

Econa[®]

Natural plant extract treated effect pigments (N)



The World Quality Leader in
Effect Pigments Technology



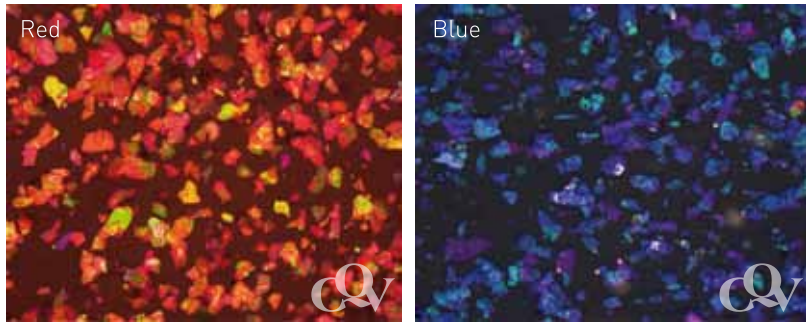
Econa[®] Product Info.

- Natural plant extract treated colored effect pigments.
- Natural mica based effect pigments.
- More stable colored effect pigments than current colored effect pigments products.

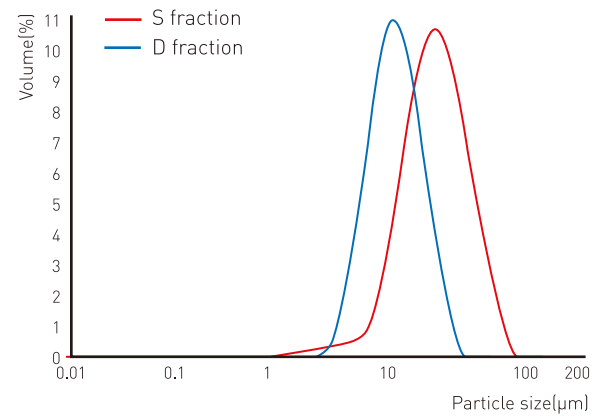
- Alternative to carmine and ferric ferrocyanide.
- Red and blue color available.
(Red : Caesalpinia sappan Bark Extract)
(Blue : Indigofera Tinctoria Leaf Extract)
- All ingredients were registered in ICID.
- Parabens free and No animal testing.
- No contain the health and environmental hazard materials.
- Conforms global cosmetic regulations.
(US, EU, China and Japan etc.)

Microscopic pictures

pigment rate : 2wt%, on black background



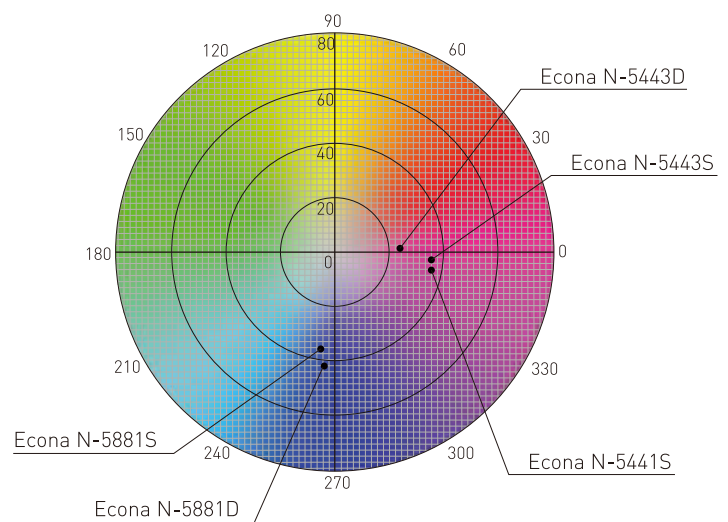
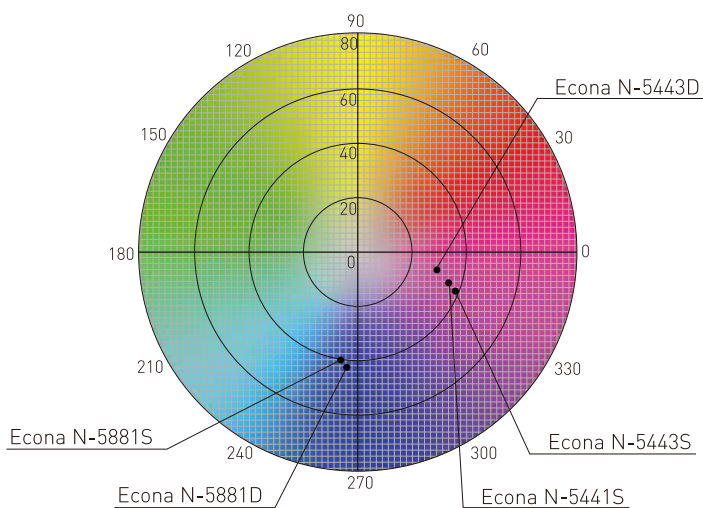
Particle size distribution



