

## News Release

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### **Ronastar® Black Allure: Merck KGaA, Darmstadt, Germany, introduces the next new luminous matte pigment**

- **Deepest black with silky matte effect**
- **Micronized velvety skin feeling**
- **Designed for sensitive skin**

Darmstadt, Germany, September 03, 2018 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, today presented its new Ronastar® Black Allure pigment. The newest addition to Merck KGaA, Darmstadt, Germany's innovative Luminous Matte range within the Smart Effects program, enables a silky matte effect in deepest black and hereby meeting the strong trend to matte formulations in color cosmetics.

The black pigment adds futuristic elegance to all color cosmetics applications that aim for a deep black color impact. It is suitable for eye-shadows, kajal, mascara and eyebrow-pencils as well as for nail lacquers or graphic elements in body painting. In addition, it can also be applied for color-matching skin tones in foundations and as background color in shampoo or shower gel. Based on an innovative pigment technology, Ronastar® Black Allure combines its rich black appearance with a velvety skin feeling. Thanks to carefully selected raw materials and an improved heavy metal profile, it is especially suitable for sensitive areas like eyes and lips.

#### **Innovative Pigment Technology**

The new Ronastar® Black Allure Pigment is based on spherical silica substrate. A proprietary innovative coating process leads to a super-stable, pure-mineral pigment with an extraordinary skin feeling. The special silica structure creates a



smooth, gliding texture, and the embedded mineral particles provide a subtle luminous effect, adding to the elegant appearance.

Ronastar® Black Allure can easily be implemented in any formulation. The pigment requires no milling and doesn't agglomerate or segregate. Being vegan and free of food allergens, gluten or genetically modified components, it also supports the growing demand of the cosmetic industry and their customers for such products.

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**About Merck KGaA, Darmstadt, Germany**

Merck KGaA, Darmstadt, Germany, is a leading science and technology company in healthcare, life science and performance materials. Almost 53,000 employees work to further develop technologies that improve and enhance life – from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. In 2017, Merck KGaA, Darmstadt, Germany, generated sales of € 15.3 billion in 66 countries. Founded in 1668, Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company. The founding family remains the majority owner of the publicly listed corporate group. Merck KGaA, Darmstadt, Germany, holds the global rights to the „Merck“ name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance Materials.