

## EMD Electronics

The Electronics business of Merck KGaA, Darmstadt, Germany operates as EMD Electronics in the U.S. and Canada.

# INSPIRATIONAL COLORS OF THE YEAR 2021

**Cheerful Yellow & Ultimate Grey**

Summer in the City

**Surface  
Solutions**



Color of the Year  
2021

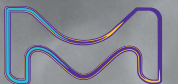
**CHEERFUL  
YELLOW**

Color of the Year  
2021

**ULTIMATE  
GREY**

# OPPOSITES ATTRACTS!

Yellow represents an upbeat burst of flashy color for visually stimulating optimism. Its achromatic companion ultimate grey on the other hand, lends an ambiance of serenity and resilience during turbulent times.





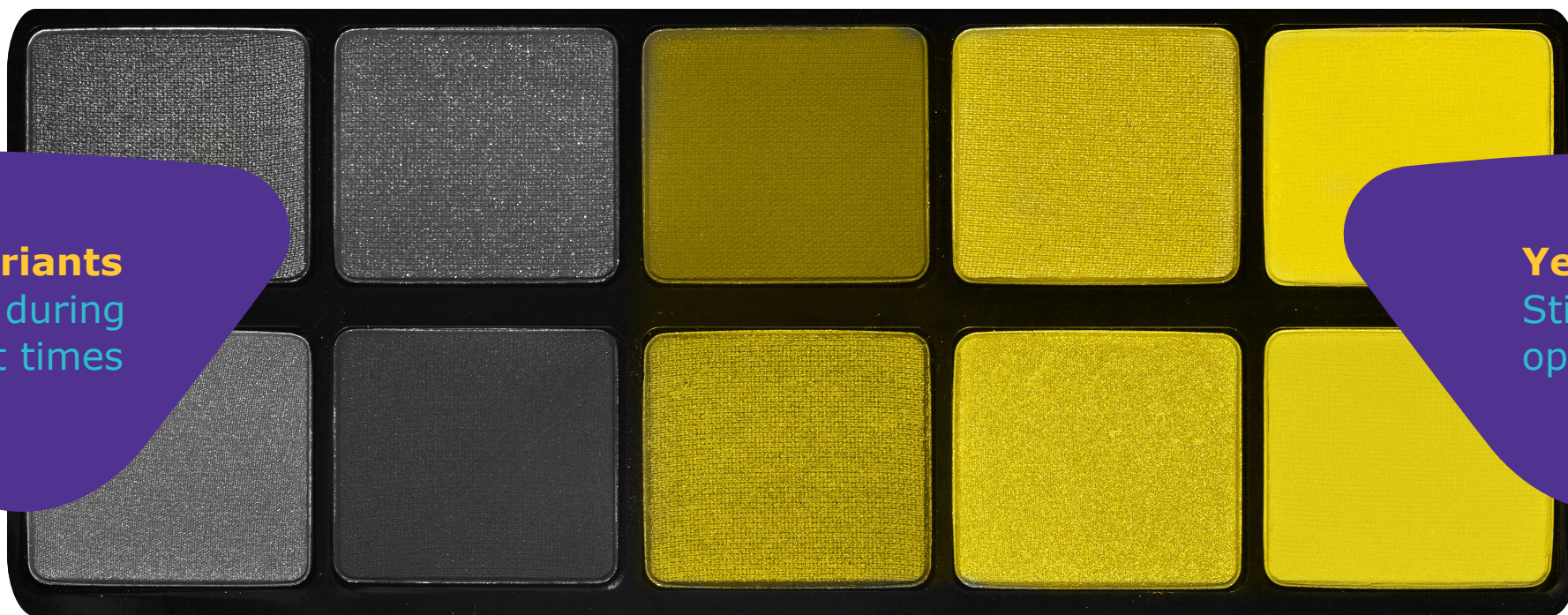
# 2021 - Inspirational Colors

## Opposites Attract!

We picked a selection of cheerful yellows as well as sophisticated greys for sunny and smoky looks for your encouraging formulations!

### Grey Variants

Serenity during turbulent times



### Yellow Diversity

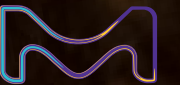
Stimulating your optimism





A close-up photograph of a person's face, focusing on their eyes. They are wearing bright yellow eyeshadow on both the upper and lower eyelids. Their eyes are brown and looking slightly to the left. The skin is fair and has a soft, natural texture. In the top right corner, there is a dark blue, wavy-edged graphic element containing the text "CREAMY EYESHADOW" in bold, stylized letters. The background is dark and out of focus.

