N° | INCI NAMES | % IN WEIGHT |
|---|---|---|
| 1 | WATER | 49.00 |
| 2 | BUTYLENE GLYCOL (solvent) | 0.72 |

| | | |
|---|---|---|
| 3 | METHYLPARABEN (preservative) | 0.15 |
| 4 | PROPYLPARABEN (preservative) | 0.15 |
| 5 | BUTYLPARABEN (preservative) | 0.15 |
| 6 | XANTHAN GUM (hydrocolloid) | 0.03 |
| 7 | SORBITAN STEARATE (oily phase) | 2.00 |
| 8 | CAPRYLIC / CAPRIC TRIGLYCERIDE (oily phase) | 3.50 |
| 9 | DIPENTAERYTHRITYL HEXAHYDROXYSTEARATE / HEXASTEARATE / HEXAROSINATE | 3.50 |
| 10 | OCTYLDODECYL STEAROYL STEARATE | 5.00 |
| 11 | ZEA MAYS STARCH (filler) | 1.20 |
| 12 | ALUMINIUM STARCH OCTENYLSUCCINATE (filler) | 1.20 |
| 13 | POLYACRYLAMIDE AND ISOPARAFFIN AND LAURETH-7 (hydrocolloid) | 1.50 |
| 14 | TALC (filler) | 2.20 |
| 15 | MAGNESIUM ALUMINIUM SILICATE (hydrocolloid) | 2.80 |
| 16 | MICA (filler) | 3.50 |
| 17 | NYLON-12 (filler) | 1.40 |
| 18 | SILICE as silica beads (filler) | 2.00 |
| 19 | MICA / IRON OXIDE / TITANIUM OXIDE (fillers) (mother of pearl) | 20.00 |

In particular, the proportion by weight between the hydrocolloids and the fillers ([hydrocolloids]/[fillers]) is equal to 0.13 for this formulation.

The proportion by weight between the hydrocolloids and the oily phase ([hydrocolloids]/[oily phase]) is equal to 0.31 and

the proportion by weight between the hydrocolloids and the fillers ([hydrocolloids]/[fillers]) is equal to 0.44.

This basic composition for foundation cream thus permits, after elimination of the water by lyophilisation, a lyophilised makeup product (foundation cream) to be obtained comprising a percentage of fillers (including mother of pearl and texturing effect fillers such as talc or mica) that is greater than 20% and preferably greater than 60% and up to 62% for the second variant of the embodiment. The percentage of oily phase in the finished product is higher than in example 1, but preferably remains lower than 30%.

For foundation cream type makeup products, the proportion by weight between the hydrocolloids (dispersing agents) and the fillers ([hydrocolloids]/[fillers]) will preferably be between 0.01 and 0.5 and even more preferably between 0.01 and 0.2, whereas the proportion by weight of the concentration between the hydrocolloids and the oily phase ([hydrocolloids]/[oily phase]) will preferably be between 0.2 and 1 and even more preferably between 0.2 and 0.5, wherein the proportion by weight of the concentration between the oily phase and the fillers ([oily phase]/[fillers]) will preferably be between 0.1 and 3.5 and even more preferably between 0.1 and 1.

The compositions for foundation cream may also comprise active principles such as those mentioned previously, without this leaving the scope of the invention.

Example 3: Basic composition for lipstick

A basic composition designed to be lyophilised is made in order to obtain a lyophilised makeup product for use as lipstick.

One first variant of this basic composition is described in table 5 below, in which are to be found substantially the same

constituents as in examples 1 or 2 but in slightly different proportions.

In particular, the proportion of the oily phase in the basic composition of the lipstick is slightly higher than in the eye shadow described in example 1.

