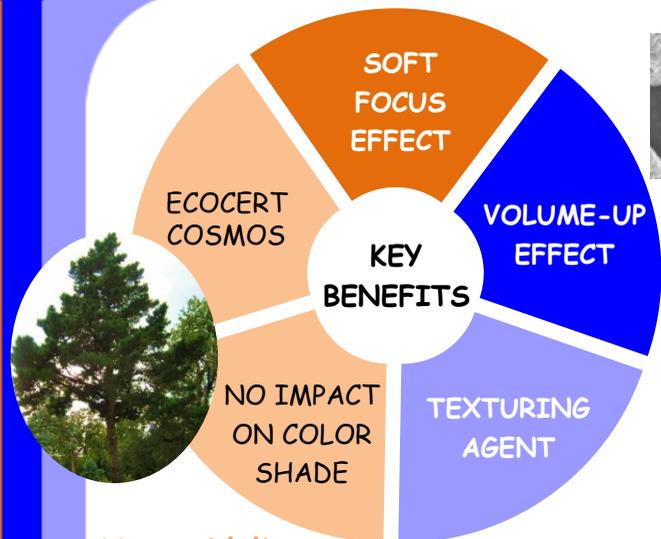


## KEY BENEFITS



COMPOSITION	
INCI Name	CELLULOSE

## Use guideline

- Colored grades are available (loaded with titanium dioxide, iron oxides or carbon black)

These grades can be used to replace the pigments in the formulation. They act as colorants and texture enhancers at the same time. No need of grinding. They bring color without coverage.

A grade with carbon black has been specially developed for the use in mascara

- Hydrophobic surface-treated grades are available (OTS, ITT): High water repellency and softer feel

### Emulsions:

- Incorporate either in the water (untreated grades) or oil phase or after the emulsion is formed.

- The low oil absorption permits the incorporation of CELLULOBEADS D-10 without initial or long term viscosity changes.

- Use level: 0,1-2%

### Powders:

- Mix with other powders
- Prevent reagglomeration of powders
- No impact on color shade
- Use level: up to 10%

## Cosmetic benefits

- Enhance the spreadability and give softness to the application.
- Volume effect mascara: separate the lashes and give volume

## Chemical and physical properties

- White to yellowish free-flowing beads
- Odorless
- Superior hydrophilicity
- Mean particle size = 10-15µm
- Oil absorption ~ 60 ml/100g
- Water absorption = 150%
- Biodegradable and renewable

## Formulation

- pH:** useful over a wide range of pH
- Heat:** stable
- Treated pigments:** compatible with all DAITO's treatments
- Alcohols:** compatible
- Organic solvents:** compatible
- Thickeners:** compatible with carbomers, xanthan gums, acrylic biopolymers (MAKIMOUSSE) and cellulose derivatives (MOISPRAY C)

## Color shade

TiO2 + untreated red iron oxide	CELLULOBEADS D-10 + ASL- red iron oxide	CELLULOBEADS D-10 + OTS-red iron oxide	CELLULOBEADS D-10 + MST-red iron oxide
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## Volume-UP effect in mascara



CELLULOBEADS D-10



BLANK

A colored grade of CELLULOBEADS D-10 is added at 5% in the formulation. They volumize and separate lashes giving the look of naturally luscious lashes

## Applications

## VOLUME-UP MASCARAS

DKK 086 Volumizing separate mascara

## SKIN CARE PRODUCTS

DKE 26 Light illuminator cream

## 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.



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