

Background Information Merck Effect Pigments

Product Information: Xirona® Le Rouge-

http://www.cossma.com/fileadmin/all/cossma/Archiv/ProductInfo/COS1310_12_MerckXironaLeRouge.pdf

Formulation Example: Caring Lipgloss

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2012/COS1310_12_MerckForCaringLipgloss.pdf

Formulation Example: LipStick Diva

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2012/COS1310_12_MerckForLipstick.pdf

Product Information: Xirona® Le Rouge- Cosmetic Pigment- Endless possibilities for stable red and pink shades

(Including Formulations for Formulations for Lipstick S 11-32 Red, Nail Polish S 11-33 Fiery Nails

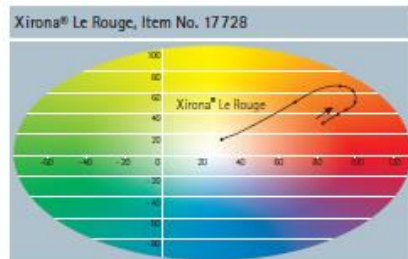
http://www.cossma.com/fileadmin/all/cossma/Archiv/ProductInfo/COS1310_12_MerckXironaLeRouge.pdf

Come and experience a new era of pinks and reds in cosmetic colors: Xirona® Le Rouge opens a multitude of possibilities for exciting, innovative cosmetic creations.

Xirona® Le Rouge is a red colored powder pigment with a dramatic red pearlescence. A subtle color travel effect from red to orange-red adds a touch of mystery. Xirona® Le Rouge offers endless red and pink shades with maximum stability in cosmetic formulations in combination with other pearl luster pigments or pure white RonaFlair® functional fillers. The truly red pigment has a particle size distribution from 5 to 50 µm and thus provides a satiny to metallic shine effect.

Xirona® Le Rouge is a beautiful and unique addition to our extraordinary series of inorganic color travel pigments based on silica flakes. A web coating process produces the artificial silica substrate. Silica flakes of synthetic origin feature an extremely uniform and controllable thickness as well as a smooth and regular surface. Highly improved chroma and color purity are the result of these silica flake characteristics in combination with a precisely controlled metal oxide coating process.

Are you interested in more detailed information on Xirona® color travel pigments? Please see our specific brochure "Xirona® cosmetic pigments – Travel through the world of colors" (W304137).



Subtle color travel effect from red to orange-red.

The following features of Xirona® Le Rouge lead the way to exciting new pearlescent shades of pink and red without the use of organic pigments:

- Maximum light stability
- High chemical and physical stability
- Compatible with, and stable in, aqueous formulas – no color bleeding
- Stable at different pH values
- Very easy to incorporate into oil or water phases
- Safe to use without concentration limit
- Purely inorganic nature
- Carmine-free
- No allergy risk
- Ecocert conformity
- Unique red metallic shine
- Subtle color travel effect
- Soft skin feel



Chemical/physical data – Xirona® Le Rouge

Composition..... Iron Oxide, Silicon Dioxide
 INCI Name CI 77491 (Iron Oxides), Silica
 CAS No. 1309-37-1, 7631-86-9
 EINECS No. 215-168-2, 231-545-4
 Appearance/color Pearlescent red powder
 Particle size (80 % within range) 5.0 – 50.0 µm
 pH (10 % aqueous dispersion DIN ISO 787-9) 8.0 – 12.0

For more detailed information, please refer to the Technical Data Sheet.

Ordering information

Item No.	Name	Package Sizes
17728	Xirona® Le Rouge cosmetic pigment	30 g, 1 kg, 15 kg

For more information/samples, please contact:
 Merck KGaA, Darmstadt/Germany at
cosmetic@merckgroup.com

Formulation Example: LipStick Diva

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2012/COS1310_12_MerckForLipstick.pdf

