



Press Kit

Conscious is colorful –
Prove it with the clean
sparkle of sustainably
mined natural mica

[Transparent mica mining at Colors & Effects](#)

[Dirty but clean – take the tour to our US mine](#)

[Our three principles](#)

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**COLORS &
EFFECTS**

Natural mica sourcing

- Around 60% of the world's mica is sourced in India*. A huge part of this is considered to be mined in socially and economically challenged regions, with a high incidence of child labor, corruption in the supply chain and poor working conditions.
- Ensuring full transparency, all natural mica for our effect pigments is sourced at our wholly owned mine in Hartwell, Georgia, USA, using fully ethical, traceable and environmentally friendly processes.

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* Terre des hommes and Centre for Research on Multinational Corporations (SOMO); March 2018; Global mica mining and the impact on children's rights.

For all media inquiries, please contact:

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Dirty but clean: Rely on fully ethical mica sourcing from our wholly owned mine in Hartwell, USA!

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- Full supply chain integration from flake substrate mining through to finished pigment shipment
- Committed to ethical working practices, a traceable supply chain, and environmentally friendly processes

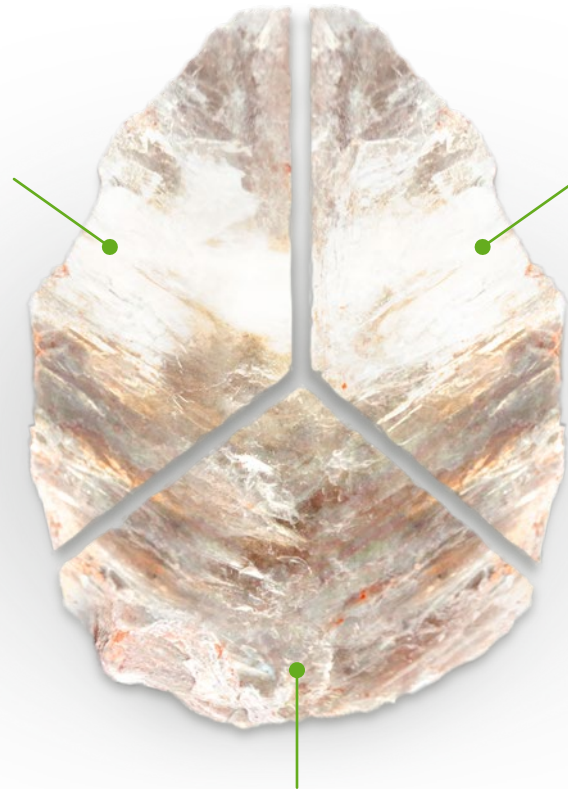
[Take a virtual tour](#)



Each flake conforms to three principles

Ethical working practices

Traceable supply chain



Environmentally friendly sourcing

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Our teams expertise in ethical, traceable and environmentally friendly sourced mica

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Ethical working practices

Cheryl, a laboratory technician, is responsible for inspecting and maintaining working materials. She ensures a safe working environment for all employees.

Traceable supply chain

Site Operations Specialist, Robin, oversees the delivery process. She ensures all bags filled with mica are labeled with a tracking code to enable full traceability.

Environmentally friendly sourcing

Minerals Technician, Steve, takes responsibility for the ecological balance surrounding the Hartwell mining area.

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About Colors & Effects®

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 <https://www.colors-effects.eu/about-us/>.

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