

# PINK'S NOT DEAD!



**COLORS &  
EFFECTS**

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Chione™ Electric Fuchsia SF90D

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# PRODUCT OVERVIEW



## Chione™ Electric Fuchsia SF90D

- Patent pending multi-layer technology on synthetic mica delivers a WOW effect with a rich, brilliant high chroma color in the blue-red color space
- Chione™ Electric Fuchsia fulfills a formerly unmet need identified by our market and customers
- Vegan and clean, this pigment contains no carmine or organic colorants

**No fading - No staining - No bleeding  
No application area restrictions**

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## News Release

**Pink's Not Dead!: BASF Colors & Effects launches Chione™ Electric Fuchsia, an intense metallic-like effect pigment that revives the spirit of pink**

- **Carmine-free, this product fulfills today's most requested and desired color need in the market**
- **Chione™ Electric Fuchsia debuts during in-cosmetics Global 2019**
- **The campaign, Pink's Not Dead!, unites bold make-up statements and strong personalities inspired by Chione™ Electric Fuchsia's brilliant properties**

**SOUTHFIELD, MI, March 6, 2019** – BASF Colors & Effects will formally introduce Chione™ Electric Fuchsia SF90D to the cosmetic and personal care market during in-cosmetics Global, held April 2 – 4, 2019 in Paris, France.

"We are excited to launch Chione™ Electric Fuchsia because it fills a void in the marketplace. With the rising trends of vegan and clean beauty, our customers have been asking for a carmine-free effect pigment in this color space, and I am proud we can deliver it," said Diane Jansson, Global Business Manager, Pigments for Cosmetics, BASF Colors & Effects.

### **Bold, bright and free from organic colorants**

Chione™ Electric Fuchsia represents a disruptive innovation advance in effect pigment technology. "Utilizing precise control of multiple metal oxide layers, our scientists were able to create a pigment with superior coverage and chroma, in a unique blue red color space," noted Gabe Uzunian, Head, Development and Expert

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Services, Cosmetic Effect Pigments at BASF. “This patent-pending technology opens the boundaries in the red color space using an inorganic approach with all the associated stability benefits.”

### A new beauty staple with broad application

As a universal pigment with no application limitations, this product attracts beauty enthusiasts of all ages, genders and ethnicities. Whether used in eyeshadow, eyeliner or lip gloss, the unique edginess that defines Chione™ Electric Fuchsia makes it a must-have for consumers across the globe.

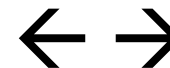
### Endless versatility paves way for new colors

Chione™ Electric Fuchsia’s high chroma and buildable nature makes it a strong base for creating new vegan color palettes. Combine this product with traditional cosmetic-approved colorants and effect pigments to develop a unique spectrum of colors—from light pink to dark violet—for various formats and systems.

Chione™ Electric Fuchsia will be featured during in-cosmetics Global, the leading event for personal care ingredients. Visit BASF Colors & Effects at booth B10 from April 2 – 4 and join the Pink’s Not Dead! celebration.



The campaign, Pink’s Not Dead!, unites bold make-up statements and strong personalities.



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### About the Colors & Effects brand

The Colors & Effects brand encompasses BASF's well-known expertise in colorants and effect pigments for the coatings, plastics, printing, cosmetics and agriculture markets. Fueled by entrepreneurial spirit, BASF's experts enable innovation and growth. For our customers and our company: We live colors. We boost effects. For more information about the Colors & Effects brand, visit [www.colors-effects.basf.com](http://www.colors-effects.basf.com).

### About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of more than €60 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).

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# ABOUT THE PINK'S NOT DEAD! CAMPAIGN

The Pink's Not Dead! campaign unites bold make-up statements and strong personalities to revive the spirit of pink. The trend refers to the provoking 80s. Break-out from static and rigid societies. Stand out with wild textural mixes, shrill neon colors, and electrical synth waves. Pink is not a color, it's an attitude!

“Electric Wave,” a subset of the campaign, speaks to the rebellious nature of Chione™ Electric Fuchsia. With its unique edginess, this product attracts beauty enthusiasts of all ages, genders and ethnicities, making it a must-have product for consumers across the globe.



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# Chione™

**Synthetic Mica Pigments and Specialty  
Performance Materials for Color Cosmetics  
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November 2018



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## Chione™ Materials

Chione M SVA is composed of synthetic mica in combination with lauroyl lysine to enhance the tactile behavior, long-wear properties and hydrophobicity of cosmetic formulations.

