

BASIC FOUNDATION LXF 01

Version 1.5

For more information

Home Page : www.luxonkorea.co.kr
E-Mail : sales01@luxonkorea.co.kr
Office telephone : +82-31-943-7751
Cellular Phone : +82-10-9869-7751



Basic Foundation Guide

1. Our Proposal Basic Foundation (SPF40, PA+++)

<http://www.luxonkorea.co.kr>

HTT0714FD01

PHASE	RAW MATERIALS	INCI	%
A	LX SUN MCX	Ethylhexyl Methoxycinnamate	6.00
	LX SUN EHS	Ethylhexyl Salicylate	4.00
	SF 5600Z	Phenyl Trimethicone	10.00
B	SF 0015Z	Cyclopentasiloxane (and) Cyclohexasiloxane	5.00
	Bentone 38 VCG	Disteardimonium Hectorite	0.50
C	Microcare e 9016	Cetyl PEG/PPG-10/1 Dimethicone	3.50
	Rheodol AO-15	Sorbitan Sesquioleate	1.00
D	LX Bianco 200HD	Titanium Dioxide / Aluminum / Hydrogen Dimethicone	10.00
	LX IOY ASM	Iron oxide yellow / Triethoxycaprylylsilan	0.50
	LX IOR ASM	Iron oxide red / Triethoxycaprylylsilan	0.15
	LX IOB ASM	Iron oxide blue / Triethoxycaprylylsilan	0.10
	ZINC STEARATE	Zinc Stearate	1.00
	SILIA LX7	Silica	3.70
	LX SS150	Zinc Oxide / Silica / Triethoxycaprylylsilane	2.00
E	WATER	Water	To 100
	EDTA-2Na	Disodium EDTA	0.05
	MgSO4	Magnesium Sulfate Heptahydrate	1.00
	LX MOILUB 1000	Biosaccharide Gum-1	2.00
F	PRESERVATIVES	Caprylhydroxamic Acid/Caprylyl Glycol/Glycerin	2.00

Standard Operating Procedures

1. Heat phase A to 85°C, then homomix at 3500rpm for 10 minutes.
2. After homo dispersing phase B at 2000rpm , 85 °C, for 10 minutes, add to phase A
3. Homo disperse phase C at 1500 rpm for 5 minutes, and then add to phase A
4. Add phase D into phase A
5. After homo dispersing phase E at 1500rpm at 85°C, add to phase A
6. Add phase F into phase A at 60°C



Key Ingredients our products

1. LX Bianco 200HD
2. LX IOY ASM, LX IOR ASM, LX IOB ASM
3. SILIA LX7
4. LX SS150

Commend

5. LX SUN MCX, EHS
6. LX MOILUB 1000

Our Proposal

2. Our Proposal D5 Free, IDD Foundation (SPF40, PA+++)

<http://www.luxonkorea.co.kr>

PHASE	RAW MATERIALS	INCI	%
A	LX SUN MCX	Ethylhexyl Methoxycinnamate	6.00
	LX SUN EHS	Ethylhexyl Salicylate	4.00
	SF 5600Z	Phenyl Trimethicone	10.00
B	IDD	Isododecane	5.00
	Bentone 38 VCG	Disteardimonium Hectorite	0.50
C	Microcare e 9016	Cetyl PEG/PPG-10/1 Dimethicone	3.50
	Rheodol AO-15	Sorbitan Sesquioleate	1.00
D	LX Bianco 200HD	Titanium Dioxide / Aluminum / Hydrogen Dimethicone	10.00
	LX IOY ASM	Iron oxide yellow / Triethoxycaprylylsilan	0.50
	LX IOR ASM	Iron oxide red / Triethoxycaprylylsilan	0.15
	LX IOB ASM	Iron oxide blue / Triethoxycaprylylsilan	0.10
	ZINC STEARATE	Zinc Stearate	1.00
	SILIA LX7	Silica	3.70
	LX SS150	Zinc Oxide / Silica / Triethoxycaprylylsilane	2.00
E	WATER	Water	To 100
	EDTA-2Na	Disodium EDTA	0.05
	MgSO4	Magnesium Sulfate Heptahydrate	1.00
	LX MOILUB 1000	Biosaccharide Gum-1	2.00
F	PRESERVATIVES	Caprylhydroxamic Acid/Caprylyl Glycol/Glycerin	2.00

Our Proposal

1. Basic Foundation
2. Medium coverage

3. D5 → IDD

Characteristics of IDD :

