

Color Cosmetics

Natural Minerals for
Decorative Cosmetics



THINKING OF TOMORROW

Let Nature Take Care

For centuries Egyptians and Greeks applied cosmetics for religious rituals, to enhance beauty, and to promote good health. They made use of minerals provided by mother nature, powdered and mixed them with ointments to create eye paints.

Combining well proven ancient methods with innovative technologies from today, Omya offers future-proof solutions for the cosmetics industry based on high-purity natural minerals.

These raw materials were formed millions of years ago as carbonated sedimentary rocks and comply with the most stringent regulatory and quality standards to meet the needs of current and future generations.

Benefits

- *Superior coverage*
- *Efficient mattifier*
- *Skin feel modifier*
- *Sebum absorber*
- *Excellent soft focus properties*



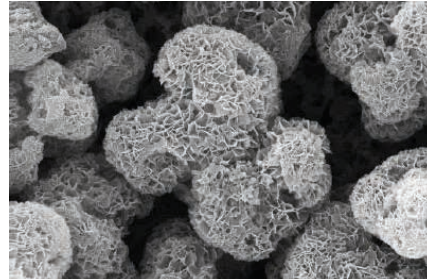
Omyaskin®



A new functional mineral for color cosmetics

Continuous investment in R&D has led to a new mineral composition made of Calcium Carbonate and hydroxyapatite. This Omya patented technology results in particles with high porosity creating various benefits for cosmetic applications.

The external surface forms a lamellar structure, while the core consists of an internal network of interconnected pores. These qualities enable Omyaskin® particles to improve the effectiveness of end products and additionally ease the production process.

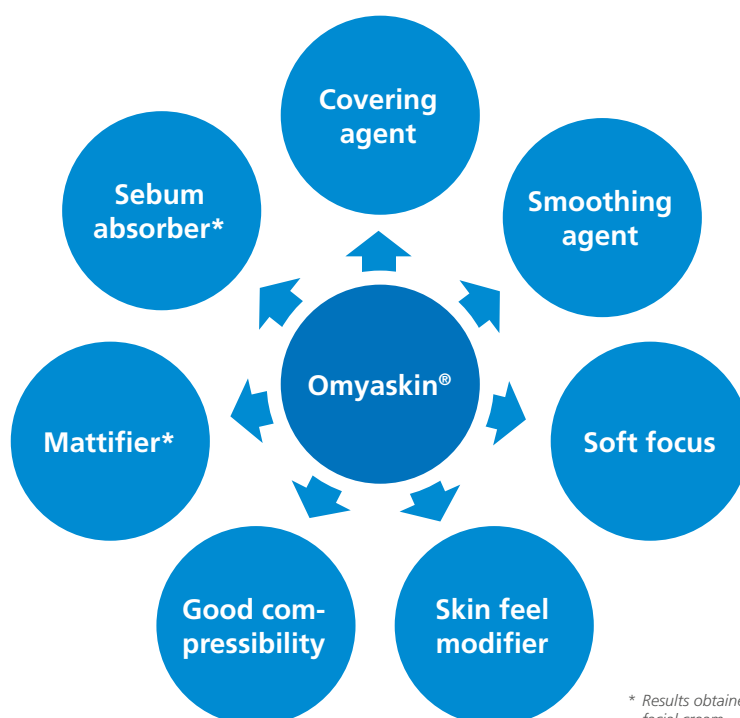


INCI: Hydroxyapatite
(and) Calcium Carbonate



The cutting-edge composition of the particles provides high porosity

Omyaskin® at a glance





Omyaskin® in Lipstick

Omyaskin® optimizes the coverage and the color strength of lip care products. It acts as a matting and texturizing agent, allows to extend and fully develop colors. Only a small quantity is necessary to improve sensorial properties and give a creamy texture.

