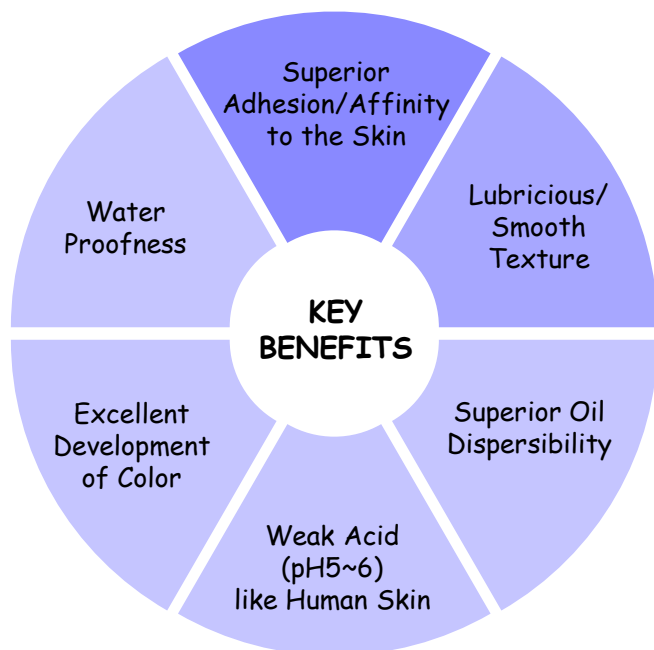


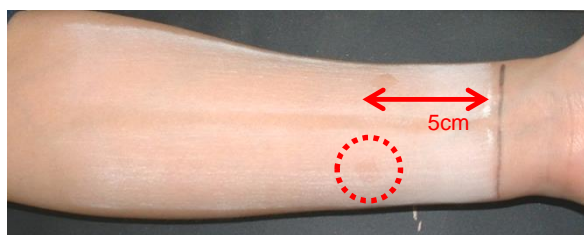
COMPOSITION			
INCI Name	Sodium Lauroyl Aspartate	Zinc Chloride	Isopropyl Titanium Triisostearate



Use guideline

- Emulsions: Disperse in the oil phase, and emulsify
- Powders: Mix with other powders

Uniform adhesion to the skin



Method: Spread powder on the skin from the wrist using puff, and check SEM image of the adhesion of the powder at 5cm away from the wrist.

Chemical Structure of ASI Treatment

INCI Name	Chemical Structure
Sodium Lauroyl Aspartate	$\text{CH}_3-(\text{CH}_2)_{10}-\underset{\text{O}}{\underset{\parallel}{\text{C}}}-\underset{\text{H}}{\underset{ }{\text{N}}}-\text{CH}(\text{CH}_2\text{CO}_2\text{H})\text{COONa}$
Zinc Chloride	ZnCl_2
Isopropyl Titanium Triisostearate	$\left[\text{H}_{35}\text{C}_{17}\text{C}(\text{O})\text{O}-\underset{\text{H}}{\underset{ }{\text{Ti}}}-\text{OC}-\underset{\text{H}}{\underset{ }{\text{C}}}-\text{CH}_3 \right]_3$

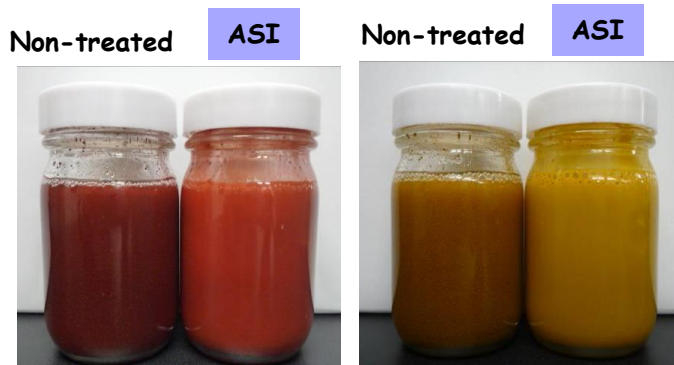
Chemical and physical properties

- Hybrid surface treatment of amino acid and titanate
- Combination of Excellent Adhesion and good spreadability

Excellent dispersibility

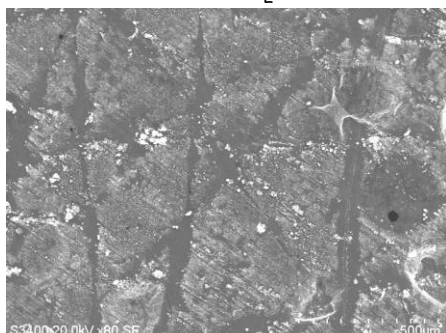
Red Iron Oxide

Yellow Iron Oxide



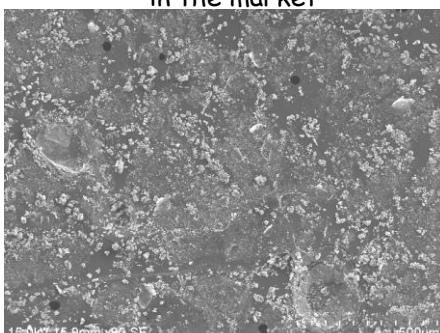
(by shake test, 3% in mineral oil)

Untreated TiO₂ CR-50



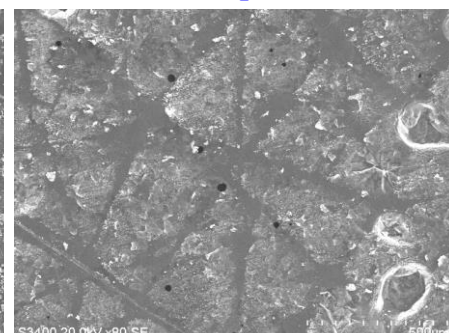
Adhesion is not uniform

Amino acid treated TiO₂ in the market



Aggregation is observed

ASI TiO₂ CR-50



Uniform Adhesion to the Skin

Applications

Powder Foundation / Loose Powder

DF/030 Smooth & Silky 2Way Powder Foundation
 DF/055 Moistre Pact D5 Free -SPF30-
 DF/057 Chiffon 2Way Powder Foundation
 -Wet Slurry-
 DF/J089 Urban Protection Illuminating
 2Way Powder Foundation



Liquid Fondation

DL/062 Enriching Liquid Foundation D5
 Free SPF30
 DL/063 Long Lasting O/W Liquid
 Foundation

Eye Shadow / Blusher

DP/037 ASI Eye Shadow:Back Injection



Lipstick

DLP/J061 Moisture Bright up Lipstick
 (MST-1 CELLULOBEADS D-10)



Safety and regulatory information

Material Safety Data Sheets are available for all DAITO KASEI products.

REACH: The ingredients, unless they are exempted, are registered or will be registered on May 2018.

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