

KOBO

Natural ASGP Treatment



August 2020A

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Superdispersible Treatment

- High dispersibility of pigments is critical for color development and formulation stability
- Natural ingredients have become highly desired in the marketplace
- New, **natural ASGP**, renders powders hydrophobic; superdispersible treated pigments require only minimal agitation and energy during grinding phase; they disperse easily in anhydrous systems and facilitate quick and uniform color development
- Gives a creamy feel, true color and aids in pressing powders
- Promotes better wear properties due to treated pigments' adhesion to skin



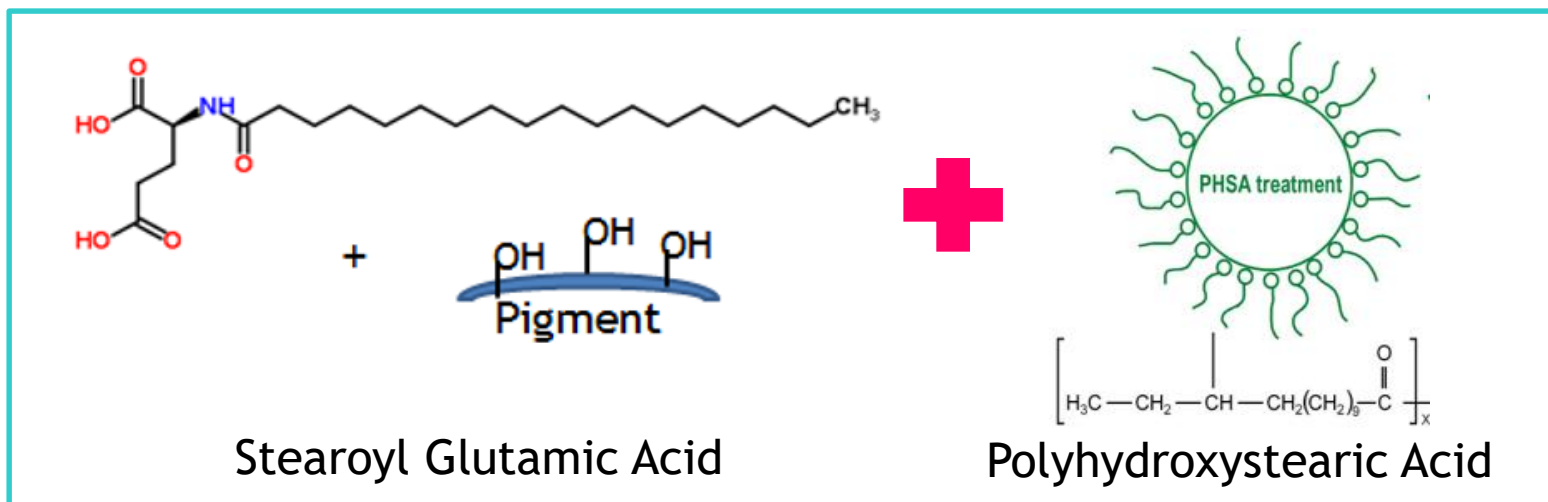
Combination of BYO-ASGP3, BTD-ASGP3 and BRO-ASGP3 in o/w emulsion base, pigment grind was made under propeller mixing only

ASGP Treatment



ASGP Treatment contains:

- Stearoyl Glutamic Acid (ASG) - *base coating to provide stable hydrophobicity*
- Polyhydroxystearic Acid (P) - *to improve dispersibility*



INCI Name: *Pigment* (And) *Stearoyl Glutamic Acid* (And) *Polyhydroxystearic acid*

Super Dispersibility of ASGP-Coated ZnO

ZNO-750-ASGP6
25% slurry in C12-15 Alkyl Benzoate

A - Mixed by hand
for 2 min.



B - Mixed on SpeedMixer
@ 2000 rpm for 20 sec.



