

- Enhanced Feel
- Strong Hydrophobicity
- Natural Claim
- Skin Friendly/Weak Acidity
- Long Wearing in Powder Foundations

### GENERAL INFORMATION

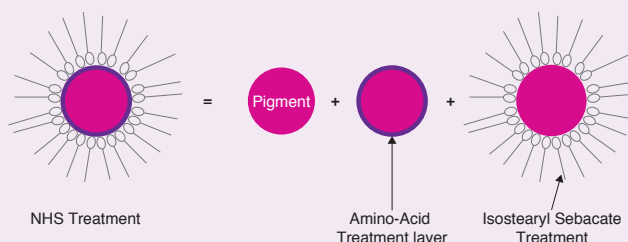
The Miyoshi Group is pleased to introduce a unique Silicon-free surface treatment based on a hybrid technology. The NHS treatment results of the sophisticated combination of an Amino-Acid (NAI) and Ester (HS) treatment, exhibiting improved performance in-use and benefits when used in powder and liquid applications.

While the Ester treatment provides a creamy and wet feeling, the Amino-Acid treatment favors a good skin-affinity, leading to an even and enhanced coverage.

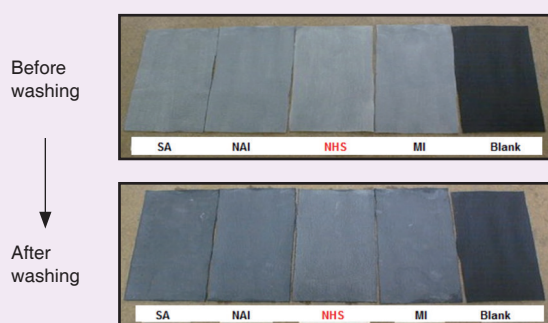
Thanks to its cohesive properties, powders binding is also improved.

Last but not least, NHS technology helps the pigments to develop a stronger color intensity in both liquid and powder makeups.

### TREATMENT

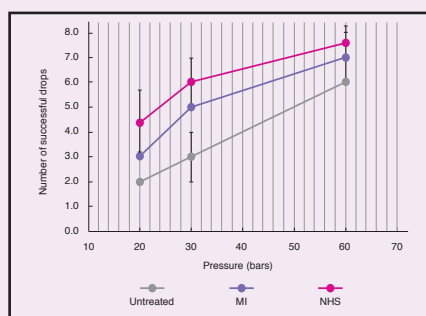


### ADHESION TEST: WATER RESISTANCE









Treated pigments are spread onto collagen sheets. Surface is observed before and after warm water shower at 40°C for 3 minutes.

### DROP TEST: CRASH RESISTANCE



Pressed powders containing treated fillers and Iron Oxides are submitted to crash resistance tests. The number of successful drops without cracking is registered.

Surface Treatment	Chemical composition	Description	Main Benefits	Oil type Affinity	Typical Applications
NHS	Isostearyl Sebacate (and) Disodium Stearoyl Glutamate	Hydrophobic Hybrids	Very strong skin affinity, easy to disperse, low oil absorption. Matte finish, reinforce powder cohesiveness/ Shock resistance in pressed powders/ Slurries	All tested types	 Pressed powder  Eye shadow  Foundation  Eye or lip pencil  Lipstick  Hyper-fluid foundation

# NHS

## Isostearyl Sebacate & Amino-Acid Treatment

### Matte Velvet

LIP-D022

A creamy lipstick providing long lasting, matte finish and natural comfort.