# CREAMY EYESHADOW





## Be Inspired! Creamy Eyeshadows



This soft creamy paste is easy to apply with just a fingertip.

**Queen**



**Formula PHL-0008-19B**

Ronastar® Black Allure 1.60%  
Ronastar® White Allure 18.40%  
Ronastar® Frozen Jewel 2.00%

**Goldenrod**



**Formula PHL-0008-19A**

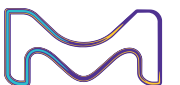
Ronastar® Yellow Allure 6%  
Ronastar® White Allure 12%  
Timiron® Splendid Gold 4%

**Bumblebee**



**Formula PHL-0008-19C**

RonaFlair® Extender W 15%  
Colorona® Imperial Citrine 7%







**LIQUID  
EYELINER**



# New Insights and Outlooks!

## Liquid Eyeliner

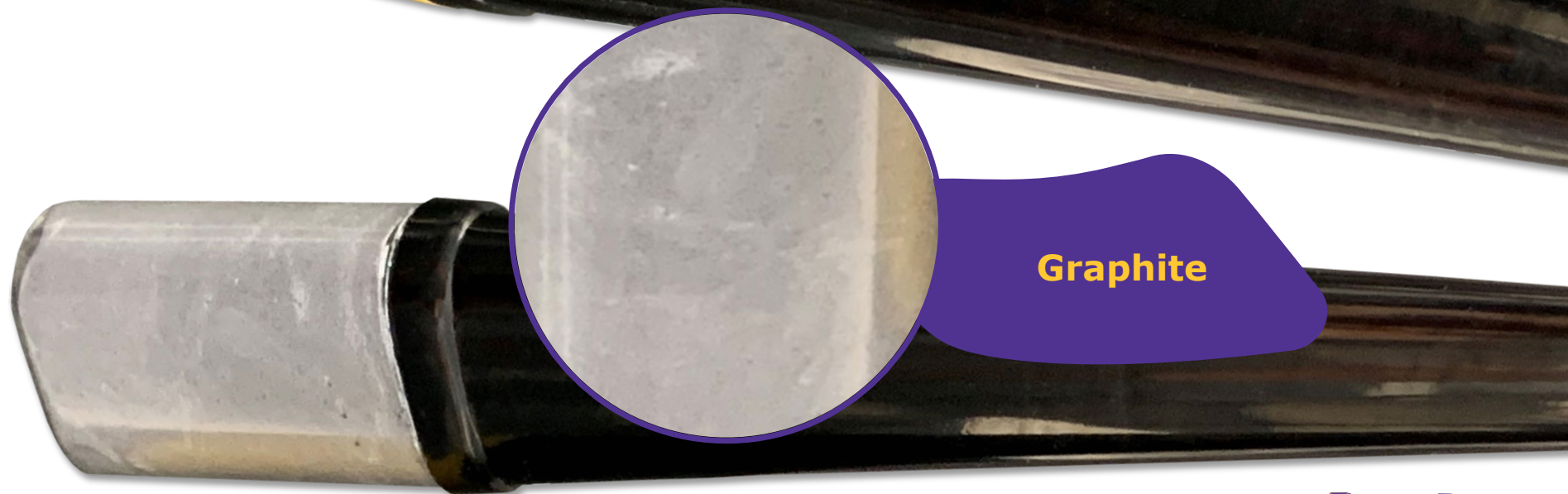
### PHLI-010-73B

Colorona®  
Patina Silver 8.39%  
Ronastar®  
White Allure 5.61%



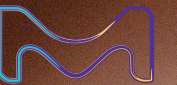
### Formula PHLI-010-73A

Colorona®  
Imperial Citrine 8.40%  
Ronastar®  
White Allure 5.60%





# NAIL LAQUERS





# All the Rage!

## Nail Lacquers

**Flax**

### Formula PHL-0008-17A

Colorona® Imperial Citrine 1%  
RonaFlair® Extender W 2%  
Timiron® Splendid Gold 1%

### Further inspirational shades

Timiron®  
Splendid Gold 3%  
Colorona®  
Imperial Citrine 1%

Ronastar®  
Yellow Allure 1%  
Ronastar®  
White Allure 3%

**Flint**

### Formula PHL-0008-17E

Ronastar® White Allure 3%  
Ronastar® Black Allure 1%

### Further inspirational shades

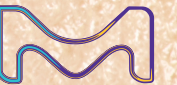
Ronastar®  
Diamond Black IQ 1.50%  
Ronastar®  
White Allure 2.50%