Super Dispersibility of ASGP-Coated ZnO

Further dilution to 0.5% pigment loading
did not cause agglomeration

A - Mixed by hand



B - Mixed on SpeedMixer



Dispersibility Comparison

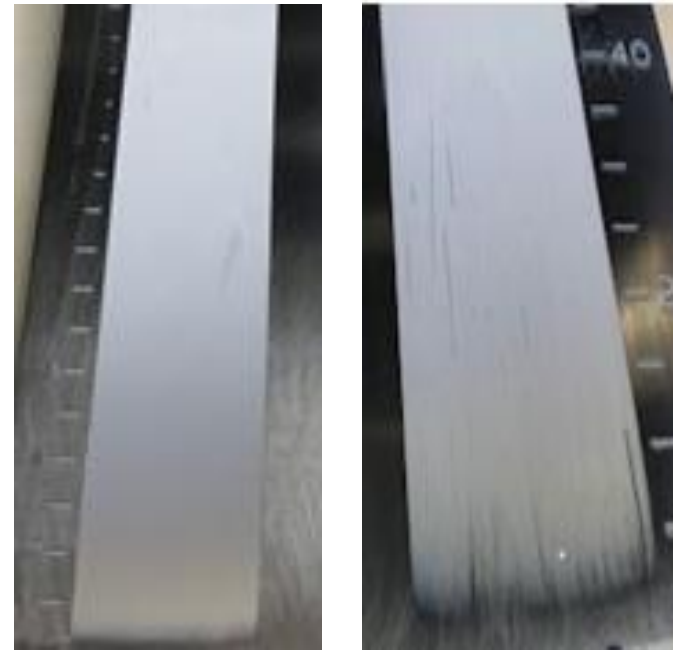
Drawdown



GCP55MZ8SG ZnO-750-ASGP6 ZnO-750-ASG5

25% pigment in Dermol 25B
2000rpm @ 20sec x 2, Speedmixer

Hegman Gauge



> 7

< 5

ZnO-750-ASGP6 ZnO-750-ASG5

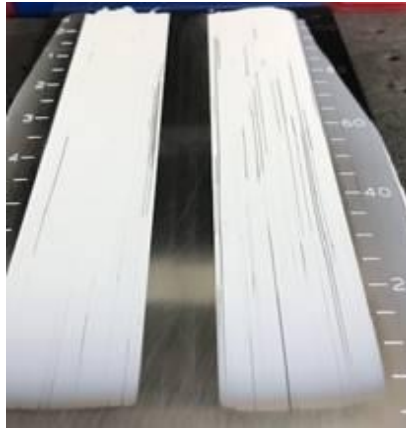
60% pigment in Belsil PDM 5
2000rpm @ 20sec x 2, Speedmixer

Comparison of Natural Surface Treatments

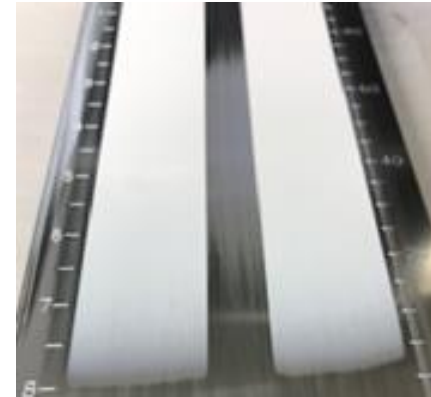
BTD-NJE2



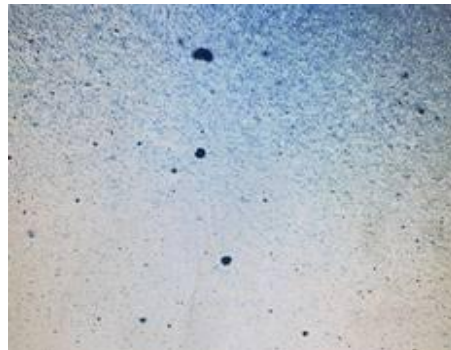
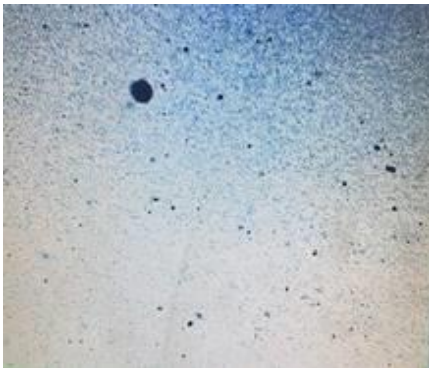
BTD-ASG2



BTD-ASGP3



> 7



60% pigment in Belsil PDM 5
2000rpm @ 20sec x 2, Speedmixer

ASGP Treated Pigments



The following ASGP Treated Pigments are now available:

Product	Pigment
BWRO-ASGP3	Red Iron Oxide
BWYO-ASGP3	Yellow Iron Oxide
BWBO-ASGP3	Black Iron Oxide
BTD-ASGP3	Pigmentary Titanium Dioxide
TiO2 CR-50-ASGP3	Pigmentary Titanium Dioxide
ZNO-750-ASGP6	UV-Attenuation ZnO
ZNO-660-ASGP7	UV-Attenuation ZnO

Applications: Emulsions, hot pours, powders, anhydrous gels

KLP-269A: Natural Lipstick with ASGP Treated Pigments



%	INGREDIENT	INCI NAME	SUPPLIER
Part 1			
23.50	CASTOR OIL	Ricinus Communis (Castor) Seed Oil	Arista Industries, Inc.
18.00	BWRO-ASGP3	Iron Oxides (CI 77491) (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Kobo Products
17.00	Protachem™ CTG	Caprylic/Capric Triglyceride	Protameen
10.00	TEGOSOFT® OER	Oleyl Erucate	Evonik
10.00	Myritol® 331	Cocoglycerides	BASF
Part 2			
9.00	CARNAUBA WAX SP 63P	Copernicia Cerifera (Carnauba) Wax	Strahl & Pitch
6.50	Beeswax White Sp 422P	Beeswax	Strahl & Pitch
3.00	Avocado Butter	Butyrospermum Parkii Butter (And) Theobroma Cacao Seed Butter (And) Persea gratissima oil	Naissance
1.00	Lexgard® Natural	Glyceryl Caprylate (And) Glyceryl Undecylenate	Inolex
Part 3			
2.00	MSS-500/5H	Silica	Kobo Products
100.00			

Compare to
KLP-269B:
Contains equal
amount of
BRO-ASG3

Complete dispersion of
ASGP treated pigments
is possible by solely
propeller mixing

Part 1 of each formula after 30 minutes of propeller mixing:



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The Powder and Dispersion Specialist

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