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DIC Corporation

Sun Chemical's *What's IN Asia* Trends Delivers Insights on Latest Cosmetic Movements in Asia Pacific Region®

Tokyo, Japan – The new *What's IN Asia* trends program by Sun Chemical, a wholly owned subsidiary of DIC Corporation, offers customers insights to explore what's trending in the Asia Pacific cosmetics market alongside formulation examples. Straight from the Eastern Hemisphere, the semi-annual trends program provides customers outside of the Asia Pacific region with insights on the latest colors, textures and movements.

In its first installment, *What's IN Asia* highlights the 'Guochao' story from China, top selling beauty products in Japan, and the 'simple and subtle' trend in Korea. The program offers accompanying formulations so customers can achieve these looks.

Formulations include **Diamond Liquid Eyeshadow**, **Pearl Pink Makeup Setting Spray** and **Maple Red Lip Mud**. Reflecting consumers' wish to try something new in a return to color cosmetics post-pandemic, the Maple Red Lip Mud offers a clay and mud-like texture as well as delivers a matte and satin finish. Compared to lip gloss, lip mud has a thicker, mud-like texture with a unique velvety visual effect.

To achieve this effect, the formulation highlights the newly combined Sun Chemical cosmetics portfolio, drawing on both absorption pigments as well as effects. The fusion of conventional pigments like [SunCROMA™ Red Iron Oxide C33-128](#) and effects like [Reflects™ MultiDimensions Shifting Sapphire G680D](#) enables the combination of matte and sparkling features. The interference color travel effect created with Reflects™ MultiDimensions Shifting Sapphire provides a flash of blue and touch of sparkle, which is enhanced against the deep red background color.



Reflects™ MultiDimensions Shifting Sapphire G680D

News Release



For more information about the *What's IN Asia* trends program, click here:

<https://www.colors-effects.com/color-trends/whats-in-asia>

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