

Consumers are conscious.



What's in my
make up?

Sustainability
efforts?

What's the story behind

Is it
cruelty free?

**Natural or
synthetic?**

Is it
child labor free?



Especially about their beauty products.



mica?



94%

of beauty consumers
read ingredient labels*



>50%

are willing to **pay more**
for sustainable ingredients*



Mica is a leading ingredient for effects in cosmetics.

It's a naturally occurring mineral

that's mined, processed and coated to create effect pigments for beauty products.



But there's also a dark side to the sparkling mineral.



The supply chain for Indian mica is
complex and difficult
to trace.

~60%

of the world's mica
is **sourced in India****

~70%

of India's mica **mines**
are operated **illegally****



>20,000

children are estimated
to work in mica mines*

* White Paper: The Clean Side of Mica by Preen.Me

** <https://www.marieclaire.com/beauty/a23722189/mica-in-makeup-controversy/4>

Natural mica is better for our Earth.



6.5x

Synthetic
mica

Carbon footprint

of production
and transportation*

1x

Natural
mica



* LCA study: Based on the mining / production of natural vs synthetic mica that is used for Sun Chemical products

The Solution: Mica sourced in an environmentally responsible way.



Mica from our wholly owned and ethically operated mine in Georgia, USA.



Full transparency and **traceability** from source to supply



Eco-conscious mining with zero process waste, water recycling and reforestation



Guaranteed to be **child labor free**

