

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

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.

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.

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.