

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.

US 9662280B2

Self-dispersible coated metal oxide powder, and process for production and use

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.

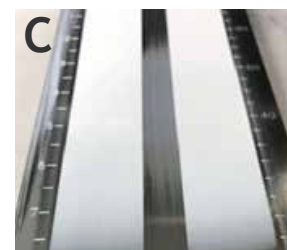
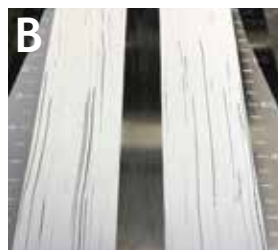
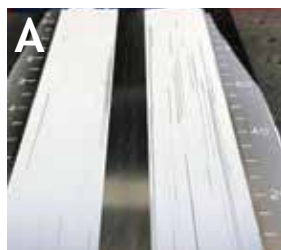


ZnO-750-ASGP6 - 25% slurries in C12-15 Alkyl Benzoate. (A) mixed by hand for 2 min.; (B) mixed on Speed-mixer at 2000 rpm for 20 sec.

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.

KOBO

USA - New Jersey
+1 (908) 757-0033

BRASIL - São Paulo
+55 (11) 5062-0634

UK - Abingdon
+44 7913 636 673

FRANCE - Labège
+33 (0)5-62-88-77-40

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 BGCO-ASGP5	Chromium Oxide Greens (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Green Chromium Oxide
New BMV-ASGP5	Manganese Violet(And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Manganese Violet
New BEUB-ASGP6	Ultramarines (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Ultramarine Blue
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 BLUE 1AL-ASGP7	Blue 1 Lake (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	FD&C Blue No. 1 Aluminum Lake
New RED 6BA C-ASGP7	Red 6 Lake (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	D & C Red No. 6 Barium Lake
New RED 7CA D-ASGP7	Red 7 Lake (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	D & C Red No. 7 Calcium Lake
New YELLOW 5AL-ASGP7	Yellow 5 Lake (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	FD&C Yellow No. 5 Aluminum Lake
New GMS-ASGP4	Mica (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Sericite
New MICA S-ASGP3	Mica (And) Stearoyl Glutamic Acid (And) Polyhydroxystearic Acid	Mica
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.

KOBO

ASGP Treatment

www.koboproducts.com