

ASG Treatment



Kobo Products offers a new amino acid treatment (*INCI name: Stearoyl Glutamic Acid*) which can be applied to pigments, lakes and fillers. This **ASG treatment** renders powders hydrophobic; it helps them disperse easily in anhydrous systems and facilitates color development. In formulation, it gives a creamy feel, particularly in powder formulas. When applied on the skin, it imparts a moist feel and promotes skin adhesion. **ASG treatment** is natural and some of the treated pigments and fillers have received Ecocert / Cosmos approval.

Applications

Emulsions, hot pours, anhydrous gels, and powders. Materials offered presently include Iron Oxides, Organic Pigments, Titanium Dioxide, Mica, and Non-Nano Zinc Oxide. Formulation examples include a Creamy Pressed Powder and a Liquid Foundation, both employing the ASG treatment for enhanced feel and full color development.

	Trade Name	INCI Name	Product type
New	A10-TiO ₂ -SA-ASG8	Titanium Dioxide (And) Aluminum Hydroxide (And) Stearoyl Glutamic Acid (And) Hydrated Silica	Non-Nano TiO ₂
New	ZnO-C-ASG3J ^{++*}	Zinc Oxide (And) Stearoyl Glutamic Acid	Non-Nano Zinc Oxide
	ZnO-750-ASG5		UV Pigment Zinc Oxide
New	TiO ₂ -IR300-ASG3	Titanium Dioxide (And) Stearoyl Glutamic Acid	IR Blocker
New	A1K-TiO ₂ -ASG3	Titanium Dioxide (And) Aluminum Hydroxide (And) Stearoyl Glutamic Acid	
	BTD-ASG2*	Titanium Dioxide (And) Stearoyl Glutamic Acid	Pigmentary Titanium Dioxide
	BBO-ASG3*	Iron Oxides (CI 77499) (And) Stearoyl Glutamic Acid	Black Iron Oxide
	BRO-ASG3*	Iron Oxides (CI 77491) (And) Stearoyl Glutamic Acid	Red Iron Oxide
	BYO-ASG3*	Iron Oxides (CI 77492) (And) Stearoyl Glutamic Acid	Yellow Iron Oxide
	BGCO-ASG4	Chromium Oxide Greens (And) Stearoyl Glutamic Acid	Green Chromium Oxide
	BMV-ASG4	Manganese Violet (CI 77742) (And) Stearoyl Glutamic Acid	Manganese Violet
	RED 7CA D-ASG4	Red 7 Lake (CI 15850) (And) Stearoyl Glutamic Acid	D&C Red No.7 Calcium Lake
	YELLOW 5AL-ASG4	Yellow 5 Lake (CI 19140) (And) Stearoyl Glutamic Acid	FD&C Yellow No.5 Aluminum Lake
	BLUE 1AL-ASG4	Blue 1 Lake (And) Stearoyl Glutamic Acid	FD&C Blue No.1 Aluminum Lake
	GMS-ASG3	Mica (And) Stearoyl Glutamic Acid	Sericite
	MICA S-ASG3		Mica
	TALC N-ASG4	Talc (And) Stearoyl Glutamic Acid	Talc



* Raw material approved by Ecocert in accordance with the Cosmos and Ecocert Standards (w/ petrochemical)



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KMU-023B

Natural Eyebrow Filler

Part 1

- **MICA S-ASG3** - Kobo Products:
Mica (And) Stearoyl Glutamic Acid 15.65%
- **ZnO-C-ASG3J** - Kobo Products:
Zinc Oxide (And) Stearoyl Glutamic Acid 15.65%
- **BBO-ASG3** - Kobo Products:
Iron Oxides (CI 77499) (And) Stearoyl Glutamic Acid 9.04%
- **MSS-500W** - Kobo Products: Silica 7.87%
- **BRO-ASG3** - Kobo Products:
Iron Oxides (CI 77491) (And) Stearoyl Glutamic Acid 5.50%
- **BYO-ASG3** - Kobo Products:
Iron Oxides (CI 77492) (And) Stearoyl Glutamic Acid 3.14%

Part 2

- **Protachem™ CTG** - Protameen:
Caprylic/Capric Triglyceride 18.37%
- **Cetiol® CC** - BASF:
Dicaprylyl Carbonate 7.60%
- **SunBoost ATB Natural** - Kobo Products:
Argania Spinosa Kernel Oil (And) Tocopheryl Acetate (And) Bisabolol 4.75%
- **COSMOL™ 43V** - Ikeda:
Polyglyceryl-2 Triisostearate 3.63%
- **Carnauba Wax SP 63P** - Strahl & Pitsch:
Copernicia Cerifera (Carnauba) Wax 0.40%
- **Plandool™-LG1** - Kobo Products:
Phytosteryl/Behenyl/Octylododecyl Lauroyl Glutamate 1.00%

Part 3

- **VegeLight™1214 LC** - Grant Industries, Inc.:
Coconut Alkanes (And) Coco-Caprylate/Caprate 5.00%
- **Polyaldo™ 10-1-0 K FG** - Lonza:
Polyglyceryl-10 Oleate 1.00%
- **Lexgard® Natural** - Inolex:
Glyceryl Caprylate (And) Glyceryl Undecylenate 0.40%

Part 4

- **CELL-U-LASH™ 40** - Kobo Products: Cellulose 1.00%

Manufacturing Procedure

1. Blend Part 1.
2. Heat Part 2 to 80°C under propeller agitation.
3. Slowly add Part 1 to Part 2 under prop mixer and start to gradually cool.
4. Slowly add Parts 3 and 4, respectively, to Parts 1 and 2 at 45°C.