- Similar volatility and sensory
- Possibility of reacting with LDPE container



Key Ingredients our products

1. LX Bianco 200HD
2. LX IOY ASM, LX IOR ASM, LX IOB ASM
3. SILIA LX7
4. LX SS150

Commend

5. LX SUN MCX, EHS
6. LX MOILUB 1000

3. Our Proposal D5 Free, Caprylyl Methicone Foundation (SPF40, PA+++)

<http://www.luxonkorea.co.kr>

PHASE	RAW MATERIALS	INCI	%
A	LX SUN MCX	Ethylhexyl Methoxycinnamate	6.00
	LX SUN EHS	Ethylhexyl Salicylate	4.00
	SF 5600Z	Phenyl Trimethicone	10.00
B	FZ-3196	Caprylyl Methicone	5.00
	Bentone 38 VCG	Disteardimonium Hectorite	0.50
C	Microcare e 9016	Cetyl PEG/PPG-10/1 Dimethicone	3.50
	Rheodol AO-15	Sorbitan Sesquioleate	1.00
D	LX Bianco 200HD	Titanium Dioxide / Aluminum / Hydrogen Dimethicone	10.00
	LX IOY ASM	Iron oxide yellow / Triethoxycaprylylsilan	0.50
	LX IOR ASM	Iron oxide red / Triethoxycaprylylsilan	0.15
	LX IOB ASM	Iron oxide blue / Triethoxycaprylylsilan	0.10
	ZINC STEARATE	Zinc Stearate	1.00
	SILIA LX7	Silica	3.70
	LX SS150	Zinc Oxide / Silica / Triethoxycaprylylsilane	2.00
E	WATER	Water	To 100
	EDTA-2Na	Disodium EDTA	0.05
	MgSO4	Magnesium Sulfate Heptahydrate	1.00
	LX MOILUB 1000	Biosaccharide Gum-1	2.00
F	PRESERVATIVES	Caprylhydroxamic Acid/Caprylyl Glycol/Glycerin	2.00

Our Proposal

1. Basic Foundation
 2. Medium coverage
 3. D5 → Caprylyl Methicone
- Characteristics of Caprylyl Methicone :**
- Good applies, spreadability
 - No volatility and no darkening
 - Slightly oily than D5



Key Ingredients our products

1. LX Bianco 200HD
2. LX IOY ASM, LX IOR ASM, LX IOB ASM
3. SILIA LX7
4. LX SS150

Commend

5. LX SUN MCX, EHS
6. LX MOILUB 1000

4. Our Proposal D5 Free, PEG Free Foundation (SPF40, PA+++)

<http://www.luxonkorea.co.kr>

PHASE	RAW MATERIALS	INCI	%
A	LX SUN MCX	Ethylhexyl Methoxycinnamate	6.00
	LX SUN EHS	Ethylhexyl Salicylate	4.00
	SF 5600Z	Phenyl Trimethicone	10.00
B	FZ-3196	Caprylyl Methicone	5.00
	Bentone 38 VCG	Disteardimonium Hectorite	0.50
C	KF-6104	Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone	3.50
	Rheodol AO-15	Sorbitan Sesquioleate	1.00
D	LX Bianco 200HD	Titanium Dioxide / Aluminum / Hydrogen Dimethicone	10.00
	LX IOY ASM	Iron oxide yellow / Triethoxycaprylylsilan	0.50
	LX IOR ASM	Iron oxide red / Triethoxycaprylylsilan	0.15
	LX IOB ASM	Iron oxide blue / Triethoxycaprylylsilan	0.10
	ZINC STEARATE	Zinc Stearate	1.00
	SILIA LX7	Silica	3.70
	LX SS150	Zinc Oxide / Silica / Triethoxycaprylylsilane	2.00
E	WATER	Water	To 100
	EDTA-2Na	Disodium EDTA	0.05
	MgSO4	Magnesium Sulfate Heptahydrate	1.00
	LX MOILUB 1000	Biosaccharide Gum-1	2.00
F	PRESERVATIVES	Caprylhydroxamic Acid/Caprylyl Glycol/Glycerin	2.00

Our Proposal

1. Basic Foundation
2. Medium coverage
3. D5 → Caprylyl Methicone
Characteristics of Caprylyl Methicone :
 - Good applies, spreadability
 - No volatility and no darkening
 - Slightly oily than D5
4. PEG → KF 6104
Characteristics of KF 6104:
 - Nontoxic



