

Beauty is Colorful. We are the color experts.

Cosmetics, Color Materials



What's IN Asia

Vol. 4: Summer 2023

Showcasing the latest trends from Asia Pacific, highlighting C-beauty, J-beauty and K-beauty



Happening Now



What's IN C- Beauty



'The Great Chinese Ingredients'

- Local brands are trusted by more consumers with enhanced technology communication and highlighting the local origin of ingredients.
- Key technologies behind this trend: extraction, fermentation, synthetic biology.
- 'The Great Chinese Ingredients' and 'Chinese Clean Beauty' campaigns simultaneously drive the upgrade of skin care, but infused color cosmetics is being noticed as the next potential segment.



Feel the energy from the tropics

- Release the vitality and explore the unknown under the sun, the consumers' interest in beauty products from southeast Asia has been rising in the past two years.
- Sun screening, anti-aging and long lasting are the focused claims for this segments.
- Unique tropical farming and marine resources drive sustainable beauty and clean beauty development.



What's IN J- Beauty



'City-Pop' Element

- Younger generations are paying attention to City Pop music that was popular in the late 1970s and 1980s.
- Makeup is also affected, and natural-looking skin tone is the base.
- Eye makeup that incorporates colors that have nostalgic shades, like raspberry, magenta, orange, ice blue, violet, etc.
- 'Lying worm' area (lower eyelid) is highlighted.

白湯メイク = "Sayu" make up

- C-Beauty is bringing some influences. 'Sayu' ('boiled water' in Chinese) makeup is a good example.
- Although it looks simple and natural at first glance, it is actually a well-calculated and well-designed makeup.



Genderless Cosmetics

- Genderless cosmetics is likely to become common rather than a trend.
- Cosmetics seem to be popular among men in 20's and 40's, and the majority of purchases on e-commerce are by consumers in their 40's in Japan.

What's IN K- Beauty



'NEWTRO'

- NEWTRO= New + Retro
- 'NEW': Innovative formats and textures
- 'TRO': The 2023 version of the makeup and fashion trends that were popular in Korea between 2000 and 2010.

'TRO'

- Eye makeup is not too strong, white or other light tone eyeshadow. The shape is not shiny but matte with glitter.
- Grey or brown colors replace black in the eyeliners
- Glossy and watery lips are mainstream.
- Foundations that create glossy skin rather than high coverage are popular.



'NEW'

- The popularity of lip tints: water tints, lasting tints, fixing tints
- All-in-one pen: eye highlighting, shading, lying worm liner



Inspiring Concepts, Formulas & Products



Back to The 19XX-20XX



'NEWTRO' and 'City-Pop' represents the return of 'modern retro' style.

Concept

Under the complex circumstances of the present, people have nostalgia for previous times and things.

Vintage style wins a lot of fans in Asian fashion and beauty.

Focused Applications

Press powder in nostalgic tones, more warm color: raspberry, magenta, orange; ice blue, violet are also two options

Color eyeliner to highlight the eye area

Foundation with glossy skin finish

Lip gloss

Featured Pigments

Mearlmica® FF

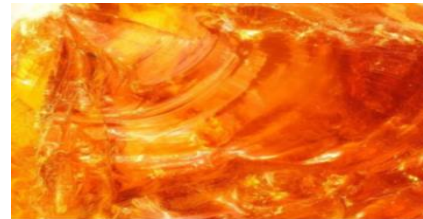
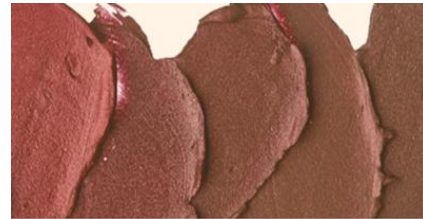
Natural Wax Dispersions (NWD Inorganic)

Cloisonné® Vibrant Raspberry F90H

Flamenco® Summit Magenta M80H



'NEWTRO' Multi-use Palette



Long-wear Gel Eyeliner - Everyday Brown

Long-wear Gel Eyeliner - Super Galactic Blue

Cotton Soft Pressed Powder- Truly Orange

Cotton Soft Pressed Powder- Rose Pink Magenta

Long-wear Gel Eyeliner - Everyday Brown



A waterproof and smudge-proof gel eyeliner that's creamy and easy to apply on hard-to-reach inner lids with a fine brush. After a few seconds, it stays put with a long-lasting finish for the day. The brown color is a nice toned-down alternative to black, for a nude eye look. With a touch of orange shine, makeup is vivid without any additional eyeshadow.

