



**COLORS &
EFFECTS**

News Release

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Cosmetics industry pushes transparent mica supply chain with pioneering documentary and presentation at In-cosmetics

- **Pioneering beauty documentary shows engagement for fair global natural mica mining and cites the Colors & Effects® brand as an industry partner**
- **At this year's In-cosmetics Colors & Effects is going to inform about its transparent natural mica supply chain when presenting the effect pigment Cloisonné® Vibrant Raspberry**

LUDWIGSHAFEN, GERMANY, February 27, 2020 – In the video documentary [“Transparency – The truth about mica”](#) the clean beauty cosmetics company, Beautycounter, shows the challenging path to establish transparency within the global mica supply chain and their efforts to improve global working conditions. While in the global supply chain the origin of the raw material can hardly be traced back to its source, the Colors & Effects® brand, as one of the leading suppliers of mica-based effect pigments for the cosmetics market, obtains 100% of the mica used from its [wholly owned mine in Hartwell](#), Georgia, USA. “The engagement for ethically sourced mica reflects a movement in the market. Ingredients are entering the spotlight, as beauty consumers become more educated and curious about what is in their products”, says Erin Turner, Business Development Manager and Sales Lead, pigments for cosmetics at Colors & Effects and adds: “Being cited as a model for mica mining is a great appreciation of our commitment to fair and safe working conditions, and the additional environmental efforts we take in our mining process. We are delighted that these practices are recognized by our cosmetics industry partners and that ingredient transparency for mica increases in relevancy,”

This spring the Colors & Effects brand is going to launch a new cosmetics pigment based on natural mica, sourced from Hartwell. With Cloisonné® Vibrant Raspberry the pigment manufacturing brand shows their continuous commitment to sustainable mica

mining. From March 31 to April 02, Colors & Effects will present Cloisonné Vibrant Raspberry and the fully transparent natural mica supply chain in Barcelona at the In-cosmetics booth K70. The new “Prove it with Pink” campaign highlights how the intense pink of the vegan pigment makes conscious living a bold statement. Already today, Colors & Effects offers a [video tour to their fully transparent mica mine in Hartwell](#). If you want to learn more about the challenges and the beauty industries efforts to turn the global mica supply chain more transparent, watch [Transparency – The truth about mica](#). Visit the Colors & Effects Website to learn more about [sustainable](#) and [innovative](#) pigments.

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.