

MiyoHAZE BT

Barium Sulfate Titanium Dioxide Composite

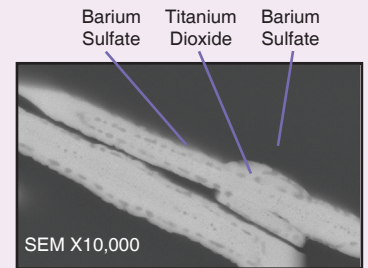
- Soft Focus Composite
- Natural Coverage
- Wet and Dry Color Fidelity
- Translucent Finish



GENERAL INFORMATION

MiyoHAZE BT is an innovative soft-focus composite. Barium sulfate is commonly used in cosmetics as a colorant and an opacifying agent. Miyoshi has taken barium sulfate to the next performance level, creating a barium sulfate/titanium dioxide sandwich-like composite, providing excellent wet and dry haze. MiyoHAZE BT provides higher diffused reflection and higher luminosity without significant attenuation compared to conventional barium sulfate. Its true talent is remaining consistent in delivering a natural look and moderate opacity that blurs imperfections and highlights a flawless complexion.

INCI NAME: Barium Sulfate (and) Titanium Dioxide

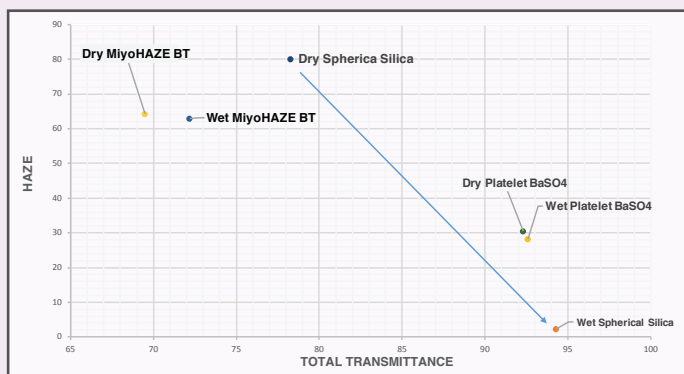


MiyoHAZE BT SEM pictures

LINEUP

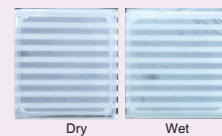
	MiyoHAZE BT	MiyoHAZE BT- SA
Barium Sulfate (BaSO ₄)	86.5%	83.04%
Titanium Dioxide (TiO ₂)	13.5%	12.96%
Dimethicone	-	4.0%

SOFT FOCUS COMPOSITE

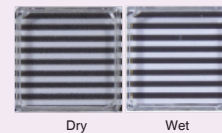


MiyoHAZE BT has a high soft focus effect in dry and even in wet condition which is saturated with oleic acid vs. conventional silica and platelet barium sulfate.

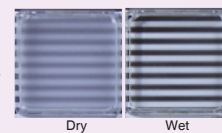
MiyoHAZE BT:



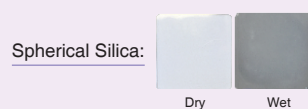
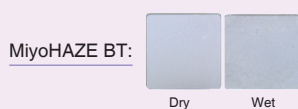
Barium Sulfate:



Spherical Silica:



WET AND DRY COLOR FIDELITY



MiyoHAZE BT does not show discoloration even when saturated with oleic acid whereas conventional silica shows significant discoloration. Wet and dry color fidelity is a key performance factor for chemists who want their formulations to visually look the same color in the bottle, when applied to the skin, and after drying.

MiyoHAZE BT

Barium Sulfate Titanium Dioxide Composite

Natural Veil Powder Foundation

JPF0037

A luxurious soft-focus powder foundation with a translucent finish.



