



enhanced
by Omya

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*
- *White pigment*
- *Sebum absorber*

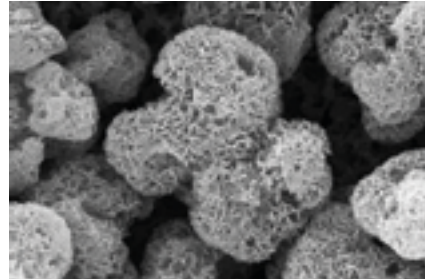


Omyaskin®

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 and large surface areas creating various benefits for cosmetic applications.

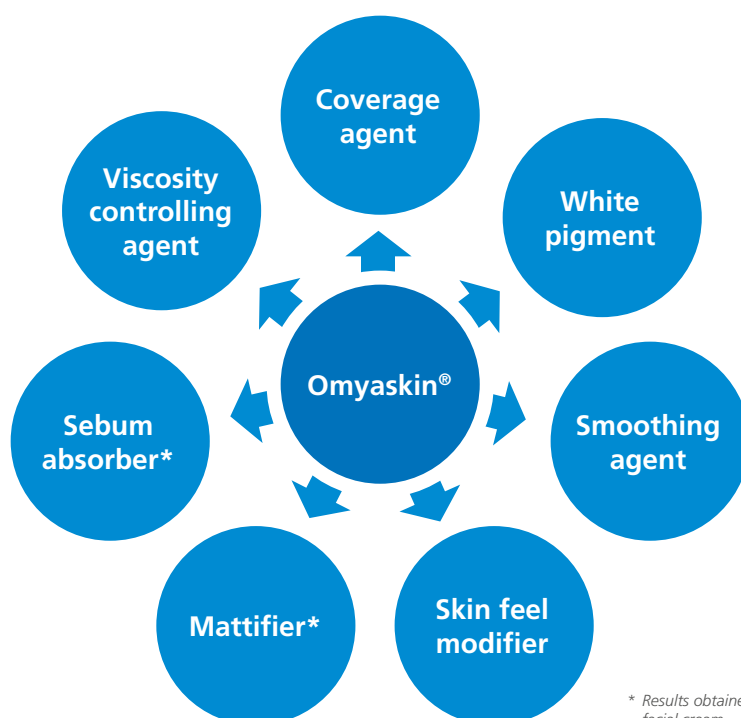
The external surface forms a lamellar structure, while the core consists of an internal network of interconnected pores. These qualities enable Omyaskin® particles to improve the effectiveness of end products and additionally ease the production process.



INCI: Hydroxyapatite
(and) Calcium Carbonate

The cutting-edge composition of the particles provides high porosity and a large surface area