### Chione Materials – Typical Properties

CHIONE GRADE*	COMPOSITION	PARTICLE SIZE (µm) RANGE**	DENSITY (Kg/L)	APPROX. BULK DENSITY***	
				Lb/ft <sup>3</sup>	g/100cm <sup>3</sup>
Chione M SVA	Synthetic Fluorphlogopite, Lauroyl Lysine	3 – 20µm	1.9	7.5	12

\* Please refer to individual product specification sheets for certifiable product specifications

\*\* The particle size results will vary depending on the light scattering instrument used. The values listed (as % by weight) are the results using a Malvern Mastersizer. 80% of particles are found between the ranges noted in the table.

\*\*\* Determined by ASTM Method D-716-86

## Chione™ Interference Pigments

Chione interference pigments are effect pigments composed of titanium dioxide coated onto a synthetic mica substrate. The result is a very bright clean color, due to the transparency of the substrate. Chione HD interference pigments are ideal for use in cosmetics and personal care products where a clean, high chroma effect is desired. These pigments can be used alone, or in combination with any other BASF cosmetic effect pigment to create new color spaces and/or effects.

### Chione Interference Pigments – Typical Properties

CHIONE GRADE*	COMPOSITION	PARTICLE SIZE (µm) RANGE**	DENSITY (Kg/L)	APPROX. BULK DENSITY***	
				Lb/ft <sup>3</sup>	g/100cm <sup>3</sup>
Snowfall White S130D	Synthetic Fluorphlogopite, TiO <sub>2</sub>	10 – 36µm	3.2	9	14
HD Pixel White S130S	Synthetic Fluorphlogopite, TiO <sub>2</sub>	30 – 130µm	3.1	3	4.5
HD Infinite White S130V	Synthetic Fluorphlogopite, TiO <sub>2</sub>	6 – 22µm	3.2	9	15
HD Crisp Gold S230V	Synthetic Fluorphlogopite, TiO <sub>2</sub>	6 – 22µm	3.5	14	22
HD Digital Pink S430V	Synthetic Fluorphlogopite, TiO <sub>2</sub>	6 – 22µm	3.5	14	23
HD Metric Violet S530V	Synthetic Fluorphlogopite, TiO <sub>2</sub>	6 – 22µm	3.6	15	24
HD Graphic Blue S630V	Synthetic Fluorphlogopite, TiO <sub>2</sub>	6 – 22µm	3.6	17	27
HD Crystal Mint S830V	Synthetic Fluorphlogopite, TiO <sub>2</sub>	6 – 22µm	3.7	18	29

\* Please refer to individual product specification sheets for certifiable product specifications

\*\* The particle size results will vary depending on the light scattering instrument used. The values listed (as % by weight) are the results using a Malvern Mastersizer. 80% of particles are found between the ranges noted in the table.

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## Chione™ Celestial Pigments

Chione Celestial pigments are sparkling metallic shades with an average particle size of approximately 90 microns. These products add a sparkling, luxurious, and rich metallic look to all color and personal care products.

### Chione Celestial Pigments – Typical Properties

CHIONE GRADE*	COMPOSITION	PARTICLE SIZE (µm) RANGE**	DENSITY (Kg/L)	APPROX. BULK DENSITY***	
				Lb/ft³	g/100cm³
Celestial Gold S232L	Synthetic Fluorophlogopite, TiO <sub>2</sub> , Iron Oxides	42 – 170µm	3.0	17	27
Celestial Rouge S440L	Synthetic Fluorophlogopite, Iron Oxides, TiO <sub>2</sub>	40 – 170µm	3.5	18	29

\* Please refer to individual product specification sheets for certifiable product specifications

\*\* The particle size results will vary depending on the light scattering instrument used. The values listed (as % by weight) are the results using a Malvern Mastersizer. 80% of particles are found between the ranges noted in the table.

\*\*\* Determined by ASTM Method D-716-86

## Chione™ Electric Pigments

Chione™ Electric pigments are intense metallic-like effect pigments based on synthetic mica, offering highly chromatic colors without the use of traditional colorants. These products deliver clean, bold and bright colors, and unlock a world of potential for vegan cosmetics and personal care products.

