

Superdispersible Natural Hybrid Treatment Amino Acid & PHSA



INCI name: Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid

Code: ASGP



High dispersibility of pigments is critical for color development and formulation stability. Natural ingredients have become highly desired in the marketplace.

Kobo's response to these demands is the new **ASGP**, a natural surface treatment that enables full dispersion of pigments into formulations with use of only a high-speed mixer without the need for milling. **ASGP** renders treated powders hydrophobic, and superdispersible with minimal agitation and energy used during grinding phase. Superior dispersibility

helps them be incorporated easily into anhydrous systems: hot pours and powders or oil phases of emulsions and facilitates fast and uniform color development.

ASGP treatment is recommended for emulsions, hot pours, anhydrous gels and powders. In formulation, it gives a creamy feel, true color and provides pressing aid in powder formulas. When applied on the skin, it promotes better wear properties due to the ASGP treated pigments' adhesion to skin.

Comparison of slurries mixed (A) by hand and (B) with a Speedmixer. Both slurries look the same under optical microscope (at 0.5% pigment loading), confirming how easy it is to disperse ASGP-treated pigments.

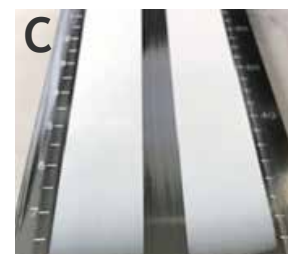
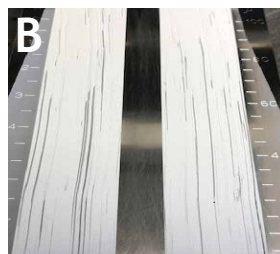
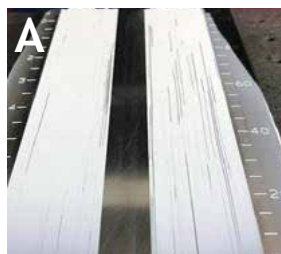


ZnO-750-ASGP6 - 25% slurries in C12-15 Alkyl Benzoate. (A) mixed by hand for 2 min.; (B) mixed on Speed-mixer at 2000 rpm for 20 sec.

Comparison of slurries of ASGP-treated pigment (C) to other naturally-treated pigments (A: Jojoba Esters; B: Amino Acid) on Hegman Gauge (top) and under optical microscope (bottom). ASGP-treated pigment is fully dispersed (Hegman Units >7).

Pigmentary TiO₂ with other Natural Treatments

BTD-ASGP3



65% slurries of a Pigmentary Titanium Dioxide in C12-15 Alkyl Benzoate mixed on Speedmixer at 2000 rpm for 20 sec.

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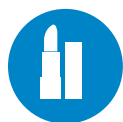
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	Trade Name	INCI Name	Product type
New	BWRO-ASGP3	Iron Oxides (CI 77491) (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Red Iron Oxide
New	BWYO-ASGP3	Iron Oxides (CI 77492) (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Yellow Iron Oxide
New	BWBO-ASGP3	Iron Oxides (CI 77499) (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Black Iron Oxide
New	BTD-ASGP3	Titanium Dioxide (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Pigmentary TiO ₂
New	TiO2 CR-50-ASGP3	Titanium Dioxide (And) Alumina (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Pigmentary TiO ₂
New	ZNO-660-ASGP7	Zinc Oxide (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	UV-Attenuation ZnO
New	ZNO-750-ASGP6	Zinc Oxide (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	UV-Attenuation ZnO



KLP-269A

Natural Lipstick with ASGP Treated Pigments

Part 1

- CASTOR OIL - Arista Industries, Inc.:
Ricinus Communis (Castor) Seed Oil 23.50%
- **BWRO-ASGP3** - Kobo Products:
Iron Oxides (CI 77491) (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid 18.00%
- Protachem™ CTG - Protameen:
Caprylic/ Capric Triglyceride 17.00%
- Myritol® 331 - BASF: *Cocoglycerides* 10.00%
- TEGOSOFT® OER - Evonik: *Oleyl Erucate* 10.00%

Part 2

- CARNAUBA WAX SP 63P - Strahl & Pitch:
Copernicia Cerifera (Carnauba) Wax 9.00%
- Beeswax White Sp 422P - Strahl & Pitch: *Beeswax* 6.50%
- Avocado Butter - Naissance: *Butyrospermum Parkii Butter (And) Theobroma Cacao Seed Butter (And) Persea gratissima oil* 3.00%
- Lexgard® Natural - Inolex: *Glyceryl Caprylate (And) Glyceryl Undecylenate* 1.00%
- MSS-500/5H - Kobo Products: *Silica* 2.00%

Manufacturing Procedure

1. Combine Part 1 and homogenize until pigments are dispersed.
2. Add Part 2 and heat to 80°C under propeller mixer.
3. Add Part 3 and mix until uniform.
4. Pour into lipstick molds at 80°C.

Description

This all-natural lipstick formula has a creamy application and provides a high-impact shade. Kobo's **ASGP treated pigment** requires minimal energy to disperse and is responsible for the creamy feel. Silica microsphere MSS-500/5H increases payoff and absorbs excess oil without reducing the shine.