K-RAY™ Effect Pigments

Brazil Program

Kobo offers a new range of **EFFECT PIGMENTS** focusing on color additives that are important color tools for Latin American formulations. K-RAY™ Effect Pigments include the following series of products:

K-RAY™:	*Natural Mica Substrate*
K-RAY™ SM:	*Synthetic Fluorphlogopite Substrate (Mica)*
K-RAY™ G:	*Calcium Borosilicate (Glass) coated with Titanium Dioxide*

All offer great versatility in a broad range of cosmetic applications, to impart color and visual effects to lip, face, eye and nail products, as well as toiletries, body makeup and sunscreens.

The **K-RAY™** range of **Effect Pigments** includes White, Interference, and a variety of vibrant colors and particle size distributions. Depth, dimension, sheen and sparkle are some of the product enhancing effects possible with the use of **K-RAY™ Effect Pigments.**

Kobo offers various **surface treatments** on **K-RAY™ Effect Pigments.** These surface treatments enhance the dispersibility of the material, while rendering it either more hydrophobic, hydrophilic, lipophobic or lipophilic, depending on the treatment.

They offer the following properties in finished products:

- Higher level of Effect Pigment content in formula
- Better pressability in powders
- Improved spreading, gloss, adhesion and feel on the skin
- Increased deposition of the finished product on the skin

Treated Effect Pigments can be used in many applications including but not limited to: Eyeshadows, Face Powders, Lipsticks, Foundations, Corrective Skin Products, Sunscreens,Body Lotions, Face Lotions, Body Washes, Shampoos and Conditioners. Treatments include ITT (Titanate) and 11S (Silane).

Natural Mica Substrate

Product Name	Composition	Particule Size range
K-RAY™ AQUA GOLD *	Mica, TiO_2, Blue 1 Lake	10-60 µm
K-RAY™ CYAN	Mica, TiO_2, Ferric Ammonium Ferrocyanide	
K-RAY™ LIGHT GOLD	Mica, Fe_2O_3	
K-RAY™ RED GOLD		
K-RAY™ RICH GOLD		
K-RAY™ PUMPKIN **	Mica, TiO_2, Red 40 Lake	

*** Not suitable for use in USA and Japan*
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KOBO

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K-RAY™ Effect Pigments

Synthetic Mica Substrate

Product Name	Composition	Particule Size range
K-RAY™ SM MERLOT	Synthetic Fluorphlogopite, Fe_2O_3	10-60 µm
K-RAY™ SM SNOW	Synthetic Fluorphlogopite, TiO_2	
K-RAY™ SM RAINBOW	Synthetic Fluorphlogopite, Silica, TiO_2, Fe_2O_3	20-80 µm
K-RAY™ SM ROYAL GOLD	Synthetic Fluorphlogopite, TiO_2, Fe_2O_3	

Borosilicate Based Glass Flake Substrate

Product Name	Composition	Particule Size range
K-RAY™ G DIAMOND SPARKLE BLUE	Calcium Aluminum Borosilicate, TiO_2	10-200 µm
K-RAY™ G DIAMOND SPARKLE GOLD		
K-RAY™ G DIAMOND SPARKLE RED		
K-RAY™ G DIAMOND SPARKLE VIOLET		
K-RAY™ G DIAMOND SPARKLE WHITE		

Eye Definition Shadow-Light Gold

Formula KEY-055-BR

Part 1

- SERICITE GMS-4C - Kobo Products: *Mica* 22.00%
- CARESS® BN18 - Bent Tree/Kobo Products: *Boron Nitride* 12.00%
- CL-2080 - Kobo Products: *Polyethylene* 10.00%
- ZINC MYRISTATE - Kobo Products: *Zinc Myristate* 8.00%

Part 2

- CSF-3100@350cSt - NuSil/Kobo Products: *Dimethicone* 7.00%
- Euxyl® PE 9010 - Schulke & Mayr: *Phenoxyethanol (And) Ethylhexylglycerin* 1.00%

Part 3

- K-RAY™ LIGHT GOLD - Kobo Products: *Mica (And) Iron Oxides (C.I. 77491)* 40.00%

Manufacturing Procedure

1. Add Part 1 to Mason Jar. Blend Part 1 on high speed in Osterizer until uniform for ~1 minute.
2. Premix Part 2. Add slowly to Mason Jar. Blend on high speed for ~1 min. Scrape down sides of jar. Blend for ~1 minute and check to see if bulk is uniform.
3. Add Part 3. Blend on low speed for ~30 seconds.

Description

One stroke of this eye-defining shadow showcases this formula's smooth laydown and luxurious color effect. SERICITE GMS-4C is a creamy Mica that helps the formula glide onto the lid and offers a subtle sheen. CARESS® BN18 gives the formula a luxurious, velvety texture with a long-lasting effect. CL-2080 gives the formula a superb creamy texture. Addressing good compressibility for this powder, ZINC MYRISTATE is used as a dry binder and texture enhancer, while CSF-3100@350cSt is the wet binder offering emolliency to the formula. K-RAY™ LIGHT GOLD gives this eye shadow the unique, pearlized effect.