	INCI	TRADE NAME	SUPPLIER	%
A	Talc, Dimethicone	SA-TA-13R	Miyoshi	30.08
	Mica	MICA Y-2300	Yamaguchi Mica	25.00
	Barium Sulfate, Titanium Dioxide, Dimethicone	MiyoHAZE BT-SA	Miyoshi	10.00
	Nylon 12	GPA-550	AICA	8.00
	Titanium Dioxide, Aluminum Hydroxide, Dimethicone, Stearic Acid	SAST-UFTR-Z (5%)	Miyoshi	6.00
	Silica	SB-300	Miyoshi	5.00
	Methylparaben	Methylparaben	-	0.10
	Ethylparaben	Ethylparaben	-	0.10
B	Titanium Dioxide, Aluminum Hydroxide, Dimethicone	SA-TSR-10	Miyoshi	5.00
	Iron Oxides, Dimethicone	SA-YP-10	Miyoshi	1.25
	Iron Oxides, Dimethicone	SA-RPS-10	Miyoshi	0.33
	Iron Oxides, Dimethicone	SA-BP-10	Miyoshi	0.14
C	Ethylhexyl Methoxycinnamate	PARSOL® MCX	DSM NUTRITIONAL	4.00
	Squalane	Squalane	NISSHIN OILLIO G	2.50
	Caprylic/Capric Triglyceride	O.D.O	NISSHIN OILLIO G	2.50

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. Press the powder with a metal pan.

Natural Veil Liquid Foundation

JLF0023

A rich liquid foundation with a natural finish that gives a healthy glow, and blurs imperfections.



	INCI	TRADE NAME	SUPPLIER	%
A	Cyclopentasiloxane	KF-995	Shin-Etsu	12.05
	PEG-9 Polydimethylsiloxyethyl Dimethicone	KF-6028P	Shin-Etsu	2.00
	Sorbitan Isostearate	SPAN 120-LQ-(RB)	CRODA	1.00
	Ethylhexyl Methoxycinnamate	PARSOL MCX	DSM NUTRITIONAL	3.00
	Diphenylsiloxy Phenyl Trimethicone	KF-56A	Shin-Etsu	5.00
	Isodecyl Neopentanoate	NEOLIGHT 100P	KAK	7.00
B	Iron oxides, Cyclopentasiloxane, Dimethicone, Disodium Stearoyl Glutamate, Aluminum Hydroxide	SA/NAI-Y-10/D5(70%) MiBrid Color Dispersion	Miyoshi	2.00
	Iron oxides, Cyclopentasiloxane, Dimethicone, Disodium Stearoyl Glutamate, Aluminum Hydroxide	SA/NAI-R-10/D5(65%) MiBrid Color Dispersion	Miyoshi	0.40
	Iron oxides, Cyclopentasiloxane, Dimethicone, Disodium Stearoyl Glutamate, Aluminum Hydroxide	SA/NAI-B-10/D5(75%) MiBrid Color Dispersion	Miyoshi	0.20
C	Titanium Dioxide, Cyclopentasiloxane, Dimethicone Disodium Stearoyl Glutamate, Aluminum Hydroxide	SA/NAI-TSR-10/ D5(80%) MiBrid Color Dispersion	Miyoshi	10.00
	Barium Sulfate, Titanium Dioxide, Dimethicone	MiyoHAZE BT-SA	Miyoshi	5.00
D	Water	Water	-	40.00
	Methylparaben	Methylparaben	-	0.10
	Disodium EDTA	Disodium EDTA	-	0.05
	Glycerin	Glycerin	-	5.00
	Butylene Glycol	1.3 Butylene Glycol	-	5.00
E	Dextrin Palmitate	Rheoppearl KL2	Chiba Flour Milling	2.00
	Propylparaben	Propylparaben	-	0.20

PROCEDURE:

Add Phase A into the main tank. Mix Phase B with hand mixing until well dispersed. Add Phase B and C to the main tank, and mix until well dispersed. 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. Heat the main tank at 84°C while mixing, then continue to mix for 15min at 84°C. Cool the main tank with water while mixing. Homogenize at 7000 rpm for 2 minutes.



Soft Focus Effect



Natural Coverage



Wet and Dry Color Fidelity

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