Key Ingredients our products

1. LX Bianco 200HD
2. LX IOY ASM, LX IOR ASM, LX IOB ASM
3. SILIA LX7
4. LX SS150

Commend

5. LX SUN MCX, EHS
6. LX MOILUB 1000

5. Our Proposal D5 Free, Caprylyl Methicone Less oily Foundation (SPF40, PA+++)

<http://www.luxonkorea.co.kr>

HTT0714FD02

PHASE	RAW MATERIALS	INCI	%
A	LX SUN MCX	Ethylhexyl Methoxycinnamate	7.00
B	FZ-3196	Caprylyl Methicone	15.00
	Bentone 38 VCG	Disteardimonium Hectorite	0.80
	Microcare e 9016	Cetyl PEG/PPG-10/1 Dimethicone	3.50
C	KF-6038	Lauryl PEG-9 Polydimethylsiloxylethyl Dimethicone	1.00
	Rheodol AO-15	Sorbitan Sesquioleate	0.50
D	LX Bianco 200HD	Titanium Dioxide / Aluminum / Hydrogen Dimethicone	10.00
	LX IOY ASM	Iron oxide yellow / Triethoxycaprylylsilan	0.50
	LX IOR ASM	Iron oxide red / Triethoxycaprylylsilan	0.15
	LX IOB ASM	Iron oxide blue / Triethoxycaprylylsilan	0.10
	ZINC STEARATE	Zinc Stearate	1.00
	SILIA LX7	Silica	3.00
	LX SS150	Zinc Oxide / Silica / Triethoxycaprylylsilane	5.00
	WATER	Water	To 100
E	EDTA-2Na	Disodium EDTA	0.05
	MgSO4	Magnesium Sulfate Heptahydrate	1.00
	LX MOILUB 1000	Biosaccharide Gum-1	2.00
F	PRESERVATIVES	Caprylhydroxamic Acid/Caprylyl Glycol/Glycerin	2.00

Our Proposal

1. Basic Foundation
2. Medium coverage
3. D5 → Caprylyl Methicone
Characteristics of Caprylyl Methicone :
 - Good applies, spreadability
 - No volatility and no darkening
 - Slightly oily than D5
4. More LX SS150 + SILIA LX7
- Less oily



Key Ingredients our products

1. LX Bianco 200HD
2. LX IOY ASM, LX IOR ASM, LX IOB ASM
3. SILIA LX7
4. LX SS150

Commend

5. LX SUN MCX
6. LX MOILUB 1000

5. Our Proposal D5 Free, Caprylyl Methicone Less oily Foundation (SPF40, PA+++) (High coverage)

<http://www.luxonkorea.co.kr>

HTT0714FD03

PHASE	RAW MATERIALS	INCI	%
A	LX SUN MCX	Ethylhexyl Methoxycinnamate	7.00
B	FZ-3196	Caprylyl Methicone	13.00
	Bentone 38 VCG	Disteardimonium Hectorite	0.80
	Microcare e 9016	Cetyl PEG/PPG-10/1 Dimethicone	3.50
C	KF-6038	Lauryl PEG-9 Polydimethylsiloxylethyl Dimethicone	1.00
	Rheodol AO-15	Sorbitan Sesquioleate	0.50
D	LX Bianco 200HD	Titanium Dioxide / Aluminum / Hydrogen Dimethicone	15.00
	LX IOY ASM	Iron oxide yellow / Triethoxycaprylylsilan	0.75
	LX IOR ASM	Iron oxide red / Triethoxycaprylylsilan	0.20
	LX IOB ASM	Iron oxide blue / Triethoxycaprylylsilan	0.10
	ZINC STEARATE	Zinc Stearate	1.00
	SILIA LX7	Silica	3.00
	LX SS150	Zinc Oxide / Silica / Triethoxycaprylylsilane	5.00
	WATER	Water	To 100
E	EDTA-2Na	Disodium EDTA	0.02
	MgSO4	Magnesium Sulfate Heptahydrate	1.00
	LX MOILUB 1000	Biosaccharide Gum-1	2.00
F	PRESERVATIVES	Caprylhydroxamic Acid/Caprylyl Glycol/Glycerin	2.00

Our Proposal

1. Basic Foundation

2. High coverage

3. D5 → Caprylyl Methicone

Characteristics of Caprylyl Methicone :

- Good applies, spreadability
- No volatility and no darkening
- Slightly oily than D5

4. More LX SS150+SILIA LX7

- Less oily



Key Ingredients our products

1. LX Bianco 200HD

2. LX IOY ASM, LX IOR ASM, LX IOB ASM

3. SILIA LX7

4. LX SS150

Commend

5. LX SUN MCX

6. LX MOILUB 1000

Key Ingredients our products

<http://www.luxonkorea.co.kr>

Our proposal	Our product name	Ingredients
UV B Filter	LX Bianco 200HD	Titanium Dioxide / Aluminum/ Hydrogen Dimethicone
Iron Oxide of Yellow Iron Oxide of Red Iron Oxide of Blue	LX IOY ASM LX IOR ASM LX IOB ASM	Iron Oxide(CI77492), Triethoxycaprylylsilane Iron Oxide(CI77491), Triethoxycaprylylsilane Iron Oxide(CI77499), Triethoxycaprylylsilane
Sensory Additive	SILIA LX7	Silica
Sensory Additive & UV B Filter	LX SS150	Zinc oxide / Silica / Triethoxycaprylylsilane

commend

UVB Filter	LX SUN MCX	Ethylhexyl Methoxycinnamate
UVB Filter	LX SUN EHS	Ethylhexyl Salicylate
Moisturizer	LX MOILUB 1000	Biosaccharide gum-1



