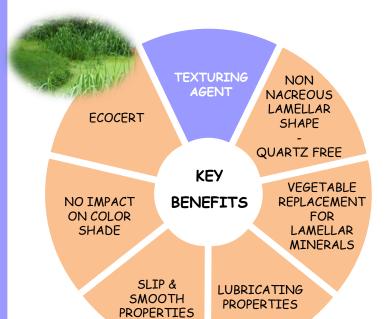
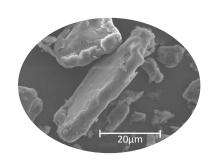
# CELLULOFLAKE

Formulation Concept

**INCI** Name

**CELLULOSE** 





### Chemical and physical properties

· White powder

· Characteristic odor

• Vegetable origin: 100% cellulose

Median size : 15μm

### Use guideline

Emulsions: Mix with other powders before adding it to the formulation or add at the end of process

• Use level: 0,1-25% but more specifically 0,1-2%

Gels: add at the end of the process

• Use level: 0,1-10% but more specifically 0,1-

Powders: Mix with other powders

- · Good compressibility
- Good drop impact resistance
- · Low impact on color shade
- · Allows talc free formulation, baked powders
- Use level: 0,1-15%

### **Formulation**

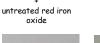
Dispersible in water a hydrophobic treated grade is available:

MST-5 CELLULOFLAKE

Pigments: compatible

### Color shade

TiO2





CELLULOFLAKE

ASL-red iron







CELLULOFLAKE

OTS-red iron





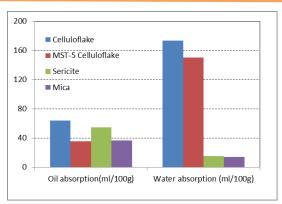






# CELLULOFLAKE

### Oil and water absorption



MST-5 CELLULOFLAKE, hydrophobic treated grade, shows water repellency properties but has a similar water absorption capacity than the untreated grade.

### **Applications**

### Sensory profiles of different formulations

# Emulsion O/W Lipstick SLIPPERY CREAMY FEELING MATTIFYING EFFECT SMOOTH FEELING Baked powder Pressed powder

### **LIPBALMS**

DKE 123 MST-5 CELLULOFLAKE

## COMPACTS

DKE 54B MST-5 CELLULOFLAKE



### LOOSE POWDERS

DKE 170 MST-5 CELLULOFLAKE

### **EMULSIONS**

DKE 144 CELLULOFLAKE
DKE 153 MST-5 CELLULOFLAKE

### Safety and regulatory information

**Product safety**: CELLULOSE produces non irritation to the skin and is non mutagenic. It is mildly irritating to the eyes.

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

**REACH**: CELLULOSE is exempted from registration.

CELLULOSE is listed on the major chemical inventories such CTFA, CosIng, AICS, DSL, KCID, IECIC2003 and/or IECIC2014.

# For additional information Please contact:

DAITO KASEI EUROPE SAS 62 boulevard Henri Navier Taverparc Bât 5.2 95150 Taverny - FRANCE

HEAD OFFICE
DAITO KASEI KOGYO Co., LTD
1-6-28 Akagawa, Asahiku

Osaka - JAPAN

1 : 81 6 6922 1632

2 : 81 6 6921 9562

DAITO KASEI CHINA 6F/room 612 555 Wuding road Jing An District

The information presented within this sheet is offered in good faith, and is based on our present state of knowledge. It is offered for informational and evaluation purposes only. Users of DAITO KASEI product should initiate their own testing to determine the suitability of this product for their intended purpose. DAITO KASEI assumes no liability or responsibility for any damage to person or property resulting from the use of this product or the incorporation of this product into any final formulation or product. Statements concerning the use of this product are not to be construed as a recommendation, suggestion or inducement to use the product in any way or within any formulation that is unlawful to create or sell, that violates any applicable regulations or that infringes upon any patent. No liability arising out of such a use is assumed.

Revised date: October 2014 DAITO KASEI