

## EVALUATION OF PIGMENT WITH REFERENCE TO USE OF *BIXA ORELLANA* L. AND *BETA VULGARIS* L. IN LIPSTICK AND FOOD INDUSTRY

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### ABSTRACT :

Lipstick is a type of cosmetic that contains pigments, oils, waxes, and emollients to give the lips colour and smoothen its texture. The lipstick provides the lips a lovely colour and a lustrous sheen. It also reduces the creation of lip cracks, which can lead to bacterial infections. It has an emollient effect on the lips as well. Lipstick is mostly made up of an oil wax foundation that is hard enough to create a stick dye. The major goal of this project is to create and test natural lipstick utilizing coloured pigments from *Beta vulgaris* taproot and *Bixa orellana* while minimizing the negative impacts of synthetic formulations. Both the extracts were prepared by using microwave assisted extraction technique. The prepared lipstick was evaluated for solubility, pH, melting point, breaking point etc. The research finding provides effects of ingredient towards the physical properties, pharmaceutical or cosmetics industries and consumer acceptance of the herbal lipstick formulations. Lipstick containing natural ingredients was successfully formulated by using eight different formulations (4 with *Bixa* and 4 with *Beta*), among all the 4 formulations, F4 formulations in both the cases exhibited good results. F4 formulation lipstick containing natural ingredients was found to be in compliance with all the evaluations tests. The stability studies indicated that the prepared lipstick using *Beta vulgaris* and *Bixa orellana* extract was stable throughout the period of study.

**Keywords :** *Beta vulgaris*, *Bixa orellana*, Beetroot, Lipstick, Herbal, Microwave.

### INTRODUCTION

Herbal lipsticks are used to impart an attractive color, texture and protects to lips. Lipstick is a cosmetic product containing waxes, oils, pigments and dyes, alcohol and fragrance, preservatives and antioxidants, colors, and surfactants. These lipstick preparations do not damage to our lips and no side effect. They involve colors change as well as shine and smooth, out of wrinkles and folds on lips. It is a most famous cosmetics items and available in different styles, design and packaging of lipstick. Lipstick having many advantages it should be protects lips from dryness and cracking. It brightens your smile and provides hydration to our lips. It should be free from grittiness and should be non-drying required plasticity. In herbal lipstick many natural nutrients available safe for lips. It is free from chemicals like paraben, sulphate, phthalate and others its unsafe to consume that's why we are doing herbal lipstick like bee's wax, beetroot juice, castor oil, olive oil, vitamin E, Lipstick is a cosmetics product which is most widely used cosmetics. Many colors and types of lipstick exist. Some lipsticks are also lip balms, to add color and hydration.