Key Ingredients our products

- 1. LX Bianco 200HD**
- 2. LX IOY ASM, LX IOR ASM,
LX IOB ASM**
- 3. SILIA LX7**
- 4. LX SS150**

Commend

5. LX SUN MCX, EHS
6. LX MOILUB 1000

LX Bianco 200HD



LX Bianco 200, 200N, 200HD

LUXON SUN CARE products

Zinc Oxide

1. LX-HPA 30, 30N, 150, 150N

2. LX-SS 150, 150N, 500, 500N

Titanium Dioxide

3. Micro Bianco

4. LX Bianco 200, 200N, 200HD

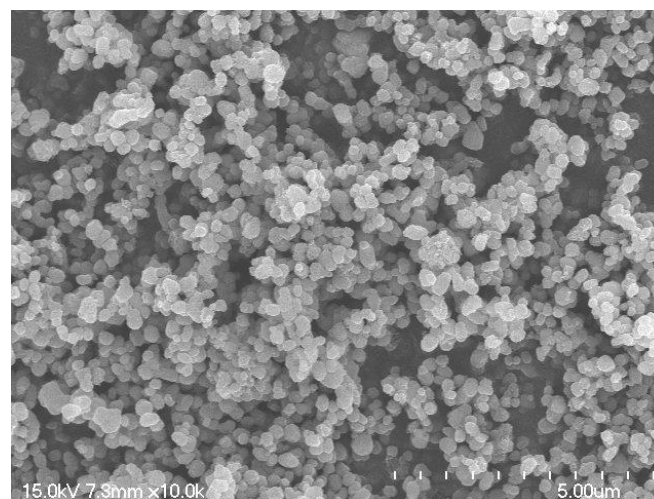
5. LX-TIS 35, 35AS



LX Bianco 200

<http://www.luxonkorea.co.kr>

Grade	Descriptions	Our proposal	Avg. Particle size(nm)	Oil Absorption (ml/100g)
LX Bianco 200	Titanium Dioxide 250nm & Triethoxycaprylylsilane	Tone-Up Cream, SUN Cream, Whitening Agent, Etc.,	200~300	10~30
LX Bianco 200N	Titanium Dioxide 250nm & Stearic Acid			
NEW LX Bianco 200HD	Titanium Dioxide 250nm & Hydrogen Dimethicone			



Feature

LX Bianco 200,
LX Bianco 200N,
NEW LX Bianco 200HD

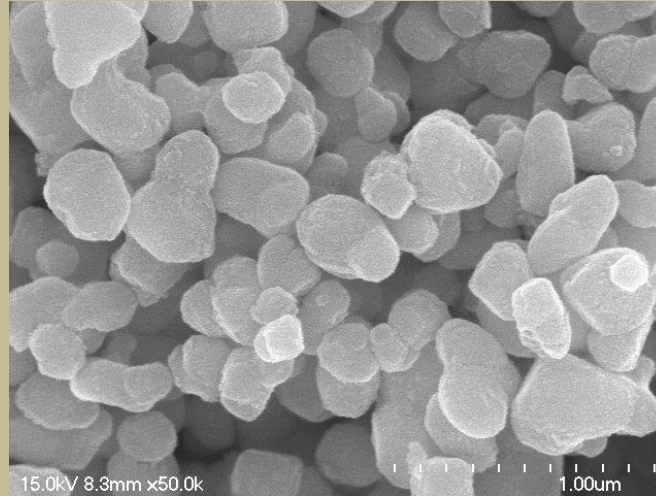
(TiO₂ 97% + Aluminum 3%)
+ AS 5%

(TiO₂ 97% + Aluminum 3%)
+ Stearic Acid 5%

(TiO₂ 97% + Aluminum 3%)
+ Hydrogen Dimethicone 2%

Particle Size: 250nm

EWG Green Level '2'
Whitening Effect
Perfect longlasting



TiO₂ : Whitening Effect



Key Ingredients our products

- 1. LX Bianco 200HD**
- 2. LX IOY ASM, LX IOR ASM,
LX IOB ASM**
- 3. SILIA LX7**
- 4. LX SS150**

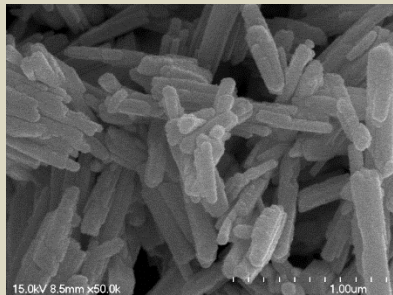
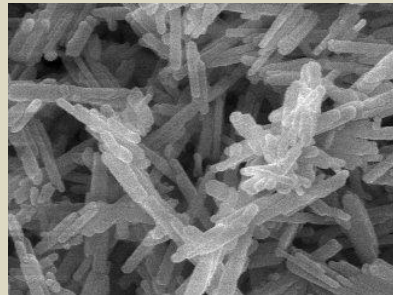
Commend