### Chione Electric Pigments – Typical Properties

CHIONE GRADE*	COMPOSITION	PARTICLE SIZE (µm) RANGE**	DENSITY (Kg/L)	APPROX. BULK DENSITY***	
				Lb/ft³	g/100cm³
Electric Fuchsia SF90D	Synthetic Fluorophlogopite, TiO <sub>2</sub> , Iron Oxides, Silica	7 – 36µm	3.8	27	43

\* Please refer to individual product specification sheets for certifiable product specifications

\*\* The particle size results will vary depending on the light scattering instrument used. The values listed (as % by weight) are the results using a Malvern Mastersizer. 80% of particles are found between the ranges noted in the table.

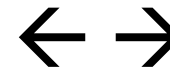
\*\*\* Determined by ASTM Method D-716-86

## Applications

### Formulating Guidelines

Chione pigments are chemically stable under conditions normally encountered in cosmetic and personal care formulation product and use. However, all grades should be tested in potential formulations before commercialization in order to determine if performance will be acceptable.

Since regulations change over time, we recommend that appropriate use of each colorant be confirmed against each region's current cosmetic regulations.



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## Physical and Chemical Properties

<b>Solubility</b>	All components found in Chione pigments are inorganic and therefore insoluble in water.												
<b>pH</b>	The pH of these products is measured by adding 4 grams of the pigment into 96 mL of water. This value can be found on the specification sheet. Chione M SVA is hydrophobic and cannot be tested for pH.												
<b>Specifications</b>	<p>For product specifications, refer to the respective specification sheet (separate document) for each Chione product.</p> <p>The color additive components in the products identified in this data sheet meet the applicable FDA (21 CFR Part 73), EU Cosmetic Regulation EC/1223/2009 (Annex IV requirements), Japan MHW, Korean Cosmetics Colorants Standard, and China's Cosmetic Safety and Technical Standard (2015 version) specifications and purity requirements.</p> <p>Microbial status for Chione products:</p> <table><tr><td>Total aerobic bacteria</td><td>100 CFU/g max.</td></tr><tr><td>Yeast &amp; mold</td><td>100 CFU/g max.</td></tr><tr><td>Gram-negative bacteria</td><td>absent in 10g</td></tr><tr><td>E. coli</td><td>absent in 10g</td></tr><tr><td>Pseudomonas aeruginosa</td><td>absent in 10g</td></tr><tr><td>Staphylococcus aureus</td><td>absent in 10g</td></tr></table>	Total aerobic bacteria	100 CFU/g max.	Yeast & mold	100 CFU/g max.	Gram-negative bacteria	absent in 10g	E. coli	absent in 10g	Pseudomonas aeruginosa	absent in 10g	Staphylococcus aureus	absent in 10g
Total aerobic bacteria	100 CFU/g max.												
Yeast & mold	100 CFU/g max.												
Gram-negative bacteria	absent in 10g												
E. coli	absent in 10g												
Pseudomonas aeruginosa	absent in 10g												
Staphylococcus aureus	absent in 10g												
<b>Storage</b>	Chione pigments have storage stability of at least 10 years from the date of manufacture, provided that they are stored in unopened original containers, protected from light, and under normal conditions of temperature and humidity.												
<b>Safety Data Sheet</b>	A Safety Data Sheet for each Chione pigment is available.												
<b>Further Product Ranges</b>	<ul style="list-style-type: none"><li>Bi-Lite® Bismuth Oxychloride/Mica Pigments</li><li>Biju® Ultra Bismuth Oxychloride Pigments</li><li>Cellini® Colors</li><li>Chione™ Pigments</li><li>Chroma-Lite® Colors</li><li>Cloisonné® Pigments</li><li>Duochrome® Iridescent Colors</li><li>Flamenco® Pearlescent and Iridescent Pigments</li><li>Gemtone® Pigments</li><li>Mearmica® Specialty Performance Mica</li><li>Pearl-Glo® Bismuth Oxychloride Pigments</li><li>Reflects™ Pearlescent and Iridescent Pigments and Colors</li><li>Reflects™ Dimensions Pearlescent and Iridescent Pigments and Colors</li><li>Reflects™ MultiDimensions Color Changing Pigments</li><li>Timica® Luster Pigments</li></ul>												

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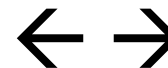
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## Appendix – Chione Product Compositions

**Table 1: Chione Minerals**

Component	By Weight	CI No.	CAS No.	EINECS No.
<b>Chione M SVA</b> - INCI Name: Synthetic Fluorophlogopite (and) Lauroyl Lysine				
Synthetic Fluorophlogopite	94 - 96 %	-	12003-38-2	234-426-5
Lauroyl Lysine	4 - 6 %	-	52315-75-0	257-834-4