Omyaskin® at a glance



* Results obtained in facial cream



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 - OG

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

Omyaskin® in Compact Powder

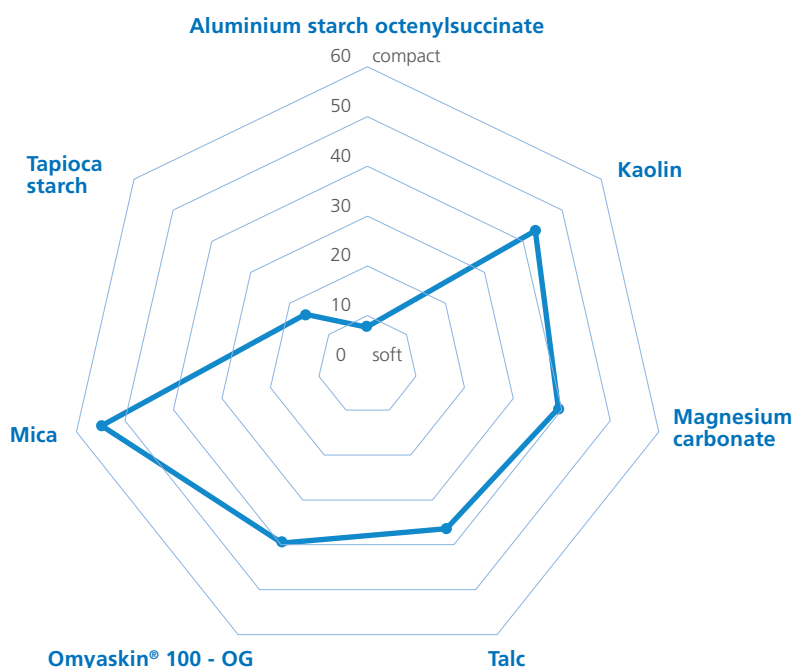
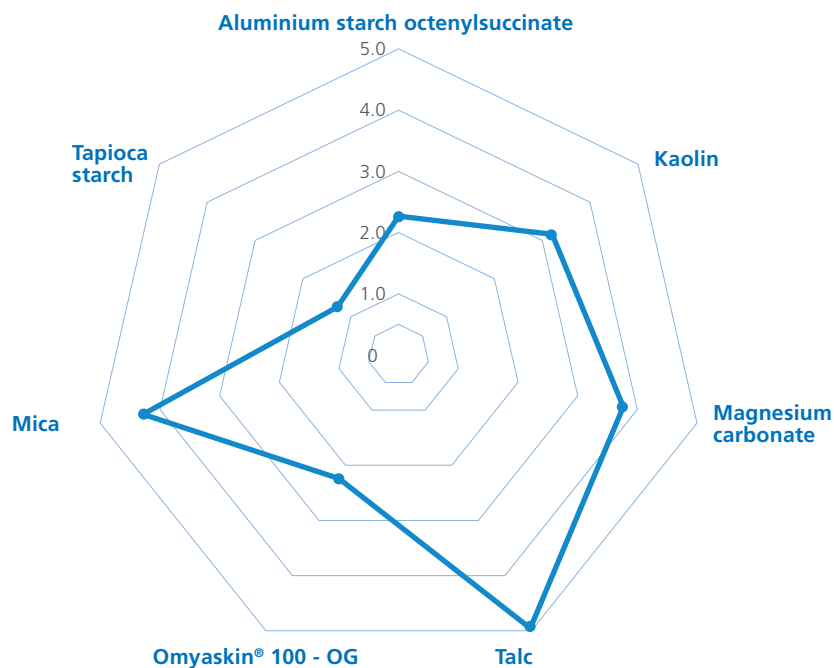


Figure 1: Compressibility test of powders - In-house testing method based on raw materials and not final formulations

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
- COSMOS certified
- 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.

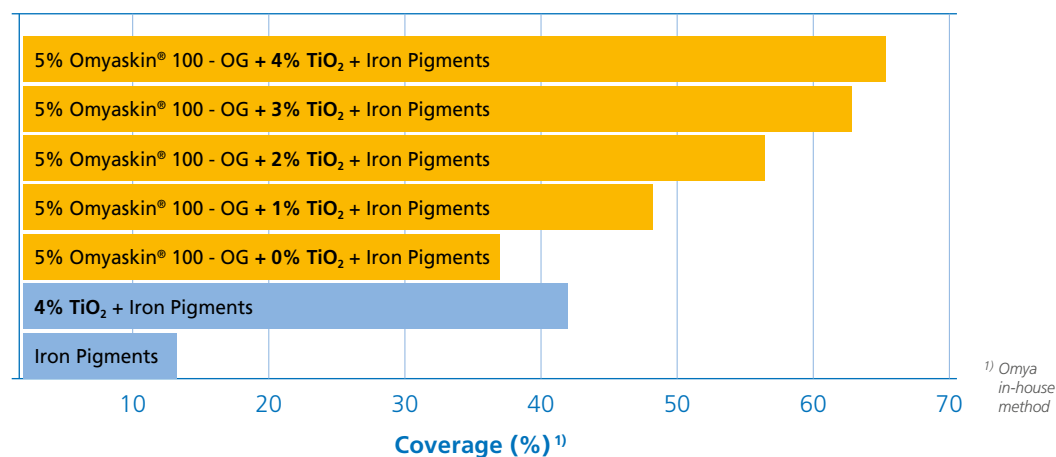


Figure 3: Coverage in foundation based on 5% Omyaskin® 100 - OG (%)

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.

Omyaskin® reduces greasy feeling and drying time

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.

