

Designed by Pantone as Color of the Year 2023

VIVA MAGENTA — AN UNCONVENTIONAL SHADE



A Pulsating Nuanced Crimson Red

The new Pantone Color of the Year Viva Magenta is a shade full of energy and passion — a color from the family of reds, rooted in nature and sending a new signal of strength.

Viva Magenta is bold and fearless, an exuberant, vibrant color that radiates joy and optimism. This nuanced crimson red exudes audacity and encourages experimentation and self-expression.

This hue is a balance of warmth and coolness and, as a hybrid color, it comfortably spans the physical and virtual aspects of our multidimensional world.



VIVA MAGENTA — A Powerful Red with a Dash of Mulberry

Red lipstick is a classic and a legend at the same time, because lips made up in red look simply irresistible.

This trendy, bold mix of red and fuchsia with a berry tinge is fantastic not only as a lipstick, but also as a blush, nail polish and even as an eye shadow.

Three pigments from our portfolio are ideal for bringing Viva Magenta to life in vibrant, sophisticated cosmetics.

Limelight this Trend Color to Flattering Effect

Aurora COSMI 818V Twilight Rose intrigues with an intense and pure purplish red body color and a perfect balance of sparkle, color intensity and particle size. Without carmine or organic colorants there is no fading, no staining, no bleeding, and no color migration.

Aurora COSMI 19504F Red/Violet/Blue Flow is a chameleon-like color inspired by nature that will provide an elegant and eye-catching finish with a touch of extravagance and a multicolor effect. The amazing travel across red, violet, and blue echoes the colors of a sunset on a misty mountain range.

CosPearl COSMI 508 Ruby epitomizes a glowing dark fiery red with shimmering sparkle. It is the perfect choice for creating romantic and expressive red cosmetics.



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ORDERING INFORMATION

Product	Color	Package size
COSMI 818V Twilight Rose	Violet Pearlescent	samples, 5 kg, 25 kg
COSMI 19504F Red/Violet/Blue Flow	Red/Violet/Blue Color Travel	samples, 5 kg, 25 kg
COSMI 508 Ruby	Red Pearlescent	samples, 5 kg, 25 kg

PRODUCT INFORMATION

Composition	COSMI 818V	COSMI 19504F	COSMI 508
Synthetic Fluorophlogopite	X	X	
Natural Mica			X
Titanium Dioxide	X	X	
Iron Oxide	X	X	X
Tin Oxide	X	X	
Silicon Dioxide		X	
Particle size distribution	10-45 µm	25-100 µm	10-60 µm

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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