

November 21, 2019

DIC Corporation

DIC to Collaborate with Warehouse TERRADA's PIGMENT TOKYO in the Pigments Business

—Initiative will provide safe, gentle DIC pigments for cosmetics directly to consumers
with a view to expanding use as art materials—

Tokyo, Japan—DIC Corporation announced today that it will partner with PIGMENT TOKYO, an art materials lab operated by storage company Warehouse TERRADA to provide DIC pigments for cosmetics, traditionally marketed to cosmetics manufacturers, to individual consumers, with a view to expanding the focus of marketing to include art applications.



DIC pigments display at PIGMENT TOKYO (Tennozu, Tokyo)

Opened in 2015, Warehouse TERRADA's PIGMENT TOKYO is a comprehensive facility for creativity, functioning simultaneously as an art materials laboratory for exploring "expression in color and *matière*,"¹ as well as an art academy, museum and store. Staffed by highly accomplished researchers in the areas of art materials and pigments, artists, and creative directors and producers skilled at bringing together art and business, PIGMENT TOKYO functions as an atelier that extends technical support and project planning consultation to companies in Japan and overseas.

This collaboration will center on the *INTENZA* line of hybrid pigments—which combines U.S. Food and Drug Administration (FDA)-certified² organic colorants with pearlescent effect pigments—and *Linablue*[®], a COSMOS (COSMetic Organic and Natural Standard)-approved³ natural blue colorant derived from DIC Spirulina. The initiative will include using these pigments in PIGMENT TOKYO workshops, as well as offering them for sale directly to consumers via the facility's online store. The purpose behind these efforts is to eventually expand use of these pigments as art materials.

The DIC Group is working to expand its color-related businesses, in line with its goal of providing products that make life colorful. Through such efforts, the Group continues striving to provide new value to society, ensuring it remains a unique global company that is trusted by society.

Notes:

1. The French word *matière* is used in Japanese in the context of art to mean the “qualities of materials.”
2. The Food and Drug Administration is a federal agency of the United States Department of Health and Human Services, which serves essentially the same role as Japan’s Ministry of Health, Labour and Welfare. Organic pigment for INTENZA are approved for cosmetic use by FDA.
3. Created to serve as a common global standard for natural and organic cosmetics, the COSMOS-standard was developed by an independent nongovernmental organization established in 2010 by five certifying organizations based in four European countries (France, Germany, Italy and the United Kingdom).

PIGMENT TOKYO (Website: <https://pigment.tokyo>)

PIGMENT TOKYO is simultaneously an art materials laboratory for exploring “expression in color and *matière*,” as well as an art academy, museum and store, all integrated into a comprehensive facility for creativity. In addition to an extensive range of rare and superior art materials from around the world, including pigments in 4,500 hues, 200 varieties of *koboku* (“old inksticks”) and 50 types of glue, this facility promotes unique research, as well as educational and promotional activities that focus on combining materials and techniques to realize creative expression.

Warehouse TERRADA

Company name: Warehouse TERRADA
Representative: Kohei Terada, President and CEO
Headquarters: 6-10, Higashi-Shinagawa 2-chome, Shinagawa-ku, Tokyo 140-0002, Japan
Date of establishment: October 1950
Website: <https://www.terrada.co.jp/en/>

DIC Corporation

DIC Corporation is one of the world’s leading fine chemicals companies, with top shares of the global printing inks, organic pigments and polyphenylene sulfide (PPS) compounds markets. Established in 1908 as a manufacturer of printing inks, DIC has capitalized on its capabilities in organic pigments and synthetic resins to build a broad portfolio of products for diverse industries, including automobiles, electronics, food and housing. DIC is also the core of the DIC Group, a multinational organization with operations in more than 60 countries and territories worldwide.

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Date of establishment: February 1908
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