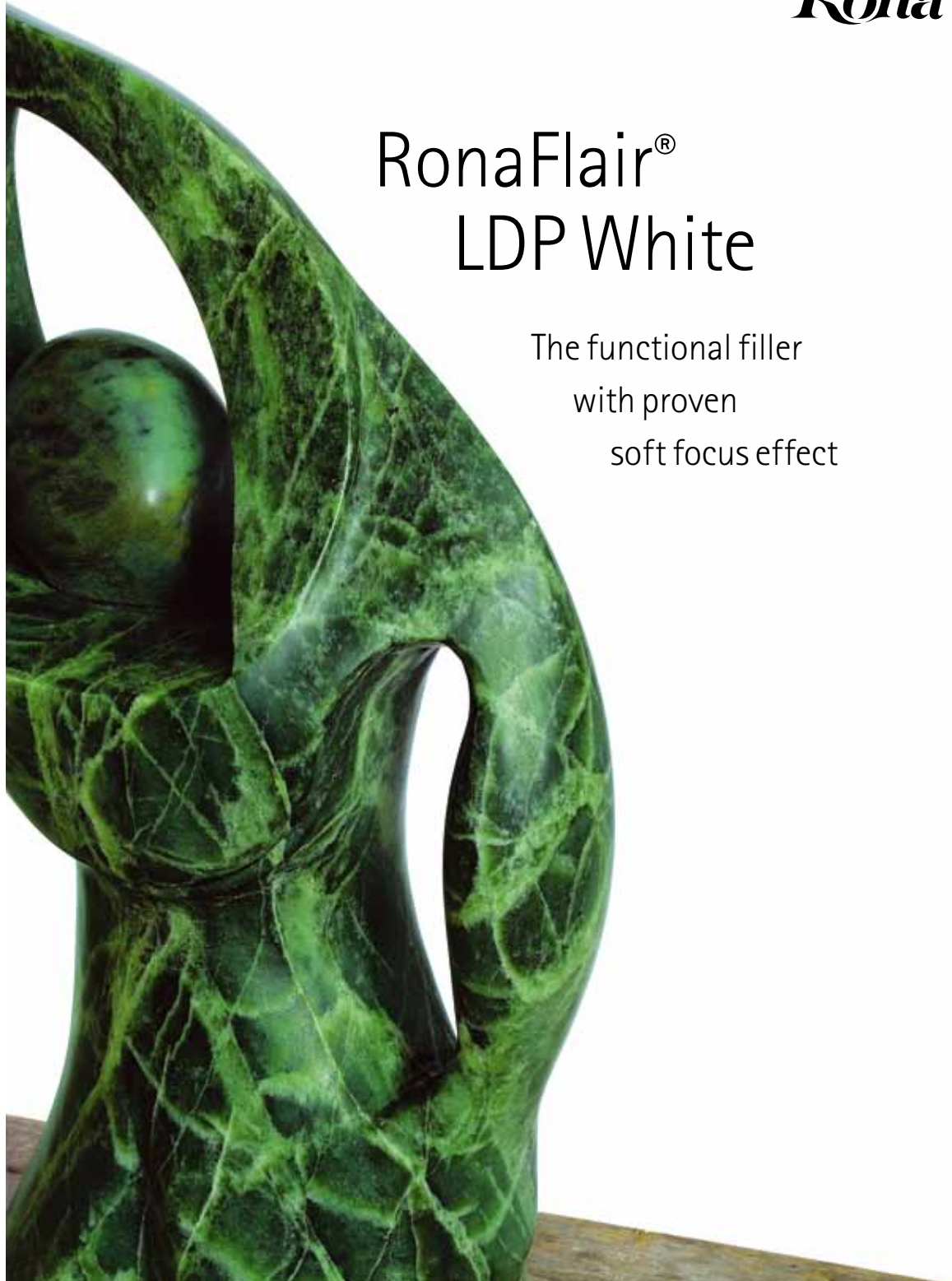


Rona

RonaFlair[®] LDP White

The functional filler
with proven
soft focus effect

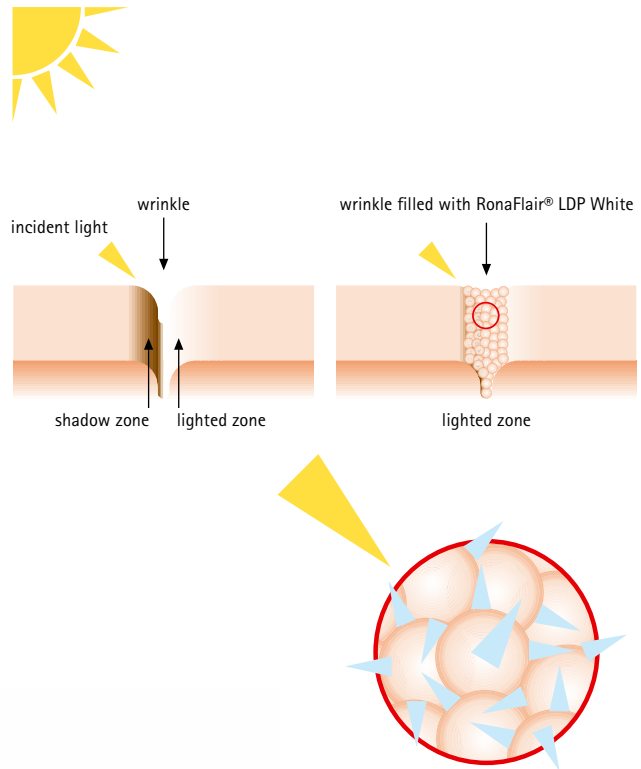


RonaFlair® LDP White for Instant Anti-aging

Sculptors use a light varnish to bring out the pristine beauty of their artwork. Likewise, women desiring flawless skin apply makeup to hide minor imperfections. What they don't want, however, is their face to appear as a stone-like mask. EMD's new functional filler RonaFlair® LDP White fits the bill. It gives your cosmetic formulations a soft focus effect to help visually reduce small wrinkles and unevenness in the complexion, but is sufficiently transparent for skin to remain natural looking.

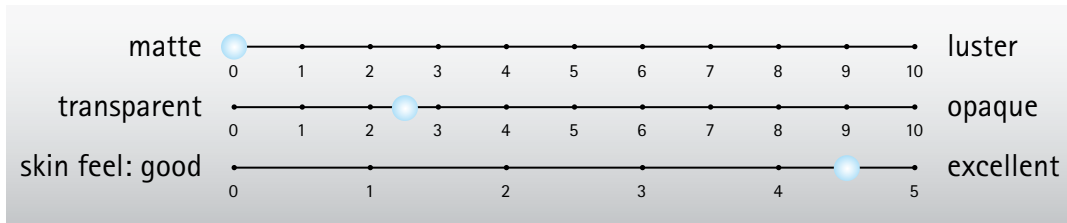
RonaFlair® LDP White is based on white ceramic microspheres (2–20 μm) that are coated with SiO_2 and TiO_2 . The shape of the substrate and the sophisticated coating technology combine to fill wrinkles and create an even, diffuse light distribution. This makes them virtually invisible. Instant anti-aging! The filler's spherical particles also produce an exceptional ball-bearing effect for an incredibly smooth skin feel.

RonaFlair® LDP White is stable against temperature and light and can be processed easily into all color cosmetic and personal care applications. Its pure white powder color makes it particularly suitable for white formulations since there is no color impact on the final product.



RonaFlair® LDP White spheres scatter incident light diffusely to instantly hide fine wrinkles and skin imperfections.





