

MiyoSTAY SM

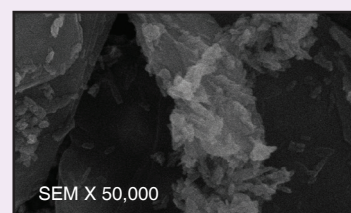
Sebum Control Composite Powder

- Long Lasting Effect
- Highly Selective Fatty Acid Absorption
- Strong Skin Adhesion
- Matte and Non-Shiny Look

GENERAL INFORMATION

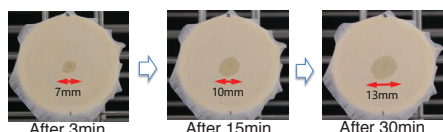
MiyoSTAY SM is Miyoshi's original composite powder that provides long lasting properties through highly selective adsorption and jellification of unsaturated fatty acids. The base material utilizes synthetic mica which provides high purity and traceability.

INCI NAME: Synthetic Fluorophlogopite (and) Zinc Oxide (and) Hydroxyapatite

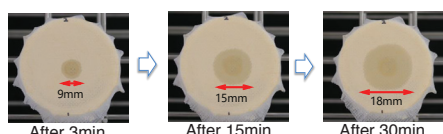


MiyoSTAY SM SEM pictures

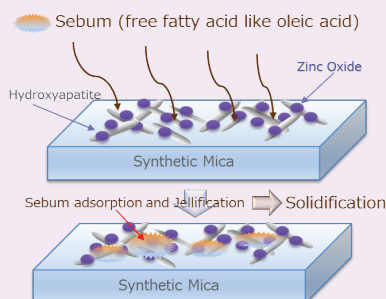
LONG LASTING EFFECT



Powder Foundation formulated with 15% MiyoSTAY SM



Powder Foundation formulated without MiyoSTAY SM



A powder foundation using MiyoSTAY SM shows significantly less spreading of oleic acid vs. the control because of its unique adsorption and jellification properties. MiyoSTAY SM jellifies sebum and provides enhanced wear while minimizing dryness and color dullness normally observed in typical sebum-absorbing materials.

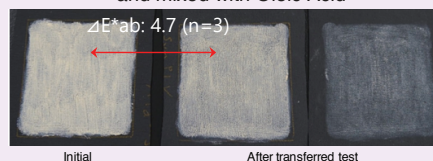
LONG LASTING EFFECT HIGHLY SELECTIVE FATTY ADSORPTION

Product Name	Adsorption (mg/g)/ Surface Area (Oleic Acid)	Solidification Time (Oleic Acid)
MiyoSTAY SM	20.46	1 min. 48 sec.
Silica Beads	0.23	-

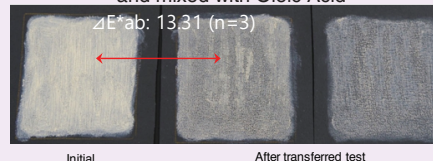
Free fatty acids, especially unsaturated fatty acids, tend to lower the melting point of sebum and thus affect the wear properties of cosmetics. MiyoSTAY SM has unique selective adsorption of these fatty acids within the hydroxyapatite / zinc oxide matrix and jellifies oleic acid in a very short period of time compared to silica beads.

STRONG SKIN ADHESION

Powder foundation with MiyoSTAY SM (15%) and mixed with Oleic Acid



Control: Powder foundation without MiyoSTAY SM and mixed with Oleic Acid



MiyoSTAY SM formulated into a powder foundation showed stronger adhesion versus control.

MiyoSTAY SM

Sebum Control Composite Powder

Loose Powder

JLP0006

A soft powder that controls shine and lasts all day without touchups.