Benefits Omyaskin® 100

- Improves spreadability
- Reduces greasy feeling (high oil absorption)
- Enhances color strength & coverage
- Low concentration (1-2%)

Omyaskin® in Compact Powder

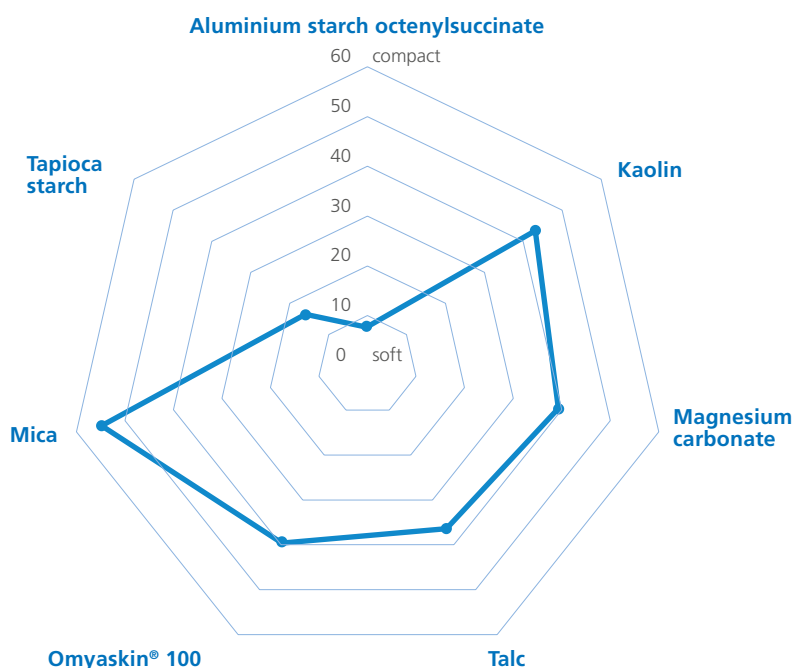
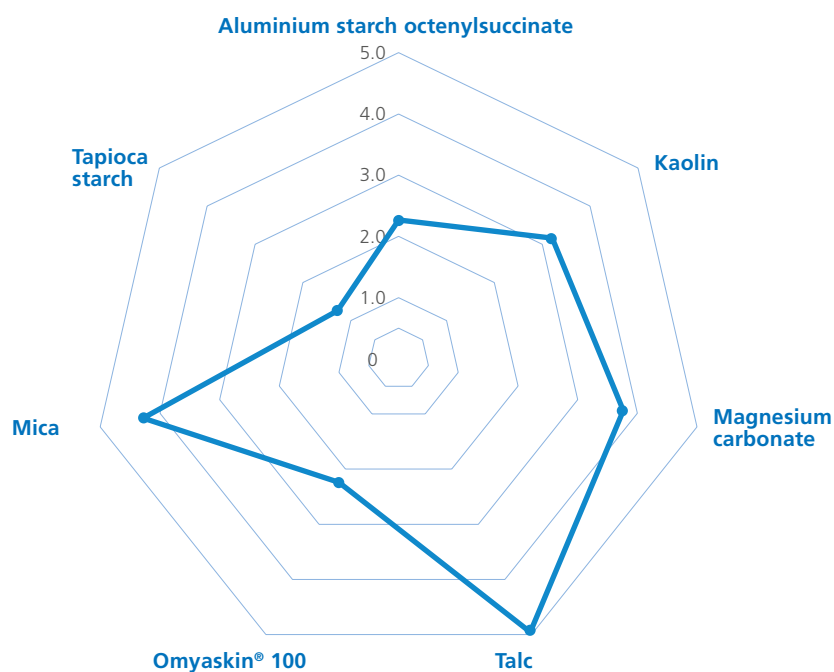


Figure 1: Compressibility test of powders - In-house testing method based on raw materials and not final formulations

Excellent compressibility properties make Omyaskin® ideal for use in pressed powders. Omyaskin® increases the adhesiveness of facial powders to the skin and acts as an extender for colors. Owing to its high absorption ability, Omyaskin® is used as an absorbent, as well. It makes the skin velvety, enhances the color of the skin and contributes to the spreadability of the product. Omyaskin® can be further used in loose powders providing a smooth finish.



Omyaskin® provides efficient compaction properties as the elasticity value is low. And it achieves a comparably lower elasticity value than other minerals.

Omyaskin®

- NATRUE certified
- Ecocert and COSMOS approved
- Made in Provence, France

Figure 2: Elasticity test of powders – The higher the value, the higher the elasticity of the powder

Omyaskin® in Foundation

Technical facts

When it comes to coverage, Omyaskin® can be incorporated into formulations based on pigments, with or without titanium dioxide, to provide a high performance. It also works as a booster for titanium dioxide-based formulations.

