

# News Release

February 22, 2021

## **Trendy and sustainable: The Colors & Effects® brand promotes a styling kit for innovative cosmetic packaging**

- **With the *Inside Out* concept, cosmetics manufacturers can elevate the beauty and performance of their cosmetic formulations with more sustainable packaging**
- ***Inside Out* showcases the latest innovations from the Lumina® Royal portfolio for eye-catching cosmetics packaging combined with Cloisonné® Vibrant Raspberry F90H for natural, vegan color cosmetics and personal care applications**
- **The combination of innovative ingredients with recycling optimized packaging design enables a comprehensive approach to clean beauty**

LUDWIGSHAFEN, GERMANY, February 22, 2021 – Sustainable consumption is no longer a trend for cosmetics consumers, it has become a movement. An increased demand for natural clean, vegan and cruelty-free beauty products are combined with the requirement of hygienic packaging and a wish for a closed loop waste management. Considering consumer demand for a sustainable product design in all aspects, the Colors & Effects [Inside Out project](#) supports cosmetics customers with a combined approach of safe, sustainable and brilliant pigments for both cosmetics formulas as well as their packaging materials.

## **Colorful effects and sustainable packaging for eye-catching and clean beauty products**

“With our [Cloisonné® Vibrant Raspberry F90H](#) we enable clean and vegan formulations with bold, magenta and pink effect pigments,” says Genevieve Lee, Associate Marketing Manager for Cosmetic Effect Pigments. She highlights: “Globally approved for all color cosmetics, skin care and personal care applications, Cloisonné® Vibrant Raspberry is based on ethically and sustainably sourced natural mica from the US

Bright colors and sparkling effects are a relevant selling factor in the consumer goods market. Gaining customers’ attention with decorative packaging can bring a high value for cosmetics brands. As Commercial Marketing Manager for Plastics at Colors & Effects, Meli Laurance has brought packaging designs to life with current cosmetic trends. She says: “Our stylings showcase the Lumina® Royal family of products, especially our new [Lumina® Royal Blue Russet EH 3007](#) that achieves a bold fuchsia shade, bringing brilliance to sensitive application packaging.”

For sensitive application packaging in intense dark shades or noble grey tones, the high purity pigment [Sicopal Black K 0098 FK](#) has been designed to be detected at materials recycling facilities. Black colorants, which are based on carbon black, remain undetected by waste sorting machines due to the pigments high absorbing properties. Replacing carbon black with the new NIR-reflecting Sicopal® Black K 0098 FK makes it possible for cosmetics packaging to remain in the recycling loop.

Visit this [website](#) to learn more about safe, sustainable and brilliant coloration for the cosmetics packaging industry.

### **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](http://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 117,000 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 €59 billion in 2019. 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](http://www.basf.com).

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