CLAIMS

1. A magnetic powder, comprising:

a granulated powder of ferromagnetic ferrite,

wherein the granulated powder has:

a mean volume particle diameter of 50 to 75 μm as determined from a particle size distribution obtained by a laser diffraction scattering method;

a content of particles with a particle diameter of less than 37 μm of 15% by mass or less;

a content of particles with a particle diameter of 105 μm or more of 5% by mass or less;

a saturation magnetization of 80 Am^2/kg or more;

a transmittance of 90% or more at a wavelength of 474 nm of a supernatant liquid obtained by dispersing the magnetic powder in methanol;

an apparent density of 1.95 to 2.65 g/cm^3; and

a specific surface area of 200 to 450 cm^2/g as measured using an air permeability method.

2. A cosmetic agent applied to skin, comprising:

the magnetic powder of claim 1,

wherein the magnetic powder is removable by a magnetic attraction force from the cosmetic agent.

3. The magnetic powder of claim 1, obtained by a method comprising:

grinding and mixing at least one ferromagnetic ferrite raw material and at least one auxiliary material to obtain a grounded mixture,

granulating the grounded mixture to obtain a granulated product,

firing the granulated product to obtain a fired product,

crushing the fired product to obtain a crushed product, and

classifying the crushed product.

4. The magnetic powder of claim 3, wherein the method further comprises:

magnetically separating the crushed product before or after said classifying.

5. The magnetic powder of claim 1, which is modified by a surface modifier.

6. The magnetic powder of claim 5, wherein the surface modifier is a coating agent.