	INCI	TRADE NAME	SUPPLIER	%
A	Talc (and) Dimethiconol (and) Aminopropyl Triethoxysilane	SE-TA-13	Miyoshi	12.00
	Talc (and) Dimethiconol (and) Aminopropyl Triethoxysilane	SE-TA-46	Miyoshi	22.00
	Talc (and) Dimethiconol (and) Aminopropyl Triethoxysilane	SE-TA-68	Miyoshi	12.00
	Silica (and) Dimethicone	SA-SB-300® (7%)	Miyoshi	20.00
	Mica (and) Aluminum Hydroxide (and) Dimethicone	SA-EXCEL MICA JP-M	Miyoshi	10.00
	Synthetic Fluorophlogopite (and) Hydroxyapatite (and) Zinc Oxide (and) Dimethicone	MiyoSTAY SM-SA	Miyoshi	10.00
	Mica (and) Titanium Dioxide (and) Dimethicone	SAT-Flamenco Red	Miyoshi	0.80
	Talc (and) Dimethicone	SA-TA-46R	Miyoshi	2.94
	Methylparaben	-	-	0.30
	Propylparaben	-	-	0.10
B	Sodium Dehydroacetate	-	-	0.10
	Iron Oxides (and) Dimethicone	SA-YP-10	Miyoshi	0.05
	Iron Oxides (and) Dimethicone	SA-RPS-10	Miyoshi	0.17
	Ultramarines (and) Talc (and) Dimethicone	SA-UMB-8	Miyoshi	0.04
C	Jojoba Seed Oil	Jojoba Oil	Nikko Chemicals	4.00
	Caprylic/Capric Triglyceride	O.D.O	Nissin Oillio	4.00
	Shea Butter	Shea Butter	Kokyu Alcohol Kogyo	1.00
	Dipentaerythrityl Tripolyhydroxystearate	Salacos® Wo-6	Nissin Oillio	0.50

PROCEDURE: Pre-mix Phase C in a small beaker while heating at 50-60°C. Add Phase A and B into LAB. Mixer. Blend the Phase A and B with high-speed for 2 minutes. Add Pre-mixed Phase C dropwise into the powder. Blend the powder with high-speed for 2 minutes. Sift the powder with 40 mesh screen.

CC Cream

JCC0002

A luxurious cream that gives good coverage and stands in place for a while.



	INCI	TRADE NAME	SUPPLIER	%
A	Cyclopentasiloxane	KF-995	Shin-Etsu	5.50
	Isotridecyl Isononanoate	Crodamol TN-LQ-(JP)	CRODA	6.50
	Isodecyl Neopentanoate	Neolight 100P	Kokyu Alcohol Kogyo	4.00
	Dipentaerythrityl Tri-polyhydroxystearate	Salacos® WO-6	Nissin Oillio	0.50
	Sorbitan Isostearate	Span 120-LQ-(RB)	CRODA	1.00
	PEG-9 Polydimethylsiloxylethyl Dimethicone	KF-6028P	Shin-Etsu	2.00
	Ethylhexyl Methoxycinnamate	Parso® MCX	DSM Solutions	3.00
	Diphenylsiloxy Phenyl Trimethicone	KF-56A	Shin-Etsu	3.00
	Dimethicone (and) Acrylates/ Polytrimethylsiloxymethacrylate Copolymer	DC® FA-4003 DM	Dow Corning	2.00
	Cyclopentasiloxane (and) Dimethicone/ Vinyl Dimethicone Crosspolymer	KSG-16	Shin-Etsu	5.00
B	Disteardimonium Hectorite	Bentone® 38V	Elementis Specialties	0.60
C	Titanium Dioxide (and) Aluminum Hydroxide (and) Triethoxycaprylsilane	ALT-TSR-10	Miyoshi	1.50
	Iron oxide (and) Triethoxycaprylsilane	ALT-MSR-10	Miyoshi	0.02
	Ultramarines (and) Talc (and) Dimethicone	SA-UMB-8	Miyoshi	0.20
	Synthetic Fluorophlogopite (and) Hydroxyapatite (and) Zinc Oxide (and) Dimethicone	MiyoSTAY SM-SA	Miyoshi	5.00
	Silica (and) Dimethicone	SA-SB-300 (7%)	Miyoshi	1.00
D	Talc (and) Dimethicone	SA-TA-13R	Miyoshi	0.28
	Water	DI Water	-	48.25
	Methylparaben	-	-	0.10
	Disodium EDTA	-	-	0.05
	Glycerin	-	-	5.00
E	Butylene Glycol	1,3 Butylene Glycol	Daicel	5.00
	Mica (and) Titanium Dioxide (and) Dimethicone	SAT-Flamenco Blue	Miyoshi	0.50

PROCEDURE: Pre-mix Phase C with labmixer. for 1 minute, 2 times. Add Phase A into the main tank, and mix until well dispersed. Add Phase B to the main tank, and mix until well dispersed. Add premixed Phase C to the main tank. Mix until well dispersed and homogenize the batch. Mix Phase D with disperser until uniform and clear. Add Phase D to the main tank while mixing. Continue to homogenize 7000 rpm for 2 minutes. Add Phase E to the main tank, and mix with disperser (2000 rpm for 1 minute).

