

AQ Hydrophilic

Surface Treatment Series

PRODUCT NAME: Cardre AQ treatment

COMPOSITION: Dimethicone Copolyol

CAS#: 64365-23-7

APPROVED FOR: EU, USA, Japan

treatment characteristics

AQ treatment has been designed to facilitate the incorporation of pigments into the water phase of cosmetic applications. The chemically bound coating improves wetting of pigment in water, and dispersions of AQ pigments will have a lower viscosity making them more manageable and allowing a higher pigment loading.

Improved wetting of the AQ pigments also promotes stability of emulsions by reducing the likelihood of the pigment migrating from the water to the oil phase. Different pigments with AQ coating will have similar surface characteristics, and thus behave similarly. A result of using these uniform pigments is a reduction of color flotation, as the different pigments will wet equally.



In applications such as water-based mascaras and eyeliners, improved wetting of AQ pigments in the film former system benefits the final application. The resulting film will effectively entrap the AQ pigments for a more attractive and better wearing finish.

specialty colorants

The AQ treatment can be utilized to adhere cosmetic pigment to PMMA beads rendering the particle hydrophilic and improving wear. The resulting colorant is spherical for smooth application and low drag. The sheer coverage offered by iron oxide coated PMMA yields colors that look very natural on the skin.

AQ product line

70401 Cardre Red Iron Oxide AQ
70402 Cardre Yellow Iron Oxide AQ
70403 Cardre Black Iron Oxide AQ
70405 Cardre Ultramarine Blue AQ
70409 Cardre Titanium Dioxide AQ
73190 Cardre Ultra Black Iron Oxide AQ
73041 Cardre Red Iron Oxide/PMMA AQ
73042 Cardre Yellow Iron Oxide/PMMA AQ
73043 Cardre Black Iron Oxide/PMMA AQ
73044 Cardre Titanium Dioxide/PMMA AQ

cardre family of products

Cardre offers a full line of surface treated inorganic pigments and fillers, inorganic sunscreens, light diffusing pigments, and dispersions. Please call or write for a full brochure and product samples.

cardre inc.
pigment technologies

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