

News Release

May 6, 2021

Colors & Effects® Cosmetics completes Roundtable for Sustainably Sourced Palm Oil certification for entire effect pigment portfolio

- **New RSPO (Roundtable for Sustainably Sourced Palm Oil) certification for three additional product families (Cellini®, Timica® Terra and Chroma-Lite®)**
- **Colors & Effects brand highlighted new RSPO certification along with other sustainable pigment innovations with a new edition of its “Color of the Moment” trend series**
- **Cosmetics offers a broad portfolio of natural mica-based effect pigments and performance minerals, ethically and sustainably sourced from the brand’s wholly-owned mine in Hartwell, GA, USA**

LUDWIGSHAFEN, GERMANY, May 6, 2021 – Colors & Effects® brand completes RSPO (Roundtable for Sustainably Sourced Palm Oil) certification for three additional product families, completing the certification process for its entire effect pigment portfolio. The Roundtable for Sustainable Palm Oil is an industry effort to source and track palm oil and its derivatives throughout the supply chain, supporting ethical farms and reforestation efforts. The [Cellini®](#), [Timica® Terra](#) and [Chroma-Lite®](#) families were just certified as of February 2021, joining Mearlmica® Treated SVA and Chione™ M-SVA, which achieved certification in 2020. The remaining products in the portfolio do not use palm oil or its derivatives.

“We are proud to complete the RSPO certification after diligently working towards it for many years,” commented Diane Jansson, Global Business Manager, Cosmetics. “This

has been a sustainability target for both us and our customers.”

The Colors & Effects brand highlighted this certification along with other sustainable pigment innovations with a new edition of its “[Color of the Moment](#)” trend series. Featuring two naturally derived substrates, “living forest” showcases a rich green shade with vivid sparkles for the color cosmetics and personal care industries. This monochromatic color story includes [Reflecks™ Dimensions Shimmering Green G830Z](#), based on calcium sodium borosilicate, and [Cloisonné® Nu-Antique Super Green 827CB](#), based on natural mica.

“With our “living forest” installment, we build on our commitment to sustainability, especially bringing forward our new palm oil certification,” said Kristina Brueggeman, European Marketing Manager for Cosmetics. “With each of us considering our own personal impact on the earth, “living forest” captures this mood through color and technology.”

Cloisonné® Nu-Antique Super Green 827CB, the effect pigment featured in “living forest,” is part of the Colors & Effects cosmetics portfolio, which boasts more than 145 natural mica-based effect pigments. These products are sourced from the brand’s wholly owned and operated mine in Hartwell, Georgia, USA, where mining methods include use of recycled water from an on-site pond, a solvent-free process and continual reforestation. These environmentally conscious practices, coupled with a focus on worker safety and supply chain traceability, bring peace of mind to cosmetic customers and beauty consumers.

Colors & Effects continuously focuses on sustainable development through comprehensive evaluation of the portfolio, its ingredients and the processes used to create high quality products. Mica and RSPO remain a core focus alongside many other labels and certifications supported by Colors & Effects on behalf of the beauty industry, including HALAL, COSMOS, EWG to name a few.

Visit the Colors & Effects [website](#) for more information on sustainability efforts.

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.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 110,000 employees in the BASF Group contribute 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 €59 billion in 2020. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.