

TITANIUM DIOXIDE USED IN COSMETIC INDUSTRIES



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URS : UKAS

Titanium Dioxide (CI 77891) : In Cosmetic Industries

Introduction :

- TiO_2 (**CI 77891 or PW6**) is one of the Cosmetic Industry's best-kept secrets, having been used by beauty brands and skincare manufacturers alike for decades.
- It is used particularly in Decorative Cosmetics and sun care products suitable for sensitive skin.
- It is used in Cosmetics to enhance on-trend Colours and Formulations in a number of ways :
 - **Colour** : Use of Pigment Form TiO_2 , with other Colours gives Intensity and Brightness to decorative cosmetics, as well as allowing the manufacturers to create many different shades to suit all skin types in Foundations and Lipsticks.
 - **Light** : It helps soak up oils in the skin, while lending it an **Opacity** that reduces any unwanted shine – a key selling point for any Matte-based cosmetic.
 - **UV** : Non-Pigment Form TiO_2 , is a key Ingredient in sun care products, absorbing and scattering both UVA and UVB rays, which prevents sun burn and premature ageing.
 - **Texture** : In its Non-Pigment Form, its particles become Transparent, helping to create much smoother and sheer Formulations with a better spread ability. Its opaque qualities are also crucial to formulations that conceal blemishes.
 - **Staying Power** : As an insoluble mineral, Non-Pigment Form TiO_2 , is prized for its long-lasting and waterproof properties, which is important for sun care products in particular.
- It is so well tolerated by the skin, there is rarely any substitute for it.
- In Pigment Form, TiO_2 is certified in the USA by FDA (21 CFR 73.2575) and in the EU as Colour Additive, E171 ; while Non-Pigment Form TiO_2 , is certified for safe use in the USA by the USP and in the EU (Annex VI, Cosmetics Regulation 1223/2009).



Examples of Cosmetic Industries, in which Titanium Dioxide is used

Applications

Due to its Versatility and Natural Benefits, it is a favourite with cosmetics Manufacturers.

In the last five years alone, it has featured in more than 20,000 cosmetics launches.

It can be found in virtually any product on the market – including :

- Liquid and Powder-based Foundations
- Bronzers
- Blushers
- Eye shadows
- Mascaras
- Lipsticks
- Sun care products
- Face Cream
- Body Lotion
- Toothpaste



Liquid and Powder-based Foundations



Body Lotion



Bronzers



Blushers



Eye shadows



Mascaras



Sun care products



Face Cream



Lipsticks



Toothpaste