TABLE 5

| N° | INCI NAMES | % IN WEIGHT |
|---|---|---|
| 1 | WATER | 45.33 |
| 2 | BUTYLENE GLYCOL (solvent) | 0.60 |
| 3 | METHYLPARABEN (preservative) | 0.19 |
| 4 | PROPYLPARABEN (preservative) | 0.19 |
| 5 | BUTYLPARABEN (preservative) | 0.19 |
| 6 | XANTHAN GUM (hydrocolloid) | 1.00 |
| 7 | SORBITAN STEARATE (oily phase) | 2.00 |
| 8 | CAPRYLIC / CAPRIC TRIGLYCERIDE (oily phase) | 5.00 |
| 9 | DIPENTAERYTHRITYL HEXAHYDROXYSTEARATE / HEXASTEARATE / HEXAROSINATE (oily phase) | 5.00 |
| 10 | OCTYLDODECYL STEAROYL STEARATE (oily phase) | 10.00 |
| 11 | ZEA MAYS STARCH (filler) | 1.20 |
| 12 | ALUMONIUM STARCH OCTENYLSUCCINATE (filler) | 1.20 |
| 13 | POLYACRYLAMIDE AND ISOPARAFFIN AND LAURETH-7 (hydrocolloid) | 4.00 |
| 14 | TALC (filler) | 1.20 |
| 15 | MAGNESIUM ALUMINIUM SILICATE (hydrocolloid) | 5.00 |

| | | |
|---|---|---|
| 16 | MICA (filler) | 3.50 |
| 17 | NYLON-12 (filler) | 1.40 |
| 18 | SILICE silica beads type (filler) | 3.00 |
| 19 | MICA / IRON OXIDE / TITANIUM OXIDE (fillers) (mother of pearl) | 10.00 |

For this first variant, the proportion by weight of the concentration between the hydrocolloids and the oily phase ([hydrocolloids]/[oily phase]) is around 0.45.

The proportion by weight of the concentration between the hydrocolloids and the fillers ([hydrocolloids]/[fillers]) is around 0.45 and the proportion by weight of the concentration between the oily phase and the fillers ([oily phase]/[fillers]) is around 1.

A second variant of the preferred embodiment of this basic composition for lipstick is described in table 6 below, where the same ingredients may be found as in table 5, but in different proportions.

TABLE 6

| N° | INCI NAMES | % IN WEIGHT |
|---|---|---|
| 1 | WATER | 29.00 |
| 2 | BUTYLENE GLYCOL (solvent) | 0.60 |
| 3 | METHYLPARABEN (preservative) | 0.19 |
| 4 | PROPYLPARABEN (preservative) | 0.19 |
| 5 | BUTYLPARABEN (preservative) | 0.19 |
| 6 | XANTHAN GUM (hydrocolloid) | 0.03 |
| 7 | SORBITAN STEARATE (oily phase) | 2.00 |
| 8 | CAPRYLIC / CAPRIC TRIGLYCERIDE (oily phase) | 3.50 |

| | | |
|---|---|---|
| 9 | DIPENTAERYTHRITYL HEXAHYDROXYSTEARATE / HEXASTEARATE / HEXAROSINATE (oily phase) | 3.50 |
| 10 | OCTYLDODECYL STEAROYL STEARATE (oily phase) | 5.00 |
| 11 | ZEA MAYS STARCH (filler) | 1.20 |
| 12 | ALUMONIUM STARCH OCTENYLSUCCINATE (filler) | 1.20 |
| 13 | POLYACRYLAMIDE AND ISOPARAFFIN AND LAURETH-7 (hydrocolloid) | 1.50 |
| 14 | TALC (filler) | 1.20 |
| 15 | MAGNESIUM ALUMINIUM SILICATE (hydrocolloid) | 2.80 |
| 16 | MICA (filler) | 3.50 |
| 17 | NYLON-12 (filler) | 1.40 |
| 18 | SILICE as silica beads (filler) | 3.00 |
| 19 | MICA / IRON OXIDE / TITANIUM OXIDE (fillers) (mother of pearl) | 40.00 |

In particular, the proportion by weight between the hydrocolloids and the fillers ([hydrocolloids]/[fillers]) is equal to 0.08 for this formulation.

The proportion by weight between the hydrocolloids and the oily phase ([hydrocolloids]/[oily phase]) is equal to 0.31 and the proportion by weight between the hydrocolloids and the fillers ([hydrocolloids]/[fillers]) is equal to 0.27.

This basic composition for lipstick thus permits, after elimination of the water by lyophilisation, a lyophilised makeup product (lipstick) to be obtained comprising a percentage of fillers (including mother of pearl and texturing effect fillers such as talc or mica) that is greater than 40% and preferably

greater than 60% and up to 72% for the second variant of the embodiment. The percentage of oily phase in the finished product is higher than in example 1, but preferably remains lower than 40% and even more preferably lower than 25 - 30%.

