

News Release

Your Contact

andreas.schwab@emdgroup.com

Phone: +49 6151 72-5573

March 20, 2023

Merck KGaA, Darmstadt, Germany, Presents its Latest Cosmetics Innovations at “in-cosmetics” 2023

- **Ronaflux® pigments: Metallic look without any metal content**
- **Zinc oxide UV filters: Launch of new, high-purity and sun protection solutions for natural cosmetics**
- **Skin renewal thanks to algae-based actives**

Darmstadt, Germany, March 20, 2023 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, is presenting its latest cosmetics innovations at this year’s in-cosmetics trade show, which is taking place from March 28-30 in Barcelona, Spain.

Ronaflux® pigments: Metallic optical effects without any metal content

Among other things, Merck KGaA, Darmstadt, Germany, will present its innovative Ronaflux® pigment range that features high color intensity and pronounced metallic optical effects achieved entirely without the use of metals.

“A striking, color-intense look with a metallic allure reflects the current popular trend in color cosmetics. At the same time, it’s necessary for manufacturers to meet stricter regulatory requirements and to ensure the stability of the colorants and pigments,” said Michael Weiden, Head of Commercial EMEA within the Surface Solutions business unit of the Electronics business sector of Merck KGaA, Darmstadt, Germany. “With our Ronaflux® pigments, which are based on an entirely new technology, our customers can meet these challenges while achieving unique effects that are not yet commercially available.”



News Release

The technology behind Ronaflux® pigments is both sophisticated and simple. Ultrathin and highly stable carbon layers are homogeneously precipitated in a gas phase onto the pigments – a major precondition for spectacular shine effects. The carbon layers intensify the colors of the effect pigments, thus making brilliant shades of blue and green possible without the addition of chrome oxides, Prussian blue or other colorants. This enables manufacturers of eye makeup and lipsticks to meet the strict regulatory requirements while offering brilliant, metallic blue and green shades that do not contain any metal-based pigments. Information on the individual Ronaflux® pigments can be found [here](#).

Zinc oxide-UV filters: For a new generation of sunscreens

Merck KGaA, Darmstadt, Germany, will also be showcasing the newly expanded UV filter portfolio with the addition of Eusolex® Z-BASE and Eusolex® Z-TEC, zinc oxide filters that offer highly effective protection against both UVB and UVA rays. Eusolex® Z-TEC is extremely transparent on the skin even in high concentration formulations such as pure mineral high-SPF sunscreens. The products meet the highest quality and purity standards customary in the pharmaceutical industry, are approved in accordance with the COSMOS standard, and are Halal-certified. With the new UV filters, Merck KGaA, Darmstadt, Germany, offers solutions for the growing market for environmentally sound and pure mineral sunscreens.

RonaCare®-cosmetic actives from the ocean: natural, algae-based skin renewal

Two new additions to the extremely effective algae-based skin renewal portfolio will also be presented. RonaCare® JouvaMer and RonaCare® ReviMer have been developed from brown seaweed from the coast of Brittany in France. RonaCare® JouvaMer, an extract of *Pelvetia canaliculata* brown algae, is an anti-aging booster that reduces wrinkles by keeping skin firm and youthful looking. In addition, it protects and supports the extracellular matrix for denser, smoother skin. RonaCare® ReviMer, an extract of *Fucus serratus* brown algae, shows preventive anti-pollution effects while enhancing the skin's structural properties. It also protects the skin's hyaluronic acid for firmer, more elastic skin, thus reducing wrinkles.

RonaCare® JouvaMer and RonaCare® ReviMer can be used in a wide variety of topical products ranging from daily skincare to dermocosmetics. Together with

News Release

RonaCare® RenouMer, which has already been launched, they complete the company's offering for algae-based skin renewal. All products are efficacy proven and meet the current requirements as regards sustainability, traceability and respect for biodiversity. The products are Halal-certified and comply with the COSMOS standard.

With its RonaFlair® portfolio of functional fillers, Merck KGaA, Darmstadt, Germany, is also presenting alternatives to talc, an ingredient commonly used to date in skincare products and cosmetics more and more suppliers wish to replace. Trade visitors will find the company at booth Q40.

All Merck KGaA, Darmstadt, Germany, press releases are distributed by e-mail at the same time they become available on the EMD Group website. In case you are a resident of the USA or Canada, please go to www.emdgroup.com/subscribe to register for your online, change your selection or discontinue this service.

About Merck KGaA, Darmstadt, Germany

Merck KGaA, Darmstadt, Germany, a leading science and technology company, operates across life science, healthcare and electronics. More than 64,000 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 providing products and services that accelerate drug development and manufacturing as well as discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2022, Merck KGaA, Darmstadt, Germany, generated sales of € 22.2 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 MilliporeSigma in life science, EMD Serono in healthcare and EMD Electronics in electronics. Since its founding in 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.