Cushion Compact Foundation

JPC0028

A compact foundation that gives excellent coverage with a long-wearing matte finish.



	INCI	TRADE NAME	SUPPLIER	%
A	Cyclopentasiloxane	KF-995	Shin-Etsu	15.38
	PEG-9 Polydimethylsiloxylethyl Dimethicone	KF-6028P	Shin-Etsu	1.50
	Sorbitan Isostearate	Span 120-LQ-(RB)	CRODA	1.50
	Ethylhexyl Methoxycinnamate	Parso® MCX	DSM NUTRITIONAL	2.00
	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	KSG-16	Shin-Etsu	2.00
B	Isodecyl Neopentanoate	Neolight 100P	Kokyu Alcohol Kogyo	5.00
	Cyclopentasiloxane	KF-995	Shin-Etsu	2.25
	Disteardimonium Hectorite	Bentone® 38V	Elementis Specialties	0.25
	PEG-10 Dimethicone	KF-6017	Shin-Etsu	0.49
	Isostearic acid	Isostearic acid	Kokyu Alcohol Kogyo	0.01
C	Iron oxides (and) Cyclopentasiloxane (and) Dimethicone Disodium Stearoyl Glutamate (and) Aluminum Hydroxide	SA/NAI-Y-10/D5 (70%) MiBrid Color Dispersion	Miyoshi	2.00
	Iron oxides (and) Cyclopentasiloxane (and) Dimethicone Disodium Stearoyl Glutamate (and) Aluminum Hydroxide	SA/NAI-R-10/D5 (65%) MiBrid Color Dispersion	Miyoshi	0.33
	Iron oxides (and) Cyclopentasiloxane (and) Dimethicone Disodium Stearoyl Glutamate (and) Aluminum Hydroxide	SA/NAI-B-10/D5 (75%) MiBrid Color Dispersion	Miyoshi	0.17
	Titanium Dioxide (and) Cyclopentasiloxane (and) Dimethicone Disodium Stearoyl Glutamate (and) Aluminum Hydroxide	SA/NAI-TSR-10/D5 (80%) MiBrid Color Dispersion	Miyoshi	10.00
	Iron oxides (and) Cyclopentasiloxane (and) Dimethicone Disodium Stearoyl Glutamate (and) Aluminum Hydroxide	SAS-TTO-S-3/D5 (50%) MiBrid Color Dispersion	Miyoshi	6.00
E	Synthetic Fluorophlogopite (and) Hydroxyapatite (and) Zinc Oxide (and) Dimethicone	MiyoSTAY SM-SA	Miyoshi	8.00
	Silica (and) Dimethicone	SA-SB-300 (7%)	Miyoshi	8.00
	Talc (and) Dimethicone	SA-TA-13R	Miyoshi	1.27
F	Water	DI Water	-	35.00
	Methylparaben	-	-	0.10
	Disodium EDTA	-	-	0.05
	Butylene Glycol	1,3 Butylene Glycol	Dacei	5.00

PROCEDURE: Mix Phase B and homogenize 6000 rpm until well dispersed. Add Phase A and B into the main tank, and mix with disperser. Mix Phase C with hand mixing until well dispersed. Add Phase C

and D to the main tank, and mix until well dispersed. Add Phase E to the main tank, and mix until well dispersed. (1500 - 2000 rpm) Mix until well dispersed and homogenize the batch. Mix Phase F with disperser until uniform and clear. Add Phase F to the main tank while mixing. Continue to homogenize 7000 rpm for 2 minutes. Add Phase G to the main tank. Heat the main tank at 84°C while mixing, then continue to mix for 15 minutes at 84°C. Cool the main tank with water while mixing. Homogenize 7000 rpm for 2 minutes.



Long Wearing



Selective Fatty Acid



Great Skin Adhesion

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