Innovative Natural White Pigment
Flake-type Titanium Dioxide

CP-351 is a next generation of white pigment created to solve several issues from conventional titanium dioxide.



Natural whiteness

The whiteness of conventional titanium dioxide like CR-50 is extremely high, it provides unnatural skin tone. CP-351 provides a mild whiteness, which can achieve natural makeup look.

Non-Nano Particles

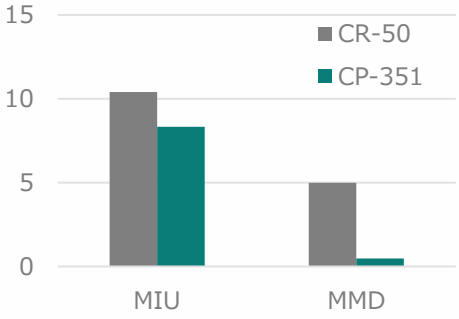
The average particle size is 11.1μm and the below figure shows that nano materials are not included in this product.

	CP-351
Crystal Form	Anatase/Rutile
Particle Size (μm)	ca.11.1(Average)
Titanium Dioxide(%)	100

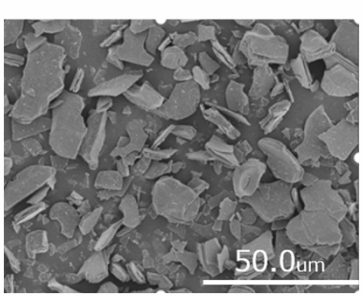
High Spread ability

The following figure shows the measurement results of the mean coefficient of friction(MMD).The smaller the MMD value, the smoother the texture. The MMD value of CP-351 is much lower than that of conventional titanium dioxide; CR-50 and comparable to that of Boron Nitride. As result, CP-351 is expected to provide a smooth and elongated texture to makeup products.

Friction Properties (MIU / MMD)



TEM images：CP-351



CP-351

INCI Name/CAS No:
Titanium Dioxide/
13463-67-7

Packaging:
・10kg/bag

Appearance:
・White powder

Application:
・Makeup

Environmental features:
・Natural Origin Index:1.00
(ISO 16128)

Other Information:
・EU REACH : registered

Complies with the following regulations:
・E171
・FDA(CFR)
・JSQI

ISK Local Insight, Global Impact

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2026.6.1

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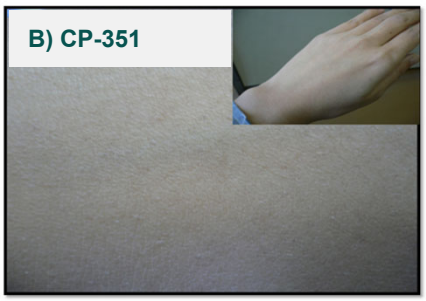
Soft-Focus Effects

Goniometer testing was conducted for CP-351 and compared with conventional fillers whose particle size is around 11.1μm. Thanks to excellent curve result, CP-351 is shown to have soft-focus effects.

The following Image B)is the result image of CP-351 in liquid foundation. The sample was applied on the back of the hand and compared visually with conventional titanium dioxide;

CR-50. By adding CP-351 to the base makeup, we could succeed to minimize the appearance of wrinkles and pored.





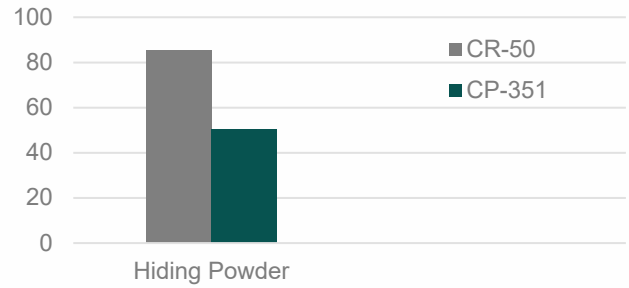


Heavy Metal Content (ppm)

Element	CP-351
Pb	＜10
As	＜1

Hiding Power

Compared with conventional pigmentary titanium dioxide (CR-50), CP-351 exhibits milder hiding power.





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