



TREATING
YOU
RIGHT

MiyoNAT VAA

COSMOS Approved Amino Acid Treated Pigments

- 100% Natural Origin Content
- Long Lasting and Water Resistant
- RSPO Mass Balance Treatment Agent
- COSMOS Approved
- Gives Comfortable Feeling to Formula



COSMOS
APPROVED

GENERAL INFORMATION

Consumers have become more focused on natural, eco-friendly and sustainable ingredients in their cosmetic products. Upwards 60% of consumers are carefully reading the composition of their products. With this in mind, the Miyoshi Group launched the MiyoNAT VAA range, combining both naturality and performance.

Long-Lasting



Natural



Performance

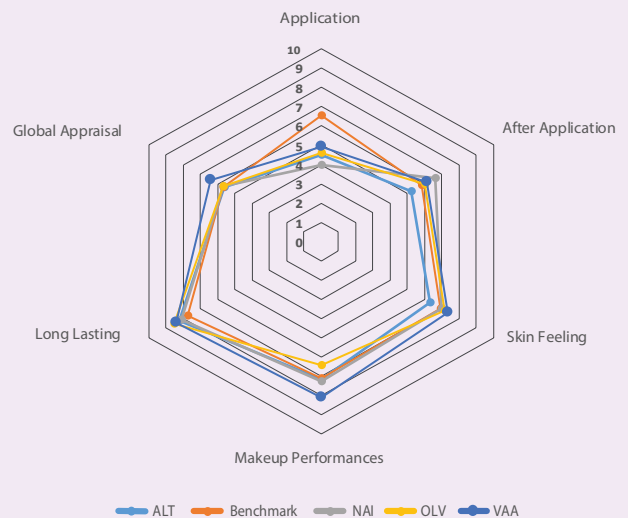
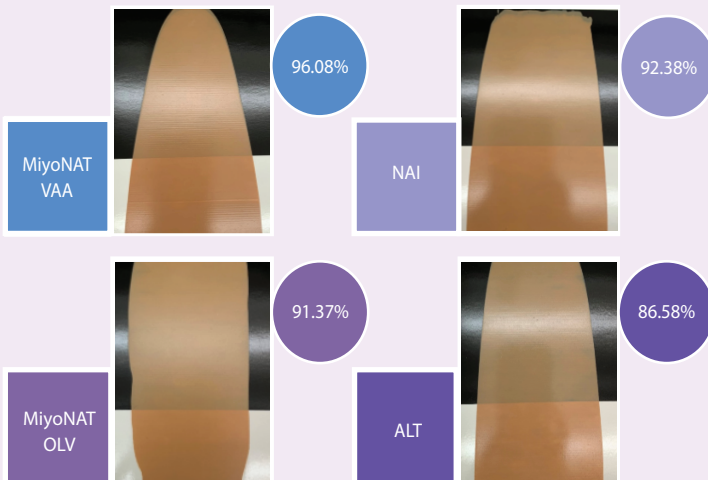


COVERAGE

Emulsions were spread on Lenetta Card using a automatic applicator. We measured opacity value with and X-Rite device. MiyoNAT VAA shows more coverage than other treated pigments in a W/O system.

SENSORIAL ANALYSIS

W/O emulsion using Miyoshi's treated pigments are compared to a benchmark (W/O). Emulsions using treated MiyoNAT VAA pigments displays the best results.



Surface Treatment	Chemical Composition	Description	Main Benefits	Oil Type Affinity	Typical Applications
MiyoNAT VAA	Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Hydrophobic Vegetal Origin	Skin Adhesion / Improve Emulsion/ Stability/Long-Lasting	Esters Silicones Plant Oils	Foundation Hyper-Fluid Foundation Natural Origin

Compliant with EU (Cosmetic Regulation 1223/2009), USA (FDA), Japan, and China regulations

Could be used for

Gluten Free

Vegan

Cruelty Free

Formulas

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MiyoNAT VAA

COSMOS Approved Amino Acid Treated Pigments

SO W/O Foundation

WOC-K056

So W/O Foundation is so easy to apply, you'll love this new foundation! Its creamy and smooth texture make the formula so comfortable.



