

## Chemical and physical properties

- Subtle combination of ASL-treated titanium dioxide and silica coated mica platelets and non nano zinc oxide
- White powder
- Characteristic odor
- Insoluble in water

## Use guideline

- Emulsion** : Disperse in oily phase or add to the final formulation after emulsification
- Powder** : Mix with others powders before the addition of binder
- Use level: 0.1-15%

## Formulation

- **pH**: stable over a pH range from 4 to 9
- Good dispersibility in oils: mineral oil, vegetable squalane, cyclomethicone and tridecyl isononanoate
- Not dispersible in dimethicone
- Emulsifying properties

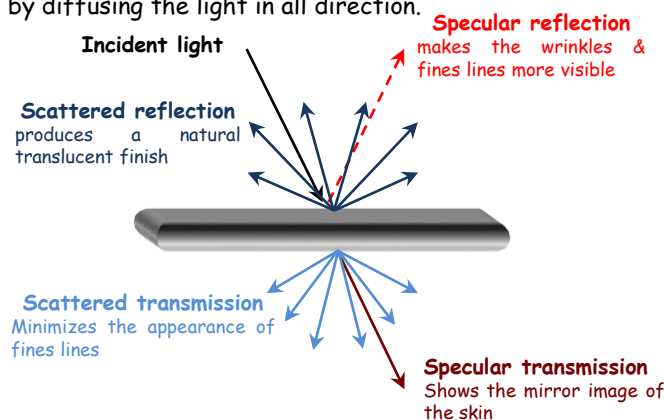
## Cosmetic benefits

The light coverage of zinc oxide reduces the nacreous effect of pearl pigments without bringing any opacity and still keeping their brilliance. The result is a "bonne mine" effect masking the skin blemishes

## Soft focus effect

Wrinkles and fine lines cause the skin tone to look uneven by trapping light in the crevices formed by the wrinkles. The trapped light is absorbed and causes the appearance of dark spots.

Soft focus agent hide the imperfections of the skins by diffusing the light in all direction.



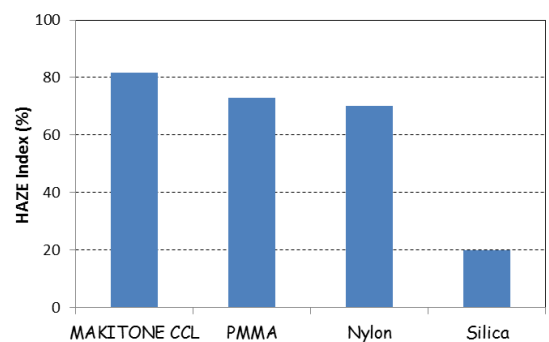
An ideal soft focus material should have an optimum light diffusion:

- Light absorption should be minimal
- Specular reflection should be minimal to minimize luster
- The total transmission should be high to provide a natural appearance
- Scattered transmission should be maximal in order to provide an even light reflection from the skin
- The scattered reflection should be maximal to obtain an even light distribution

The Haze index gives a relation between the scattered transmission and total transmission.

$$\text{Haze index: } H = \frac{\text{Scattered transmission}}{\text{Total transmission}} \times 100$$

The higher are the Haze index and the total transmission, the higher is the soft focus effect



## Applications

### BB CREAMS

DKE 175B Moist fresh fluid foundation-ASL

*MAKITONE CCL provides a natural skin-tone look with a high skin blemish concealing (« BONNE MINE » effect)*

### FOUNDATIONS

DKE 148 O/W natural luminous foundation

*Minimizes the appearance of skin blemishes*

### SKIN CARE CREAMS

DKE 139 Luminous fluid

*Lipoaminoacid treatment improves skin barrier function and restores skin health*

## Safety and regulatory information

### INCI Name

Zinc oxide

Mica

Titanium dioxide

Silica

Sodium lauroyl glutamate

Lysine

Magnesium chloride

**Product safety:** Zinc oxide is considered non toxic by a single oral dose, non irritant to the eyes and the skin and non mutagenic. It is approved by FDA as a category I skin protectant and is included on the list on GRAS substances.

Lysine and magnesium chloride do not produces dermal or ocular irritation. No evidence of mutagenic effect has be found for Lysine. Sodium lauroyl glutamate is not irritating to the skin, midly irritating to the eyes and non mutagenic.

**Material Safety Data Sheets** are available for all DAITO KASEI products.

All the ingredients are listed on major chemical inventories such CTFA, CosIng, AICS, DSL, KCID, IECIC2003 and/or IECIC2014.

## For additional information

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