



**COLORS &
EFFECTS**

News release

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Transparency in Beauty: Mearlmica® FF from Colors & Effects® is a versatile performance mineral made from natural mica with full traceability

- **Optically neutral performance mineral creates a neutral base for a wide range of colors in matte, shimmering and sparkling finishes**
- **Natural mica is 100% ethically and sustainably sourced from the USA**
- **A talc alternative for color cosmetics and personal care applications**
- **Small particle size brings balance to formulas, resulting in a smooth, matte-like appearance**

LUDWIGSHAFEN, GERMANY, October 28, 2020 – The Colors & Effects® brand launches [Mearlmica® FF](#), a soft, creamy textured performance mineral made from 100% ethically and sustainably sourced natural mica from Hartwell, GA, USA. This versatile natural mica product provides customers with a talc alternative when formulating color cosmetics and personal care applications.

“With the growing demand for 100% ingredient transparency, Mearlmica FF offers customers a conscious choice when seeking ethical and sustainable natural mica,” said Diane Jansson, Global Business Manager, Effect Pigments for Cosmetics, BASF Colors & Effects. “At Colors & Effects, we’re proud to offer the personal care and color cosmetics market with responsibly mined mica from our wholly owned mine in the USA”

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An optically neutral performance mineral with low shimmer effects, Mearlmica FF gives balance to formulas with a small particle size to provide a smoother, matte-like appearance.

“Our expertise has led to the development of a product with excellent slip and a matte appearance upon skin application,” commented Gabe Uzunian, Head of Development and Expert Services, Cosmetic Effect Pigments at BASF Colors & Effects. “Due to its low index of refraction, Mearlmica FF is ideally suited to perform as an optically neutral filler in formulations. In addition, the trace metal content of the mica is very low, and is strictly monitored to insure compliance with both regulatory and internal customer requirements.”

Formulators can use Mearlmica FF to create a neutral base for a wide range of colors in matte, shimmering and sparkling finishes. This product offers unmatched transparency and traceability in its back integrated supply chain and is a globally approved color additive for use in all applications.

Lear more about Mearlmica FF [here](#) and visit [Pigment Finder](#) to uncover product features and benefits of Mearlmica FF.

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.eu

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 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 around €63 billion in 2018. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.