Formulation Example

Rahmenrezeptur

PL-07-09 MB 65

Lipstick

Diva

Ingredients	Art. No.	INCI	[%]
A			
Xirona® Le Rouge	1.17728 (1)	CI 77491 (IRON OXIDES), SILICA	15.00
Covapate Unired LC 3779	(2)	RICINUS COMMUNIS (CASTOR) SEED OIL, CI 15850 (RED 7)	5.00
B			
Wax white	1.11544 (1)	CERA ALBA (BEESWAX)	8.75
Paracera C 44	(3)	COPERNICIA CERIFERA (CARNAUBA WAX), CERESIN	5.25
Adeps Lanae	(4)	LANOLIN	3.50
Isopropyl Myristate	(5)	ISOPROPYL MYRISTATE	5.60
Paraffin viscous	1.07160 (1)	PARAFFINUM LIQUIDUM (MINERAL OIL)	2.10
OxyneX® K liquid	1.08324 (1)	PEG-8 (PEG-8), TOCOPHEROL, ASCORBYL PALMITATE, ASCORBIC ACID, CITRIC ACID	0.05
Propyl-4-hydroxybenzoate	1.07427 (1)	PROPYLPARABEN	0.10
Castor Oil	(4)	RICINUS COMMUNIS (CASTOR) SEED OIL	54.45
C			
Fragrance Pearl FC10599	(6)	PARFUM	0.20

Procedure:

Heat the ingredients of phase B up to 75°C and stir until completely melted. Add phase A and stir until all ingredients are evenly dispersed. Cool down to 65°C, stir until the phase is air free, add phase C and pour into lipstick moulds preheated to 55°C. Store the moulds in a freezer for approx. 1 hour, remove the sticks and insert them into lipstick mechanics. Flame the lipsticks carefully.

Notes:**Suppliers:**

(1) Merck KGaA, Darmstadt, Germany / EMD Chemicals
(3) Paramelt
(5) BASF AG

(2) Sensient Cosmetic Technologies
(4) Henry Lamotte GmbH
(6) Parfex

Formulation Example: Caring Lipgloss

http://www.cossma.com/fileadmin/all/cossma/Archiv/Formulations2012/COS1310_12_MerckForCaringLipgloss.pdf

Formulation Example

Rahmenrezeptur

MDA-P-07-01 MB 65

Caring Lipgloss

Passion

Ingredients	Art. No.	INCI	[%]
A			
Timiron® Splendid Red	1.17475 (1)	CI 77991 (TITANIUM DIOXIDE), MICA, SILICA	3.00
Xirona® Le Rouge	1.17728 (1)	CI 77491 (IRON OXIDES), SILICA	1.00
B			
all-rac-alpha-Tocopheryl acetate	5.00952 (1)	TOCOPHERYL ACETATE	0.50
RonaCare® Bisabolol	1.30170 (1)	BISABOLOL	0.40
OxyneX® ST Liquid	1.30217 (1)	DIETHYLHEXYL SYRINGYLIDENE MALONATE, CAPRYLIC/CAPRIC TRIGLYCERIDE	0.30
Propyl-4-hydroxybenzoate	1.07427 (1)	PROPYLPARABEN	0.15
Covapate Unired LC 3779	(2)	RICINUS COMMUNIS (CASTOR) SEED OIL, CI 15850 (RED 7)	0.50
Covapate Unired LC 3703	(2)	RICINUS COMMUNIS (CASTOR) SEED OIL, CI 15850 (RED 6)	1.50
Crodamol™ ISIS-LQ-(MV)	(3)	ISOSTEARYL ISOSTEARATE	3.00
Sebumol ODPC	(4)	OCTYLDODECYL PCA	4.00
Miglyol 808	(5)	TRICAPRYLIN	5.00
Ceraphyl 368	(6)	ETHYLHEXYL PALMITATE	8.00
Versagel ME 750	(7)	HYDROGENATED POLYISOBUTENE, ETHYLENE/PROPYLENE/STYRENE COPOLYMER, BUTYLENE/ETHYLENE/STYRENE COPOLYMER	72.45
C			
Fragrance Super Mango	(8)	PARFUM	0.20

Procedure:

Combine all ingredients of phase B and heat to 60°C while stirring until the mass is homogenous. Add the pearlescent pigments of phase A while stirring. Add perfume. Fill the bulk into containers with an applicator.

Notes:

Suppliers:

- | | |
|--|------------------------------------|
| (1) Merck KGaA, Darmstadt, Germany / EMD Chemicals | (2) Sensient Cosmetic Technologies |
| (3) Croda GmbH | (4) Zschimmer & Schwarz GmbH & Co |
| (5) Sasol Germany GmbH | (6) ISP Global Technologies |
| (7) Penreco | (8) Parfex |

Page 1 of 1 (MDA-P-07-01 MB 65) 04/2013

Rona

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