

Sebum Resistant (SR)- Treated Pigments

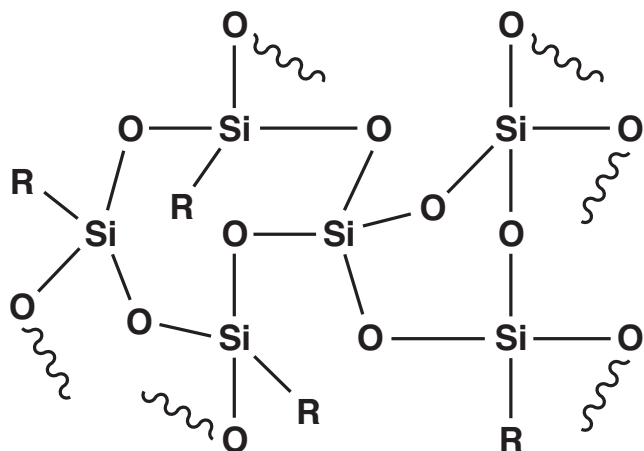
INCI Name: TRIMETHYLSILOXYSILICATE



Trimethylsiloxysilicate (SR)-Treated Pigments and fillers provide superior adhesion to skin and hair. SR pigments are best candidates to be used in long-wearing and water-resistant makeup. They are hydrophobic yet are not overly sensitive to oils including sebum.

SR Treatment Benefits

- Superior skin adhesion
- Water repellency
- Low oil absorption
- Provides long wear
- Higher loading capacity



Recommended Uses

- Long-wearing lipsticks
- Long-wearing foundations
- Long-wearing eyeshadows
- Long-wearing eyeliners
- Long-wearing mascaras

Available Pigments



Red
Iron Oxide



Yellow
Iron Oxide



Black
Iron Oxide



Titanium
Dioxide



Sericite
(Mica)

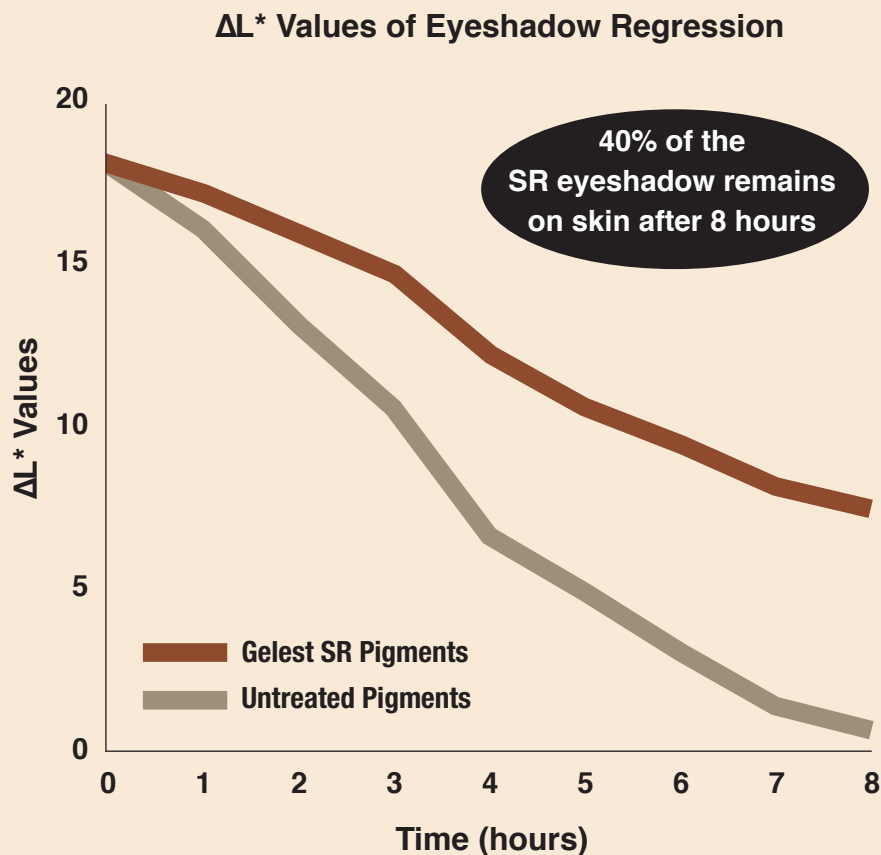


Chromium
Green



Ultramarine
Blue

Skin Adhesion and Wear Resistance



TiO₂ Dispersion in Diethicone



Long-Wearing Eyeshadow

Ingredients	Wt%
TiO ₂ SR - WIA-SRA	6.50
Red Iron Oxides SR RIA-SRA	4.50
Yellow Iron Oxides SR YIA-SRA	5.80
Black Iron Oxides SR BIA-SRA	3.20
Talc SR TA7-SRA	38.70
Magnesium Stearate	0.97
Zinc Oxide	6.50
Sericite	26.00
Phenoxyethanol	0.32
Stearyl Methicone SiBrid® TM-181	1.90
Polydiethylsiloxane SiBrid® DE-15	2.50
Ethylhexyl Palmitate	3.11
Total	100.00