The effect of RonaFlair® LDP White in the finished product varies according to concentration and formulation.



The proven soft focus effect of RonaFlair® LDP White supports marketing claims like “anti-aging” and “porcelain-like complexion.” It is especially effective in creams and face powders. Depending on the desired effect and product, concentrations between 4–10% in the oil or water phase of emulsions and up to 15% in the wax or oil base in sticks can be worked in with no problems. Up to 30% RonaFlair® LDP White can be processed without difficulties into loose and pressed powders.

You want proof of the soft focus effect in our functional filler? Contact your local sales representative. EMD has patented a measuring technique that makes it possible to compare the soft focus effect in various raw materials.

Features and Benefits at a Glance

- Soft focus effect leads to visual wrinkle reduction
- High transparency supports natural appearance of the skin
- Pure white mass tone permits universal applicability
- Microspherical structure provides pleasant, dry, velvety skin feel
- Easy processing into cosmetic formulations

Ordering Information

Product	Package Size	Catalog No.
RonaFlair® LDP White functional filler	50 g, 1 kg, 20 kg	117755

Chemical/Physical Data

Product	Composition
RonaFlair® LDP White functional filler	Sodium potassium aluminum silicate, titanium dioxide, silica

Please refer to the Technical Data Sheet for more detailed information.



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