



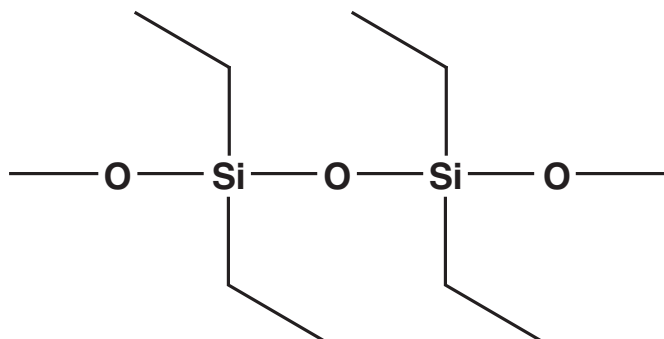
**DiEthicone (DE)-Treated Pigments** offer hydrophobicity, faster dispersion, and improved color development.

### DiEthicone Treatment Benefits

- Higher pigment loading
- Rich, lubricious feel
- Improved spreadability
- Ease of dispersion
- Enhanced color development
- Globally approved

### Recommended Uses

- Lipsticks
- BB creams
- Liquid foundations
- Pressed powders
- Eyeshadows
- Bronzers



### Available Pigments



Red  
Iron Oxide



Yellow  
Iron Oxide



Black  
Iron Oxide



Titanium  
Dioxide



Sericite  
(Mica)



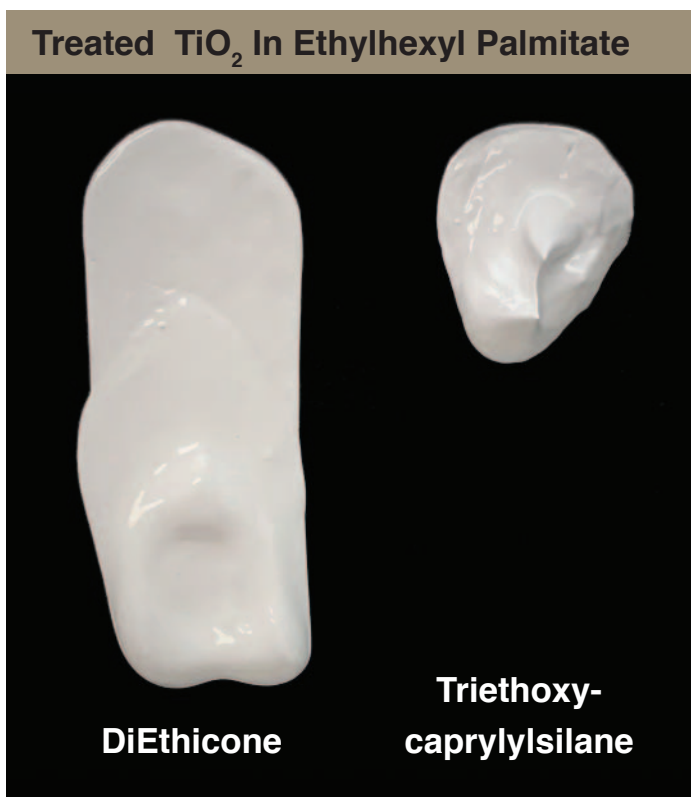
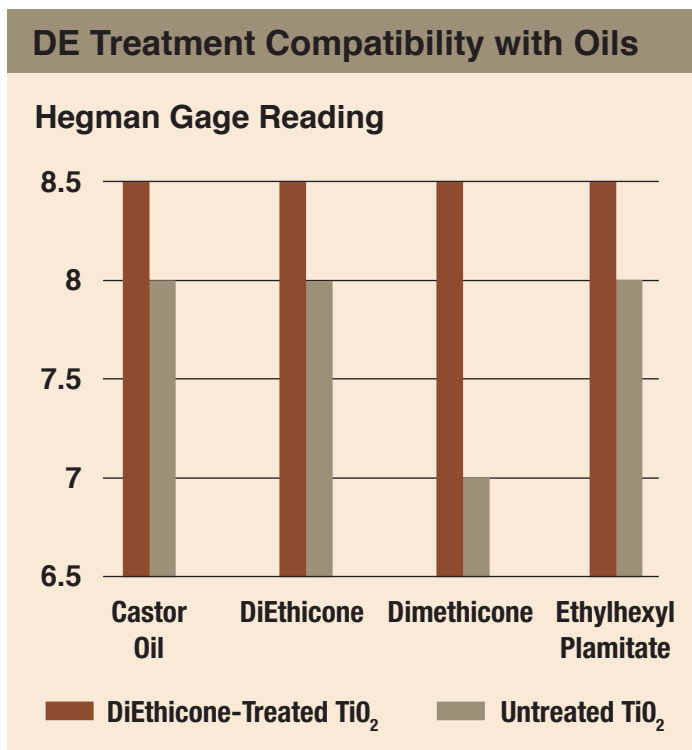
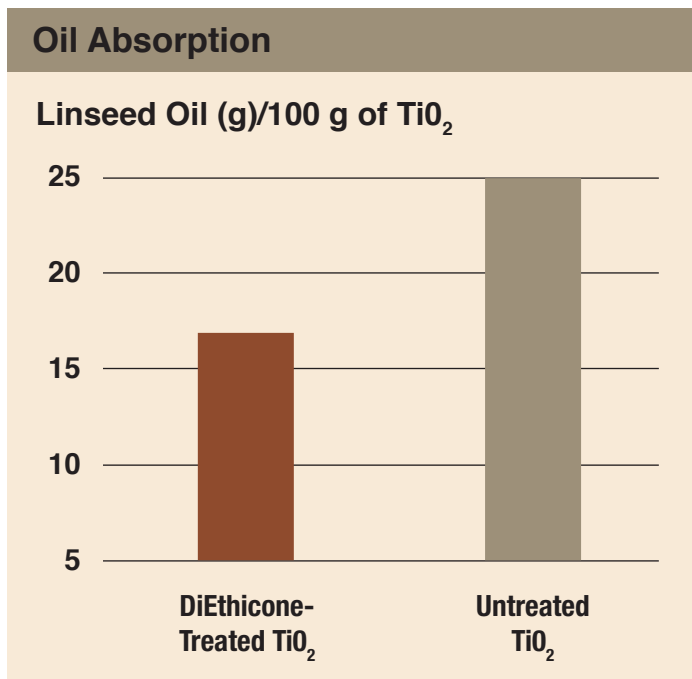
Chromium  
Green