**Table 2: Chione Interference Pigments**

Component	By Weight	CI No.	CAS No.	EINECS No.
<b>Chione Snowfall White S130D</b> - INCI Name: Synthetic Fluorophlogopite (and) Titanium Dioxide				
Synthetic Fluorophlogopite	72 – 82 %	-	12003-38-2	234-426-5
TiO <sub>2</sub>	17 – 27 %	77891	13463-67-7	236-675-5
SnO <sub>2</sub>	≤ 1 %	-	18282-10-5	242-159-0
<b>Chione HD Pixel White S130S</b> - INCI Name: Synthetic Fluorophlogopite (and) Titanium Dioxide				
Synthetic Fluorophlogopite	78 – 95 %	-	12003-38-2	234-426-5
TiO <sub>2</sub>	5 – 20 %	77891	13463-67-7	236-675-5
SnO <sub>2</sub>	≤ 2 %	-	18282-10-5	242-159-0
<b>Chione HD Infinite White S130V</b> - INCI Name: Synthetic Fluorophlogopite (and) Titanium Dioxide				
Synthetic Fluorophlogopite	63 – 89 %	-	12003-38-2	234-426-5
TiO <sub>2</sub>	11 – 35 %	77891	13463-67-7	236-675-5
SnO <sub>2</sub>	≤ 2 %	-	18282-10-5	242-159-0
<b>Chione HD Crisp Gold S230V</b> - INCI Name: Synthetic Fluorophlogopite (and) Titanium Dioxide				
Synthetic Fluorophlogopite	33 – 56 %	-	12003-38-2	234-426-5
TiO <sub>2</sub>	44 – 65 %	77891	13463-67-7	236-675-5
SnO <sub>2</sub>	≤ 2 %	-	18282-10-5	242-159-0
<b>Chione HD Digital Pink S430V</b> - INCI Name: Synthetic Fluorophlogopite (and) Titanium Dioxide				
Synthetic Fluorophlogopite	35 – 55 %	-	12003-38-2	234-426-5
TiO <sub>2</sub>	45 – 63 %	77891	13463-67-7	236-675-5
SnO <sub>2</sub>	≤ 2 %	-	18282-10-5	242-159-0
<b>Chione HD Metric Violet S530V</b> - INCI Name: Synthetic Fluorophlogopite (and) Titanium Dioxide				
Synthetic Fluorophlogopite	33 – 66 %	-	12003-38-2	234-426-5
TiO <sub>2</sub>	34 – 65 %	77891	13463-67-7	236-675-5
SnO <sub>2</sub>	≤ 2 %	-	18282-10-5	242-159-0
<b>Chione HD Graphic Blue S630V</b> - INCI Name: Synthetic Fluorophlogopite (and) Titanium Dioxide				
Synthetic Fluorophlogopite	31 – 45 %	-	12003-38-2	234-426-5
TiO <sub>2</sub>	55 – 67 %	77891	13463-67-7	236-675-5
SnO <sub>2</sub>	≤ 2 %	-	18282-10-5	242-159-0
<b>Chione HD Crystal Mint S830V</b> - INCI Name: Synthetic Fluorophlogopite (and) Titanium Dioxide				
Synthetic Fluorophlogopite	23 – 42 %	-	12003-38-2	234-426-5
TiO <sub>2</sub>	58 – 75 %	77891	13463-67-7	236-675-5
SnO <sub>2</sub>	≤ 2 %	-	18282-10-5	242-159-0

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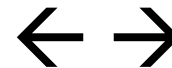


Table 3: Chione Celestial Pigments

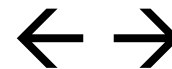
Component	By Weight	CI No.	CAS No.	EINECS No.
<b>Chione Celestial Gold S232L</b> - INCI Name: Synthetic Fluorophlogopite (and) Titanium Dioxide (and) Iron Oxides				
Synthetic Fluorophlogopite	65 – 90 %	-	12003-38-2	234-426-5
TiO <sub>2</sub>	10 – 30 %	77891	13463-67-7	236-675-5
Fe <sub>2</sub> O <sub>3</sub>	1 – 5%	77491	1309-37-1	215-168-2
SnO <sub>2</sub>	≤ 2 %	-	18282-10-5	242-159-0
<b>Chione Celestial Rouge S440L</b> - INCI Name: Synthetic Fluorophlogopite (and) Iron Oxides (and) Titanium Dioxide				
Synthetic Fluorophlogopite	58 – 74 %	-	12003-38-2	234-426-5
Fe <sub>2</sub> O <sub>3</sub>	25 – 35 %	77491	1309-37-1	215-168-2
TiO <sub>2</sub>	1 – 5%	77891	13463-67-7	236-675-5
SnO <sub>2</sub>	≤ 2 %	-	18282-10-5	242-159-0

