



**GEOTECH**

SPECIAL EFFECT PIGMENTS

**Metalloy**<sup>®</sup>

ALUMINIUM PIGMENTS

# Metalloy<sup>®</sup>

## ALUMINIUM PIGMENTS

Metalloy<sup>®</sup> effect pigments are aluminium based pigments offering metallic effects. In cosmetics Metalloy<sup>®</sup> pigments provide new styling potential with mesmerizing covering polychromatic effects.

The Metalloy<sup>®</sup> product range consists on silica and metal oxide coated aluminium powders the silica and metal oxide coated aluminium powders are innovative aluminium pigments especially developed for application in colour cosmetics. The metal oxide coated range contains metallic shades in silver that can be combined with other effect pigments and colourants such as pearlescent and organic pigments. This enables formulators to create unique colours and effects.

### Product benefits

- Covering special effect pigments
- Intense high gloss metallic reflection
- Endless colour play in combination with other special effect pigments
- Available in 1kg packaging

### Product range

Art. Nr.	Product Name	Particle size (µm)	INCI Name
1804500	Metalloy Shining Silver	30 - 60	Aluminium   Silica
1804510	Metalloy Bright Shining Silver	50 - 80	Aluminium   Silica
1804520	Metalloy Sparkling Shining Silver	50 - 150	Aluminium   Silica
1850700	Metalloy VMP010-EA	12 - 15	Ethyl Acetate   CI 77000

### Recommended applications



- Nails



- Eye area



- Lip area



- External



## Order details

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### Available packaging

- 1 kg Nett weight
- 5 kg Nett weight
- 10 kg Nett weight

### Shelf life

- 5 years original packaging stored in a closed box under dry conditions

### Product data

- Product data sheets and additional technical product information are available on <https://geotech.nl/>

## General formulation do's and don'ts

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### High shear

Avoid high shear. High shear can cause deformation and degradation of the metallic flakes, resulting in a darker and less metallic look from the presence of fines and surface distortions. Furthermore, extreme degradation can expose unprotected metal surfaces and increase the potential for chemical reaction with components in the formulation.

### Stability in aqueous formulations

GEOTECH does not recommend to use the Metalloy® pigments in aqueous formulations.

### Stability in anhydrous formulations

With normal processing and cooling rates, Metalloy® pigments are stable in nitrocellulose and waxed based formulations.

## Concentration

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Finished product	Recommended level of use
Pressed powder	20 - 45 %
Loose powder	Up to 100 %
Blusher	1 - 5 %
Face powder	1 - 5 %
Body powder	1 - 5 %
Lipstick	12 - 20 %
Lip gloss	0,5 - 3 %
Lip lacquer	2 - 15 %
Nail polish	2 - 5 %

## ABOUT US

Geotech International B.V., founded in 1984, manufactures and distributes special effect pigments. We are a privately owned family business with offices in The Netherlands, France and Turkey. A global sales network serves over 800 customers worldwide with 16 product lines.

Nowadays the company is managed by the third generation, focusing on innovation and sustainability. Since 2020, Ecovadis has awarded GEOTECH's sustainability program a Gold medal every year, placing us in the top 5% of companies assessed by them. A certified quality management system based on ISO 9001 and GMP standards ensures reliability and excellence.

With over 450 special effect pigments in our portfolio we offer a diverse range of products for the cosmetics industry. An experienced team of specialists is available to provide you with a high level of service and technical support.

GEOTECH's special effect pigments are used globally in various industries to differentiate consumer products by creating attractive and luxurious appearances.

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### Formulations

Visit [www.geotech.nl/inspiration](http://www.geotech.nl/inspiration) to explore a variety of formulations developed by our cosmetic chemists using our special effect pigments. Each formulation undergoes rigorous testing to ensure exceptional performance.

If you have a specific formulation in mind, we have a large database of formulations available to our clients, let us know what you are looking for. We are ready to help you bring your vision to life.



Explore our complete portfolio for the cosmetics industry at [www.geotech.nl](http://www.geotech.nl)



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