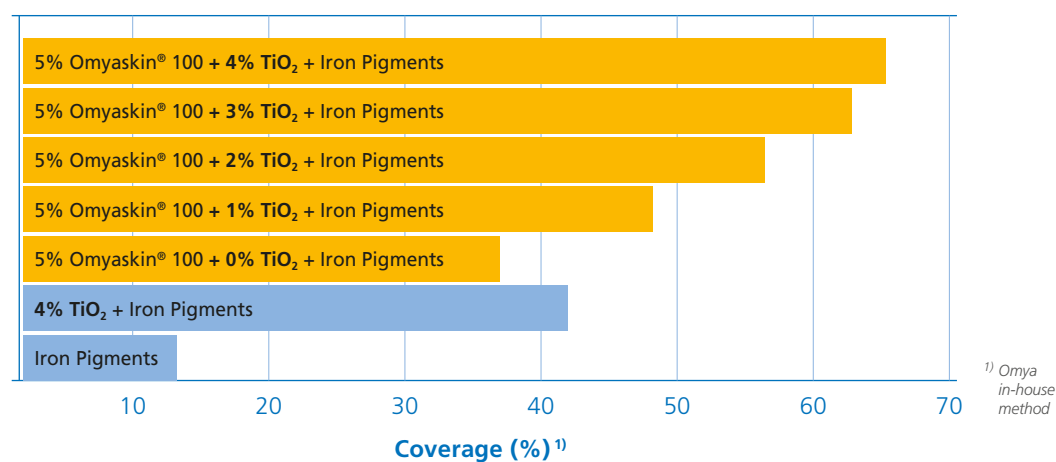


Figure 3: Coverage in foundation based on 5% Omyaskin® 100 (%)

Foundation formulations are expected to create an even, uniform color and covering flaws. Omyaskin® particles make sure to cover the skin and provide superior sensorial properties. By increasing the viscosity of formulations, Omyaskin® can reduce the amount of thickening agent.

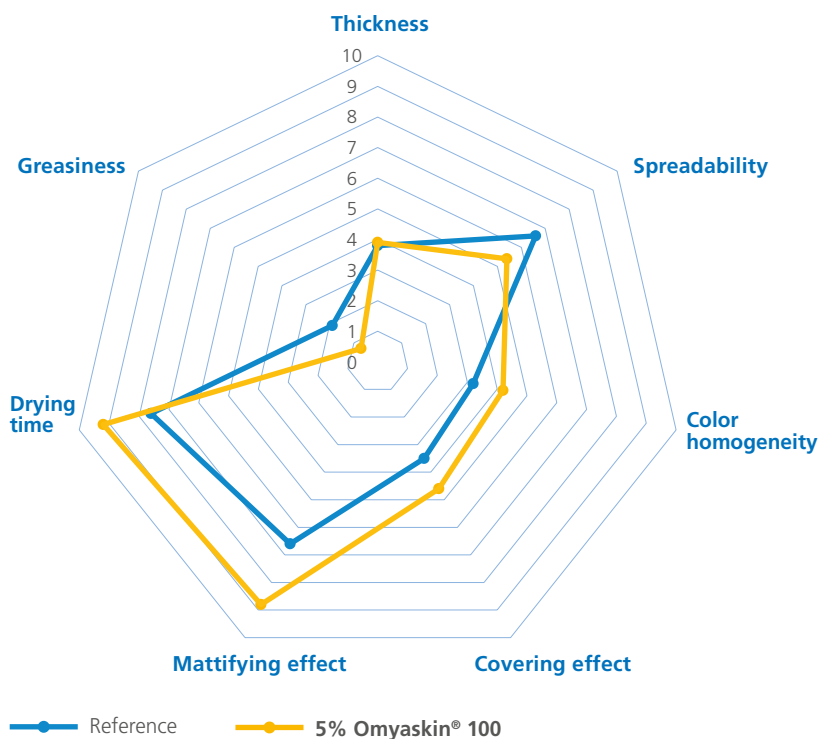


Figure 4: Sensory profile in foundation based on 5% Omyaskin® 100

²⁾ Facial cream with 5% Omyaskin® 100, applied to facial skin once a day for 28 days; n= 22 subjects; method: Sebumeter

³⁾ Facial cream with 5% Omyaskin® 100, applied to facial skin once a day for 28 days; n= 22 subjects; method: Skin-Glossymeter GL 200 probe (Courage & Khazala)

