



TREATING
YOU
RIGHT

MiyoHAZE White

Multi-functional Composite Powder

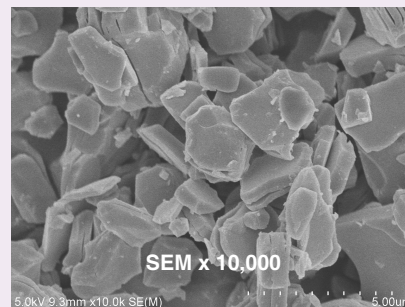
- Very High Opacity Wet or Dry
- High Refractive Index
- Soft Focus Composite
- Blocks IR Rays
- Smooth Texture

GENERAL INFORMATION

Chemists often have difficulty finding high opacity, pure white powders for their formulations that remain true to color in both wet and dry conditions, a key point to developing liquid foundations. To combat this, Miyoshi America has developed MiyoHAZE White, an innovative, multi-functional opacifying powder that can be used in a wide range of cosmetic products. MiyoHAZE White's unique properties display both wet and dry color fidelity with high opacity resulting in a soft-focus effect in the end formulation.

MiyoHAZE White can also be surface treated to provide additional value-added benefits such as strong hydrophobicity, high coverage, and enhanced feel.

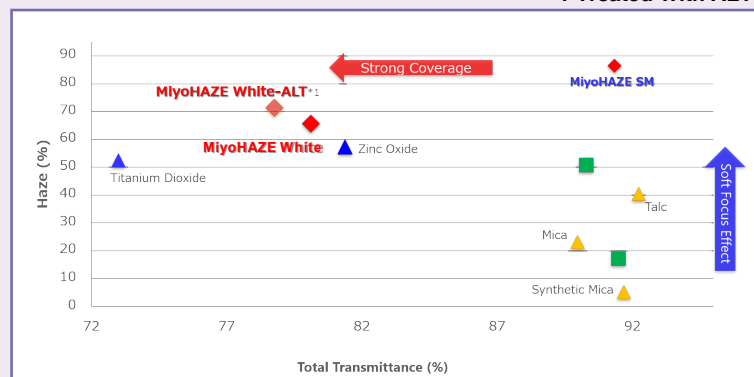
INCI NAME: Magnesium Potassium Titanate



MiyoHAZE White SEM Picture

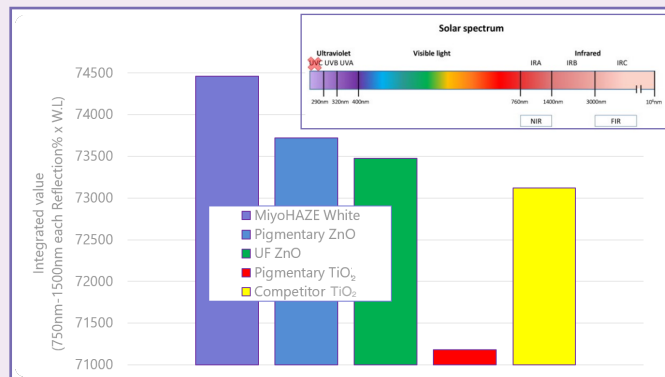
SOFT FOCUS

*1 Treated With ALT



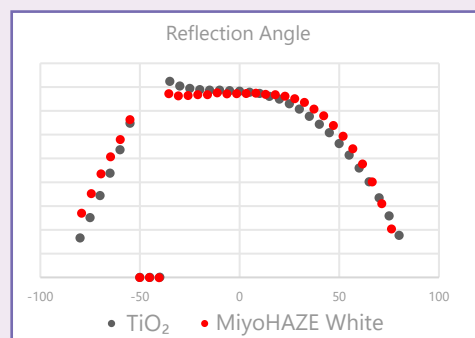
MiyoHAZE White's high opacity and high haze results in a unique combination of strong coverage (opacity) and high soft focus effect in the end formulation.

IR BLOCKING



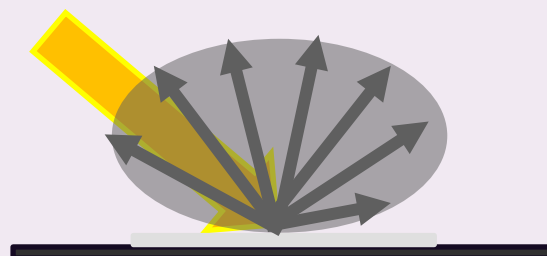
MiyoHAZE White blocks infrared light, an invisible light to the human eye which is known to induce a significant production of free radicals in the dermis and diminish the skin's antioxidant capacity

REFLECTION ANGLE



Goniophotometer Pattern of MiyoHAZE White

MiyoHAZE White's unique platelet shape and crystal component and structure creates a light reflection angle similar to Titanium Dioxide. MiyoHAZE White's high refractive index also translates to a higher means of blocking infrared light, thereby protecting the skin.