- 5. LX SUN MCX, EHS**
- 6. LX MOILUB 1000**

LX IOY ASM
LX IOR ASM
LX IOB ASM

Color Pigment Series

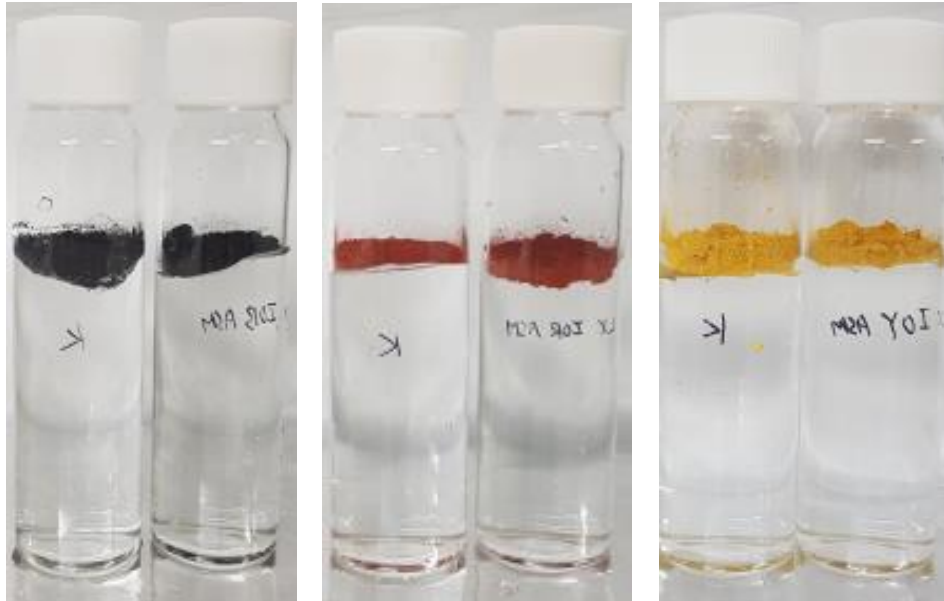
<http://www.luxonkorea.co.kr>

INCI Name	Iron Oxide Yellow Triethoxycaprylylsilane	Iron Oxide Red Triethoxycaprylylsilane	Iron Oxide Black Triethoxycaprylylsilane
SEM			
Product Name	LX I.O.Y ASM	LX I.O.R ASM	LX I.O.B ASM
Particle Size	2um Max	2um Max	2um Max
Hydrophobicity Test	4 Min	4 Min	4 Min
Oil Compatibility Test	Excellent	Excellent	Excellent
Dispersibility	Excellent	Excellent	Excellent

Hydrophobicity TEST

<http://www.luxonkorea.co.kr>

Hydrophobicity of competitor



Left : competitor right : LUXON



Test Method

1. Vial Input D.I water 35g
2. #1 Input Pigment 1~1.5g
3. Sonic BRANSON 5800 ; 5min
4. Hydrophobicity check



BRANSON 5800

Oil Compatibility TEST

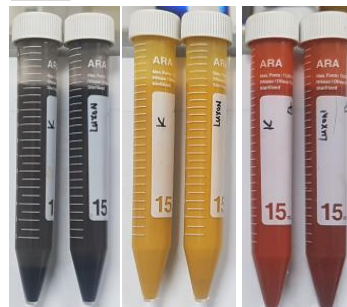
<http://www.luxonkorea.co.kr>

Before Test

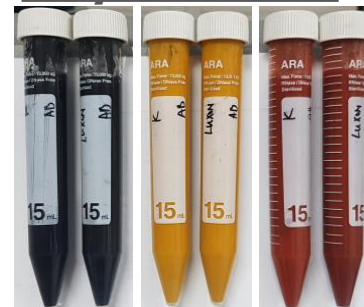
MCT



D5

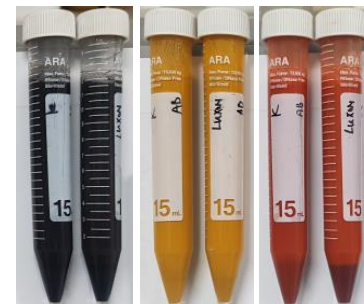
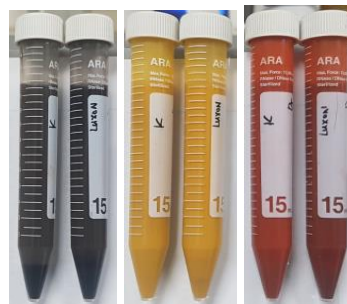