Pigments Inside

NWD-2336 Black Iron Oxide Natural Wax Dispersion
NWD-7336 Red Iron Oxide Natural Wax Dispersion
NWD-9336 Yellow Iron Oxide Natural Wax Dispersion
Reflecks™ Dimensions Metallic Orange GO90D
Flamenco® Platinum 13CD

Long-wear Gel Eyeliner - Everyday Brown



CC-CN-23-001-C04

Phase	Ingredients	INCI	Weight %	Function
A	Cetiol® Ultimate[BASF]	Undecane,Tridecane	21.90	Emollient
	Cerafumei 6501 [FUMEIPHARM]	Ceresin	6.00	Structurant
	Bentone® Gel DM5 V [Elementis]	Dimethicone, Disteardimonium Hectorite, Tt iethyl Citrate	18.00	Rheology modifier
	BELSIL® TMS 803 [Wacker]	Trimethylsiloxysilicate	28.00	Film forming agent
B	NWD-2336 Black Iron Oxide Natural Wax Dispersion	Iron Oxides (CI 77499), Hydrognated Rapeseed Oil, Heptyl Undecylenate	8.00	Colorant
	NWD-7336 Red Iron Oxide Natural Wax Dispersion	Iron Oxides (CI 77491), Hydrognated Rapeseed Oil, Heptyl Undecylenate	5.60	Colorant
	NWD-9336 Yellow Iron Oxide Natural Wax Dispersion	Iron Oxides (CI 77492), Hydrognated Rapeseed Oil, Heptyl Undecylenate	5.50	Colorant
C	Reflecks™ Dimensions Metallic Orange GO90D	Calcium Sodium Borosilicate, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491), Silica	3.00	Effect pigment
	Flamenco® Platinum 13CD	Mica, Titanium Dioxide (CI 77891), D&C Black 2 (CI 77266[Nano])	3.00	Effect pigment
D	Vitamin E-Acetate Care[BASF]	Tocopheryl Acetate	1.00	Antioxidant

Long-wear Gel Eyeliner - Super Galactic Blue



A waterproof and smudge-proof gel eyeliner that's creamy and easy to apply on hard-to-reach inner lids with a fine brush. After a few seconds, it stays put with a long-lasting finish for the day. The galactic blue with white sparkles, is perfect for creating a thicker line for a bold eye makeup look.

Pigments Inside

NWD-2336 Black Iron Oxide Natural Wax Dispersion

SWD-4733 FD&C Blue 1 Al Lake Synthetic Wax Dispersion

Reflecks™ Dimensions Glittering White G130S

Long-wear Gel Eyeliner - Super Galactic Blue



CC-CN-23-001-I03

Phase	Ingredients	INCI	Weight %	Function
A	Cetiol® Ultimate[BASF]	Undecane, Tridecane	21.20	Emollient
	Cerafumei 6501 [FUMEIPHARM]	Ceresin	5.80	Structurant
	Bentone® Gel DM5 V [Elementis]	Dimethicone, Distearidimonium Hectorite, Triethyl Citrate	18.00	Rheology modifier
	BELSIL® TMS 803 [Wacker]	Trimethylsiloxysilicate	28.00	Film forming agent
B	NWD-2336 Black Iron Oxide Natural Wax Dispersion	Iron Oxides (CI 77499), Hydrognated Rapeseed Oil, Heptyl Undecylenate	15.20	Colorant
	SWD-4733 FD&C Blue 1 AI Lake Synthetic Wax Dispersion	Blue 1 Lake (CI 42090), Synthetic Wax	3.80	Colorant
C	Reflecks™ Dimensions Glittering White G130S	Calcium Sodium Borosilicate, Titanium Dioxide (CI 77891)	7.00	Effect pigment
D	Vitamin E-Acetate Care[BASF]	Tocopheryl Acetate	1.00	Antioxidant

Cotton Soft Pressed Powder- Truly Orange



A pressed powder that feels like cotton, it applies smoothly onto the skin with a brush or fingers. Formulated to be talc-free and mess-free, it has an intense orange color with a warm metallic shimmer.

