

October 6, 2021

DIC Corporation

Sun Chemical's New Global Cosmetics Color Trends Highlight Sustainability and Consciousness with *"Intuitive Nature"*

Tokyo, Japan – DIC Corporation announced today that wholly owned subsidiary Sun Chemical has launched the next installment of its cosmetics trends program — "Intuitive Nature" — which outlines color forecasting based on beauty trends for 2023 with inspiring colors, textures, effects, and vegan formulations.

The cosmetics trends program focuses on seasonal trends and includes two major chapters: "Bloom" for Spring/ Summer 2023 as well as "Evolution" for Autumn/ Winter 2023. Its 16 virtually rendered shades are created with a combination of featured effect pigments to match two seasonal color palettes.

Beauty is ever changing, driven by movements of sustainability, inclusivity and wellness. The spotlight of mental health and self-care sets the stage for products and campaigns that celebrate oneself and encourage a lifestyle that is both positive for self and others. "Intuitive Nature" celebrates the connection and trust to oneself, which is further strengthened through relationships with nature and community.

"Bloom" for Spring/Summer 2023 channels the inner child, encouraging playfulness, authenticity and disconnection from the digital world to get lost in a journey of creativity and curiosity. Incorporating themes of self-love and self-care, formulations include both color and skin care applications in innovative and playful textures.

"Bloom" adopts a cheerful approach to beauty, with a vibrant color palette balanced with classic pastels. Effect pigment blends showcase shimmering color featuring [Cloisonné® Vibrant Raspberry](#), a vegan metallic-like effect pigment based on natural mica sourced from the USA. Free from carmine, this effect pigment offers bold magenta color and premium formulation stability, ideal for all beauty formulations.

News Release



Moving into the cooler seasons, “Evolution” for Autumn/Winter 2023 highlights the serenity of simplicity and gratitude, while encompassing the power of conscious everyday choices. Grounded in themes of self-acceptance and sustainability, it echoes the mantra of small changes create big impacts for ourselves, our communities, and our earth. Illustrated with hybrid products, featured formulations provide multiple functions and benefits, a simpler routine, and a reduction in waste.

“Evolution” includes a color palette that is a collection of nature inspired shades and dark muted tones like Olive, and Midnight Blue, complemented with bright neutrals like Antique Bronze and Porcelain. Effect pigments highlight the use of blackened effects that create depth and dimension without dulling the color. The palette features [Reflecks™ MD Midnight Sapphire](#), a dazzling color travel effect pigment boasting high chroma color and alluring sparkle based on a borosilicate substrate. Its innovative technology embeds an absorption colorant into the pigment resulting in a dramatic effect, with minimized staining on the skin, and simplified product formulations.

For more information about Sun Chemical’s global color trends program, visit <https://www.colors-effects.com/color-trends/beauty-2023/>. For DIC/Sun Chemical’s full portfolio of colored and effect pigments, visit www.sunchemical.com/pigments-solutions/.

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