



Beauty Care

Beauty is expressive. Our care unleashes its dimensionality.

 **BASF**

The Chemical Company



effect view

No matter what look is desired, there is a **BASF** effect pigment to create a new and innovative product, or to make a classic look come to life in a new way. This effect view offers you a broad and complete guide to **BASF** effect pigments. A classification by look allows convenient use of our pigments.

Color Cosmetics – create individuality with color and effects

- create shimmering, sparkling or metallic looks
- impart color and dimensionality
- enhance natural glow with smooth, satiny earth tones or subtle iridescence
- correct color tones

Personal care products – create eye-catching appeal

- elegance and luxury on the shelf
- special effects on the skin and hair

For more information, please visit us at www.beautycare.basf.com, or contact the location nearest to you.

Effect pigments: a detailed look

Calcium Sodium Borosilicate-Based Pigments

Calcium sodium borosilicate platelets are coated with titanium dioxide and/or iron oxides or other colorants to create effect pigments with enhanced color purity, brightness, transparency and reflectivity. The Reflects grades are able to show a multicolored effect when two or more grades are blended together. Due to their large particle size, Reflects and Reflects colors create a brilliant star-like glitter effect. Reflects Dimensions and Reflects Dimensions colors give effects from luminous, to shimmering, to sparkling to glittering. Reflects MultiDimensions, one of BASF's newest effect pigment technologies, consists of platelets of calcium sodium borosilicate coated with TiO_2 and SiO_2 . These pigments make distinctive color travel effects possible.

Mica-Based Pigments

The substrate mica is coated with TiO_2 to create white and interference effects. The reflection color depends on the thickness of the TiO_2 coating. To create metallic, colored, and two-toned effects, additional colorants are also used. These inorganic and organic colorants are chrome oxide, iron oxides, ferric ferrocyanide (iron blue), carmine, and D&D/FD&C colors.

Synthetic Mica-Based Pigment

Titanium dioxide is coated onto a synthetic mica substrate. The result is characterized by a very clean, white color, due to the transparency of the substrate. This pigment enhances products by providing an elegant, shimmery look and glossy luster. High purity and a soft, silky feel on the skin are additional benefits. BASF's synthetic mica-based pigment is ideal for use in products where a clean, white pearlescent effect is desired. The white color is particularly evident in translucent or transparent applications. The high purity of the synthetic mica-based pigment makes it especially desirable for lip and eye area applications.

Bismuth Oxychloride-Based Pigments

In these pigments, the platelets are crystals of bismuth oxychloride (BiOCl). These bismuth oxychloride crystals are precipitated from a solution and each has its own size, shape, thickness and relative reflectance or luster. Additionally, BASF offers pigment ranges which combine BiOCl with mica and/or other colorants. For example, Bi-Lite and Chroma-Lite are depositions of bismuth oxychloride on mica, and, in the case of Chroma-Lites, additional colorants. They are more transparent than traditional bismuth oxychloride, but maintain the desired properties such as pearlescent luster and silky feel.

Specialty Performance Minerals

Specialty performance minerals are a family of mineral products that give balance and consistency to certain types of cosmetic formulations while remaining optically neutral.

effect view

Reflects™
pearlescent and iridescent pigments

Reflects™
colors

Reflects™ Dimensions
pearlescent and iridescent pigments

Reflects™ Dimensions
colors

Reflects™ MultiDimensions
color changing pigments

Reflects and Reflects Dimensions: TiO₂ coated boreasilicate
Reflects Colors and Reflects Dimensions colors: absorption colors
and/or TiO₂ coated boreasilicate
Reflects MultiDimensions: TiO₂ and SiO₂ coated boreasilicate

Flamenco®
pearlescent and iridescent pigments

TiO₂ and/or iron oxide coated mica

Satin, Velvet, Ultra Silk, Ultra Fine, Satin Pearl
Satin Gold, Satin Orange, Satin Red, Satin Violet, Satin Blue,
Satin Green

Cloisonné®
colors

Absorption colors on TiO₂
coated mica

Satin Gold, Satin Bronze, Satin Copper, Satin Rouge

Timica®
luster pigments

TiO₂ and/or iron oxide
coated mica

Bright Gold, Radiant Gold, Copper, Golden Bronze

Duochrome®
iridescent colors

Desert Reflections™
iridescent colors

Absorption colors on TiO₂
coated mica

Bright Gold, Radiant Gold, Copper, Golden Bronze

Gemtone®
colors

Absorption colors on TiO₂
coated mica

Silver Sparkle, Sparkle

Chroma-Lite®
colors

Absorption colors and bismuth oxychloride coated mica

Gold, Bronze, Yellow, Red, Magenta, Mauve, Violet, Purple,
Green, Dark Blue, Black, Brown

Pearl-Glo®
bismuth oxychloride pigments

Mearlite®
bismuth oxychloride pigments

Bi-Lite®
bismuth oxychloride / mica pigments

Pearl-Glo and Mearlite bismuth oxychloride
Biju high luster bismuth oxychloride
Bi-Lite bismuth oxychloride on mica

All Pearl-Glo, Mearlite, Bi-Lite grades

Cellini®
colors

Organic colors
and TiO₂ coated mica

Yellow, Coral, Red, Black, Green

Chione™
pigments

TiO₂ coated synthetic mica

New Snowfall White

Satin, luminous effects
(5 – 20 µm, D50)

White

Interference colors

Metallic look

Colors

Lustrous, shimmering effects
(10 – 40 µm, D50)

White

Interference colors

Metallic look

Colors

Sparkling effects
(40 – 100 µm, D50)

White

Interference colors

Metallic look

Colors

Glittering effects
(>100 µm, D50)

White

Interference colors

Metallic look

Colors

Other special effects

Color changing

Two tone colors

Jewel like colors

Antiqued colors

Clean, organic colors

MultiDimensions Changing Cherry, MultiDimensions Varying Violet,
MultiDimensions Shifting Sapphire, MultiDimensions Transforming Teal

Dimensions Sparkling Blackened Gold,
Dimensions Sparkling Blackened Red

Twilight Gold, Twilight Red, Twilight Blue, Twilight Green

No-Antique Gold, No-Antique Bronze, No-Antique Copper,
No-Antique Rouge Flamé, No-Antique Red, No-Antique Blue,
No-Antique Green, No-Antique Super Green

No-Antique Silver, No-Antique Gold, No-Antique Bronze,
No-Antique Copper

BG (Blue/Green), BR (Blue/Red), BY (Blue/Gold), BV (Blue/Violet),
BV (Green/Gold), YB (Gold/Blue), YG (Gold/Green), YR (Gold/Red),
RV (Red/Violet), RO (Red/Orange), RB (Red/Blue), RR (Red/Gold),
Sparkle RR (Red/Gold), Sparkle RB (Red/Blue), Sparkle BY (Blue/
Gold), Sparkle BR (Blue/Red), Canyon Sunset

Amber, Emerald, Jade, Moonstone, Tan Opal, Topaz, Amethyst,
Garnet, Ruby, Sapphire, Sunstone, Mauve Quartz, Goldstone

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BeautyCare Ingredients

Designed for the customers' needs, BASF offers one of the most comprehensive portfolios in the personal care industry, including products for hair, oral, skin and sun care, and color cosmetics. The high quality range includes actives, polymers, effect pigments, UV filters and surfactants. Along with this broad and diverse range of products, BASF constantly strives to create innovative and sophisticated raw materials. Anticipating and supporting the requirements of the personal care market is the particular strength of BeautyCare by BASF.

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