

SunChemical®

Performance Pigments™



SynMICA Fillers

SYNTHETIC FLUORPHLOGOPITE FOR COSMETIC APPLICATIONS

COATINGS
INKS
PLASTICS
SPECIALTIES

SunChemical®

Performance Pigments™

THE CLARITY YOU REQUIRE. THE TEXTURE YOU DESIRE.



Sun Chemical Performance Pigments complements its existing line of SunSHINE® effect pigments by providing SynMICA, a synthetic fluorophlogopite filler on which the SunSHINE® product line is based. Available in two particle sizes, SynMICA is a trendsetter as a functional filler—its unique properties providing superior value for tomorrow's products. **The key advantages of using SynMICA synthetic fluorophlogopite over conventional fillers are:**

- **Its inherently soft texture that translates to the finished product.**
- **Its natural transparency and clean masstone that complement other materials in the formulation.**
- **Its high compressibility that yields success in eyeshadows and dry pressed powders.**

The product remains inert and transparent when incorporated into cosmetic applications, and with no impurities becomes the filler of choice when creating robust global formulations. SynMICA complies with regulatory requirements of most countries globally, including the United States and European Union and Japan. It carries no application or particle size restrictions.

In addition to the above benefits, SynMICA allows the cosmetic formulator to achieve:

- Pronounced pearlescent effects
- High purity and clarity
- Desired fractions for smooth feel
- Higher packing ability
- No application restriction
- No particle size restriction
- Very low heavy metal content

SynMICA is derived from a synthetic version of fluoro-modified magnesium aluminum silicate. Due to its slip and sheer properties, this product finds use in both pressed powders for payoff and lipsticks. Since it does not contain the impurities found in the natural micas, **SynMICA filler yields a much cleaner product than does natural mica and is suitable for use in the eye area.** The Cosmetic, Toiletry and Fragrance Association of United States recognizes SynMICA filler as a binder, bulking agent, slip modifier, viscosity modifier and filler.

Sun Chemical Performance Pigments offers two particle sizes of SynMICA functional filler: SynMICA Fine with particle sizes of 5-25 microns and SynMICA Super with particle sizes of 9-45 microns.

Totally inert and transparent with no impurities, SynMICA synthetic fluorophlogopite remains the filler of choice for formulating long-lasting color makeup.

PREEMINENT PERFORMANCE PROPERTIES

BETTER BINDING PERFORMANCE

Pressed powders with a higher compressibility pressure have better resistance properties while still maintaining their inherently smooth texture; they display a consistent hardness whatever the pressure. Thus, products using synthetic mica as a functional filler can withstand higher compressibility pressures without affecting the payoff, smoothness or softness of the finished pressed powder.

SOFTER FINISHED PRODUCT

The inherent soft texture of SynMICA filler delivers a soft touch to the finished product, which makes it especially attractive for use around the eye area.

EXCEPTIONAL COLOR PURITY

Synthetic fluorophlogopite contains almost no impurities or heavy metals, contributing to its exceptionally clean masstone. As seen in the picture to the right, synthetic mica is much more clean than natural muscovite mica which allows for more intense chroma when incorporated with other colorants.

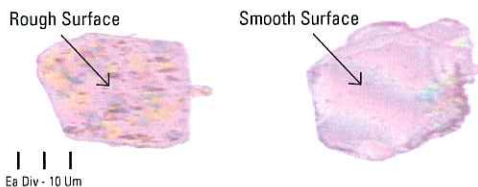


Synthetic Fluorophlogopite

Natural Muscovite Mica

BETTER TRANSPARENCY AND SMOOTHNESS

Synthetic mica has a smoother surface when compared to natural mica, which means less light diffusion and better transparency. It also yields better luster than natural mica due to less internal scattering.



Natural Muscovite Mica

Synthetic Fluorophlogopite

BROAD PRODUCT APPLICABILITY

Unlike SynMICA fillers, muscovite mica shows an inclination to darken in durable contact with skin sebum when used in foundations and face powders due to the many impurities it naturally contains. By comparison, SynMICA synthetic fluorophlogopite retains a white/transparent masstone in its final application. The Cosmetic, Toiletry and Fragrance Association of United States recognizes SynMICA filler as a binder, bulking agent, slip modifier, viscosity modifier and filler.



SynMICA
Fine

Natural
Muscovite Mica

(Castor Oil 50%)



Synthetic Fluorophlogopite

Natural Muscovite Mica

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SUN CHEMICAL - GLOBAL SUCCESS IN A WORLD OF COLOR

Sun Chemical Performance Pigments has been in the color business for over 100 years. Its leading edge technology is unsurpassed as it continues its commitment to solving the color issues of today and developing new solutions for the future. Headquartered in Cincinnati, Ohio, Sun Chemical Performance Pigments is a division of Sun Chemical Corporation.

With annual revenues approaching \$4 billion, Sun Chemical Corporation is the world's largest producer of printing inks and pigments. It also is a leading provider of materials and services to packaging, publication, coatings, plastics, cosmetics and other industrial markets. Sun Chemical has a worldwide network of more than 300 locations that provide customers with local service with a global perspective.

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