



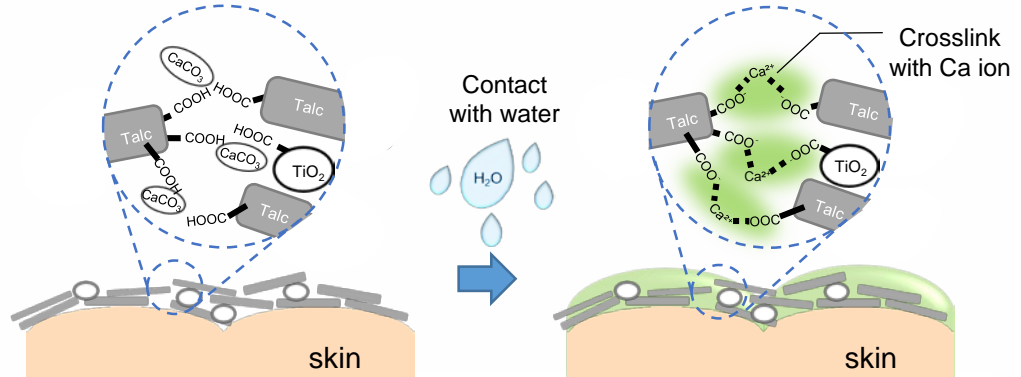
Mask Transfer Prevention Powder MPE-25CA

- This is a white pigment that improves abrasion resistance by forming a strong film between particles when it comes into contact with water.
- Using this material in pressed foundation and contacting with water after apply, the mask transfer of the formulation is minimized.
- By compositing talc and pigment-grade titanium dioxide (250 nm), the development of color and the texture will improve.
- This material is suitable to use in powder products.

Structural Component

INCI
TALC
TITANIUM DIOXIDE
CARBOMER
CALCIUM CARBONATE
BIS-CARBOXYDECYL DIMETHICONE
CARBOXYDECYL DIMETHICONE

Mechanism of Mask Transfer Prevention



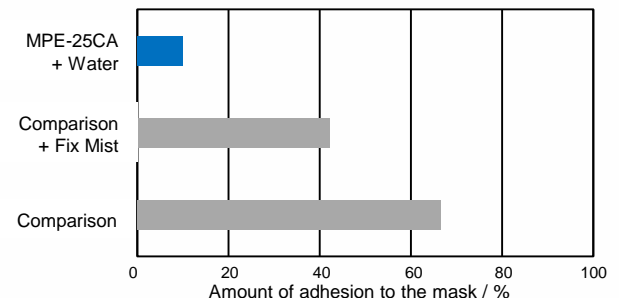
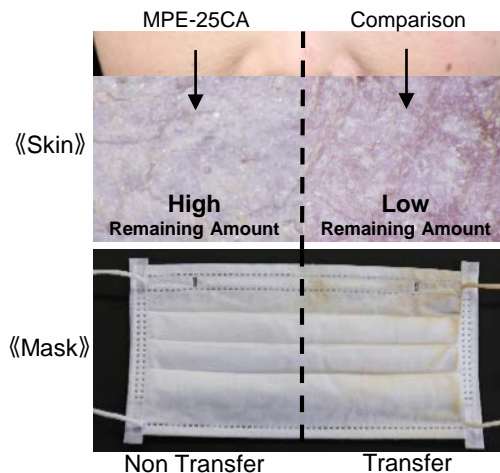
A film is formed by crosslinking Ca ion and carboxylic acid to reduce transfer to the mask.

Evaluation Method of Mask Transfer Prevention



Formulation : pressed foundation containing MPE-25CA 30%
 Comparison : talc, titanium dioxide composite powder (Hydrogen dimethicone treatment)
 Method : Apply formulation of the prescribed amount, spray water, and wear a mask.
 Evaluation : Confirm the mask transfer after wearing the mask for 8 hours with optical microscope.

Mask transfer after wearing mask 8 hours Quantitative Evaluation of Mask Transfer



Measuring method : The amount of adhesion is quantified by rubbing the mask against the artificial leather applied with foundation under the following conditions.
 Amount of coating : 2.0 mg/cm²
 Load : 50 g
 Speed : 1.0 mm/sec
 Measurement : Friction tester KES-SE(Kato-tech Co., Ltd)