

## News Release

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# Merck KGaA, Darmstadt, Germany, Presents New Highlights at In-Cosmetics 2016: Make-up Trends, Innovative Protection and Personal Care Concepts

- **Timiron® Halo White: for trendy make-up highlights**
- **RonaCare®: new essentials, comprehensive compendia**
- **Color Forecast and marketing initiatives**

Darmstadt, Germany, March 29, 2016 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, is presenting innovative pigments as well as new active ingredients and concepts for the cosmetics industry at the in-cosmetics 2016 international trade show from April 12 to 14 in Paris. The company's colorful new branding lends its stand a completely new appearance, underscoring the broad, innovative and diverse portfolio of pigments and functional materials.

### **Smart Effects™: initial product launch for "Effects of Light"**

Smart Effects™ is our new brand for the next generation of premium cosmetic effect pigments. "Effects of Light", "Revolutionize Performance" and "New Effects" will now be used as themes for the successive launches of new effect pigments that captivate consumers with their extraordinary effects and impressive properties. They meet and set the latest cosmetics trends and are the first choice for high-quality cosmetic products.

The first product launched under this umbrella brand is our new effect pigment **Timiron® Halo White**. It has been developed for personal care applications and is ideal to support latest trends like strobing. The innovative pigment gives creams,



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lotions, foundations and makeup products a natural shimmer that refines facial features and produces light effects and radiance precisely where sunshine illuminates a face on a summer day: on the forehead, nose, chin, and cheekbones. Timiron® Halo White is based on a synthetic mica substrate and is distinguished by the high purity of its exceptional frosty-white color.

### **New RonaCare® developments further essentials and comprehensive compendia**

With our RonaCare® Essentials product line, we offer the main components for top-quality cosmetic formulations. Thirteen new products have been added to the portfolio, with which manufacturers can meet international legal requirements and significantly accelerate their supplier qualification processes: With RonaCare® Essentials, maximum product safety and analytical quality assurance go hand-in-hand with high batch-to-batch consistency and comprehensive documentation.

Products for hair, skin and dental care as well as for sun protection can be developed faster since comprehensive compendia will soon provide cosmetics manufacturers with all the necessary information and documentation on all products of the RonaCare®, Eusolex®, Oxynex®, and RonaFlair® brands. They will include general product data, regulatory data, analytical data and safety instructions as well as details for manufacturing the respective product and information on its efficacy. These extensive collections from Merck KGaA, Darmstadt, Germany, will save manufacturers valuable time, money and resources.

### **Color Forecast: new design, new features**

In the Color Forecast, our trend scouts describe today what will be in fashion next year. Published twice a year as spring/summer and autumn/winter editions, the Color Forecast provides information 18 months in advance and includes many vivid examples of tomorrow's beauty trends. A new layout has been adopted for the 2017 Spring/Summer Color Forecast, which is now being issued. With a completely modified design and even more useful information and details for customers, it describes color trends and reveals how effect pigments in packaging and in contents create an overall appealing image in line with the "inside meets outside" principle. With a strong emphasis on cosmetics, the Color Forecast presents eight different beauty looks in four color stories. It thus offers product developers and marketing

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experts ample inspiration on how they can achieve completely customized trend effects with ready-to-use formulations and fascinating pigment combinations.

### **Marketing initiatives and dermocosmetics**

The two marketing initiatives "These lips are made for kissing" and "Dress up your skin" target very specific application areas. They show in practical terms how effect pigments can be used in lipsticks, innovative lip products, as well as facial and body care to pick up on color and style trends and to give them that special something. Another highlight that will be showcased at in-cosmetics is the dermocosmetics concept, which introduces selected cosmetic active ingredients for the care aspect of problem skin. Five formulation examples in a sample set to be presented at the trade show are to inspire manufacturers who wish to develop beauty care products optimized for demanding skin.

Visitors to in-cosmetics 2016 at the Porte de Versailles exhibition center in Paris will find our company at stand F70.

**Cosmetic ingredients from Merck KGaA, Darmstadt, Germany:** Merck KGaA, Darmstadt, Germany, is a leader manufacturer of ingredients for the cosmetics industry. Along with decorative effect pigments, the company offers its customers functional solutions in the field of skin care and protection. In particular, effect pigments and functional products are used in many cosmetic products and in packaging in order to provide color, luster, gloss and other effects and to strengthen brand identity. 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.

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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. 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.