Colorona®  
Patina Silver 2%  
RonaFlair®  
Extender W 2%





# LIP STICKS SHADES





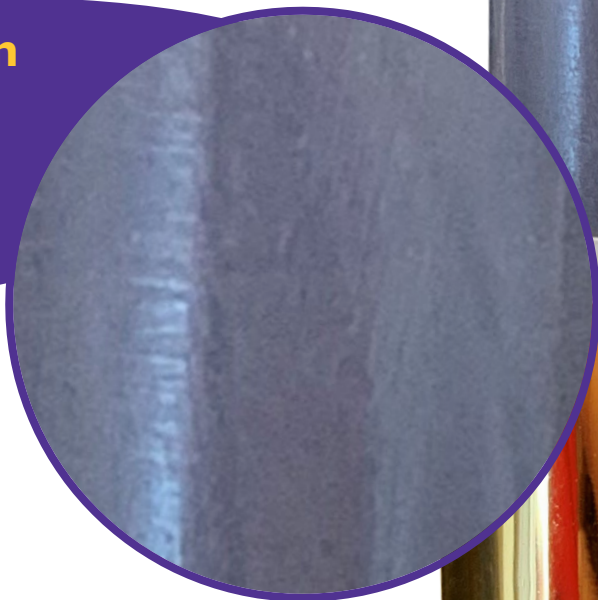
# Take Your Pick!

## The Ultimate New Look for Lips

### Formula PHL-0008-18B

RonaFlair® Extender W 9.50%  
Ronastar® Black Allure 5%  
Red 33 Dispersion 0.50%

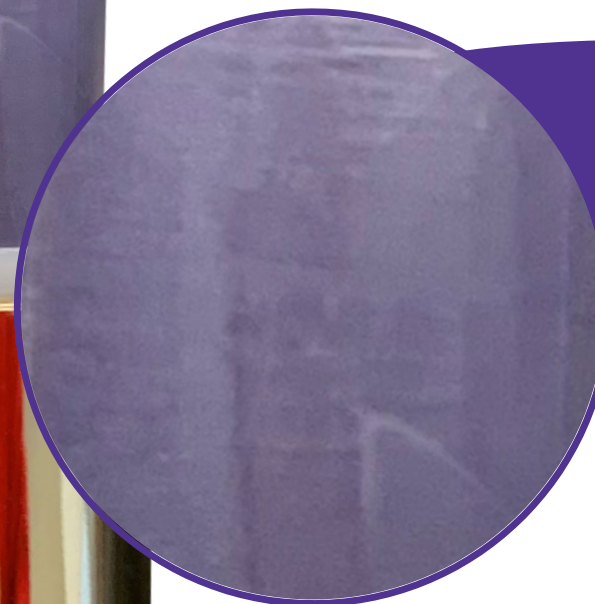
Slay in  
Gray



### Formula PHL-0008-18A

RonaFlair® Extender W 8.50%  
Ronastar® Black Allure 4%  
Red 33 Dispersion 2.50%

Grape  
Slate





# Take Your Pick!

## Achieve a Multitude of Greys

### Interference Offerings Infuse Unexpected Color

Brighten black mass tone offerings with Timiron® interference pigments or deepen white mass tone offerings with Colorona® Blackstars to shift shade temperature & infuse an unexpected pop of color.

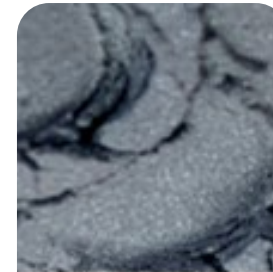
### Flash & Texture

Grey, as a neutral is not as severe or extreme as black, so using grey as a contrasting color for sparkle offerings allows for an interesting dynamic between soft mass tone & flash – play with Xirona® Volcanic Sparks, Xirona® Moonlight Sparks, Ronastar® Copper Jewel, or Timiron® Ice Crystal.

### Create Greys with a Soft Luster

Blending rich silver whites like Timiron® Glam Silver or Timiron® Super Silver Fine with black pigments will diminish the metallic effect to create a grey with a subtle, yet impactful luminosity

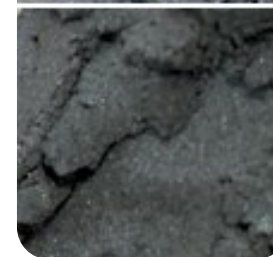
**THE EFFECT  
POSSIBILITIES  
ARE ENDLESS!**



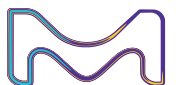
**Colorona® Patina Silver 40%**  
**Ronastar® White Allure 60%**



