NeoGen® MX is a structured calcined kaolin designed to provide excellent optical performance in matt decorative paints.

Paints formulated using NeoGen® MX are characterised by high whiteness, in addition to demonstrating optimum opacity. Mechanical properties are also maintained; outstanding scrub resistance is another benefit of NeoGen® MX.

**Attributes**
- High opacity and whiteness
- Titanium dioxide extension
- Excellent scrub resistance
- For mid to high PVC interior decorative coatings
- High tint strength
- Good touch-up performance
NeoGen® MX

Engineered calcined kaolin for improved optical performance.

The irregular structure and particle size distribution of NeoGen® MX lies behind its unique combination of properties, designed to allow formulators to achieve optimal opacity and whiteness while maintaining excellent scrub resistance in matt decorative paints.

NeoGen® MX is highly suitable for both professional and DIY paints formulated in the mid to high PVC range.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Brightness (ISO R457)</th>
<th>Mean particle size (sedigraph)</th>
<th>Specific gravity</th>
<th>Oil absorption (g/100g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NeoGen® MX</td>
<td>90</td>
<td>1.1</td>
<td>2.6</td>
<td>75</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION

t: +44 (0)1726 818000  f: +44 (0)1726 811200  coatings.kaolin@imerys.com  imerys-kaolin.com