Ultramarine  
Blue

## Pigment Wetting

The greater organic character of DiEthicones allows coated pigments and fillers to disperse more readily in organic vehicles allowing either higher pigment concentration at equivalent formulation viscosities or substantially lower viscosities at equivalent pigment loadings.



### Hot Pour Eyeshadows

| Ingredient (Supplier)                | Wt%           |
|--------------------------------------|---------------|
| Isohexadecane                        | 18.00         |
| Isododecane                          | 12.00         |
| Hydrogenated Polyisobutene           | 5.75          |
| <b>SiBrid®DE-12 (Gelest)</b>         | <b>6.50</b>   |
| <b>SiBrid®TM-121 (Gelest)</b>        | <b>3.75</b>   |
| Bentone Gel CCT (Elementis)          | 9.10          |
| Carnauba Wax (Koster Kuenen)         | 3.65          |
| Ozokerite                            | 1.25          |
| <b>Titanium Dioxide DE (Gelest)</b>  | <b>2.50</b>   |
| <b>Yellow Iron Oxide DE (Gelest)</b> | <b>3.60</b>   |
| <b>Red Iron Oxide DE (Gelest)</b>    | <b>1.90</b>   |
| <b>Black Iron Oxide DE (Gelest)</b>  | <b>0.60</b>   |
| <b>Talc DE (Gelest)</b>              | <b>1.40</b>   |
| <b>Sericite DE (Gelest)</b>          | <b>25.00</b>  |
| Colorona Bronze (EMD/Rona)           | 4.00          |
| Preservative                         | q.s.          |
| <b>Total</b>                         | <b>100.00</b> |