

TAROX iron oxide

The formulation of peach shade high chroma foundation

with BBR-213HP



Dream materials company

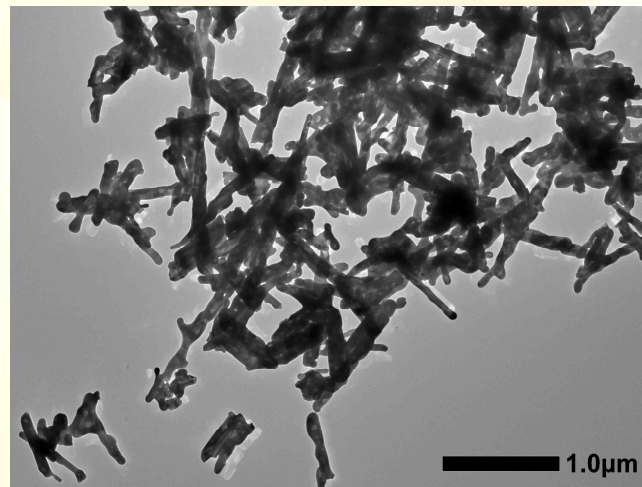
Titan Kogyo ,Ltd.

Feature

- adjustable peach shade by BBR-213HP only
- Suitable for peach shade **high chroma foundartion** by combining with other color pigments or adding pigments.

Mass

Tint



Examples of peach shade foundation comparison of colors and texture

Conventional formulation (yellow, red, and black)

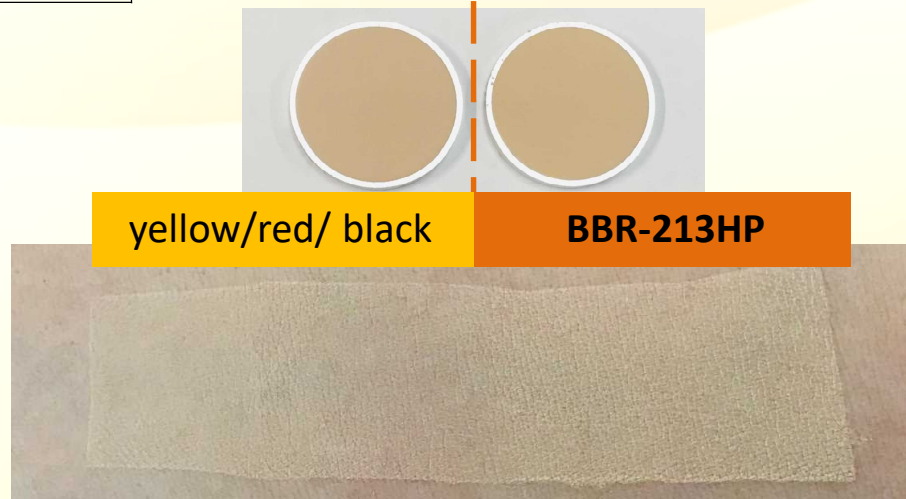
Component	Ratio
Yellow iron oxide	1.00
Red iron oxide	0.35
Black iron oxide	0.15
Mica	48.50
Talc	30.00
TiO ₂	10.00
Binder	10.00

Pigment amount
1.5%

BBR-213HP Formulation (PS)

Component	Ratio
BBR-213HP	0.94
Black iron oxide	0.06
Mica	49.00
Talc	30.00
TiO ₂	10.00
Binder	10.00

Pigment amount
1.0%



BBR-213HP only needs 2/3 of pigments to make peach shade compared to conventional formulation.

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Since 1/3 of pigments was reduced,
by adding other pigments to PS,
high chroma foundation was gained!!

4 patterns of high chroma foundation

- | | | |
|---|--------------------------------|--|
| ① | Increase yellowish | (BBR-213HP + Black)1.00% + <u>Yellow 0.50wt%</u> |
| ② | Increase reddish | (BBR-213HP + Black)1.00% + <u>Red 0.50wt%</u> |
| ③ | Increase yellowish and reddish | <u>BBR-213HP 1.30wt%</u> |
| ④ | Increase yellowish and reddish | <u>BBR-213HP 1.50wt%</u> |

The foundation color was compared as BBR-213HP peach shade is standard.

	STD	High chroma foundation			
	PS	①	②	③	④
		BBR-213HP +Yellow	BBR-213HP +Red	BBR-213HP 1.30wt%	BBR-213HP 1.50wt%
Ratio	Ratio	Ratio	Ratio	Ratio	
LL-100HP	—	0.50	—	—	—
R-516HP	—	—	0.50	—	—
BL-100HP	0.06	0.06	0.06	—	—
BBR-213HP	0.94	0.94	0.94	1.30	1.50
amount of color pigments	1.00	1.50	1.50	1.30	1.50
Mica	49.00	48.50	48.50	48.70	48.50
Talc	30.00	30.00	30.00	30.00	30.00
TiO ₂	10.00	10.00	10.00	10.00	10.00
Binder	10.00	10.00	10.00	10.00	10.00
ΔL	0.0	0.2	-5.1	-0.6	-2.4
Δa	0.0	-0.8	5.3	2.1	2.8
Δb	0.0	1.7	-1.4	1.9	2.3
$\sqrt{(\Delta a)^2 + (\Delta b)^2}$ (Chroma difference vs STD)	—	1.9	5.5	2.8	3.6

It is possible to make high chroma foundation
by adding pigments to STD formulation!



It is possible to formulate high chroma foundation keeping balance between yellowness and redness.

