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## News Release

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### **Products with added value and extensive expertise: Merck KGaA, Darmstadt, Germany, at the in-cosmetics 2014 trade show**

- **Eusolex® T-EASY: Innovative sun protection filter sets new standards**
- **Ronaflair®: New functional fillers make skin redness and wrinkles disappear**
- **Ronastar®: Sparkling royal blue added to high-quality product line for decorative cosmetics**

Darmstadt, Germany, March 5, 2014 – Merck KGaA, Darmstadt, Germany, will highlight innovative active ingredients, functional fillers and high-quality pearl luster pigments for the cosmetic industry to position itself at the in-cosmetics trade show, which takes place on April 1-3, 2014, in Hamburg. As one of the leading manufacturers in this field, Merck KGaA, Darmstadt, Germany, will offer not only new products at in-cosmetics but also presentations, inspiration for future trends and a forum of experts who will discuss current issues with customers in the cosmetic industry.

#### **Innovative UV filter compatible with reactive cosmetic active ingredients**

Together with its strategic partner Sachtleben, Merck KGaA, Darmstadt, Germany, is launching a new broadband UV filter at in-cosmetics: Eusolex® T-EASY. The product is based on rutile titanium dioxide that is inorganically coated first with silica and then with cetylphosphate. The special feature here is the second coating with the organo-phosphorous derivative, which makes it possible to easily combine Eusolex® T-EASY – in contrast to conventional substances – with a wide range of reactive cosmetic substances that often cause difficulties in creating formulations. These cosmetic substances include

Page 1 of 5

Merck KGaA

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## News Release

antioxidants, skin-lightening ingredients and even the self-tanning agent dihydroxyacetone (DHA). A recently published re-evaluation by the Scientific Committee on Consumer Safety (SCCS), the scientific advisory board of the European Commission, has confirmed the safety of rutile titanium dioxide for use in sunscreen products.

### **Powerful functional fillers: Inconspicuous powders with big impact**

Ronaflair® Balance Green rounds out the portfolio of functional fillers for skin tone correction. The matte, transparent green tone reduces skin redness. The extremely fine-sized effect pigments provide a high level of chroma – without any undesirable luster effects. Ronaflair® Smart Veil is a special functional filler for face powders containing zinc oxide. It creates a pleasant skin feel while maintaining UV protection. This latter product is the company's response to the needs of the Asian market. Here the demand is for raw materials that support the sun protection factor of face powders while being easy to incorporate in formulations. Ronaflair® Flawless works effectively against wrinkles. Spherical particles “roll” into the wrinkles and ensure that the skin is illuminated evenly by means of uniform light reflection.

### **On the international stage for the first time: New Ronacare® cosmetic active ingredients**

Merck KGaA, Darmstadt, Germany, launched three technologically sophisticated cosmetic active ingredients in 2013 that will be presented to a global audience at in-cosmetics. Ronacare® Bronzyl™ produces a light, authentic tan, meeting the preference found primarily in western societies. Ronacare® Pristine Bright™ revitalizes the skin color tone. The complexion appears more radiant, more even and more transparent. The two products – originating from the company's own research and development – also prevent external signs of skin aging. Ronacare® Poppy SE is a substance based on natural poppy seed extract that produces a skin-firming effect. It is particularly suited for use in anti-cellulite personal care products.

### **Intensive royal blue for extravagant formulations**

Merck KGaA, Darmstadt, Germany, is adding Ronastar® Blue Jewel to a high-quality product line of body-colored pearl luster pigments. In keeping with the Ronastar® Golden



## News Release

Jewel and Copper Jewel versions, the new product also captivates through its brilliant sparkle and intensive luster. The royal blue pigment is based on a substrate of glass flakes. It is very effective in transparent formulations and stands out for its excellent hiding power. In addition, it can be easily incorporated in formulations – especially decorative cosmetics such as eye shadows and nail polishes.