	INCI	TRADE NAME	SUPPLIER	%
A	Titanium Dioxide (and) Isostearyl Sebacate (and) Disodium Stearoyl Glutamate (and) Aluminum Hydroxide Iron Oxides (and) Isostearyl Sebacate (and) Disodium Stearoyl Glutamate (and) Aluminum Hydroxide	NHS-White A	Miyoshi Europe	7.0
		NHS-C338001-10	Miyoshi Europe	6.0
	Manganese Violet (and) Triethoxycaprylsilane	ALT-C43001 SunChroma Manganèse Violet*	Miyoshi Europe	12.0
B	Undecane (and) Tridecane	Cetiol Ultimate	BASF/AMI	16.0
	Isododecane (and) Acrylates/Dimethicone Copolymer	KP-550	Shin-Etsu	3.5
	Paraffinum liquidum	Huile de paraffine	Dousselin	9.0
	Dimethicone	KF96 A 20 CS	Shin-Etsu	11.5
	Synthetic Wax	Cirebelle 108	Cirebelle / DKSH	8.5
	Synthetic Wax	Cirebelle 109L	Cirebelle / DKSH	1.0
	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	KSG-19	Shin-Etsu	10.0
C	Talc (and) Isostearyl Sebacate (and) Disodium Glutamate (and) Aluminum Hydroxide	NHS-Talc	Miyoshi Europe	15.0
	Tocopherol	BioxanT50 sf	BTSA/Masso	0.5

Products marked with a (\*) are not standard references and not listed in our catalog and General Sales Conditions. Please, contact your sales representative to obtain more details about lead-time and conditions.

**PROCEDURE:** Grind Phase A using a three-rolls mill. Add Phase A to Phase B. Heat Phase AB to 90-95°C. Add Phase C to Phase AB at 90°C. Pour into container at 81-86°C. And put 1 hour in freezer.

### W/O matte BB Cream

WOC-D004

Formula designed with a low pigments loading but providing a good coverage and matte finish.



	INCI	TRADE NAME	SUPPLIER	%
A	Aqua (Water)	Aqua (Water)	-	67.362
	Glycerin	Glycerin	-	5.000
	Phenoxyethanol (and) Caprylyl Glycol (and) Chlorphenesin	Mikrokill COS	Masso / Lonza	0.500
	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer (and) Squalane (and) Polysorbate 60	Simulgel NS	Seppic	3.000
B	Octyldodecanol (and) Octyldodecyl Xyloside (and) PEG-30 Dipolyhydroxystearate	Easynov	Seppic	2.500
	Isononyl Isononanoate	DUB ININ	Stearinerie Dubois	6.000
C	Cyclopentasiloxane	KF 995	Shin Etsu	2.000
	Titanium Dioxide (and) Isostearyl Sebacate (and) Disodium Stearoyl Glutamate (and) Aluminum Hydroxide	NHS-TAO-77891	Miyoshi Europe	5.000
	Iron Oxides (and) Isostearyl Sebacate (and) Disodium Stearoyl Glutamate (and) Aluminum Hydroxide	NHS-C339001-10		0.500
		NHS-C338001-10	Miyoshi Europe	0.088
D		NHS-C337001-10		0.050
	Silica (and) Dimethicone	SA-SB-300	Miyoshi Europe	3.000
	Sericite (and) Hydroxyapatite (and) Zinc Oxide	Powder La Vie	Miyoshi Europe	2.000
	Mica (and) Aluminum Hydroxide	Excel Mica JP-2	Miyoshi Europe	3.000

**PROCEDURE:** Mix Phase A ingredients until complete homogeneity (Turbotest VMI, dispersion propeller 1300rpm). Mix Phase B ingredients until complete homogeneity (Turbotest VMI, dispersion propeller 500rpm). Add Phase B Phase A under mild stirring (Turbotest VMI, dispersion propeller 1300rpm). Prepare Phase C by dispersing NHS pigments into KF-955 (Turbotest VMI, dispersion propeller 3300rpm, 30min). Add Phase C to Phase AB (Turbotest VMI, dispersion propeller 1300rpm). Add successfully Phase D ingredients into Phase ABC under stirring (Turbotest VMI, dispersion propeller 1900 rpm).

Viscosity Brookfield DVI+ (mobile 4; speed 1.5) = 52 000 mPa.s



Hydrophobicity

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Natural Claim

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Enhanced Feel

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