Pigments Inside

C69-7724 Soft-Tex® FD&C Yellow 5 Al Lake

C33-8001 SunPURO® Red Iron Oxide

Flamenco® Summit Gold Y30D

Reflecks™ Dimensions Metallic Orange GO90D

Mearlmica® FF

Bi-Lite® 20

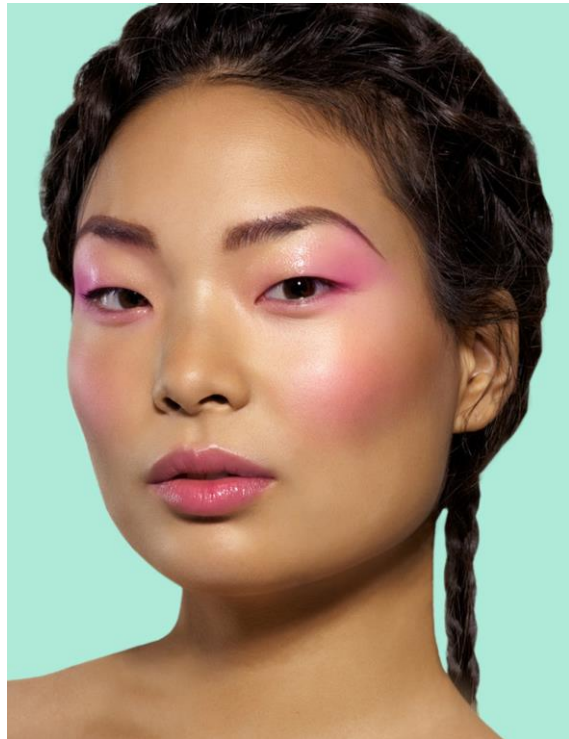
Cotton Soft Pressed Powder - Truly Orange

CC-CN-23-001-H01



Phase	Ingredients	INCI	Weight %	Function
A	Mearlmica® FF	Mica	18.5	Filler
	Bi-Lite® 20	Mica, Bismuth Oxychloride	18.00	Filler
B	C69-7724 Soft-Tex® FD&C Yellow 5 Al Lake	Yellow 5 Lake (CI 19140)	1.20	Colorant
	C33-8001 SunPURO® Red Iron Oxide	Iron Oxides (CI 77491)	3.80	Colorant
C	Flamenco® Summit Gold Y30D	Mica, Titanium Dioxide (CI 77891)	30.00	Effect pigment
D	Eutanol® G [BASF]	Octyldodecanol	8.41	Emollient
	Cetiol® CC [BASF]	Dicaprylyl Carbonate	8.41	Emollient
	COSMOL 43N [The Nisshin OilliO Group Ltd]	Polyglyceryl-2 Triisostearate	1.68	Emollient
E	Reflecks™ Dimensions Metallic Orange GO90D	Calcium Sodium Borosilicate, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491), Silica	10.00	Effect pigment

Cotton Soft Pressed Powder- Rose Pink Magenta



A pressed powder that feels like cotton, it applies smoothly onto the skin with a brush or fingers. Formulated to be talc-free and mess-free, it has an intense rose-pink appearance, and delivers a subtle color of metallic raspberry shimmer.

Pigments Inside

C69-7724 Soft-Tex® FD&C Yellow 5 Al Lake

Chione™ Electric Sunset SK90D

Chione™ Electric Fuchsia SF90D

Mearlmica® FF

Bi-Lite® 20

Cotton Soft Pressed Powder- Rose Pink Magenta



CC-CN-23-001-G07

Phase	Ingredients	INCI	Weight %	Function
A	Mearlmica® FF	Mica	14.70	Filler
	Bi-Lite® 20	Mica, Bismuth Oxychloride	13.00	Filler
B	C69-7724 Soft-Tex® FD&C Yellow 5 Al Lake	Yellow 5 Lake (CI 19140)	1.30	Colorant
C	Chione™ Electric Sunset SK90D	Synthetic Fluorophlogopite, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491), Silica	45.00	Effect pigment
	Chione™ Electric Fuchsia SF90D	Synthetic Fluorophlogopite, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491), Silica	8.00	Effect pigment
D	Eutanol® G [BASF]	Octyldodecanol	8.18	Emollient
	Cetiol® CC [BASF]	Dicaprylyl Carbonate	8.18	Emollient
	COSMOL 43N [The Nisshin OilliOGroup Ltd]	Polyglyceryl-2 Triisostearate	1.64	Emollient