⁴⁾ Foundation with 5% Omyaskin® 100, one time application in 20 subjects; method: Visia

Sebum Absorber

Omyaskin® is an efficient sebum absorber - Sebum rate is decreased by 29% in 82% of test subjects.²⁾

Mattifier

Omyaskin® works as an efficient mattifying agent - 12% reduction of gloss is observed in 91% of test subjects.³⁾

Smoothing Agent

Omyaskin® is an excellent smoothing agent which provides an immediate and lasting effect. Skin texture improves significantly showing 89% efficacy after 15 minutes and 73% efficacy after four hours, both in 100% of studied subjects.⁴⁾

Omyacare®

Natural Calcium Carbonate in Color Cosmetics Application

Sourced from Natural Calcium Carbonate, Omyacare® grades comply with stringent regulatory guidelines. Approved by COSMOS and Ecocert Raw Material as well as NATRUE certified, Omyacare® S 75 - KP and Omyacare® S 95 - KP are dedicated for organic and natural personal care products.



Benefits

- Natural origin
- Non-irritating
- Positive environmental impact
- Ecocert and COSMOS approved
- NATRUE certified

Guide Formulation:

Foundation containing 5% Omyaskin® 100 and 5% Omyacare® S 95 - KP for improving coverage and mattifying effect, as well as enhancing skin feel properties

	Ingredients	INCI Nomenclature	% w / w	Procedure
A1	Emullium Illustro	Polyglyceryl-6 Polyhydroxystearate (and) Polyglyceryl-6 Polyricinoleate	3.00	1 Heat A1 to 50°C and homogenize under stirring (1000 rpm) for 5 minutes. 2 Heat phase 2 to 60°C and add slowly pigments under stirring, then stir for 10 minutes. Then, use a three roll mill to smooth the dispersion. 3 Add A1 to A2 and homogenize at 10,000 rpm for 2 minutes. 4 Prepare B : heat water to 50°C and add ingredients under stirring. Mix until complete solubilization. 5 Add B (50°C) to A (50°C) under mixing at 1,500 rpm for 10 minutes. Cool to 40°C under moderate mixing. 6 Add C to A+B under mixing using a propeller stirrer at 1,200 rpm maximum for 10 minutes. Then, cool under moderate mixing to 27°C and add D , mix for a few minutes.
	Acticire MB	Jojoba Esters (and) Helianthus Annuus (Sunflower) Seed Wax (and) Acacia Decurrens Flower Wax (and) Polyglycerin-3	1.00	
	MOD	Octyldodecyl Myristate	10.00	
	Jojoba Oil	Simmondsia Chinensis (Jojoba) Seed Extract	3.00	
	Bentone Gel ISD V	Isododecane (and) Distearidimonium Hectorite (and) Propylene Carbonate	3.00	
	Cetiol Ultimate	Undecane (and) Tridecane	3.00	
	Isopropyl Myristate	Isopropyl Myristate	6.00	
	Miglyol 812	Caprylic/Capric Triglyceride	1.50	
	Cocoate BG	Butylene Glycol Cocoate	8.00	
A2	Titanium Dioxide	CI 77891	4.00	
	Ferroxide 216P Red	CI 77491	0.57	
	Ferroxide 510P Yellow	CI 77492	1.14	
	Ferroxide 78P Black	CI 77499	0.03	
B	Aqua dem.	Aqua	add. 100	
	Magnesium Sulfate	Magnesium Sulfate	0.75	
	Propanediol Zemea	Propanediol	3.00	
	Sodium Chloride	Sodium Chloride	0.75	
C	Omyaskin® 100	Hydroxyapatite (and) Calcium Carbonate	5.00	
	Omyacare® S 95 - KP	Calcium Carbonate	5.00	
D	Perfume	Perfume	q.s	
	Leucidal	Leuconostoc Radish Root Ferment Filtrate (and) Aqua	3.00	

Products	d50% (µm)	Oil absorption (g/100g*)	R(y) (%)
Omyaskin® 100 **	7	268	93
Omyacare® S 75 - KP **	5	30	97
Omyacare® S 95 - KP **	3	30	97

* 100 g of reference product

** Ecocert and COSMOS approved, NATRUE certified



Omyaskin is a registered trademark of Omya AG in the European Union and multiple other countries.

Omyacare is a registered trademark of Omya AG in the European Union, USA and multiple other countries.

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