### **Unusual product concepts: Everything from a single source**

Within the scope of the “Pearlescence meets Personal Care” initiative, Merck KGaA, Darmstadt, Germany, is developing product concepts for the growing market of shower and bath products and shampoo. Merck KGaA, Darmstadt, Germany, provides its customers with inspiring ideas for a unique selling proposition and develops complete formulations including fragrance, color and effects of pearl luster pigments. One example is the Arabian Night foam bath with copper-colored highlights provided by Ronastar® Copper Jewel and violet reflections provided by Timiron® Synbeam Violet.

### **Head start for customers: Expert discussions and trend forecasts**

The development of cosmetic products is becoming more and more complex. Cosmetic customers are therefore increasingly interested in receiving support in their product development. The company’s experts will address this request by answering questions at round tables at its trade show stand. They will cover topics such as approval and registration, safety aspects, alternatives to animal testing, quality control, sustainability and knowledge on skin colors.

The current Color Forecast will also provide material for discussion. It addresses the color trends for spring and summer 2015. Four styles – “Aesthete”, “Amusement”, “Epicurean” and “Impulse” – were defined by Merck KGaA, Darmstadt, Germany, in collaboration with the Parisian design agency Peclers and linked with product ideas. It is supplemented by the Trend Forecast for the area of skin care. Merck KGaA, Darmstadt, Germany, translates this trend into technologically sophisticated cosmetic active ingredients.



## News Release

Visitors of in-cosmetics 2014 in Hamburg will find Merck KGaA, Darmstadt, Germany, at stand 4D30. They can also attend the company's innovation seminars to learn more:

- Merck KGaA, Darmstadt, Germany, meets tomorrow's needs: The first pearl pigments with EFfCI GMP standards for cosmetics // April 2, 2014 // 12:40 – 1:10 p.m. (Innovation Seminar Theatre 2)
- Trends meet innovation in sun protection: Latest trends and a new multi-benefit titanium dioxide // April 2, 2014 // 1:30 – 2:00 p.m. (Innovation Seminar Theatre 1)



Images used in the press release can be ordered via e-mail to [pm\\_communications@emdgroup.com](mailto:pm_communications@emdgroup.com).

**Cosmetic ingredients from Merck KGaA, Darmstadt, Germany:** Merck KGaA, Darmstadt, Germany, is a leading manufacturer of ingredients for the cosmetic industry. Along with ingredients, the company also offers functional fillers and effect pigments for color cosmetics and skin care products. In particular, effect pigments are used in many cosmetic products in order to provide color, luster, gloss and other effects. Merck KGaA, Darmstadt, Germany, offers a wide range of active ingredients used in skin care cosmetics to protect the skin against UV radiation and premature aging.

More information about the range of products offered by Merck KGaA, Darmstadt, Germany, can be found at: [www.emd4cosmetics.com](http://www.emd4cosmetics.com).

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### About Merck KGaA, Darmstadt, Germany and EMD Chemicals

Merck KGaA, Darmstadt, Germany, is a leading pharmaceutical, chemical and life science company with total revenues of € 11.2 billion in 2012, a history that began in 1668, and a future shaped by approximately 38,000 employees in 66 countries. Its success is characterized by innovations from entrepreneurial employees. The company's operating activities come under the umbrella of Merck KGaA, Darmstadt, Germany, in which the Merck family holds an approximately 70% interest and shareholders own the remaining approximately 30%. In 1917 the U.S. subsidiary Merck & Co. was expropriated and has been an independent company ever since.

EMD Chemicals is a North American subsidiary of Merck KGaA of Darmstadt, Germany. Worldwide there are two separate companies that bear the name "Merck", the original Merck KGaA from Darmstadt, Germany, the oldest pharmaceutical and chemical company in the world, and the pharmaceutical company Merck & Co. in the United States. The rights to the name and trademark MERCK in North America (USA and Canada) lie with Merck & Co., the former U.S. subsidiary ~~of Merck~~, whereas Merck KGaA, Darmstadt, Germany, operates in



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