



News Release

March 31, 2020

Prove it with Pink: Colors & Effects® launches Cloisonné® Vibrant Raspberry, a bold, magenta metallic-like effect pigment based on sustainably sourced natural mica

- **Clean and vegan, Cloisonné® Vibrant Raspberry, offers brilliant chromaticity and vivid sparkle to the cosmetic market**
- **Natural, clean beauty and vibrant hues combine to make conscious living a bold statement**
- **Colors & Effects® will introduce Cloisonné Vibrant Raspberry during the InCosmetics Global virtual conference on April 1st, 2020**

LUDWIGSHAFEN, GERMANY, March 31, 2020 – This Spring, bold magenta coloring meets natural, clean beauty to bring [Cloisonné® Vibrant Raspberry F90H](#), an intense magenta metallic-like effect pigment, to the cosmetic market. Colors & Effects® will formally introduce Cloisonné Vibrant Raspberry to the market on April 1st during the InCosmetics Global virtual conference.

Cloisonné Vibrant Raspberry, a clean and vegan pigment based on sustainably sourced natural mica, offers brilliant chroma, lightness and sparkle and delivers a beautiful magenta pigment with superior color intensity.

“With this new pigment, our global innovation team continues to provide the cosmetics industry with disruptive technologies founded on sustainably sourced materials,” said Gabe Uzunian, Head of Development and Expert Services, Cosmetic Effect Pigments at BASF Colors & Effects. “Patent-pending and several years in development, this is a novel approach to creating highly chromatic effects in the red color space.”

“Today’s well-informed consumers call for clean, simple cruelty-free products, and they’re interested in ingredient transparency now more than ever,” noted Diane Jansson, Global Business Manager, Effects Pigments for Cosmetics, BASF Colors &

Effects. “As a carmine-free pigment that’s globally approved for use in all products, Cloisonné Vibrant Raspberry fills a gap in the market by offering a solution for a natural, vegan product in this unique color space along with unmatched transparency and environmentally conscious processes in its production.”

The new campaign, “Prove it with Pink,” urges people to stand with nature and express themselves through eye-catching effects. Natural, clean beauty and bright, vivid colors converge to bring conscious living that comes with a strong, confident appearance.

The natural mica ingredient in Cloisonné Vibrant Raspberry is sourced from Colors & Effects’ wholly owned mine in Hartwell, Georgia, USA using fully ethical, traceable and environmentally friendly processes.

Register [here](#) to attend the April 1st webinar where Colors & Effects will virtually present Cloisonné Vibrant Raspberry.

To learn more about Cloisonné Vibrant Raspberry, click [here](#). For more information on sustainable natural mica mining in the USA, follow this [link](#).

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. 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.