



A brand of BASF – We create chemistry

# News Release

September 26, 2019

## Unleash your Raw Instincts: Colors & Effects® launches cosmetic color trends 2021/22

- **The new trend program encourages people to rebalance and re-center by connecting with nature and letting loose**
- **Two seasonal trends, Source and Beast, celebrate the different energies behind Raw Instincts**
- **A variety of effect pigments, textures and colors brings the trend program to life**

SOUTHFIELD, MI, September 26, 2019—In a continued collaboration with the Pantone Color Institute™, Colors & Effects®, a brand of BASF, launched its annual color trend forecast for Fall/Winter 2021/2022 and Spring/Summer 2022. “Unleash your Raw Instincts” inspires new formulations in the global cosmetic and personal care market.

“Unleash your Raw Instincts” encourages people to restore their balance as human beings by intuitively seeking connections to their origin. We allow nature’s raw beauty to take center stage, enticing everyone to embrace their own raw instincts.

“The vibrant energy and true boldness of Raw Instincts makes this trend program really unique,” said Diane Jansson, Global Business Manager Cosmetics for Colors & Effects®. “We included effect pigments from our portfolio that capitalize on the energy of Raw Instincts in an effort to inspire our customers to create fresh formulations that empower consumers and give them something to feel excited about.”

Caroline Syms  
Phone: +1 248-403-5759  
caroline.syms@basf.com

BASF SE  
67056 Ludwigshafen  
[www.basf.com](http://www.basf.com)  
[presse.kontakt@basf.com](mailto:presse.kontakt@basf.com)



A brand of BASF – We create chemistry

The annual program offers two seasonal trends with contrasting perspectives and energies of raw instinct: “Source” for Fall/Winter 2021/2022 and “Beast” for Spring/Summer 2022. Source invites people to (re)discover the idea that each element in nature has a soul while Beast urges consumers to release their inner animal, helping them to escape from the pressures of everyday life.

“With these new palette introductions for Fall/Winter 2021/2022 and Spring/Summer 2022, Colors & Effects continues to demonstrate their color and trend leadership role in the global cosmetic and personal care market,” said Laurie Pressman, Vice-President, Pantone Color Institute.

Source for Fall/Winter 2021/2022 takes people through mysterious woodlands, luscious forests and captivating landscapes to become one with nature. The color palette for Source channels the naturally inspired shades of an enchanted forest, from sparkling minerals to rich herbs and vibrant roots.

The Fall 2021 collection illustrates a calm color range that reaches outside of traditional neutrals while Winter colors gain in intensity with a subtle use of shine and pearlescence. Featured Colors & Effects® pigments include Reflects™ MultiDimensions Twisted Terracotta and Gemtone® Tan Opal, which elevate formulations by celebrating the diversity of earth tones.

The Source collection offers textures such as holographic sap and opalescent mud to create unique formulations including a press pigment pot eyeshadow and sparkling lip oil.

For Spring/Summer 2022, Beast takes a bold turn to the Stone Age by bringing clunky shapes, jubilant colors, and primitive animal prints. The Beast color palette is a range of highly-contrasted neo-tribal colors that are grounded in warm earth tones, neon-like shades and bold colors to invite playfulness.



A brand of BASF – We create chemistry

The Spring 2022 trend starts with high contrasts and pops of color. The palette transitions to warmer colors and smoother textures for Summer 2022. Featured pigments for Beast include Cellini® Blue and Green, Reflects™ MultiDimensions Shifting Sapphire, and Cloisonne® Nu-Antique.

The Beast collection pays tribute to summer fun with textures like marble gloss and cat's-eye glow to bring formulations including glam stick and marble illuminating skin perfecter.

For more information on our trends program, visit our website.

**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](http://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 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](http://www.basf.com).