Alkyl Benzoate



Left : competitor right : LUXON

After Test



Test Method

1. Vial Input Oil 25g
2. #1 Input Pigment 2.5g
3. Hand shaking ; 10 times
4. Sonic BRANSON 5800 ; 5min
5. #4 Centrifugal separator(FLETA 4) 2000rpm ; 5min



Excellent
Oil Compatibility



Comparison of Dispersibility



Test Method

1. Mix raw materials;
Pigment : TiO₂ ASM : Silicone Oil(D5+D6) = 1:9:10
2. Disperse with a homogenizer; 3000rpm; 5min
3. Applicator test on Hiding Power Chart ; Coating thickness 30 μm





Key Ingredients our products

- 1. LX Bianco 200HD**
- 2. LX IOY ASM, LX IOR ASM,
LX IOB ASM**
- 3. SILIA LX7**
- 4. LX SS150**

Commend

5. LX SUN MCX, EHS
6. LX MOILUB 1000

SILIA LX7

Spherical Porous Silica Powder

<http://www.luxonkorea.co.kr>

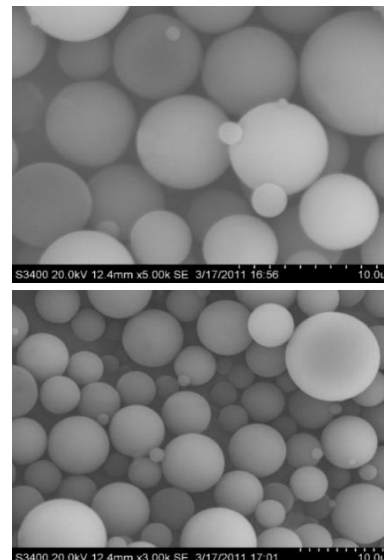
INCI Name	Product Name	Particle Size(μm)	Oil Absorption (ml/100g)
SILICA Non-coated			
Silica	SILIA LX3	3	130~180
	SILIA LX7	7	
	SILIA LX13	13	
	SPHESTA SB606	6	50~80
	SPHESTA SB609	9	
	SPHESTA SB6013	13	
	SPHESTA MD7	7	90~130
	SPHESTA HS10	10	230~270
SILICA coated			
Silica	SILIA LX7 ASM	7	110~160
	SPHESTA MD6 ASM	6	90~130
	SPHESTA MD6 MSM	6	90~130
	SPHESTA MD6 DSM	6	60 ~ 90

Spherical Porous Silica Powder

<http://www.luxonkorea.co.kr>

Spherical Porous Silica powder

- ✓ High Purity
- ✓ Sebum Control
- ✓ Semi-transparent
- ✓ Soft focus effect
- ✓ Smooth feeling
- ✓ EU REACH 01-2119379499-16-****
- ✓ Ecocert



