

# NEW SURFACE TREATED SERICITE

# FSE-BA, JSA-BA

High Hydrophobicity, Adhesion to The Skin (Prevent Makeup Smudging) ,  
Smooth Feeling (Alternative to Microplastic Beads)

INCI	JSQI Ingredient Name	Composition(%)
MICA	SERICITE	97.8
ALUMINIUM HYDROXIDE	ALUMINIUM HYDROXIDE	0.2
BEHENIC ACID	BEHENIC ACID	2.0

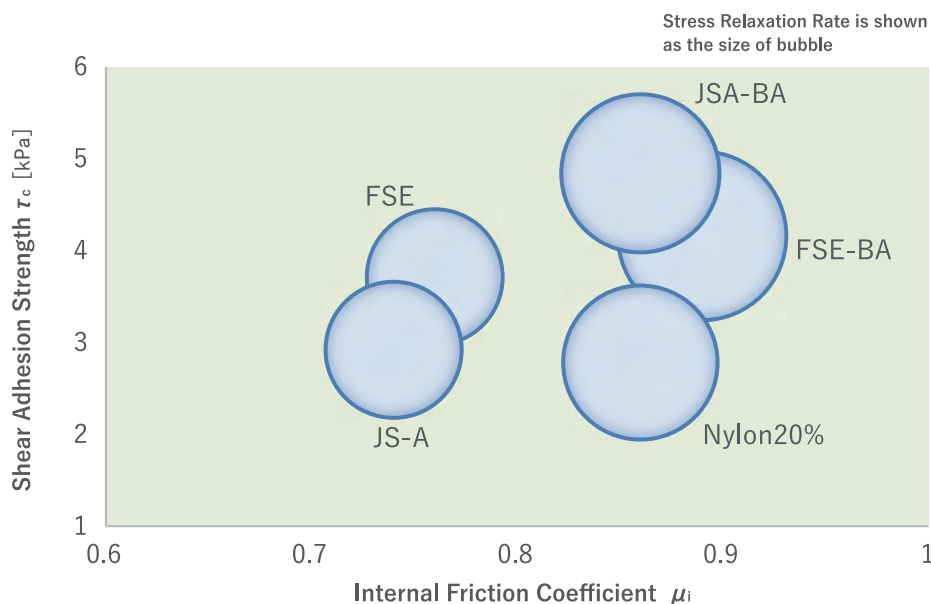
## Sensory Evaluation Results

	Internal Friction Coefficient / Slidability	Shear Adhesion Strength / Moistness	Stress Relaxation Rate / Softness
FSE-BA	0.89	4.16	17.78
JSA-BA	0.86	4.84	15.67
FSE	0.76	3.71	11.50
JS-A	0.74	2.92	11.56
FSE+Nylon(20%)	0.86	2.78	14.89

$\mu_i$ : Internal Friction Coefficient : Slidability is high when the value is smaller

$\tau_c$ : Shear Adhesion Strength : Moistness is high when the value is grater

$\sigma_{sr}$ : Stress Relaxation Rate : Smoothness is high when the bubble size is bigger



Powder Shear Tester  
(Constant Volume Shear)



Schematic Diagram of  
Sensory Measurement