Color coordinates

		L*	a*	b*
On black background	Econa N-5443D	45.71	29.10	-8.23
	Econa N-5441S	45.47	34.43	-14.32
	Econa N-5443S	44.36	38.15	-18.68
	Econa N-5881D	51.01	-4.02	-42.76
	Econa N-5881S	50.02	-5.06	-39.24

		L*	a*	b*
Powder tone	Econa N-5443D	76.08	22.40	2.91
	Econa N-5441S	62.76	36.16	-6.43
	Econa N-5443S	66.27	35.21	-3.84
	Econa N-5881D	53.50	-4.37	-41.62
	Econa N-5881S	54.41	-5.94	-36.01



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Natural plant extract treated effect pigments

Effect pigments treated with highly stable natural plant extracts resulting in vibrant color shades.

The ECONA NATURAL series shows better overall color stability than current absorption colored effect pigments in many cosmetic formulations while being totally natural and sustainable.

The ECONA NATURAL series allow for the use of color in a greater variety of cosmetic products.

Special Features

- Natural mica based effect pigments
- Natural colored plant extracts provide an alternative to carmine and ferric ferrocyanide
- Currently two colors available (Red, Blue)
- Easy to disperse
- Applicable for a wide variety of cosmetic products

Applications

- Eye related products
- Lip related products
- Nail enamel products
- Body and beauty products



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Natural plant extract treated effect pigments



