










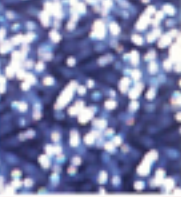


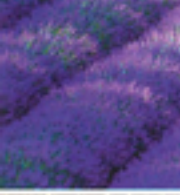





Surface treatment technology

	COMPOSITION	COATING TYPE	CHARACTERISTICS	APPLICATIONS	USE			
	APPLE Active Plant Lipid Extract	jasmine extract (<i>Jasminum officinale</i>), rose extract (<i>Rosa damascena</i>), mimosa wax (<i>Acacia dealbata</i>), soybean oil, cocoyl sarcosine	mechanical, high-shear, high-temperature, monomolecular wax layer	a natural treatment that complements the skin's own protective lipids, increases substantivity, adds softness and lubricity, and provides some hydrophobicity.	pressed powders, face foundations, particularly effective in matte shades	USA, EU, Japan	APPLE Active Plant Lipid Extract	
	AQ Dimethicone Copolyol	dimethicone copolyol	chemical bond	an extremely hydrophilic treatment with high-shear resistance. AQ treated pigments are dispersed easily into water. Improved color development and suspension stability.	liquid make-ups, mascara	USA, EU, Japan	AQ Dimethicone Copolyol	
	AS Alkyl Silane	alkyl silane	chemical bond	an extremely hydrophobic treatment with high-shear resistance, and no potential for hydrogen. AS treated pigments are dispersed easily into oils and silicones, occlusive coating prevents water uptake.	liquid make-ups, pressed powders, mascaras, wet/dry compacts, hot pours, coating for inorganic sunscreens to facilitate dispersing and provide chemical resistance	USA, EU, Japan	AS Alkyl Silane	
	BN Boron Nitride	boron nitride	electrostatic attraction	BN treatment prevents agglomeration, creating excellent slip and lubricity resulting in a luxuriously soft feel.	pressed and loose powders, anhydrous formulations, including lipsticks and hot pours	USA, EU, Japan	BN Boron Nitride	
	FHC Fomblin® HC	polyperfluoromethyl isopropyl ether	surface energy	a chemically inert coating that creates a velvety feel on the skin. lipophobicity and hydrophobicity provide exceptional wear characteristics.	pressed powders, slurry systems, liquid make-ups, lipsticks	USA, EU, Japan	FHC Fomblin® HC	
	LL Lauroyl Lysine	lauroyl lysine	mechanical high-shear	a natural treatment with a pH similar to that of the skin provides a silky smooth feel.	pressed and loose powders, face foundations, pigment emulsions	USA, EU, Japan	LL Lauroyl Lysine	
	MM Magnesium Myristate	magnesium myristate	chemical deposition	a hydrophobic, shear resistant treatment rendering excellent adhesion and pressibility, cost effective.	mass-market pressed powders, liquid make-ups, mascaras	USA, EU, Japan	MM Magnesium Myristate	
	NFW Natural Flower Wax	available waxes: lavender, sage, chamomile	mechanical, high-shear, high-temperature, monomolecular wax layer	the same wax barrier generated naturally by flowers to prevent moisture loss offers softness and a less drying pigment with excellent pressing characteristics.	pressed and loose powders, liquid make-ups	USA, EU, Japan	NFW Natural Flower Wax	
	SI Silicone	highly polymerized methylsiloxane	chemical bond	a very hydrophobic treatment with high shear-resistance, allows high pigment loading, is easily dispersed in oils and silicones, and	liquid make-ups, wet/dry applications, pressed powders, anhydrous formulations	USA, EU, Japan	SI Silicone	

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pigment technologies

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