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**Sun Chemical to Showcase Bold and Brilliant Effect Pigments for Cosmetics during in-cosmetics Global 2018**

**PARSIPPANY, N.J., U.S.A.** –February 13, 2018 – Sun Chemical Performance Pigments will highlight its wide range of pearlescent and bold effect pigments at in-cosmetics Global 2018, the leading personal care ingredient event in the industry.

Visitors of booth #A60 at the show will be introduced to Sun Chemical’s wide portfolio of colorants that give cosmetic formulators the ability to define trends and deliver innovative cosmetic, skin care and personal care products to consumers. Sun Chemical will also participate in the in-cosmetics Make-Up Bar, where visitors are invited to discover trendsetting color cosmetic ingredients and test formulation prototypes.

**Newly Enhanced INTENZA® Effect Pigments Intensify Color Palettes**

Guests who visit Sun Chemical’s booth will learn about the enhanced **INTENZA** family of pearlescent effect pigments which are now created with only synthetic mica substrates. The combination of certified organic colorants with synthetic mica provides superior chroma, exceptional sparkle, and lower residual heavy metals compared to natural mica substrates.

“INTENZA pigments provide the bold color of organic pigments without the need for harsh milling or grinding, giving cosmetic chemists maximum flexibility in formulation,” said Kelly Dobos, Cosmetics Technical Manager at Sun Chemical Performance Pigments. “The launch of **INTENZA Purple Reign** is perfectly timed to create color cosmetics that exemplify Pantone’s 2018 color of the year, Ultra Violet.”

**SunSHINE® Pearlescent Pigments Help Formulations Sparkle and Shine**

Designed to help designers formulate unique colors and effects, Sun Chemical’s **SunSHINE** pearlescent pigments can make formulations sparkle and shine. The SunSHINE family of pure synthetic mica-based pearlescent pigments has a high degree of transparency, brilliant sparkle, and a broad range of particle sizes. This provides cosmetic chemists with the ability to create a wide array of color cosmetics with appearances that range from smooth, satin finishes to dramatic sparkling glitters.

Visit Sun Chemical Performance Pigments at booth #A60 during in-cosmetics Global from April 17-19, 2018 at the RAI Amsterdam Exhibition and Convention Center. To learn more about Sun Chemical’s broad range of cosmetic colors and effects, visit Sun Chemical’s [cosmetics homepage](http://www.sunchemical.com/products/pigment/?filter_market-segment-pigment=cosmetics).

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**About Sun Chemical**

Sun Chemical, a member of the DIC group, is a leading producer of printing inks, coatings and supplies, pigments, polymers, liquid compounds, solid compounds, and application materials. Together with DIC, Sun Chemical has annual sales of more than $7.5 billion and over 20,000 employees supporting customers around the world.

Sun Chemical Corporation is a subsidiary of Sun Chemical Group Coöperatief U.A., the Netherlands, and is headquartered in Parsippany, New Jersey, U.S.A. For more information, please visit our Web site at www.sunchemical.com.