For lipstick type makeup products, the proportion by weight between the hydrocolloids (dispersing agents) and the fillers ([hydrocolloids]/[fillers]) will preferably be between 0.01 and 0.5 and even more preferably between 0.01 and 0.2, whereas the proportion by weight of the concentration between the hydrocolloids and the oily phase ([hydrocolloids]/[oily phase]) will preferably be between 0.2 and 1 and even more preferably between 0.2 and 0.5, wherein the proportion by weight of the concentration between the oily phase and the fillers ([oily phase]/[fillers]) will preferably be between 0.1 and 3.5 and even more preferably between 0.1 and 1.

The compositions for lipstick may also comprise active principles such as those mentioned previously, without this leaving the scope of the invention.

The present invention also relates to an intermediate composition derived from the basic composition and capable of being lyophilised to form a makeup product and which comprises a mixture comprising the basic composition previously described and an adequate quantity of water so that the proportion of water in the intermediate composition is greater than 50% in weight and preferably greater than 60% in weight.

The dilution of the basic composition to obtain the intermediate composition thus permits a fluid formula to be obtained that is capable of being easier to spread onto the supports, for example in trays, than the paste forming the basic composition.

Preferably, the basic composition is diluted to 50% to obtain the intermediate composition. Advantageously, the

intermediate composition has an apparent viscosity of between 100 and 150 mPa.s at 25°C, for a shear gradient of 125 $s^{-1}$. The apparent viscosity is measured by a HAAKE VT 500 type viscometer (mobile NV, speed 4). The intermediate composition advantageously forms a non Newtonian fluid.

The intermediate composition obtained by dilution of the basic composition is furthermore thermodynamically unstable. Consequently, when the intermediate composition is centrifuged at ambient temperature, at a speed of 6,000 rpm for 5 minutes, a mixture is obtained that is formed by two distinct and separate phases, which illustrates the unstable character of the intermediate composition. On the contrary, the centrifugation of a classic emulsion for makeup does not modify the appearance of the emulsion, which conserves its homogeneity, from whence its stability is deduced.

Examples of intermediate compositions of the invention may be obtained by dilution, for example at 50%, of the basic compositions illustrated in examples 1 to 3.

This invention also relates to a lyophilised makeup product obtained by lyophilisation of the basic composition previously described. The lyophilised makeup product thus obtained advantageously forms a dry emulsion, wherein the water contained in the initial emulsion has left the product by sublimation.

The lyophilised makeup product, free from water, conserves substantially the same volume as it previously occupied, for example in a compact, prior to its lyophilisation. The lyophilised makeup product of the invention advantageously has a low density, less than 1 $g/cm^3$ and preferably less than 0.5 $g/cm^3$ and even more preferably less than 0.4 $g/cm^3$.

In particular, the density of the lyophilised makeup product of the invention is lower than the density of a product obtained by evaporation of the basic composition. On example by way of

non restrictive illustration, the lyophilised product obtained by lyophilisation of the basic composition described in example 1 has a density of around 0.34 g/cm$^3$ whereas the product obtained by evaporation of the basic composition described in example 1 has a density of 0.54 g/cm$^3$.

Furthermore, the lyophilisation permits the product to conserve an appearance and structure similar to those prior to the lyophilisation process, which is to say before the water leaves the product. On the contrary, the evaporation causes major modifications to the appearance, such as the loss of volume, retraction or even cracking of the product.

Traditional powders, obtained by the classic compacting technology, also have a higher density than that of the lyophilised makeup product of the invention, and most often higher than 1 g/cm$^3$.

The cavities formed in the lyophilised makeup product thanks to the presence in sufficient quantities of hydrocolloids dissolved in the aqueous phase, advantageously form a network for re-hydrating the product. A lyophilised makeup product is thus obtained with high porosity in comparison with classic products obtained by the evaporation of emulsions or by the compacting of powders.

In one particularly interesting characteristic of the invention, the lyophilised makeup product comprises a proportion of predominantly insoluble fillers of more than 60% in weight and preferably of more than 65% in weight. Even more preferably, the lyophilised makeup product of the invention comprises a proportion of mother of pearl particles of more than 40% in weight, and even more preferably 60% in weight. By way of example, the makeup product obtained by lyophilisation of the basic composition illustrated in example 1 (table 2) comprises a percentage of mother of pearl of more than 60%, of around 64%,

and a percentage of predominantly insoluble fillers of more than 70%.

