

# MiyoFEEL SXI-L

## Silica Bead Coated Mica Treated with Sunflower Lecithin

- Excellent Slip and Spreadability
- Unique Silky-Smooth Feeling
- Natural, COSMOS Approved
- Strong Hydrophobicity



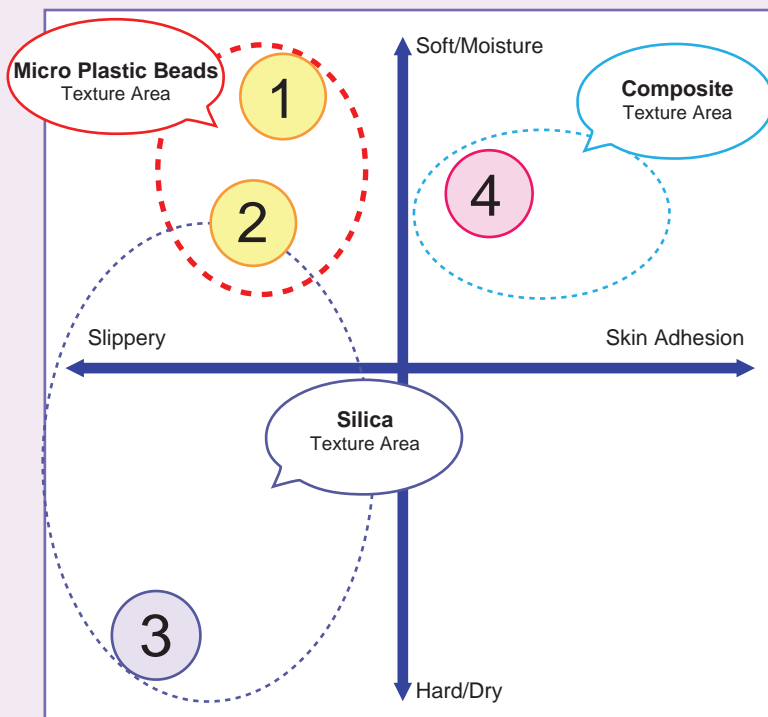
### GENERAL INFORMATION

Texture is a crucial factor that consumers rely on to determine a sense of a product's quality. Texture plays a large role in the perception of product performance across many categories, but it is especially key for cosmetic products.

MiyoFEEL SXI-L is a unique composite of silica coated homogenously on mica, surface treated with a natural Lecithin treatment. The result is a silky-soft feeling powder with excellent water repellency, good spreadability, and natural coverage. Incident light is refracted by the silica beads / mica composite and provides a soft-focus effect.



**INCI NAME: Mica (and) Silica (and) Hydrogenated Lecithin (and) Calcium Chloride**



Texture Evaluation of MiyoFEEL SXI-L in Comparison to PMMA, Nylon-12, and Silica (Non-Porous)

No.	Component	P.S. (μm)
1	PMMA	6μm
2	Nylon-12	5μm
3	Silica non-Porous	10μm
4	MiyoFEEL SXI-L	11 μm

Particle Size Evaluation of MiyoFEEL SXI-L in comparison to PMMA, Nylon-12 and Silica (Non-Porous)



MiyoFEEL SXI-L provides a good spreadability and greater, natural coverage on skin in comparison to Nylon-12 and PMMA.

# MiyoFEEL SXI-L

## Silica Bead Coated Mica Treated with Sunflower Lecithin

Natural Powder Blush

100-023

This all natural powder blush that has a creamy texture and excellent skin adhesion.



	RAW MATERIAL	INCI NAME	SUPPLIER	WT %
A	Sericite CS-15	Mica	Miyoshi America, Inc.	30,93
	Mica CM-10	Mica	Miyoshi America, Inc.	15,00
	MiyoFEEL SXI-L	Mica (and) Silica (and) Hydrogenated Lecithin (and) Calcium Chloride	Miyoshi America, Inc.	25,00
	Magnesium Stearate	Magnesium Stearate	Making Cosmetics, Inc.	3,00
	SUNCHROMA CARMINE	Carmine	Sun Chemical	1,23
	MiyoNAT OLV-Red	Iron Oxides (and) Hydrogenated Olive Oil Stearyl Ester	Miyoshi America, Inc.	0,88
	MiyoNAT OLV-Yellow	Iron Oxides (and) Hydrogenated Olive Oil Stearyl Ester	Miyoshi America, Inc.	1,62
	MiyoNAT OLV-Black	Iron Oxides (and) Hydrogenated Olive Oil Stearyl Ester	Miyoshi America, Inc.	0,22
	MiyoNAT OLV-White	Titanium Dioxide (and) Hydrogenated Olive Oil Stearyl Ester	Miyoshi America, Inc.	5,92
	Kaolin 2000C	Kaolin	KaMin Performance Minerals	5,00
B	Bioderma SX-19	Shea Butter	Miyoshi America, Inc.	0,20
	Spectrastat™ G2 Natural MB	Caprylhydroxamic Acid (and) Glyceryl Caprylate (and) Glycerin	INOLEX Incorporated	1,00
	PELEMOL® CCC	Coco-Caprylate/Caprates	Phoenix Chemical, Inc.	3,00
	Florasun® 90	Helianthus Annuus (Sunflower) Seed Oil	Floratch	3,00
	SOFTISAN® 649	Bis-Diglyceryl Polyacryladipate-2	IOI Oleo GmbH	3,00
	Risonol 20SP	Octyldodecanol	Miyoshi America, Inc.	1,00
		<b>Total</b>		1,00

### Procedure:

1. Weigh Phase A into a blender and blend on high for 1½ minutes.
2. Add Phase B to a beaker and begin warming to 65°C while stirring with a stir bar.
3. Once Phase B reaches temperature and all thicker materials have become fluid, add Phase B to Phase A.
4. Blend with a blender on high for 2 minutes. Scrape the sides if necessary and blend another 20 seconds.
5. Press powder into desired pans and glue into packaging.



Hydrophobicity



Natural Origin



Enhanced Feel

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