



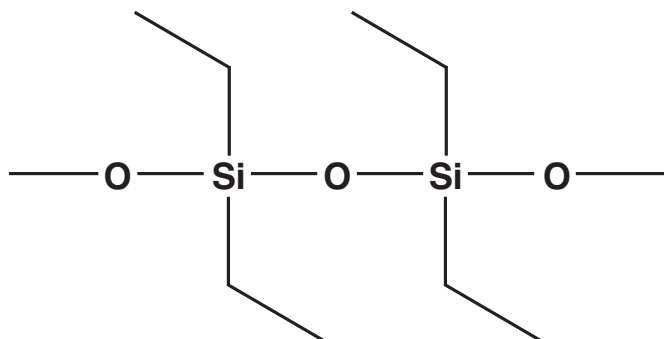
DiEthicone (DE)-Treated Pigments offer hydrophobicity, faster dispersion, and improved color development.

DiEthicone Treatment Benefits

- Higher pigment loading
- Rich, lubricious feel
- Improved spreadability
- Ease of dispersion
- Enhanced color development
- Globally approved

Recommended Uses

- Lipsticks
- BB creams
- Liquid foundations
- Pressed powders
- Eyeshadows
- Bronzers



Available Pigments



Red
Iron Oxide



Yellow
Iron Oxide



Black
Iron Oxide



Titanium
Dioxide



Sericite
(Mica)



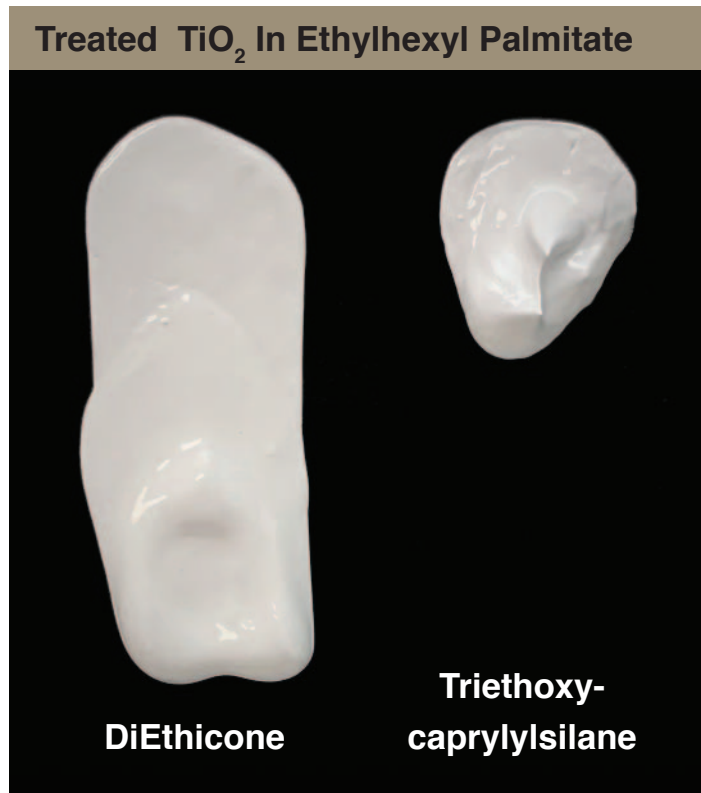
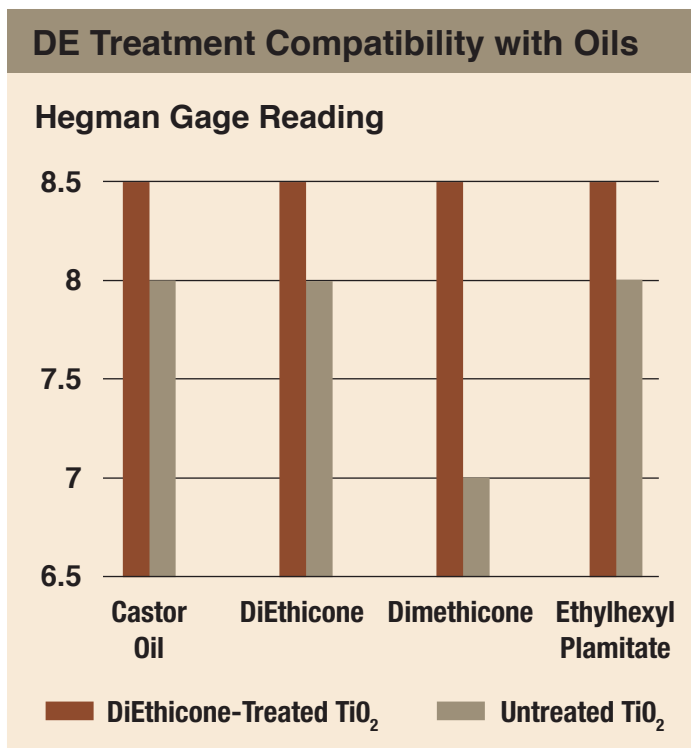
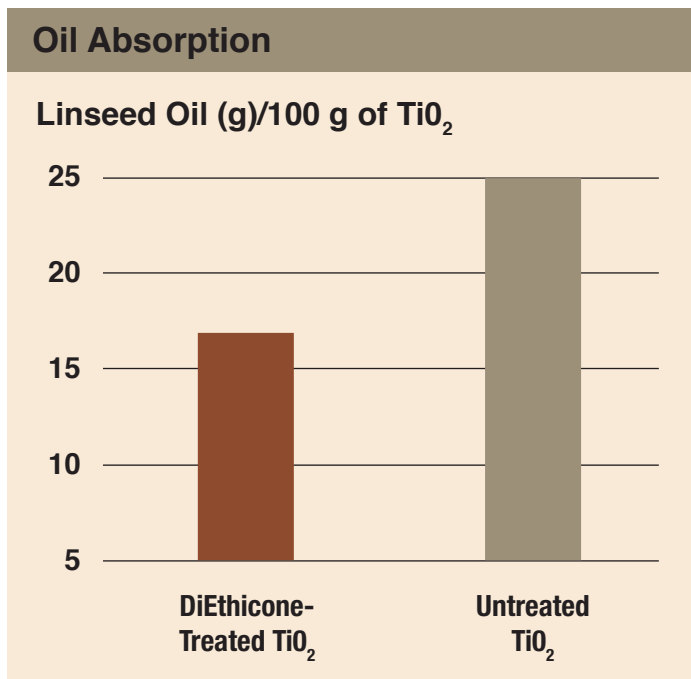
Chromium
Green



Ultramarine
Blue

Pigment Wetting

The greater organic character of DiEthicones allows coated pigments and fillers to disperse more readily in organic vehicles allowing either higher pigment concentration at equivalent formulation viscosities or substantially lower viscosities at equivalent pigment loadings.



Hot Pour Eyeshadows

Ingredient (Supplier)	Wt%
Isohexadecane	18.00
Isododecane	12.00
Hydrogenated Polyisobutene	5.75
SiBrid®DE-12 (Gelest)	6.50
SiBrid®TM-121 (Gelest)	3.75
Bentone Gel CCT (Elementis)	9.10
Carnauba Wax (Koster Kuenen)	3.65
Ozokerite	1.25
Titanium Dioxide DE (Gelest)	2.50
Yellow Iron Oxide DE (Gelest)	3.60
Red Iron Oxide DE (Gelest)	1.90
Black Iron Oxide DE (Gelest)	0.60
Talc DE (Gelest)	1.40
Sericite DE (Gelest)	25.00
Colorona Bronze (EMD/Rona)	4.00
Preservative	q.s.
Total	100.00