	Trade Name	INCI Name	Supplier	%
A1	Water	Water	-	47,99
	Sulfate de Magnesium	Magnesium Sulfate	Carl Roth	0,80
	Glycerine	Glycerin	Interchimie	5,00
A2	POLYNAT T11	Astragalus Gummifer Gum	Caragum International	0,50
B1	Silgreen C	C13-15 Alkane (and) Polyglyceryl-6 Oleate	Socri / Impag	10,00
	MiyoNAT VAA-White	Titanium Dioxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	12,80
	MiyoNAT VAA-Yellow	Iron Oxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	1,75
	MiyoNAT VAA-Red	Iron Oxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	0,33
	MiyoNAT VAA-Black	Iron Oxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	0,125
	B2	Oleamuls WO	Polyglyceryl-4 Stearate (and) Potassium Olivat	Socri / Impag
B3	Rheopearl KL2	Dextrin Palmitate	Chiba / Miyoshi Europe	3,00
	Silgreen C	C13-15 Alkane (and) Polyglyceryl-6 Oleate	Socri / Impag	12,00
C	Mimosa Jom	Fragrance	SFA	0,20
	Geogard ECT	Benzyl Alcohol (and) Salicylic Acid (and) Glycerin (and) Sorbic Acid	Lonza / Masso	1,00

Procedure:

1. Add Phase A2 to Phase A1 using Turbotest VMI during 10 minutes. Heat at 70°C.
2. Grind Phase B1 using an Ultra-Turrax at high speed.
3. Add Phase B2 to Phase B1 and heat at 70°C.
4. Heat Phase B3 under stirring at 70°C to dissolve Rheopearl KL2.
5. Homogenize Phase B1, B2, B3.
6. Add Phase A to Phase B under stirring (Turbotest VMI, propeller disperser), 3 minutes, maximum speed.

Stick Foundation

STK-A009

A light and comfortable stick using a high amount of natural ingredients (around 94%) and provides high performance once applied on skin.



	Trade Name	INCI Name	Supplier	%
A	Lipocire A SG	C10-18 Triglycerides	Gattefossé	2,00
	Unifilma HVY	Dextrin Isostearate	Chiba / Miyoshi	5,00
	Cire de Candelilla	Euphorbia Cerifera (Candelilla) Wax	Baerlocher	5,40
	Cire d'Abeilles	Cera Alba	Prod'Hyg	7,00
	Cire de Carnauba	Copernicia Cerifera (Carnauba) Wax	Dousselin	4,60
B	MiyoNAT VAA-White	Titanium Dioxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	18,70
	MiyoNAT VAA-Yellow	Iron Oxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	1,00
	MiyoNAT VAA-Red	Iron Oxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	0,20
	MiyoNAT-VAA Black	Iron Oxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	0,10
	EmoGreen L15	C15-19 Alkane	Seppic	40,50
C	Mg Sulfate	Magnesium Sulfate	ROTH	5,00
	Silica Bead SB-300	Silica	Miyoshi Europe	5,00
	Soft Talc	Talc	Miyoshi Europe	5,00
D	Bioxan Sf T50	Tocopherol	BTSA / Masso	0,50

Procedure:

1. Heat Phase A to 85°C
2. Grind Phase B using a three-rolls mill.
3. Add Phase B to Phase A under stirring (Turbotest VMI, propeller disperser).
4. Add Phase C to Phase AB under stirring (Turbotest VMI, propeller disperser).
5. Add Phase D just before pouring into the mold.
6. Pour into container at 63-65°C. Wait 30 minutes, then put into the freezer for 60 minutes.



Long Lasting



Hydrophobicity



Natural Origin

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