Even though it has a high proportion of fillers (and especially mother of pearl), the lyophilised makeup product of the invention has good mechanical properties and in particular good mechanical resistance to impacts. By way of illustration, a drop test was carried out on various makeup products, which is to say lyophilised eye shadow obtained by lyophilisation of the basic composition described in example 1 and a classic eye shadow, formed by compacted powders. These makeup products are contained in metal trays with square cross sections, of which the sides measure 18 mm. The drop test consists of dropping the trays from a height of 30 centimetres and counting how many falls the trays are capable of resisting before the product breaks. The results are shown in table 7 below.

TABLE 7

| Makeup product | % of mother of pearl | Max. number of falls before breakage |
|---|---|---|
| Lyophilised eye shadow of example 1 | 65 | > 30 |
| "Compacted powders" classic eye shadow | ≈ 20 | ≈ 7 |

It may be seen that even if the lyophilised makeup product of the invention has a high percentage of mother of pearl, in comparison to classic products, it has an impact resistance that is far greater than that of classic eye shadows.

Furthermore, as soon as the percentage of mother of pearl increases in the classic makeup products, their production and in particular the compacting operation of the powders becomes complicated or even impossible to carry out, given the quality and productivity requirements at industrial scale. In other terms, the traditional techniques do not permit makeup products to be obtained that are stable and resistant with a high percentage of mother of pearl, especially a percentage of mother of pearl of more than 60%. Furthermore, even for lower percentages of mother of pearl, the classic makeup products are less resistant to impacts than the lyophilised makeup product of the invention.

This arises especially from the fact that the mother of pearl particles are lamellar particles which cannot be organised in to a compact network, during the compacting operation, contrary to other insoluble fillers such as talc. Advantageously, the expanded structure of the lyophilised makeup product of the invention forms a cement in which there are cavities inside which the fillers, and especially the mother of pearl particles, are imprisoned. The fillers, thus trapped and distributed regularly throughout the cavities, do not form clusters that are likely to create, locally, fragile zones and breakage points in the product.

Advantageously, the lyophilised makeup product of the invention is formed by an eye shadow, blusher, foundation cream or lipstick.

Examples of formulations of the basic composition permitting, for example, lyophilised makeup products of the invention to be obtained, are described in more detail in the examples 1 to 3 mentioned above.

The present invention also relates to a manufacturing process for a lyophilised makeup product including:

- a step (a) of preparation of a basic composition or of an intermediate composition obtained by dilution of the basic composition, said composition comprising an emulsion in aqueous phase and a oily phase as well as predominantly insoluble fillers in suspension in the emulsion, wherein said composition has a proportion of fillers greater than or equal to 50% in weight,

- a step (b) of lyophilisation of the basic composition,

Said step (a) including a sub-step of incorporation of dispersing agents in the emulsion in sufficient quantity to form, during the step (b) of lyophilisation, a quality network capable of trapping the fillers.

The step (a) of preparation of a basic composition advantageously comprises a first manufacturing step of a dry mixture composed of fillers, and in particular pigments and mother of pearl. This manufacturing step is comparable to that of a classic cosmetic powder.

The step (a) of preparation also comprises a second manufacturing step of an emulsion, containing the oily phase and the aqueous phase as well as dispersing agents, and more precisely hydrocolloids in the aqueous phase and possibly powders in suspension. This manufacturing step is substantially identical to that of a classic emulsion.

The step (a) of preparation then comprises a third step of mixing the emulsion with the dry mixture, so as to obtain a thick paste, which is in the form of aggregates and which forms the basic composition previously described, which includes a proportion of fillers that is greater than or equal to 50% in weight. The basic composition is then introduced, in pure form or diluted in water, into the trays, so that it may be lyophilised.

Lyophilisation is a technique which permits a product to be dried by sublimating the water it contains. The step (b) of lyophilisation previously mentioned advantageously comprises a first sub-step in which the basic composition or the intermediate composition is chilled to a temperature of less than -10 °C and preferably between -20 and -80 °C, to freeze or deep freeze it, preferably for a period of at least one hour, and for example for a period of 2 to 10 hours.

