

## News Release

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### **Ronastar® Dazzling Lights – new pigment by Merck KGaA, Darmstadt, Germany, brings gradual gold effect with subtle hue of green**

- **Expansion of 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**
- **Living sparkle effect even in very low concentrations**

Darmstadt, Germany, March 16, 2020 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, today introduced Ronastar® Dazzling Lights. The new premium pigment is the latest addition to the Lights series of the Smart Effects innovation program. Ronastar® Dazzling Lights provides a unique edge for high value products. They can feature a new generation of gold, offering a gradual gold effect with a subtle hue of green. With its fine particle size, Dazzling Lights is ideal for modifying any shade, adding a luxurious touch.

“The golden living sparkle effect offers versatile opportunities,” says Beate Anniés, Head of Cosmetics at Merck KGaA, Darmstadt, Germany. “You can create eccentric statements with a new-baroque touch. At the same time, Dazzling Lights offers pure elegance for ultimate flare and a mindset shifting towards extreme glamour mode.”

Providing a perfectly directed reflection of light and high chroma, the surface catches the incoming light and shows an intensive golden shimmer. 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.

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This vivid living sparkle effect comes to life even in very low concentrations. New synergistic effects are also possible when Ronastar® Dazzling Lights pigments are blended with pigments consisting of larger glitter particles. With their high stability in formulations, Ronastar® Dazzling Lights pigments can be used in all color cosmetic and personal care applications and provide a smooth skin feeling.

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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.