白湯メイク = "Sayu" Makeup



'Boiled water like' is usually to describe something that is ordinary.

Concept

'Boiled water' makeup, is pure but strategic. It looks simple and natural at first glance, but actually is well-placed and well-designed makeup.

The secret is behind a natural base, natural eyebrows, glossy nose tip, watery lip and light color on cheeks.

Focused Applications

Foundation with a natural and nude finish

Light lip gloss and blusher

Highlighter

Featured Pigments

Gemtone® Tan Opal G005

Gemtone® Radiant Nude G016

Timica® Terra colors



Muti-use Liquid Highlighter- Nude Pink



The perfect option for natural makeup and a sheen wet look. Based on nourishing ingredients, this formula is easy to spread and quickly forms a film. With a baby pink color and subtle gold shimmer, it delivers a warm, lit-from-within glow that can only be seen under certain lighting. Whether it's worn alone or on top of other products, this formula provides a barely-there shimmer that's impossible to mess up. It's multifunctional and can be used as face primer, blusher or highlighter.

Pigments Inside

NWD-8462 Titanium Dioxide Natural Wax Dispersion

SWD-4519 D&C Red 6 Na Salt Synthetic Wax Dispersion

Mearlmica® Treated SVA

Gemtone® Tan Opal G005

Flamenco® Summit Orange O80D

Muti-use Liquid Highlighter- Nude Pink



CC-CN-23-001-E06

Phase	Ingredients	INCI	Weight %	Function
A	Cetiol® Ultimate[BASF]	Undecane, Tridecane	17.66	Emollient
	Cutina® PES [BASF]	Pentaerythrityl Distearate	16.00	Rheology modifier
	Bentone® Gel ISD V[Elementis]	Isododecane, disteardimonium Hectorite, propylene carbonate	16.00	Rheology modifier
	Cegesoft® VP [BASF]	Olus Oil, Hydrogenated Vegetable Oil, Euphorbia Cerifera (Candelilla) Wax	8.00	Emollient
	Lameform® TGI [BASF]	Polyglyceryl-3 Diostearate	10.00	Structurant
	Antaron™ V-216 polymer[Ashland]	VP/Hexadecene Copolymer	5.00	Film forming agent
	Antaron™ V-220F polymer[Ashland]	VP/Eicosene Copolymer	5.00	Film forming agent
B	NWD-8462 Titanium Dioxide Natural Wax Dispersion	Titanium Dioxide (CI 77891), Hydrognated Rapeseed Oil, Heptyl Undecylenate	5.00	Colorant
	SWD-4519 D&C Red 6 Na Salt Synthetic Wax Dispersion	Red 6 (CI 15850), Synthetic Wax	0.14	Colorant
C	Mearmica® Treated SVA	Mica, Lauroyl Lysine	13.00	Filler
	Gemtone® Tan Opal G005	Mica, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491)	0.20	Effect pigment
	Flamenco® Summit Orange O80D	Mica, Titanium Dioxide (CI 77891), Silica	2.00	Effect pigment
D	Vitamin E-Acetate Care[BASF]	Tocopheryl Acetate	1.00	Antioxidant
	Perfume[Takasago]	Fragrance	1.00	Perfume

Growing Influence from ASEAN Beauty



Feel The Energy from Tropical Beauty

Concept

Feel the heat wave and tropical atmosphere from southeast Asia!
Sun care is one of the biggest categories growing in China.