The step (b) of lyophilisation then includes a second sub-step in which the frozen product thus obtained is placed in a vacuum, corresponding to an absolute pressure preferably greater than 10 Pa and preferably less than 100 Pa, maintaining the product at a temperature of less than -5 °C and preferably between -15 and -40 °C to dehydrate the product, by sublimation, preferably for several hours, for example from 10 to 50 hours. The ice, which forms the most volatile phase of the product, is thus transformed directly into steam without passing by the liquid phase.

The step (b) of lyophilisation then includes a third sub-step in which secondary dehydration is caused, which is to say the desorption of the product by progressive heating of the latter up to a positive temperature of less than 50 °C, and preferably between 20 and 50 °C for several hours, for example for between 5 and 30 hours.

In one particularly advantageous method, the proportion by weight of the concentration between the dispersing agents and the fillers ([dispersing agents]/[fillers]) is between 0.01 and 0.5, and preferably between 0.01 and 0.1 in order to obtain satisfactory dispersion of the fillers in the basic composition, and thus a homogenous product, and also to form a network of cavities capable of trapping the fillers.

The manufacturing process of the invention further advantageously comprises a step (c) of dilution, prior to the step (b) of lyophilisation, in which the basic composition is diluted in a quantity of water that is sufficient so that the intermediate composition has a proportion of water that is greater than 50% in weight and preferably that is greater than 60% in weight. This step (c) of dilution thus permits an intermediate composition to be obtained that is more fluid than the basic composition and thus easier to spread onto the supports, and especially in the trays.

The dilution of the basic composition also permits, after lyophilisation, a makeup product to be obtained that is much expanded, with a low density with respect to the classic makeup products, such as compacted powders.

The present invention also relates to a new use of dispersing agents in sufficient quantity inside a lyophilised makeup product obtained by lyophilisation of a composition comprising on the one hand an emulsion of a oily phase and an aqueous phase and on the other hand fillers that are at least partially insoluble, in suspension in the emulsion and representing 50% in weight of the composition, to obtain by lyophilisation a network of cavities capable of trapping the fillers.

Preferably, and as previously described, the dispersing agents are advantageously formed by hydrocolloids with a high dispersing power, preferably selected from polyacrylamide isoparaffin laureth-7 and/or magnesium aluminium silicate and/or xanthan gum.

The proportion by weight between the dispersing agents and the fillers is between 0.01 and 0.5 and preferably between 0.01 and 0.1, as described previously.

The use of dispersing agents thus permits a lyophilised makeup product to be obtained with a porous and expanded structure with cavities capable of trapping and imprisoning when dry predominantly insoluble fillers, present in a high percentage (greater than or equal to 50%).

The lyophilised makeup product of the invention is therefore capable of containing a high percentage of insoluble fillers, and in particular mother of pearl, whilst conserving good mechanical resistance, especially to impacts, without its structure being made fragile by the presence of fillers.

Another advantage of the lyophilised makeup product of the invention arises from the fact that the liberation of the fillers, and especially the pigments, takes place progressively, as the product is applied or re-hydrated, and homogeneously, thanks to the homogenous distribution of the fillers in the cavities.

Another advantage of the lyophilised makeup product of the invention arises from the fact that its manufacturing steps may be successively carried out on different production sites, and especially on a first production site, where the basic composition is prepared, then on a second production site, where on the one hand the intermediate composition is prepared, by dilution of the basic composition, and on the other hand the lyophilisation of the intermediate composition. Thanks to its structure, which is in the form of solid aggregates, the basic composition is furthermore easy to package and transport from the first production site to the second production site. Once lyophilised, the makeup product of the invention is preferably taken to another production site so that it may be packaged.

Possibility of industrial application

The invention has an industrial application in the manufacture and use of compositions for cosmetic purposes.

# CLAIMS

1. Basic composition for makeup capable of being lyophilised to form a makeup product comprising:

- an emulsion of a oily phase and an aqueous phase,
- predominantly insoluble fillers,
- dispersing agents, in sufficient quantity to ensure the dispersion of the fillers in the emulsion and to form, after lyophilisation, a network of cavities capable of trapping the fillers,

said composition including a proportion of fillers greater than or equal to 50%.