Foundation with 5% Omyaskin® 100 - OG; one time application in 20 subjects; method: Visia

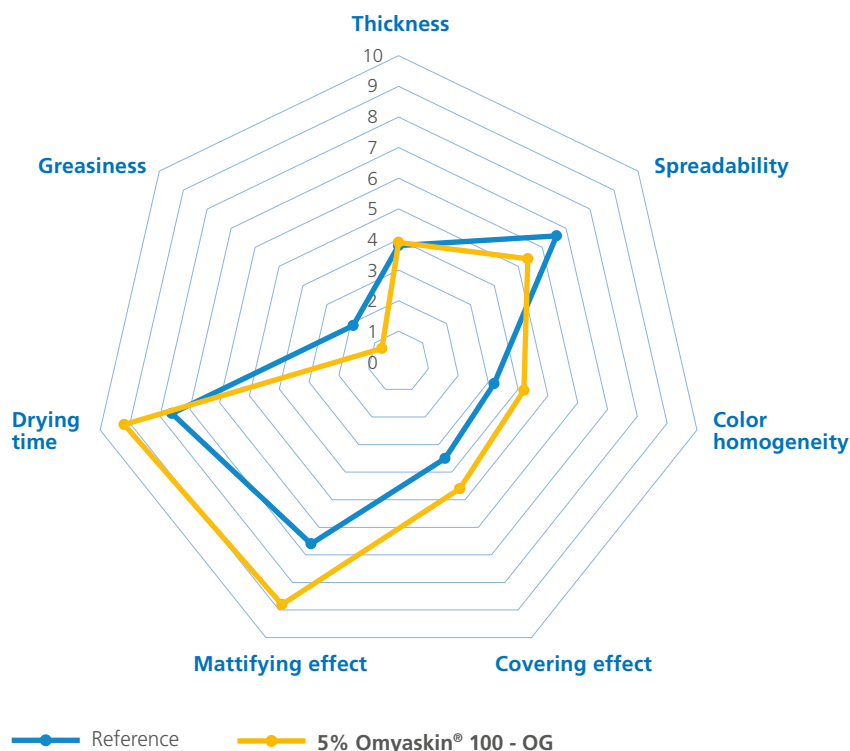


Figure 4: Sensory profile in foundation based on 5 % Omyaskin® 100 - OG

Sebum Absorber

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

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

Mattifier

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

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

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⁾

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

Guide Formulation: Foundation containing 5 % Omyaskin® 100 - OG for superior coverage

	Ingredients	INCI Nomenclature	% w/w
A	Aqua dem.	Aqua (Water)	add.100
A2	Vivapur COS 8	Microcrystalline Cellulose, Cellulose Gum	1.20
A3	Xanthan Gum	Xanthan Gum	0.20
	Potassium Sorbate	Potassium Sorbate	0.20
B	Emulium Mellifera	Polyglyceryl-6 Distearate (and) Jojoba Esters (and) Polyglyceryl-3 Beeswax (and) Cetyl Alcohol	4.00
	Lanette O	Cetearyl Alcohol	1.00
	Imwitor 372 P	Glyceryl Stearate Citrate	1.00
	MOD	Octyldodecyl Myristate	2.00
	Miglyol 812	Caprylic / Capric Triglycerides	6.00
	Jojoba Oil	Simmondsia Chinensis (Jojoba) Seed Oil	2.00
	Olive Oil	Olea Europaea (Olive) Fruit Oil	1.00
	Lipocire A SG	C10-18 Triglycerides	3.00
	Eutanol G	Octyldodecanol	3.00
	Phenonip	Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Propylparaben (and) Butylparaben (and) Isobutylparaben	1.00
C	Isopentyl diol	Isopentyl diol	10.00
	Titanium Dioxide	CI 77891	4.00
	Ferroxide 216 P Red	CI 77491	0.57
	Ferroxide 510 P Yellow	CI 77492	1.14
	Ferroxide 78 P Black	CI 77499	0.05
	Omyaskin® 100 - OG	Hydroxyapatite (and) Calcium Carbonate	5.00
D	Flavor	Aroma	q.s

Procedure

- 1 Under rapid mixing, disperse **A2** into the water for 10 minutes and then **A3** for another 10 minutes.
- 2 Heat **A** and **B** to 70°C max.
- 3 Under rapid mixing, add **B** to **A**.
- 4 Maintain rapid mixing and add **C** that has been mixed beforehand at 40°C.
- 5 Add separately **D** at 30°C.
- 6 Complete cooling.

Products	d50% (µm)	Oil absorption (g/100g*)	R(y) (%)	Specific surface area (m²/g)
Omyaskin® 100 - OG **	7	268	93	100

* 100g of Omyaskin® 100 - OG

** COSMOS and NATRUE certified



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