

Color



**BIOGENICS**

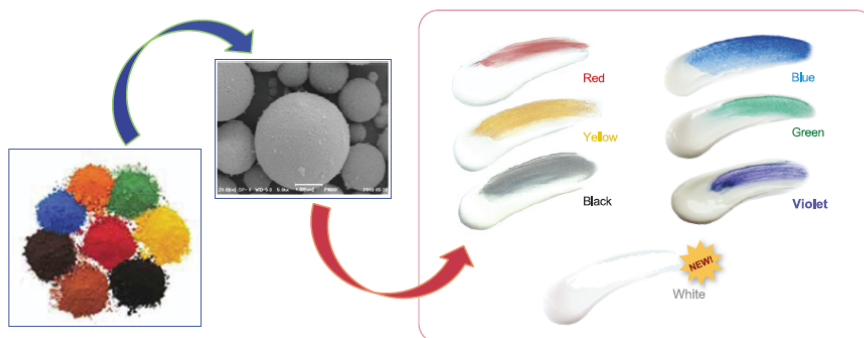
BioGenic Maggicolor | Encapsulated color pigment



# BioGenic Magicolor-103 & Magicolor-140 Series

## Encapsulated Color pigment

- ▶ “White masking” pigment capsule
- ▶ The colors of inorganic pigment are hidden by capsule wall and appeared when it is triggered by pressure.
- ▶ BioGenic Magicolor can reveal natural skin tone color when mixed with appropriate portion of each color.



【Color appearance of BioGenic Magicolors in cream】

## Broad range of colors

Broad range of colors can be realized with different ratio.

## Formulation benefit

Highly loaded pigment content of Magicolor gives formulation benefit.

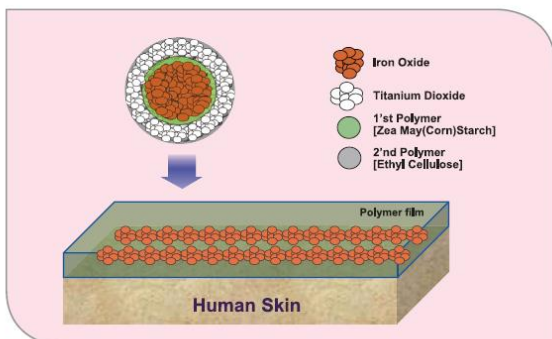
## Sun products application

It can be a great application to suppress ‘white mask’ when BioGenic Magicolor is used with TiO<sub>2</sub>-based sunscreen product.

Version	Magicolor-103	Magicolor-140
Color		
Source of Capsule Wall Material	Polyester-1	Zea may(corn) starch + Zein
Structure of Capsule	Single Inorganic Layer	Double organic Layer
Content of Iron Oxides	43~53%	43~53%
Average Particle Size	50~60um	80~90um
Surface Property	Hydrophobic	Hydrophilic
Recommended Formulation	W/O, W/S Anhydrous	O/W, W/O, W/S Gel, High SPF Emulsions

# BioGenic Magicolor-150

## Capsule Concept of BioGenic Magicolor-150

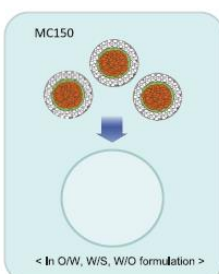


### Multi-layered Hiding Capsule (MLHC)

BioGenic Magicolor-150 is a novel color ingredient to be encapsulated by polymers with different chemical characteristics. For these characteristics, the capsule walls can be spread uniformly out and formed as thin film on the skin.





## Benefits of BioGenic Magicolor-150

### Perfect White Masking



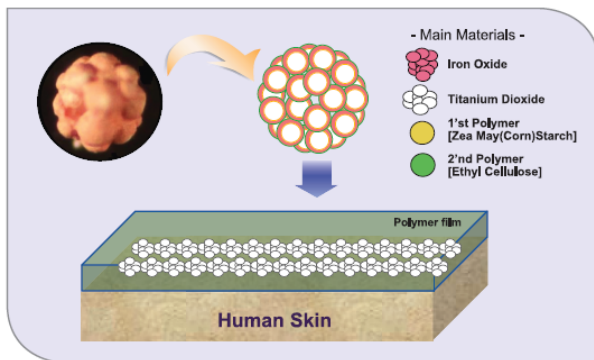
### Perfect white masking

Magicolor-150 enables to make spotless formulation by increasing white masking of pigments.

Product Name	Magicolor -150Y30	Magicolor -150R30	Magicolor -150B30	Magicolor -150M30(UP)
Appearance	Grayish white Powder	Grayish white Powder	Grayish white Powder	Grayish white Powder
Color Formation	Yellow 	Red 	Black 	Brown 
Content of Iron Oxids	30%	30%	30%	30%
Average particle size	200-300um	200-300um	200-300um	200-300um
Surface property	Amphiphilic	Amphiphilic	Amphiphilic	Amphiphilic
Recommended Dosage	1% ~ 5%	1% ~ 5%	1% ~ 5%	1% ~ 5%
Recommended Formulation	Gel/ Emulsion (O/W,W/S, W/O)	Gel/ Emulsion (O/W,W/S, W/O)	Gel/ Emulsion (O/W,W/S, W/O)	Gel/ Emulsion (O/W,W/S, W/O)

# BioGenic Magicolor-150W Series

## BioGenic Magicolor-150W series Capsule Concept



### Multi-Layered Raspberry Capsule (MLRC)

BioGenic Magicolor-150W series are a novel color ingredient to be encapsulated by polymers with different chemical characteristics. For these characteristics, the capsule walls can be spread uniformly out and formed as thin film on the skin.

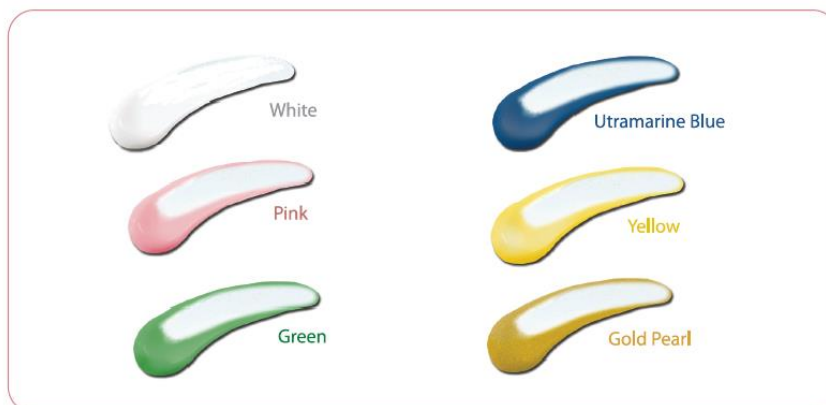
## BioGenic Magicolor-150W series Formulation Concept



### Visual Whitening Effect

In Magicolor-150W series maximize product effect to Basic product especially gel formulation. Magicolor-150W series are white pigment ( $\text{TiO}_2$ ) capsule coated with various colors. Various color bead gel formulation arouse the customer's curiosity. Color bead appearance is disappear right after rubbing the gel and enhance the visual whitening effects.

### [ Color appearance of BioGenic Magicolor-150W series ]









**BioGenic Magicolor**



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