

## News Release

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### **Ronastar® Blue Lights – the new interference pigment for blue shimmer**

- **Addition to Ronastar® Lights series of the Smart Effects program**
- **Small particle size with directed light reflection and high chroma thanks to engineered high-tech pigment architecture**
- **Blue living sparkle effect even in very low concentrations**

Darmstadt, Germany, April 23, 2020 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, today introduced Ronastar® Blue Lights. The new premium pigment is another addition to the Lights series of the Smart Effects innovation program. The blue interference pigment creates a living sparkle effect even in very low concentrations. With its very fine particle size, it is ideal for modifying any shade and pastel nuances, adding a luxurious touch to all color and care cosmetics.

Ronastar® Blue Lights provides a unique edge for high value products. “With Blue Lights, color is not the limit. Perfectly fitting to latest color trends in decorative cosmetics, it adds gorgeous effects to temporary hair or care products,” says Beate Anniés, Head of Cosmetics at Merck KGaA, Darmstadt, Germany. “In care products, the hovering marbles of indigo sparkle can help our customers underscore their marketing story like moisturization, marine active ingredients or clean beauty.”

“The engineered high-tech architecture of the Lights Series pigments is based on a combination of innovative substrate technology and precisely applied layers of metal oxides. The pigments thus feature uniform thickness and an extremely even surface,” adds Dorothea Wenzel, Head of Surface Solutions at the Performance



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Materials business sector of Merck KGaA, Darmstadt, Germany. "This inorganic composition provides highest stability combined with a smooth skin feel."

Thanks to the very fine particle size, Ronastar® Blue Lights make new synergistic sparkle effects possible when blended with pigments consisting of larger glitter particles. This makes it ideal for modifying any shade and creating pastel nuances.

Ronastar® Blue Lights can be used in all color cosmetic and personal care applications. They complement the Ronastar® portfolio consisting of the two mass tone pigments Ronastar® Flaming Lights and Dazzling Lights as well as the two interference pigments Ronastar® Golden Lights and Red Lights.

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### **About Merck KGaA, Darmstadt, Germany**

Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across healthcare, life science and performance materials. Around 57,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From advancing gene editing technologies and discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2019, Merck KGaA, Darmstadt, Germany, generated sales of € 16.2 billion in 66 countries.

The company holds the global rights to the name and trademark "Merck" internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany operate as EMD Serono in healthcare, MilliporeSigma in life science, and EMD Performance Materials. Since its founding 1668, scientific exploration and responsible entrepreneurship have been key to the company's technological and scientific advances. To this day, the founding family remains the majority owner of the publicly listed company.