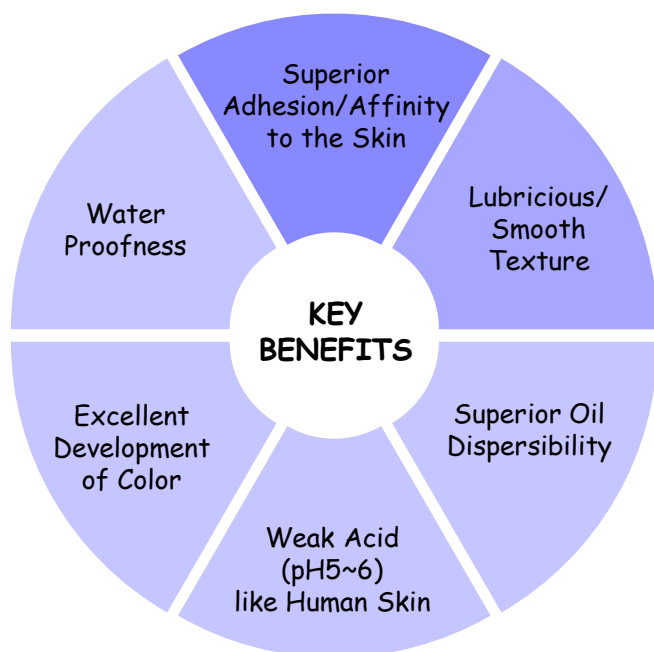


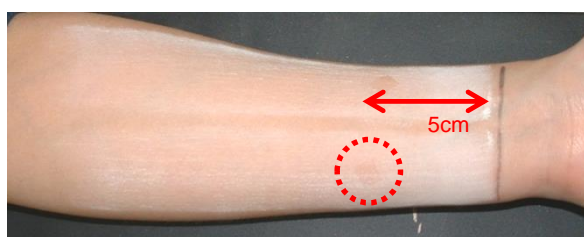
COMPOSITION			
INCI Name	Sodium Lauroyl Aspartate	Zinc Chloride	Isopropyl Titanium Triisostearate



### 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	$\text{ZnCl}_2$
Isopropyl Titanium Triisostearate	$\left[ \text{H}_{35}\text{C}_{17}\text{C}(\text{O})-\text{O}-\text{Ti}-\text{OC}(\text{CH}_3)_2-\text{CH}_3 \right]_3$

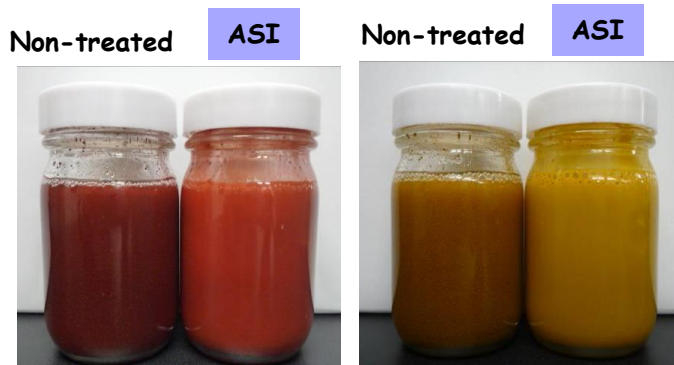
### Chemical and physical properties

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

### Excellent dispersibility

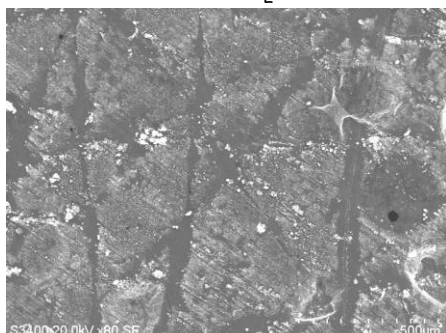
#### Red Iron Oxide

#### Yellow Iron Oxide



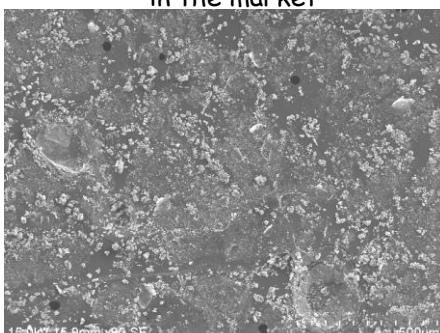
(by shake test, 3% in mineral oil)

Untreated TiO<sub>2</sub> CR-50



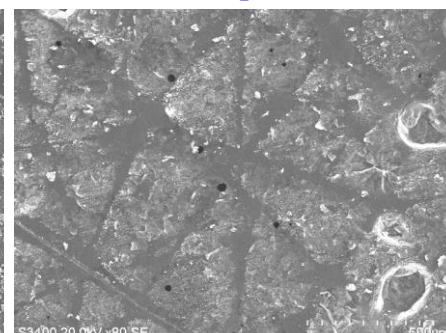
Adhesion is not uniform

Amino acid treated TiO<sub>2</sub> in the market



Aggregation is observed

ASI TiO<sub>2</sub> 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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