



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



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### GENERAL INFORMATION

Consumers have become more focused on natural, eco-friendly and sustainable ingredients in their cosmetic products. Upwards of 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.

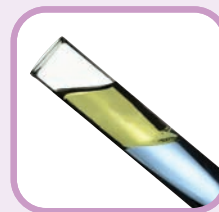
#### Long-Lasting



#### Natural

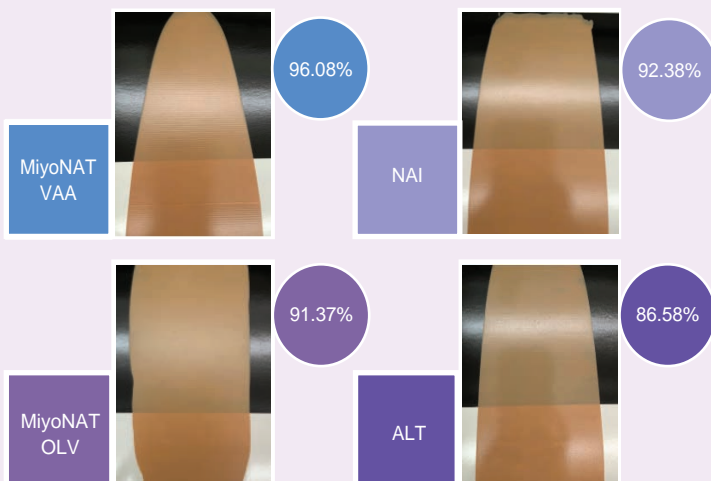


#### Performance



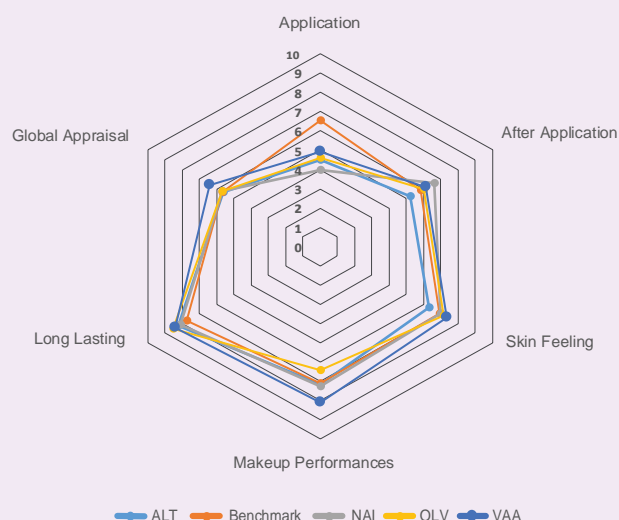
### COVERAGE

Emulsions were spread on Lenetta Card using an automatic applicator. We measured opacity value with an 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.



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Surface Treatment	Chemical Composition	Description	Main Benefits	Oil Type Affinity	Typical Applications
MiyoNAT VAA	Sodium Myristoyl Glutamate Aluminum Hydroxide	Hydrophobic Vegetal Origin	Skin Adhesion / Improve Emulsion/ Stability/Long-Lasting	Esters Silicones Plant Oils	Hyper-Fluid Foundation 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-LEAFLET-20210910-Rev 1.3-E

# MiyoNAT VAA

## COSMOS Approved Amino Acid Treated Pigments

### 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	Wt %
A	Lipocire A SG	C10-18 Triglycerides	Gattefossé	2,00
	Unifilma HVY	Dextrin Isostearate	Chiba / Miyoshi Europe	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	Shin-Etsu	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
	SB-300	Silica	Miyoshi Europe	5,00
D	Soft Talc	Talc	Miyoshi Europe	5,00
	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.

### SKEENCover Foundation

WOC-H011-PG

A cold-process formula containing nature-friendly MiyoNAT VAA pigments for their long-lasting properties and their comfort feeling.



	Trade Name	INCI Name	SUPPLIER	Wt %
A	Water	Water	-	38,20
	NaCl	Sodium Chloride	Carl Roth	1,00
	Glycerin	Glycerin	Dousselin	3,00
B1	MiyoNAT VAA-White	Titanium Dioxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	9,10
	MiyoNAT VAA-Yellow	Iron Oxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	2,30
	MiyoNAT VAA-Red	Iron Oxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	0,38
	MiyoNAT-VAA Black	Iron oxide (and) Sodium Myristoyl Glutamate (and) Aluminum Hydroxide	Miyoshi Europe	0,22
	EmoGreen L15	C15-19 Alkane	Seppic	1,00
B2	Soldoc PGPR	Polyglyceryl-3 Ricinoleate	IQL / Saci-Cfpa	8,00
	Bentone Gel OLV-V	Olea Europaea (Olive) Fruit Oil, Stearalkonium Hectorite, Propylene Carbonate	Elementis / Saci-Cfpa	10,00
	EmoGreen L15	C15-19 Alkane	Seppic	15,00
	Parfum Thé Blanc de Bali K66-4172	Fragrance	SFA	0,80
	Geogard ECT	Benzyl Alcohol & Salicylic Acid & Glycerin & Sorbic Acid	Lonza / Masso	1,00
B3	SB-700	Silica	Miyoshi Europe	5,00
	Excel Mica JP-M	Mica (and) Aluminum Hydroxide	Miyoshi Europe	5,00

#### Procedure:

1. Solubilize Phase A ingredients
2. Grind pigments with Emogreen L15 with three rolls mill. (Phase B1)
3. Add Phase B2 to B1, homogenize (Turbotest VMI, propeller disperser)
4. Add Phase B3 to B1B2, homogenize (Turbotest VMI, propeller disperser)
5. Add Phase A to Phase B while stirring (Turbotest VMI, propeller disperser), 3 minutes at a maximum speed of 3300 rpm.
6. Continue to stir for 15 minutes at maximum speed, 3300 rpm.



Long Lasting



Hydrophobicity



Natural Origin

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