

ZeoSAES™ Soft Focus

5X6006

Soft Focus



Blurring effect

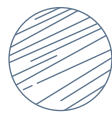


INCI

Zeolite

Definition

Engineered Zeolite



MAKE UP



SKINCARE

Provides a subtle and **natural coverage**, perfect for **hiding skin imperfections** with a **soft-focus effect**. **Mattifies and evens skin tone**. Offers **improved compacting properties** compared to silica.

Benefits



MATTE FINISH



GOOD COVERAGE



BLURRING EFFECT



DRY TOUCH

Characteristics

Fine powder **Non-Nano** according to recommendation 2011/696/EU

X90 volume distribution: **<30 µm**

Product Features

- **Good dispersibility** in water and oil
- **No gelling capabilities in oil** allows **perfect texturing powers** in anhydrous formulation
- **Great opacifying** capabilities
- **Better compacting** performance
- **Strong warming agent**
- **Optimal soft focus agent**
- **Even color distribution, no fallout**



Certifications



Cruelty-free suitable

Halal certifiable

Heavy metal tested

Ni, Cr < 10 ppm, other metals < 1 ppm

OK Sephora list

OK Credo list

ISO 14001

ISO 9001





Registrations

OK EU / US / China / Japan / South Korea / Mercosur Cosmetic regulation

Patent

Covered by patent applications

Suggested applications

POWDERS	EMULSIONS	ANHYDROUS	
			
FACE POWDER	CREAM	LIPSTICK	PRIMER
Benefits SENSORIAL APPLICATION THIN LAYERING FLAWLESS APPEARANCE	Benefits DRY TOUCH FAST ABSORPTION SENSORIAL APPLICATION	Benefits DRY TOUCH MATTE FINISH HOMOGENEOUS APPLICATION	

Generic formulation guidelines

- It is recommended to precondition the powder to room temperature (20-25°C) and humidity value (30-50%) before its utilization.
- Recommended use level: 1-50%wt (even up to 85%wt in case of loose and pressed face powders)
- Regulates and balances pH (acidic in water dispersions).

- Well dispersible in oils, waxes, silicones and water.
- Methods of use:
 - Compatible with low-to-high shear mixing and processing methods (mixer, turrax, high speed disperser, etc.)
 - Compatible with in process and post process addition (compatibilization) with a cosmetic formula

Stability

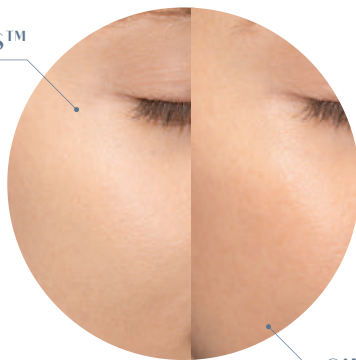
- Temperature:** stable at rt-to-high temperature processes
- pH:** stable within pH 5-9
- Light:** photostable

Perfect You! Face Primer

This formulation is only an example application
Stability fulfills: 3 months - 45°C

ZeoSAES™ Soft Focus 5X6006 boosts the mattifying and soft focus effect allowing a faster application and reducing imperfections on the skin. Additionally it helps the final setting of the make-up application.

ZeoSAES™
5X6006



Silica

Comparing ZeoSAES™ Soft Focus 5X6006 to other fillers, it emerged that ZeoSAES™ Soft Focus 5X6006 has better compacting properties versus silica which breaks during the process.

Please, contact us for further formulation suggestions.

Phase	Ingredients	INCI	% w/w
	Deodorized Cocoa Butter Bio FOOD/COSM	Theobroma cacao butter	15,00
	Bleached Beeswax CG Drops	Cera alba	6,00
A.	Rice Wax	Oryza sativa cera	20,00
	Myritol 318	Caprylic/capric triglyceride	A 100
	Neossance Hemisqualane	C13-15 alkane	16,00
	VIT E (DL-Alfa Tocoferolo) Ph.Eur.	Tocopherol	0,20
B.	ZeoSAES™ Soft Focus 5X6006	Zeolite	10,00

TOTAL 100,00

Procedure

1. Heat Phase A to 80-85°C.
2. Add Phase B and mix.
3. Pour into the pack at 80-85°C.