2. Basic composition of claim 1 characterised in that the dispersing agents are formed by hydrocolloids.

3. Basic composition of claim 2 characterised in that the hydrocolloids are selected among polyacrylamide isoparaffin laureth-7 and/or magnesium aluminium silicate and/or xanthan gum.

4. Basic composition of any of the previous claims, characterised in that the proportion by weight between the dispersing agents and the fillers is between 0.01 and 0.5 and preferably between 0.01 and 0.1.

5. Basic composition of any of the previous claims, characterised in that the proportion by weight between the dispersing agents and the oily phase is between 0.01 and 1, preferably between 0.2 and 0.5 and even more preferably between 0.2 and 0.4.

6. Basic composition of any of the previous claims, characterised in that the proportion by weight between the oily phase and the fillers is between 0.1 and 3.5, preferably between 0.1 and 1 and even more preferably between 0.1 and 0.5.

7. Basic composition of any of the previous claims, characterised in that the fillers are selected from one or more of the following groups:

- mineral or organic, natural or synthetic pigments, and/or
- lacquers, and/or
- mother of pearl particles, and/or
- texturing effect fillers, and/or
- optical effect fillers.

8. Basic composition of any of the previous claims, characterised in that it includes at least one active principle.

9. Basic composition of claim 8, characterised in that the active principle is selected from one or more of the following groups:

- instant tanning lotions,
- anti UVA and anti UVB sun screens and filters,
- anti-radicals,
- bleaching agents,
- hydrating agents,
- treating agents.

10. Basic composition of any of the previous claims, characterised in that the emulsion is formed by an emulsion of oil in water or water in oil and/or by an emulsion of silicone in water or water in silicone.

11. Basic composition of any of claims 1 to 10, characterised in that it includes a proportion of water of less than 50% in weight and preferably of less than 40% in weight.

12. Basic composition of any of claims 1 to 11, characterised in that it comprises a proportion of oily phase of less than 10% in weight.

13. Intermediate composition for makeup capable of being lyophilised to form a makeup product and including a mixture including:

- the basic composition of any of claims 1 to 12,
- a quantity of water sufficient so that the intermediate composition has a proportion of water greater than 50% in weight and preferably greater than 60% in weight.

14. Intermediate composition of claim 13 characterised in that it has a viscosity of between 100 and 150 mPa.s at 25 °C.

15. Intermediate composition of any of claims 13 or 14, characterised in that it is thermodynamically unstable.

16. Lyophilised makeup product obtained by lyophilisation of the basic composition of any of claims 1 to 12 or of the intermediate composition of any of claims 13 to 15.

17. Product of claim 16 characterised in that it comprises a proportion in predominantly insoluble fillers of more than 60% in weight and preferably of more than 65% in weight.

18. Product of claim 16 or claim 17 characterised in that it has a density of less than 1 $g/cm^3$ and preferably less than 0.4 or 0.5 $g/cm^3$.

19. Product of any of claims 16 to 18 characterised in that it is formed by an eye shadow, blusher, foundation cream or lipstick.

20. Manufacturing process for a lyophilised makeup product involving:

- a step (a) of preparation of a basic composition or of an intermediate composition obtained by dilution of the basic composition, said composition comprising an emulsion in aqueous phase and a oily phase as well as predominantly insoluble fillers in suspension in the emulsion, wherein said composition has a proportion of fillers greater than or equal to 50% in weight,
- a step (b) of lyophilisation of the basic composition or of the intermediate composition,

said step (a) including a sub-step of incorporation of dispersing agents in the emulsion in sufficient quantity to form, during the step (b) of lyophilisation, a quality network capable of trapping the fillers.

21. Process of claim 20 characterised in that said dispersing agents are formed by hydrocolloids.

22. Process of claim 21 characterised in that said dispersing agents are selected from polyacrylamide isoparaffin laureth-7 and/or magnesium aluminium silicate and/or xanthan gum.

23. Process of any of claims 20 to 22 characterised in that the proportion by weight of the concentration between the dispersing agents and the fillers is between 0.01 and 0.5 and preferably between 0.01 and 0.1.

24. Process of any of claims 20 to 23 characterised in that it comprises a step (c) of dilution, prior to the step (b) of lyophilisation, in which the basic composition is diluted in a quantity of water that is sufficient so that the intermediate composition has a proportion of water that is greater than 50% in weight and preferably that is greater than 60% in weight.