

News release

September 29, 2020

Shine through the darkness with bold colors for new beginnings: Colors & Effects® launches Chione™ Electric Sunset

- **A bold blue-rouge metallic-like effect pigment based on synthetic mica, Chione™ Electric Sunset uses innovative multilayer technology that delivers rich chroma with luminous to shimmering effects**
- **Vegan, clean and free from organic colorants, Chione™ Electric Sunset is suitable for color cosmetics, skin care and personal care applications**
- **Chione™ Electric Sunset debuts at virtual NY Suppliers' Day**

LUDWIGSHAFEN, GERMANY, September 29, 2020 – Colors & Effects® launches [Chione™ Electric Sunset SK90D](#), a bold blue-rouge metallic-like effect pigment based on synthetic mica that delivers a clean, bright hue for color cosmetics, skin care and personal care applications.

“We are very excited to bring our latest innovation, Chione™ Electric Sunset, to the market. With the growing trend for vegan and clean beauty claims, Chione™ Electric Sunset offers a solution for our customers who have been asking for very bold, red effect pigments that are also carmine-free,” said Diane Jansson, Global Business Manager, Effect Pigments for Cosmetics, BASF Colors & Effects.

Chione™ Electric Sunset was inspired by rich, dynamic colors on display when day turns into night, marking new beginnings filled with anticipation and energy. Shining



through the darkness with bold colors, there is an opportunity to connect with rich colors of eternal sunsets to express creativity with personal statement looks.

Built on innovative patent-pending multilayer technology, Chione™ Electric Sunset SK90D fulfills a unique new color space and offers rich chroma that delivers bright hues with luminous to shimmering effects. In addition to providing excellent coverage, Chione™ Electric Fuchsia is a UV stable pigment that will not fade, stain or bleed. It is a globally approved color additive without any application restrictions.

“Our scientists were able to expand the Chione™ Electric Fuchsia color space into new dimensions with Chione™ Electric Sunset,” noted Gabe Uzunian, Head of Development and Expert Services, Cosmetic Effect Pigments at BASF Colors & Effects. “A red effect pigment with blue undertones, Chione™ Electric Sunset is composed solely of inorganic layers and exhibits a very high stability in all applications. A globally approved color additive, Chione™ Electric Sunset is ideally suited for formulations where a red color is desired without the addition of organic colorants.”

Chione™ Electric Sunset expands the Chione Electric product range, which includes award-winning [Chione™ Electric Fuchsia SF90D](#).

In addition, Colors & Effects announces the launch of Chione™ Galactic Gold S232U and Chione™ Astral White S130R, the largest particle size effect pigments based on synthetic mica, to the portfolio. Chione™ Galactic Gold is a striking, metallic-like gold effect pigment while Chione™ Astral White stands as a bright, interference white effect pigments. Both products deliver ultra-glittering effects without the regulatory and environmental concerns of PET glitter in cosmetic and personal care applications.

Chione™ Galactic Gold and Chione™ Astral White contain globally approved color additives without any application limitations.

Visit Pigment Finder to learn more about [Chione™ Electric Sunset](#), [Chione™ Galactic Gold](#) and [Chione™ Astral White](#).



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.

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