

MM

Magnesium Myristate

Surface Treatment Series

CAS#: 4086-70-8

EINECS#: 223-817-6

COATING TYPE: Chemical deposition

APPROVED FOR: EU, USA, Japan

characteristics

A hydrophobic, shear resistant treatment rendering excellent adhesion and pressibility; cost effective

applications

Mass-market pressed powders, liquid make-ups, mascaras

treatment characteristics

Cosmetic pigments and fillers treated with magnesium myristate exhibit a moist softness, improved adhesion characteristics, and good hydrophobicity. As a metal soap, magnesium myristate treatment improves the compressibility of pressed powder formulations by acting as a dry binder between pigment particles. Hydrophobicity facilitates wetting of pigments in the oil phase of liquid make-ups and mascaras. Improved wear characteristics, based on the affinity magnesium myristate has for the skin, are particularly noticeable in pressed and loose powder formulations.

Cardre's magnesium myristate surface treatment is one of the most economical available to the cosmetic industry. The line of pigments and fillers we offer treated with magnesium myristate can be utilized in a range of applications, and offers an array of benefits for the manufacturer and the consumer. Maximum benefit for a cosmetic line can be obtained at a minimum cost with magnesium myristate treated pigments.

eyeshadow formulation

The following formulation was developed to showcase the positive impact Cardre magnesium myristate surface treatment can have on a pressed powder formulation. Compressibility characteristics are excellent, and breakage has been minimized. A noticeable improvement in product feel and wear is also noticeable over formulations utilizing untreated pigments and fillers. Cardre magnesium myristate treated pigments can frequently be used to replace untreated materials in existing pressed powder formulations with only a few minor adjustments to reduce binder content. The resulting product may display improved slip, spreadability and wear over the original without compromising the integrity of the tablet.

blue shade MM eyeshadow

70795	Cardre Talc MM	51.65%
70794	Cardre Sericite MM	30.00
70785	Cardre Ultramarine Blue MM	6.00
70789	Cardre Titanium Dioxide MM	1.00
70783	Cardre Black Iron Oxide MM	2.00
79693	Cardre PMMA FHC	3.00
	Zinc Stearate	2.00
	Methyl Paraben	0.20
	Propyl Paraben	0.10
	Myritol 318	4.00
	Vitamin E	0.05
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		100.00%

Lab procedure:

1. Blend dry ingredients in Osterizer® 3 x 15 sec. at high speed.
2. Add oils and Osterize 3x 15 sec.
3. Press powder @ 1500 psi.

cardre family of products

Cardre surface treatments are available in a full line of inorganic pigments and fillers. Inorganic sunscreen, light diffusing pigments, spherical polymer systems, and dispersions also available. Please call or write for a full brochure and product samples.

cardre inc.
pigment technologies

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