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**Sun Chemical to Launch Bold New Pigments for the Cosmetics and Beauty Industries at in-cosmetics Global 2025**

**SOUTH NORMANTON, UK** – 25th March 2025 – Under the theme of “*Beauty is colorful. We are the color experts.*,” Sun Chemical will display several new effect pigments in electrifying colours for the [cosmetics and beauty](https://pgo.sunchemical.com/l/62722/2025-03-05/3vy8hx7) industries during in-cosmetics Global 2025.

Sun Chemical will debut two new metallic effect pigments at the show’s Innovation Zone. **Chione Electric Scarlet SR90D**, an intense red shimmering effect pigment, and **Chione Electric Sienna SC90D**, a bright copper shimmering effect pigment with enhanced chroma, are both created from patented technology and globally approved as colour additives for cosmetics, skin, body and sun care. These bold new pigments are non-staining, non-bleeding and offer UV stability, providing formulators with innovative solutions to meet the high demand for vegan, carmine-free products.

In response to the rising trend of cosmetics with skincare benefits, Sun Chemical will feature its [**Timica Terra**](https://pgo.sunchemical.com/l/62722/2025-03-05/3vy8hxf) effect pigments at the show’s Makeup Bar. Designed to inspire formulators with new ideas for hybrid and multifunctional product development for cosmetics, skin, body and sun care, these natural mica-based effect pigments are versatile products that can be used to create skin tone shades with both coverage and built-in radiance. With no milling or grinding required and excellent oil absorption properties, **Timica Terra** effect pigments simplify manufacturing processes and make it easier to create radiant complexion shades.

“We are so excited to be sharing our newest innovations with customers at the leading industry event for cosmetics and personal care,” said Ed Webb, Global Director of Cosmetics, Sun Chemical. “Since the launch of our popular pink effect pigment, Chione Electric Fuchsia SF90D, customers have been looking for more carmine-free solutions to meet demand for vegan products, so we’re delighted to extend this product line with new and vibrant colours.”

To learn more about Sun Chemical´s solutions at in-cosmetics Global 2025 in Amsterdam, Netherlands, stop by Sun Chemical’s booth #1A10 at the show or visit [www.sunchemical.com/in-cosmetics2025](https://pgo.sunchemical.com/l/62722/2025-03-05/3vy8hxj).

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**About Sun Chemical**

Sun Chemical, a member of the DIC Group, is a leading producer of packaging and graphic solutions, color and display technologies, functional products, electronic materials, and products for the automotive and healthcare industries. Together with DIC, Sun Chemical is continuously working to promote and develop sustainable solutions to exceed customer expectations and better the world around us. With combined annual sales of more than $8.5 billion and 22,000+ employees worldwide, the DIC Group companies support a diverse collection of global customers.

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 website at [www.sunchemical.com](http://www.sunchemical.com) or connect with us on [LinkedIn](https://www.linkedin.com/company/sun-chemical/) or [Instagram](https://www.instagram.com/lifeatsunchemical/).