**Timiron® Glam Silver 30%**  
**Ronastar® Black Allure 20%**  
**Ronastar® White Allure 50%**



**Colorona® Blackstar Green 50%**  
**Ronastar® White Allure 50%**





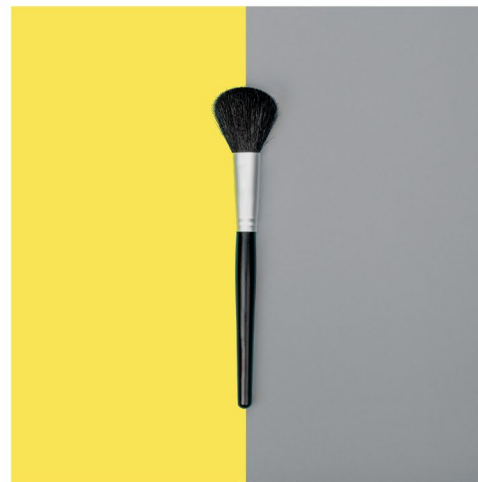
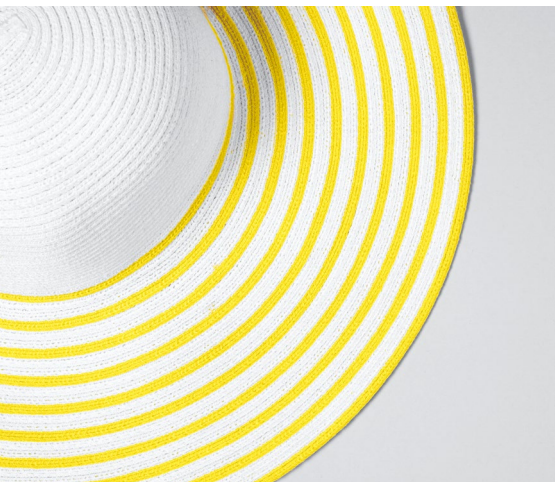
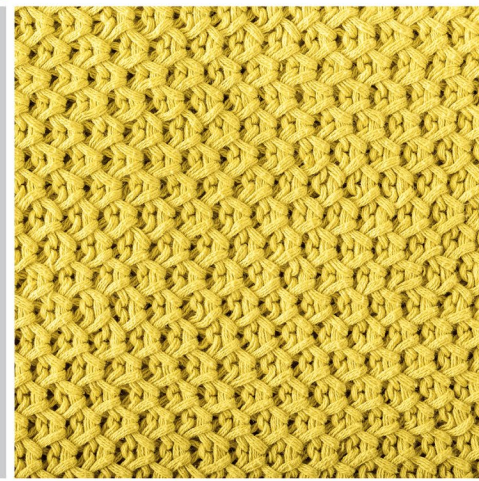
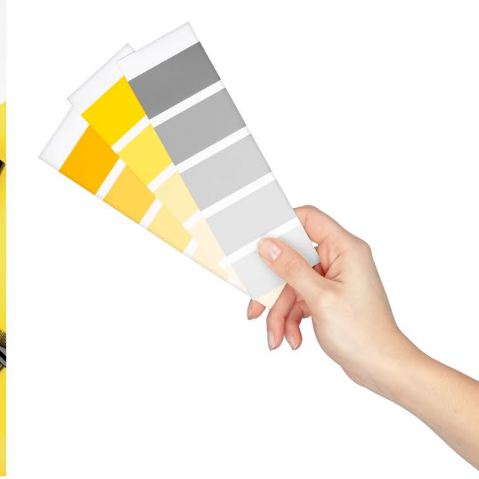
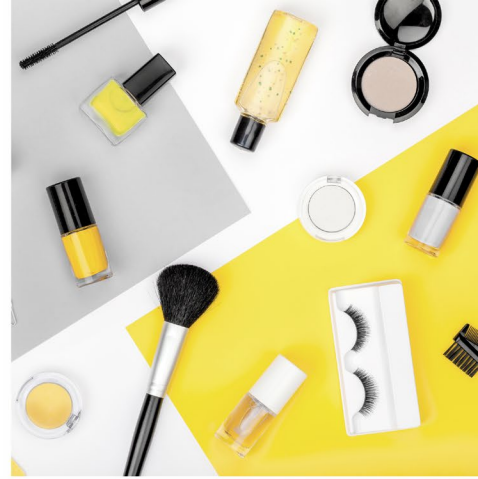
# INTRIGUED?

Take your pick from our selection of cheerful yellows and sophisticated greys!  
Create new, encouraging formulations for sunny and smoky looks!

For formulation advice  
please contact us!









# CONTACT DATA

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