

News Release

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Ronastar® Yellow Allure – New Mass Tone pigment for Matte and Luminous Elegancy by Merck KGaA, Darmstadt, Germany

- **Completes Ronastar® Allure series of the Smart Effects program**
- **Creates numerous upgraded skin tones & supports a natural and healthy glow**
- **Elegant yellowish luminous matte effect**

Darmstadt, Germany, November 16, 2020 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, today introduced Ronastar® Yellow Allure. The new matte mass tone pigment is another addition to the Allure series of the Smart Effects innovation program. It creates an elegant yellowish matte and luminous effect. With its superb performance, it provides both a light-weight texture and a marvelous velvety skin feeling. All enabled by using a sophisticated patented coating technology.

“Together with the other Allure pigments, Ronastar® Yellow Allure can be used for matching all kinds of skin tones supporting a healthy and natural glow. This really hits the market needs,” says Dagmar Kleefeld, Global Marketing Manager for Effect Solutions at Merck KGaA, Darmstadt, Germany. “And as a single pigment, with Ronastar® Yellow Allure elegant natural color tones with subtle radiance can be created.”

Ronastar® Yellow Allure can be used in all color cosmetic and personal care applications. It is ideal for all skin tone cosmetics, face powders, natural eyeshadows, setting powders and more, particularly for facial cosmetics that enable a luminous complexion. It complements the Ronastar® Allure portfolio consisting of

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the three mass tone pigments Ronastar® Black Allure, Ronastar® Red Allure and Ronastar® White Allure.

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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.