

Innovative natural minerals for personal care at NYSCC Suppliers' Day

On May 12-13, 2015, at the New York Society of Cosmetic Chemists Suppliers' Day, Imerys Minerals will showcase its innovative ImerCare™ perlite and magnesium silicate range. This new product portfolio is a perfect, environmentally-friendly choice for personal care applications that require natural exfoliation power and interesting optical properties.

The ImerCare™ Scrub product range harnesses patented, engineered perlite technologies which aim to confer gentle physical exfoliation. In body scrub applications, Imerys perlite grades combine the natural hardness of volcanic rock with the softness of spherical particles. They are ideal for replacing PE beads. In haircare, specific perlite grades boost dandruff removal. The perlite particles gently eliminate the dandruff, leaving the hair and scalp cleaner and feeling more comfortable.

Imerys will also launch its most recent ImerCare™ product for whitening toothpastes. Here the perlite is used as a gentle abrasion agent to remove stains and to brighten and polish tooth enamel without damaging teeth.

Another new development from Imerys being presented at the show is ImerCare SheerSilk™. SheerSilk is a magnesium silicate, engineered specifically to obtain highly sought after optical properties in pressed and loose powder applications. The ultra high aspect ratio of its particles means SheerSilk™ imparts transparency, a luminous natural effect, a satin finish and a delightfully soft touch to make-up. SheerSilk's high power of cohesion improves compaction, rendering pressed make-up more resilient to breakage.

The ImerCare™ range is Ecocert certified. This accreditation underscores the "naturalness" of the minerals selected and produced by Imerys for the cosmetics industry, and which offers a host of new development opportunities.

Imerys, Booth 934