Econa N-5443D Super Fine Sappan Red
Econa N-5443D
Size(μm) 5 - 27



Econa N-5441S Sappan Red
Econa N-5441S
Size(μm) 8 - 50



Econa N-5443S Super Sappan Red
Econa N-5443S
Size(μm) 8 - 50



Econa N-5881D Fine Indigo Blue
Econa N-5881D
Size(μm) 5 - 27



Econa N-5881S Indigo Blue
Econa N-5881S
Size(μm) 8 - 50



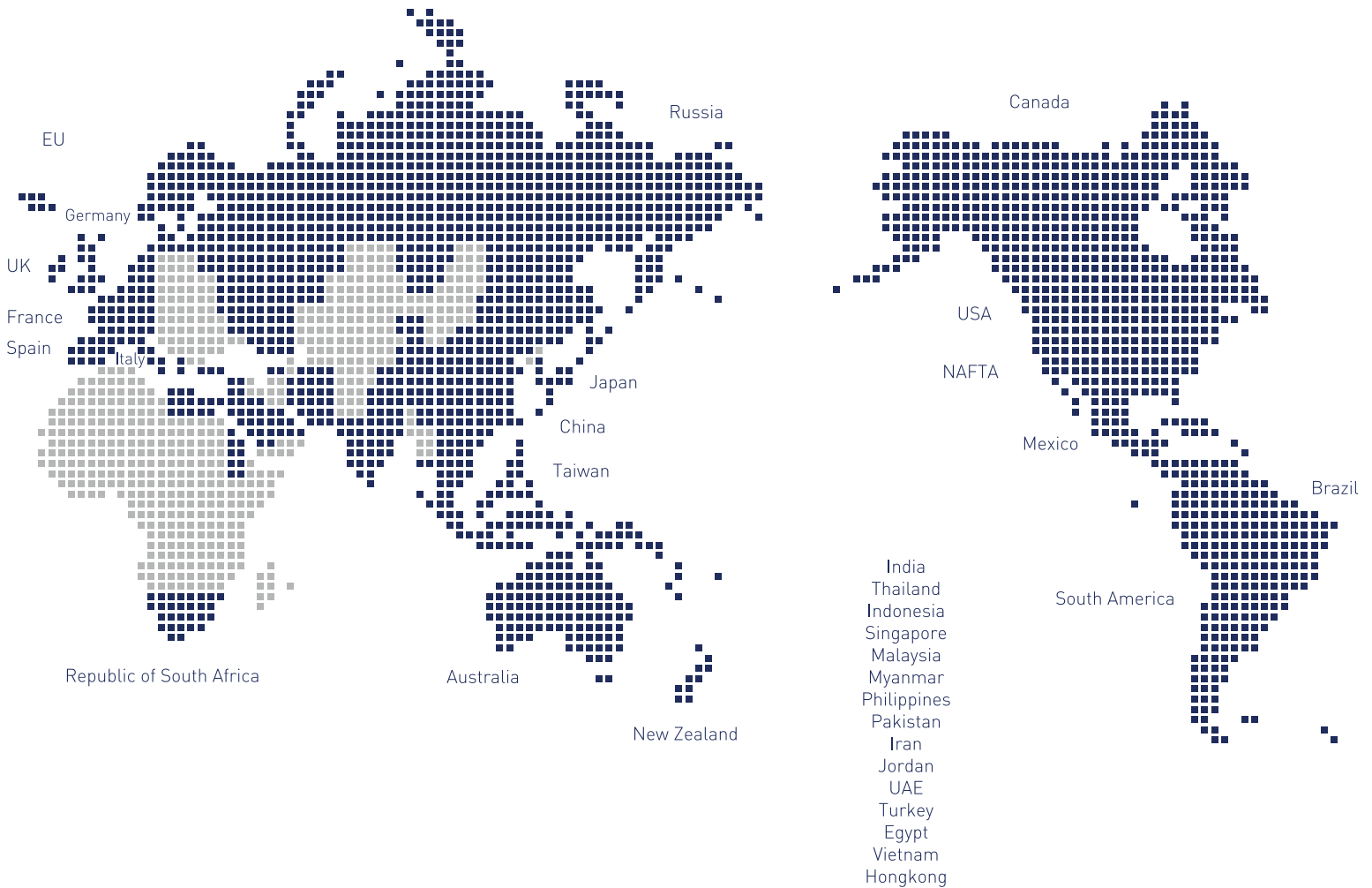
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Natural plant extract treated effect pigments Technical Data

Code	Product Name	Particle Size(μm)		pH (10% Sol.)	Composition				
		(D10-D90)	(D50)		Mica	SnO ₂	TiO ₂	Caesalpinia Sappan Bark Extract	Indigofera Tinctoria Leaf Extract
Econa N-5443D	Econa N-5443D Super Fine Sappan Red	5 - 27	11 - 15	4 - 8	○	○	○	○	
Econa N-5441S	Econa N-5441S Sappan Red	8 - 50	22 - 26	4 - 8	○	○	○	○	
Econa N-5443S	Econa N-5443S Super Sappan Red	8 - 50	22 - 26	4 - 8	○	○	○	○	
Econa N-5881D	Econa N-5881D Fine Indigo Blue	5 - 27	11 - 15	4 - 8	○	○	○		○
Econa N-5881S	Econa N-5881S Indigo Blue	8 - 50	22 - 26	4 - 8	○	○	○		○

CQV GLOBAL NETWORK

“World Leading Pigments Material Provider”



Creation of Quality Value

씨큐브 주식회사

충북 진천군 진천읍 성중로 144번지

T. 043 531 2500

F. 043 536 0314

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

144, Seongjung-ro, Jincheon-Eup, Jincheon-Gun,
ChungCheong Buk-Do, Korea

T. 82 43 531 2500

F. 82 43 536 0314

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