

# VERY PERY - A BRAND NEW COLOR

Designed by Pantone as Color of the Year 2022



## A Symbol for the Global Zeitgeist

As we emerge from an intense period of isolation, our physical and digital lives have merged in new ways. This shade, specially created by Pantone, presents a lively, cheerful view of the world and has a dynamic presence that inspires bold creativity and imaginative expression.

„Very Peri“ symbolizes the global zeitgeist, but above all stands for change and exudes a optimism, confidence, and freshness.



## VERY PERI - A Reddish-Purple Shade of Blue

This extraordinary color shade can be interpreted in different variations of lilac. Excellent for conveying exceptional charisma and individuality, the color is enhanced with a broad portfolio of effect pigments. This trend color for 2022 is easy to combine with others and offers numerous styling options for both decorative and personal care products.

## How to propel this Trend Color into the limelight

Find inspiration and give your products that added extra edge. For appealing color interpretations, we recommend, for example, our synthetic mica (Fluorphlogopite) based effect pigments.



Aurora **COSMI 48325C** fascinates with a shimmering blue violet that captures the magic of a beautiful hydrangea.

Use **Aurora COSMI 48315V** for an intense violet gleam, high chroma and strong reflection.

Aurora **COSMI 850-R3** adds an irresistible, luminous play of colors from blue to red that combine to create an expressive sparkling violet.

BoroStar **COSMI 19815C** is the perfect choice for exceptional color shifts from red to violet to blue, illustrating change. A calcium aluminum borosilicate-based effect pigment gives this shade a scintillating sparkle.

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## ORDERING INFORMATION

Product	Color	Package size
COSMI 48325C Mauve	Violet Pearlescent	1kg, 5 kg, 25 kg
COSMI 48315V Grape	Violet Pearlescent	1kg, 5 kg, 25 kg
COSMI 850-R3 Super Flashing Amethyst	Violet Interference	1kg, 5 kg, 25 kg
COSMI 19815C Red/Violet/Blue Very Flash	Red/Violet/Blue	1kg, 5 kg, 25 kg

## PRODUCT INFORMATION

Composition	COSMI 48325C	COSMI 48315V	COSMI 850-R3	COSMI 19815C
Synthetic Fluorphlogopite	X	X	X	
Calcium Aluminum Borosilicate				X
Titanium Dioxide	X	X	X	X
Iron Oxide		X		
Tin Oxide	X	X	X	X
Carmines	X			
Ferric Ferrocyanide		X		
Particle size distribution	10-60 µm	10-60 µm	25-100 µm	30-100 µm

We are happy to provide samples on request

Information on technical applications is provided to the best of our knowledge within the scope of the possibilities open to us but is without obligation. Current laws and regulations must be observed at all times. This also applies in respect of any protected rights of third parties.

Our suggestions do not relieve our customers of the need to test our products at their own responsibility to establish whether they are suitable for the intended purpose.

Quotations from our literature are only permitted after prior written authorization, and only if the source is cited.

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