

News Release

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Ronastar® Red Allure: The elegant, matte pigment innovation from Merck KGaA, Darmstadt, Germany

- **New technology for an alluring and noble burgundy red with a velvety skin feel**
- **Second Ronastar® product from the Smart Effects innovation program**
- **Super stable, pure mineral pigment for vegan and gluten-free cosmetics with no genetically modified ingredients**

Darmstadt, Germany, December 5, 2016 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, is presenting Ronastar® Red Allure: The unique silky-matte premium effect pigment continues the range of Ronastar® pigments from the Smart Effects program that captivate owing to their attractive appearance and additional performance.

Ronastar® Red Allure unfolds an elegant, matte burgundy-red charm and, thanks to its special pigment technology, an extraordinary velvety skin feel. Following Ronastar® Royal Sparkle, this is a further Ronastar® product for high-quality cosmetics with extraordinary optic and haptic effects.

The newcomer gives decorative products for the lips and nails an intense, noble deep red, without shimmering or shining. Whilst in foundations, BB creams and powder it supports the trend towards a natural nude look and elegant matte complexion.



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Spherical silica – velvety skin feel

The innovative new technology from Merck KGaA, Darmstadt, Germany, is based on spherical silica coated with titanium dioxide and iron oxide. "The result is a super-stable, pure-mineral pigment that imparts an amazing skin feel to formulations," says Alexander Peters, global Head of Marketing for Decorative Pigments at Merck KGaA, Darmstadt, Germany. "Thanks to its special silica structure, Ronastar® Red Allure has an extraordinary texture that allows it to literally glide on the skin. Moreover, mineral particles provide for a subtle light effect and thus for an added touch of elegance."

Thanks to its special composition and texture, Ronastar® Red Allure can be very easily incorporated into every formulation in any amount. In addition, it supports the growing demand in the cosmetics industry for vegan products as well as those that contain neither gluten nor genetically modified ingredients.

And that's just the beginning: Further matte products from Merck KGaA, Darmstadt, Germany, are to be added to the innovative Ronastar® Allure series.

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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 2015, Merck KGaA, Darmstadt, Germany, generated sales of € 12.85 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.