

News Release

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Frosty-brilliant Silver Shine: The Merck KGaA, Darmstadt, Germany, Pigment Innovation Ronastar® Frozen Jewel

- **Multilayer technology produces an intense sparkle with exceptional hiding power**
- **Cool charm for cosmetics and care products**

Darmstadt, Germany, November 22, 2016 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, is presenting Ronastar® Frozen Jewel: This new, silvery premium pearl luster pigment complements the Ronastar® range with an intense frosty-brilliant shine and outstanding hiding power. The new pigment imparts a unique, intense silver sparkle to premium cosmetics and high-quality body care products.

State-of-the-art multilayer technology

Smooth glass platelets (inorganic calcium-aluminum borosilicate) coated with multiple layers of metal oxides are the secret behind Ronastar® Frozen Jewel: The particles with a size ranging from 20 to 200 µm provide a very high reflection of incoming light – and measurably stronger than other effect pigments with similar product properties. “Thanks to its state-of-the-art multilayer technology, even smallest concentrations of Ronastar® Frozen Jewel develop a maximum frost effect and exceptional hiding power,” explains Alexander Peters, Head of Global Marketing Decorative Materials at Merck KGaA, Darmstadt, Germany.

Cosmetics and care products with cool charm

The pigment shows up as a white powder with a silvery sparkle. If used on its own, Ronastar® Frozen Jewel appears like a pure, sparkling silver – when combined with



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other cosmetic colorants it imparts a frosty-silvery shimmer to strong colors. This allows a broad range of applications for cosmetics and care products, providing a distinct cool, brilliant charm: The pigment innovation imparts a certain “wow” effect to loose or compact powders and eye shadows as well as lip makeup and nail polish. Thanks to its innovative frosty appearance Ronastar® Frozen Jewel perfectly supports cool product concepts of refreshing or cooling body and shower gels.

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