Description

This natural eyebrow filler features Kobo's **ASG treated fillers and pigments** which help to impart color, payoff and adhesion to brows. Kobo's silica microsphere, MSS-500W, provides payoff and glide during application. SunBoost ATB Natural is a proprietary ratio of anti-oxidant, anti-irritant and anti-inflammatory agents that nourishes brows. Kobo's cellulose fiber, CELL-U-LASH™ 40, fills in brows making them appear more even and covers sparse areas. Plandool™-LG1 improves malleability of the wax complex which increases bulk transfer to the brow.



KLF-170C-BR

Anti-Pollution Foundation



Part 1

- Deionized Water - Water 34.20%
- Glycerin - CAAL: Glycerin 2.00%
- Cloreto de sódio - CAAL: Sodium Chloride 0.80%
- **CosmeHerbest™ SEABERRY** - Ikeda/Kobo Products:
Water (And) Propanediol (And) Hippophae Rhamnoides Fruit Extract 0.50%

Part 2

- **INH73MZ** - Kobo Products: Zinc Oxide (And) Isononyl Isononanoate (And) Polyglyceryl-6 Polyricinoleate (And) Isopropyl Titanium Triisostearate 17.00%
- **INP60T7** - Kobo Products: Titanium Dioxide (And) Isononyl Isononanoate (And) Alumina (And) Hydrogen Dimethicone (And) Polyhydroxystearic Acid 9.00%
- **Xiameter PMX-0245** - Dow Corning: Cyclopentasiloxane 8.00%
- **SALACOS® 99** - Ikeda/Kobo Products: Isononyl Isononanoate 5.00%
- **BTD-ASG2** - Kobo Products:
Titanium Dioxide (And) Stearoyl Glutamic Acid 4.40%
- **Bentone Gel® VS 5 PCV** - Elementis/Cosmotec:
Cyclopentasiloxane (And) Distearidimonium Hectorite (And) Propylene Carbonate 4.00%
- **KF-6017** - Shin-Etsu: PEG-10 Dimethicone 3.00%
- **SunBoost ATB™** - Kobo Products: Argania Spinosa Kernel Oil (And) Tocopheryl Acetate (And) Bisabolol 1.50%
- **BYO-ASG3** - Kobo Products: Iron Oxides (CI 77492) (And) Stearoyl Glutamic Acid 1.13%
- **Liposorb® O** - Vantage: Sorbitan Oleate 1.00%
- **Optiphen** - Cosmotec: Caprylyl Glycol (And) Phenoxyethanol 1.00%
- **BRO-ASG3** - Kobo Products: Iron Oxides (CI 77491) (And) Stearoyl Glutamic Acid 0.30%
- **BBO-ASG3** - Kobo Products: Iron Oxides (CI 77499) (And) Stearoyl Glutamic Acid 0.17%

Part 3

- **Composite ACT-50** - Kobo Products: Titanium Dioxide (And) Acrylates Copolymer (And) Hydrated Silica (And) Alginate (And) Aluminum Hydroxide 5.00%
- **DAIMICBEAZ CM-1157** - Kobo Products:
HDI/Trimethylol Hexyllactone Crosspolymer (And) Silica Silylate 2.00%

Manufacturing Procedure

1. Combine Part 1.
2. Mix Part 2 at 800 rpm until complete dispersion of the pigments.
3. Add Part 1 to Part 2 while mixing.
4. Add Part 3 and mix at 600 rpm.

Description

This foundation was developed to protect the skin from pollution and features CosmeHerbest™ SEABERRY, an extract that reduces skin irritation and has a moisturizing and anti-inflammatory effect. It also has SPF provided by the Zinc and Titanium dispersions: INH73MZ and INP60T7, and Composite ACT-50, a micron size Acrylates Copolymer matrix with TiO2 entrapped. To give an antioxidant effect, this foundation features SunBoost ATB™, a proprietary mixture of antioxidant, anti-irritant and anti-inflammatory agents. **ASG treated pigments** are coated with an amino acid with a very creamy feel. DAIMICBEAZ CM-1157 is a microsphere that gives soft focus and enhanced feel. SALACOS® 99 is a light ester that increases spreadability.

Active Ingredients

- Titanium Dioxide 4.30%
- Zinc Oxide 12.07%

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