MiyoHAZE White reflection pattern close to TiO₂

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MiyoHAZE White

Multi-functional Composite Powder

Tinted Moisturizer

100-025, 100-026, 100-027

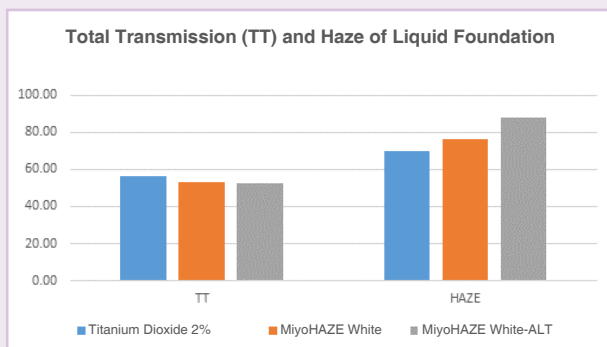
A Natural Tinted Moisturizer that Provides Soft Focus, with a Light and Airy Feel on the Skin.



	Trade Name	INCI Name	Function	Supplier	100-025 %	100-026 %	100-027 %
A	Water	Water	-	-	35.00	35.00	38.00
	Butylene Glycol	1,3 Butylene Glycol	Moisturizer	Univar	2.50	2.50	2.50
	Glycerine 99.7%	Glycerin	Moisturizer	Acme Hardesty Col	2.50	2.50	2.50
	NaCl Powder, USP	Sodium Chloride	Viscosity Modifier	Spectrum Chemicals	1.00	1.00	1.00
	PRINCESSCARE	Geranium Robertianum Extract	Active	Miyoshi America	1.00	1.00	1.00
	Citric Acid Sol. 30%	Water (and) Citric Acid	pH Adjuster	Cargill	0.04	0.04	0.04
	Emeressence 1160	Phenoxyethanol	Preservative	Cognis	1.00	1.00	1.00
	RonaCare® KOH Solution 10%	Water (and) Potassium Hydroxide	pH Adjuster	EMD/Rona	0.11	0.11	0.11
B	MiyoHAZE White	Magnesium Potassium Titanate	Opacifier	Miyoshi America	8.00	-	-
	MiyoHAZE White-ALT	Magnesium Potassium Titanate (and) Triethoxycaprylsilane	Opacifier	Miyoshi America	-	8.00	-
	Titanium Dioxide Anatase	Titanium Dioxide	Pigment	Miyoshi America	-	-	2.00
	ALT-Yellow	Iron Oxides (and) Triethoxycaprylsilane	Pigment	Miyoshi America	1.12	1.12	1.12
	ALT-Red	Iron Oxides (and) Triethoxycaprylsilane	Pigment	Miyoshi America	0.41	0.41	0.41
	ALT-Black	Iron Oxides (and) Triethoxycaprylsilane	Pigment	Miyoshi America	0.24	0.24	0.24
	MiyoSYN Fine ALT	Synthetic Fluorhlogopite (and) Triethoxycaprylsilane	Filler	Miyoshi America	4.00	4.00	4.00
	Fanco® ID	Isododecane	Emollient	Elementis	12.58	12.58	15.58
	AEROSIL® R 972	Fumed Silica and Dimethyldichlorosilane	Viscosity Modifier	Evonik	0.50	0.50	0.50
	DOWSIL™ 200 20 cs	Dimethicone	Texture Modifier	Dow Chemical	11.50	11.50	11.50
	KSG-16	Dimethicone/Vinyl Dimethicone Crosspolymer	Texture Modifier	Dow Chemical	5.00	5.00	5.00
	KF-6017	PEG-10 Dimethicone	Emollient	Shin-Etsu	3.50	3.50	3.50
	KF-6038	Lauryl PEG-9 Polydimethylsiloxyethyl Dimethicone	Emollient	Shin-Etsu	2.00	2.00	2.00
	BENTONE® LUXE WS	Cyclopentasiloxane (and) PEG-10 Dimethicone (and) Distearidmonium Hectorite	Viscosity Modifier	Elementis	8.00	8.00	8.00
	Total				100.00	100.00	100.00

Procedure:

1. Add Phase A to a beaker and begin mixing with a propeller mixer at 300 rpm until homogeneous.
2. Add Phase B to a beaker and begin homogenizing for about 20 minutes @ 5000 rpm.
3. Add Phase A to Phase B slowly, and continue homogenizing @ 5000 rpm for 15 minutes.
4. Cool and pour in desired container.



Foundations	TT	HAZE
Titanium Dioxide (2%)	56.39	70.00
MiyoHAZE White	53.36	76.02
MiyoHAZE White-ALT	52.34	87.75

Test Method: The three foundations are drawn down on TAC film by #12 barcorter and are left to dry. Total Transmission and Haze are measured from the dried foundation samples.



Soft Focus

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Natural Coverage

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Enhanced Feel

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