

Application Sheet

Serisoft® is a range of colour composites based on sericite and various surface treatments. Serisofts® are also available without the colourants. The non-coloured Serisofts® can be used as texturizers and fillers in formulations containing Serisoft® colours. Serisofts® have a soft and smooth skin feel.

Sericite is a mineral with similar shape and composition as muscovite mica, but in comparison with traditional mica based composites, Serisofts® give softer and more transparent application and they appear whiter.

Serisoft® products are platelet shaped particles giving good skin adherence. As the particles are platelet shaped and sized between 5-15 microns, Serisofts® provide a matte appearance upon application.

Trade Name	INCI Name
Serisoft® WL 12 DF	Mica (and) Hydrogenated Polyisobutene (and) Dimethicone
Serisoft® WL 12 FLWJ	Mica (and) Soy Amino Acids (and) Jasminum Officinale (Jasmine) Flower Wax
Serisoft® WL 12 HB	Mica (and) Dimethicone
Serisoft® WL 12 LL	Mica (and) Lauroyl Lysine
Serisoft® WL 12 LVS	Mica (and) Zea Mays (Corn) Starch (and) Hydrogenated Lecithin (and) Hydrogenated Meadowfoam Seed Oil (and) Squalane
Serisoft® WL 12 MSL	Mica (and) Sorbitan Stearate (and) Glycoproteins (and) Isododecane
Serisoft® WL 12 PUR	Mica
Serisoft® WL 12 SIL	Mica (and) Methicone
Serisoft® WL 12 TZ	Mica (and) Sodium C8-16 Isolkylsuccinyl Soy Sulfonate (and) Dimethicone (and) Trimethylsiloxysilicate
Serisoft® WL 12 ZP	Mica (and) Corn Starch Modified (and) Polyquaternium-10 (and) Phenoxyethanol (and) Methylparaben (and) Butylparaben (and) Ethylparaben (and) Propylparaben (and) Isobutylparaben (+/-) CI 15850 (Red 7 Lake) (or) CI 77499 (Iron Oxides) (or) CI 77007 (Ultramarines) (or) CI 77266 (Black 2) (or) CI 75470 (Carmine) (or) CI 45410 (Red 27 Lake) (or) CI 15850 (Red 7 Lake) (or) CI 77289 (Chromium Hydroxide Green) (or) CI 77288 (Chromium Oxide Green) (or) CI 77510 (Ferric Ferrocyanide) (or) CI 17200 (Red 33 Lake) (or) CI 15985 (Yellow 6 Lake) (or) CI 42090 (Blue 1 Lake) (or) CI 15850 (Red 6 Lake) (or) CI 77491 (Iron Oxides) (or) CI 19140 (Yellow 5 Lake) (or) CI 77742 (Manganese Violet) (or) CI 77891 (Titanium Dioxide) (or) CI 77492 (Iron Oxides)

In addition to the standard colours and surface treatments, custom tailored Serisoft® products are available upon request.

Information on the surface treatments is available on our separate surface treatment guide. To see the full range of colours available, please refer to our product catalogue or web site.

Benefits

- good skin adherence
- easy to formulate with
- does not need grinding
- wide choice of surface treatments
- functionalities from soft skin feel and ease of application to long lasting mattness

Properties

- platelet shape
- composite structure
- 5-15 micron size
- hydrophobic, hydrophilic or omniphilic depending on surface treatment
- heat stable



Application Areas

Colour Care

Serisoft® products are ideal for long lasting colour care applications as they have good skin adherence. Serisofts® can be used in all types of foundations and in powder applications such as loose and pressed powders, blushers and eye shadows.

Depending on the choice of surface treatment, different functionalities and sensorial perceptions can be achieved. Serisofts® can replace conventional pigments in formulations, but they need to be used at a slightly higher percentage. The non-coloured Serisofts® are ideal fillers for formulations in which the Serisoft® colours are used.

Formulating

Serisoft® products have hydrophobic surface characteristics apart from Serisoft® MSL and ZP, which are hydrophilic, and Serisoft® TZ, which is omniphilic. Serisoft® products do not need to be grinded; they can be added and mixed in the formulation directly. If grinding is needed for other ingredients, this is not harmful for the Serisofts®. Colour shading is easy with Serisoft® products, as their colours have been fully developed, and no colour development occurs during grinding.

Emulsions

Serisoft® products should be dispersed into the oil phase, except Serisoft® TZ, which can also be dispersed into the water phase, and Serisoft® MSL and ZP, which should be dispersed only into the water phase. Serisofts® are not heat sensitive and they tolerate homogenizing well.

Serisoft® TZ can be considered an advanced colorant, as it has an effective mattifying activity. When formulating long lasting and mattifying products, the Serisoft® TZs should be added to the water phase. The lipids in the oil phase should have as little polarity as possible so they won't get absorbed by the Serisoft® TZs. Examples of suitable non-polar lipids include Alphaflows® (Hydrogenated Polydecene), Dedraflows® (Hydrogenated Polyisobutenes) and Vegetable Squalane.

Powder applications

The colour shading can be done after the powder base has been formulated. The binder system should be added after the colour shading.

Typical use level: Serisoft® colourants: 4-15%, Serisofts® without colourants: 10-20%

Packaging: 25 kg sealed aluminium bag in cardboard box