

For the press



Omyaskin® – a new functional mineral for color cosmetics

Innovative ingredient offers multiple ways to enhance formulations

***Oftringen (Switzerland), June 2018* – Omya, a leading global supplier of calcium carbonates, has developed a new generation of recrystallized mineral particles for use in decorative cosmetic applications. Using a patented technology, the company has created a novel mineral composition, branded under the Omyaskin® name. The new advanced structure offers greater porosity and a larger surface area, which allows the particles to improve the effectiveness of end products while simultaneously easing the production process. Having been unveiled at In-Cosmetics 2018, Omyaskin® particles are available for worldwide distribution as of now.**

By its inherent nature, the incorporated pigment permits to improve the coverage and color of cosmetic products as well as to boost the sun protection factor (SPF) in skin creams. The porous structure of the particles is able to absorb sebum, reduce drying time and deliver a matt finish. Adding between one and ten percent Omyaskin® to a formulation enhances the compressibility and also the ability of the end product to provide smoothness and a softer skin feel. Omyaskin® can replace talc and kaolin, and it improves the performance of titanium dioxide in terms of coverage. Therefore Omyaskin® suits different target applications, such as foundations, compact powders, lipsticks and BB/CC/DD creams. The functionalized products are produced in Orgon, France, and meet the requirements of EC Commission regulation No. 1223/2009 on cosmetic products. It also comes with a NATRUE certification. The INCI is hydroxyapatite calcium carbonate.

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About Omya Group

Omya International AG is a leading global producer of calcium carbonates and a worldwide distributor of specialty additives, premium services and solutions. Founded in 1884 in Switzerland, Omya has a global presence extending to more than 175 locations in over 50 countries with 8,000 employees. Omya provides sustainable added value products and services from responsibly sourced materials to meet the needs of current and future generations. In the Consumer Goods sector, Omya offers innovative solutions based on high purity natural minerals and complementary ingredients that comply with the most stringent regulatory and quality standards.

For further information, please visit: www.omya.com

Company Contact

Omya International AG
Shi Yuen Ta
Baslerstrasse 42
4665 Oftringen
Switzerland
Tel: +41 62 789 2536
Shiyuen.ta@omya.com

Press Contact

akp public relations
Christina Fahrtmann
Tannenstraße 1a
69469 Weinheim
Germany
Tel: +49 6201 188 98 14
fahrtmann@akp-pr.de