Table 4: Chione Electric Pigments

Component	By Weight	CI No.	CAS No.	EINECS No.
<b>Chione Electric Fuchsia SF90D</b> - INCI Name: Synthetic Fluorophlogopite (and) Titanium Dioxide (and) Iron Oxides (and) Silica				
Synthetic Fluorophlogopite	24 – 40 %	-	12003-38-2	234-426-5
TiO <sub>2</sub>	30 – 42 %	77891	13463-67-7	236-675-5
Fe <sub>2</sub> O <sub>3</sub>	16 – 32%	77491	1309-37-1	215-168-2
SiO <sub>2</sub>	2 – 12 %	-	7631-86-9	231-545-4
SnO <sub>2</sub>	≤ 2 %	-	18282-10-5	242-159-0

## Product Range

Product	PRD-No.
Chione M SVA	30564038
Chione Snowfall White S130D	30446449
Chione HD Pixel White S130S	30524873
Chione HD Infinite White S130V	30525015
Chione HD Crisp Gold S230V	30525023
Chione HD Digital Pink S430V	30525132
Chione HD Metric Violet S530V	30525295
Chione HD Graphic Blue S630V	30525300
Chione HD Crystal Mint S830V	30525296
Chione Celestial Gold S232L	30604908
Chione Celestial Rouge S440L	30658310
Chione Electric Fuchsia SF90D	30684099



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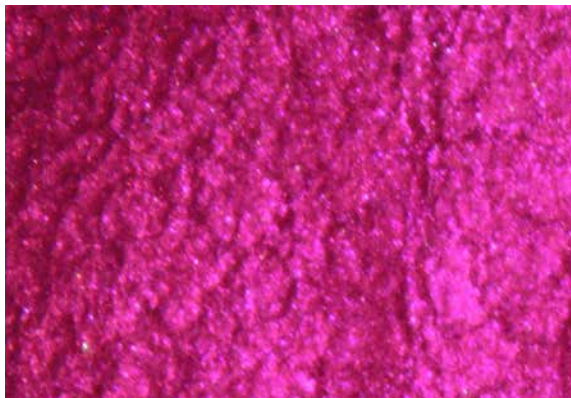
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## Chione™ Electric Fuchsia Bulk Powder



Chione™ Electric Fuchsia SF90D bulk powder

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## Chione™ Electric Fuchsia in Cosmetics



Chione™ Electric Fuchsia SF90D (center color swatch) surrounded by complementary shades for watercolor eyeshadow application

[click to download](#)

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# WHERE TO SEE US

Come see Colors & Effects at these tradeshows throughout the year and learn more about Chione™ Electric Fuchsia!

**in-cosmetics®**  
**global**

Paris • 2-4 April 2019

April 2 – 4, 2019  
Paris, France  
Booth B10



May 7 – 8, 2019  
New York City, USA

NEXT STEP FOR COSMETIC INGREDIENTS & TECHNOLOGY

**CITE JAPAN 2019**

THE WORLDWIDE NEW TREND

第9回化粧品産業技術展

May 15 – 17, 2019  
Yokohama, Japan



October 2 – 3, 2019  
Long Beach, CA, USA

## For all media inquiries, contact:

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A brand of  
BASF – We create chemistry

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# ABOUT COLORS & EFFECTS

## At a Glance

- Sales of approximately 1 billion euros in 2018
- 2,600 employees globally
- Supply more than 5,000 customers worldwide

## About the Colors & Effects brand for Cosmetics

The Colors & Effects brand encompasses BASF's well-known expertise in colorants and effect pigments. We create unlimited possibilities of expression with a broad portfolio of effect pigments, which offer a range of finishes from natural and luminous to metallic and sparkling, enabling customers to bring unique cosmetics and personal care products to market. For our customers and our company: We live colors. We boost effects. For more information about the Colors & Effects brand, visit [www.colors-effects.basf.com](http://www.colors-effects.basf.com).

## About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of more than €60 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).

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