

Coverage Should Feel Effortless

Modern makeup needs brightness, tone adjustment, and breathable-looking coverage without a chalky or heavy powder experience.



- Supports natural-looking low-to-medium opacity
- Fits oil-phase and silicone-phase color cosmetics

- Helps improve spread and payoff in makeup systems
- Creates a softer sensory story than untreated TiO₂ powders

A Treated TiO₂ for Softer Makeup

Titanium Dioxide 200nm EasyDisperse™ combines TiO₂ coverage and brightness with a Dimethicone/Silica-treated surface for easier dispersion, slip, and dry touch.

- ✓ Oil/silicone-dispersible white pigment
- ✓ Average particle size around 200nm
- ✓ Dimethicone supports smoother processing
- ✓ Silica contributes soft, dry-touch feel



Built for Elegant Low-Medium Coverage

This grade is ideal when a formula needs brightness and tone correction with a lighter finish rather than maximum opacity.

- 150–250nm particle size range, averaged around 200nm
- Low-to-medium coverage for natural complexion effects
- Helps avoid a heavy, chalky pigment impression
- Supports foundations, concealers, powders, lip, and eye color

Easier Wetting in Oil and Silicone

The treated surface helps formulators incorporate TiO₂ more evenly into oil or silicone phases before the full formula is built.

—
Add into the oil phase

—
Mix in silicone or oil until uniform

—
Dispersible in oil, silicone, cream, or gel base

- Hydrophobicity specification supports oil/silicone fit

Clear Parameters for Fast Adoption

The use guidance is straightforward for technical teams evaluating pigment load, process temperature, and identity requirements.

Recommended dosage: 7.50%

Use range: 0.10–25.00% / 1–25%

- Avoid heat above 80C
- INCI: Titanium dioxide (and) Silica (and) Dimethicone
- Specification pH: 5.0–8.0

One Pigment, Multiple Launch Concepts

EasyDisperse™ can support a broad makeup pipeline where smooth application and refined coverage are part of the product story.

- Natural-look liquid foundation

- Soft-focus concealer

- Silky cream eye shadow

- Brush-on complexion powder

- Lip color or lip corrector base



Particle Size Supports Cosmetic Elegance

Ingredient-family research helps build a claim story around TiO₂ particle design, visible whiteness reduction, UV attenuation, and formulation-sensitive performance.

- Supports cosmetic acceptability by showing TiO₂ particles can reduce visible whiteness while maintaining UV attenuation. Citation: T. G. Smijs, S. Pavel.
- Supports formulation-sensitive positioning by showing particle size and formulation strongly affect UVA/UVB balance in TiO₂ sunscreen systems. Citation: M. Crosera et al.

TiO₂ Has Supportive Skin-Use Context

Additional TiO₂ research supports the broader skin-application and photoprotective system story behind well-designed TiO₂-containing formulas.

- Supports skin-application confidence by showing most cosmetic nano-TiO₂ studies found material mainly in the stratum corneum, not viable skin. Citation: B. Dréno et al.
- Supports photoprotective system storytelling by showing sunscreen formulations including microfine TiO₂ improved visible/blue-light region protection for photosensitive patients. Citation: H. Moseley et al.

Choose by Coverage, Phase, and Feel

Within a TiO₂ portfolio, EasyDisperse™ sits where oil/silicone compatibility, low-to-medium coverage, and slip with dry touch are the priority.

- EasyDisperse™: oil/silicone dispersible, low-medium coverage, slip and dry touch

- WaterProof™ grades: oil/silicone dispersible with higher waterproof positioning

- SilkTouch™ grades: oil/silicone dispersible with silk and soft touch

- Non-treated and WaterDisperse™ grades: water-dispersible positioning

Why Formulators Choose EasyDisperse™

This grade gives R&D teams a practical route to TiO₂ brightness and coverage with easier oil/silicone processing and a more refined makeup feel.

- ✓ Better fit for oil and silicone makeup systems
- ✓ Lighter low-to-medium coverage positioning
- ✓ Soft slip plus dry-touch sensory profile
- ✓ Useful across face, eye, lip, cream, and lotion formats
- ✓ Clear recommended use level for quick trials