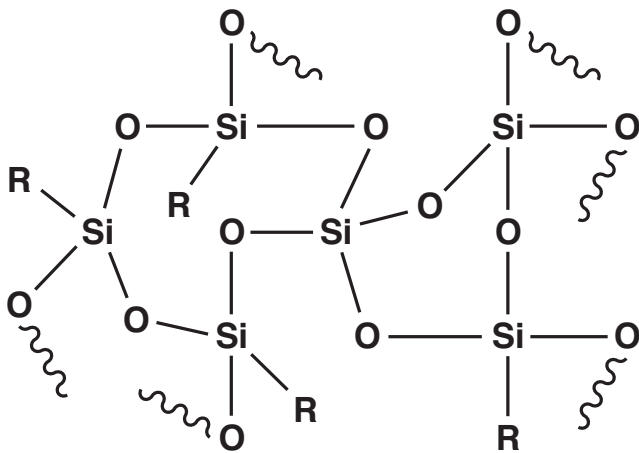




Trimethylsiloxysilicate (SR)-Treated Pigments and fillers provide superior adhesion to skin and hair. SR pigments are best candidates to be used in long-wearing and water-resistant makeup. They are hydrophobic yet are not overly sensitive to oils including sebum.

SR Treatment Benefits

- Superior skin adhesion
- Water repellency
- Low oil absorption
- Provides long wear
- Higher loading capacity



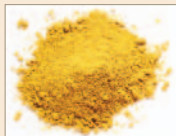
Recommended Uses

- Long-wearing lipsticks
- Long-wearing foundations
- Long-wearing eyeshadows
- Long-wearing eyeliners
- Long-wearing mascaras

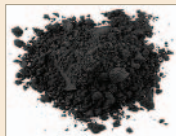
Available Pigments



Red
Iron Oxide



Yellow
Iron Oxide



Black
Iron Oxide



Titanium
Dioxide



Sericite
(Mica)



Chromium
Green



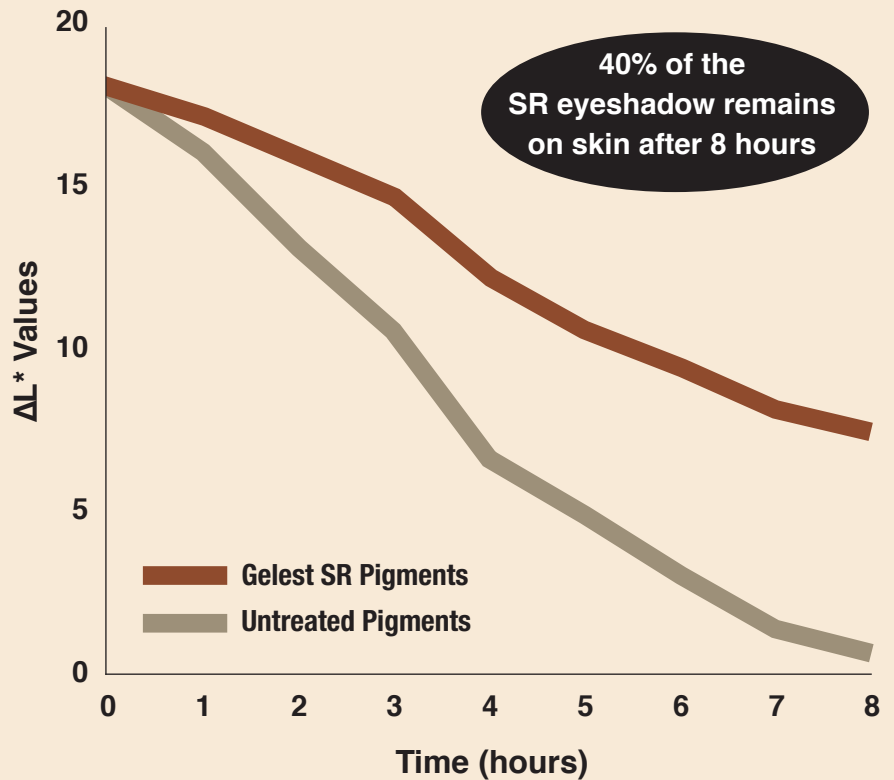
Ultramarine
Blue

Skin Adhesion and Wear Resistance

Gelest SR Pigments Untreated Pigments



ΔL^* Values of Eyeshadow Regression



TiO₂ Dispersion in Diethicone



Long-Wearing Eyeshadow

Ingredients	Wt%
TiO ₂ SR - WIA-SRA	6.50
Red Iron Oxides SR RIA-SRA	4.50
Yellow Iron Oxides SR YIA-SRA	5.80
Black Iron Oxides SR BIA-SRA	3.20
Talc SR TA7-SRA	38.70
Magnesium Stearate	0.97
Zinc Oxide	6.50
Sericite	26.00
Phenoxyethanol	0.32
Stearyl Methicone SiBrid® TM-181	1.90
Polydiethylsiloxane SiBrid® DE-15	2.50
Ethylhexyl Palmitate	3.11
Total	100.00