Focused benefits in this concept: UV protection, humidity resistant, light texture, novel textures with different formats, nature and sustainability

Focused Applications

- Sun care products (facial, lip, body)
- Spa products (body scrub, essential oil)
- Personal care with tropical fragrance / actives

Featured Pigments

- SunPURO® Natural Annatto
- Flamenco® Summit Orange O80D
- Reflecks™ Dimensions Metallic Orange GO90D



SPF-20 Lip Balm



This lip balm injects sunscreen protection while conditioning the lips. It's not too thick and applies smooth tints of color from a natural plant colorant. It delivers long-term moisture and protection for noticeably softer, more supple lips every time you apply.

Pigments Inside

N70-5590 SunPURO® Natural Annatto O



SPF-20 Lip Balm



CC-CN-23-001-D04

Phase	Ingredients	INCI	Weight %	Function
A	Cerafumei 2001 [FUMEIPHARM]	Cera Alba	14.00	Structurant
	Cerafumei 5501 [FUMEIPHARM]	Candelilla Wax	3.60	Structurant
	Cerafumei 2012 [FUMEIPHARM]	Copernicia Cerifera (carnauba) Wax	1.40	Structurant
	Anhydrous lanolin EP ELP[Rowi Biotech.]	Lanolin	12.00	Emollient
	Lipex Shea™[AAK]	Butyrospermum Parkii (shea) Butter	8.00	Emollient
	Uvinul® MC 80[BASF]	Ethylhexyl Methoxycinnamate	7.00	UV Filter
	Uvinul® A Plus[BASF]	Diethylamino Hydroxybenzoyl Hexyl Benzoate	3.00	UV Filter
	Tinosorb® S [BASF]	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	1.00	UV Filter
	Plantasens Olive Squalane[Clariant]	Squalane	20.90	Emollient
	Cetiol® SN-1 [BASF]	Cetearyl Ethylhexanoate	25.00	Emollient
Lipex 203™[AAK]	Mangifera indica (mango) seed oil	2.00	Emollient	
B	N70-5590 SunPURO® Natural Annatto O	Helianthus Annuus (Sunflower) Seed Oil , Annatto (CI 75120)	0.10	Colorant
C	Vitamin E-Acetate Care[BASF]	Tocopheryl Acetate	1.00	Antioxidant
	Perfume[Takasago]	Fragrance	1.00	Perfume

Manufacturing Process



Long-Wear Gel Eyeliner-Everyday Brown

1. Combine phase A ingredients and heat to approx. 70°C while stirring until uniform.
2. Melt phase B and add to phase A while stirring until uniform.
3. Add phase C to AB while stirring until uniform.
4. Add phase D to ABC while stirring until uniform.
5. Defoam and fill into the container.

Cotton Soft Pressed Powder- Rose Pink Magenta

1. Combine Phase A ingredients and blend well with high speed.
2. Add phase B to A and blend well with high speed.
3. Add phase C to AB and blend well with medium speed.
4. Add phase D to ABC while blending with medium speed.
5. Press powder into pans

Long-Wear Gel Eyeliner- Super Galactic Blue

1. Combine phase A ingredients and heat to approx. 70°C while stirring until uniform.
2. Melt phase B and add to phase A while stirring until uniform.
3. Add phase C to AB while stirring until uniform.
4. Add phase D to ABC while stirring until uniform.
5. Defoam and fill into the container.

Multi-use Liquid Highlighter- Nude Pink

1. Combine phase A ingredients and heat to approx. 70°C while stirring until uniform.
2. Melt phase B and add to phase A while stirring until uniform.
3. Add phase C to AB while stirring until uniform.
4. Add phase D to ABC while stirring until uniform.
5. Defoam and fill into the container.

Cotton Soft Pressed Powder - Truly Orange

1. Combine Phase A ingredients and blend well with high speed.
2. Add phase B to A and blend well with high speed.
3. Add phase C to AB and blend well with medium speed.
4. Add phase D to ABC while blending with medium speed.
5. Add phase E to ABCD while blending with low speed.
6. Press powder into pans.

SPF-20 lip balm

1. Combine phase A ingredients and heat to approx. 75°C while stirring until uniform.
2. Cool to below 75°C and add to phase A while stirring until uniform.
3. Add phase C to AB while stirring until uniform.
4. Fill into the molds.

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