

## News Release

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## **Ronastar® Lapis Jewel – For Sparkling Deep Blue Cosmetics**

- **Third effect pigment in the jewel series from Merck KGaA, Darmstadt, Germany**
- **Intense blue with the elegant brilliance of lapis lazuli**
- **For glamorous eye shadows and nail polishes**

Darmstadt, Germany, December 21, 2015 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, announced today that it has introduced a new effect pigment for the cosmetics industry: Ronastar® Lapis Jewel. With its elegant blue, intense sparkle and brilliance, it reflects the fascination of lapis lazuli. The inimitable appearance of the deep-blue semi-precious stone calls to mind the sparkle of a starry sky. In ancient Egypt, lapis lazuli was long reserved for pharaohs as the "stone of kings".

Ronastar® Lapis Jewel now gives color cosmetics for the eyes and nails the look and feel of this semi-precious stone. The effect pigment is ideally suited for stunning eye shadows and brilliant nail polishes with intense blue sparkles achieving a certain glamour factor. Following Ronastar® Golden Jewel and Ronastar® Copper Jewel, our new product continues the jewel series of effect pigments for exquisite cosmetics.

The pigment consists of calcium-aluminum borosilicate platelets, coated with special metal oxides and iron blue. Its tremendous sparkle in cosmetics is based on a particle size of 20 to 200 µm that creates innovative light reflections. Ronastar® Lapis Jewel is easy to use in cosmetic formulations and meets the requirements of the European REACH regulation.



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**Effect pigments from Merck KGaA, Darmstadt, Germany:** Merck KGaA, Darmstadt, Germany, is one of the world's leading suppliers of effect pigments for the coatings, plastics, printing, cosmetic, food and pharmaceutical industries. Effect pigments underscore the emotional impact of color and are an important design element when creating surfaces with special impressions or qualities. Application possibilities range from cars to packaging and high-tech products up to building facades. In addition to decorative effect pigments, we offer pigments that also have functional applications such as heat-reflecting or anti-counterfeiting pigments.

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Merck KGaA, Darmstadt, Germany, is a leading science and technology company in healthcare, life science and performance materials. Around 50,000 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 2014, Merck KGaA, Darmstadt, Germany, generated sales of € 11.3 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 KGaA, Darmstadt, Germany, name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance Materials.