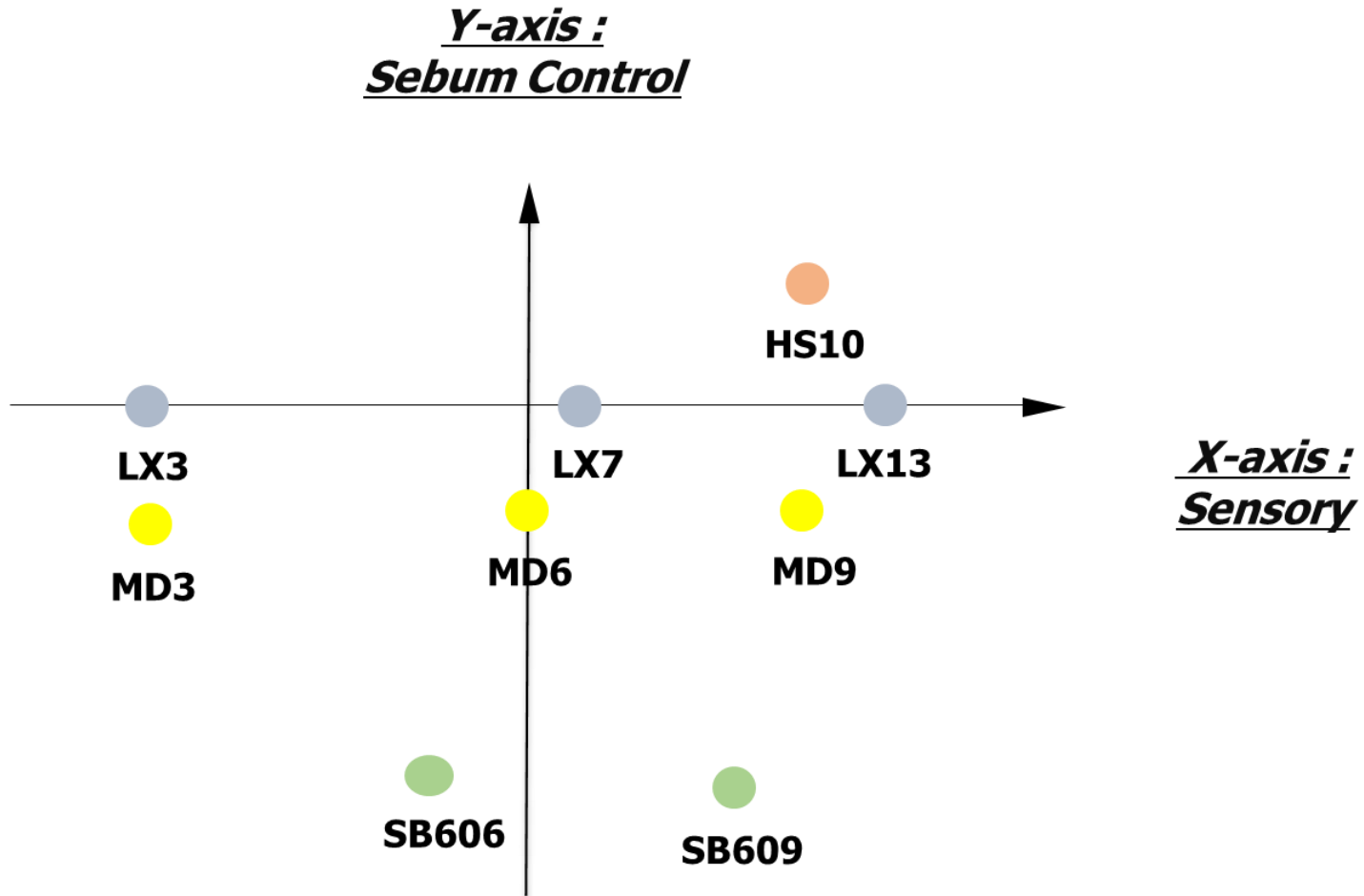
COSMOS-standard Definition

- **PPAI** = **Physically** Processed Agro-Ingredient / Agro-Ingredient **Physiquement** Transformé
- **CPAI** = **Chemically** Processed Agro-Ingredient / Agro-Ingredient **Chimiquement** Transformé
- **SyMo** = Synthetic Moieties / Greffons Synthétiques
- **NNI** = **Non Natural** Ingredient / Ingrédients **Non Naturels**

• * = concerned by appendices II and/or V

Number of Raw Materials found / Nombre de Matières Premières trouvées : 1

SILIA	silica								< - ALL - >	< - ALL - >
COMMERCIAL NAME / NOM COMMERCIAL	INCI	FUNCTION	COSMOS-standard PPAI	COSMOS-standard CPAI	COSMOS-standard SyMo	COSMOS-standard NNI	COSMOS-standard Restriction	COMPANY / SOCIETE	APPROVED BY	
SILIA/SPHESTA	Silica	Smoothness function in compact powder	0	0	0	0		LS CHEM KOREA CO.,LTD.	ECOCERT	





Key Ingredients our products

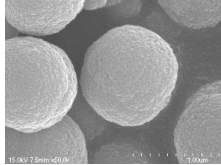
- 1. LX Bianco 200HD**
- 2. LX IOY ASM, LX IOR ASM,
LX IOB ASM**
- 3. SILIA LX7**
- 4. LX SS150**

Commend

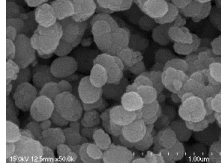
5. LX SUN MCX, EHS
6. LX MOILUB 1000

LX SS150

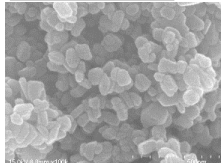
LX-SS 500



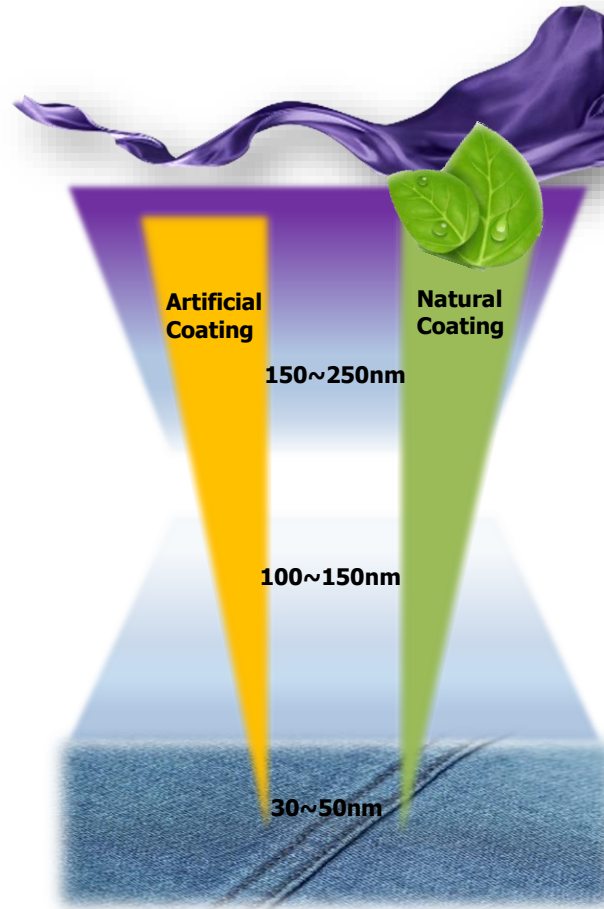
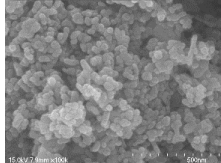
LX-SS 150



LX-HPA 150

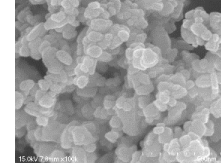


LX-HPA 30

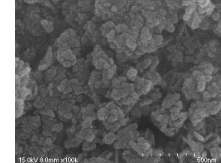


< Coating Agent 4% >

LX-HPA 150 N



LX-HPA 30 N



Patent Number: KR 10-20347830000, KR 10-1994980, CN ZL201911059904.0

LUXON ZINC OXIDE

<http://www.luxonkorea.co.kr>

Grade	Descriptions	Our proposal	Avg. Particle size(nm)	Oil Absorption (ml/100g)
LX-HPA 30	Zinc oxide & Triethoxycaprylylsilane	SUN Cream, Tone-Up Cream, Whitening Agent, Etc., * Natural grade product * EWG green grade product	30~60	10~20
LX-HPA 30N *	Zinc oxide & Silica & Stearic acid			
LX-HPA 150 *	Zinc oxide & Triethoxycaprylylsilane		100~200	10~20
LX-HPA 150N * *	Zinc oxide & Silica & Stearic acid			
LX-SS 150 *	Zinc oxide & Silica & Triethoxycaprylylsilane		100~200	10~20
LX-SS 150N * *	Zinc oxide & Silica & Stearic acid			
LX-SS 500 *	Zinc oxide & Silica & Triethoxycaprylylsilane		> 400	10~20
LX-SS 500N * *	Zinc oxide & Silica & Stearic acid			

LX-SS 150, 150N, 500, 500N

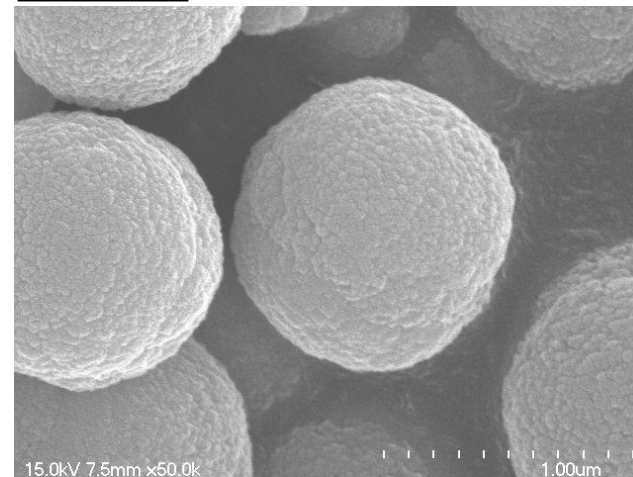
<http://www.luxonkorea.co.kr>

Grade	Descriptions	Our proposal	Avg. Particle size(nm)	Oil Absorption (ml/100g)
LX-SS 150	Zinc oxide 150nm & Silica & Triethoxycaprylylsilane	SUN Cream, Tone-Up Cream, Whitening Agent, Etc.,	100~200	10~20
LX-SS 150N	Zinc oxide 150nm & Silica & Stearic acid			
LX-SS 500	Zinc oxide 500nm & Silica & Triethoxycaprylylsilane		> 400	10~20
LX-SS 500N	Zinc oxide 500nm & Silica & Stearic acid			

LX-SS 150



LX-SS 500



Thank you

Korea Factory/R&D : 4th Fl, B, 512, Hoedong-gil, Paju-si, Gyeonggi-do, Korea
Tel:+82-31-943-7751 Fax:+82-31-943-7752

China HuZhou Factory : No.328 Guangyuan Road,Wuxing District,Huzhou City, ZheJiang
Province, China Tel:+86-572-2607665 Fax:+86-572-2607-675

Shanghai Branch : Rm 2116,Block A,East International Building,No.85 Loushanguan Rd,
Changning District,Shanghai City,China Tel:+86-21-6278-2288~216
Fax:+86-21-6278-3723

Website : <http://www.luxonkorea.co.kr>