

Color by Design

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SUDARSHAN

Welcome to the August 2021 edition of Sudarshan's 'Color by Design' monthly newsletter. On 15th August 2021 India will complete 74 years as an independent nation. It reminds us of our new beginning, and the emerging of new India. We, as Indians, pay respect to all the leaders who fought bravely for our nation's freedom in the past. We at Sudarshan celebrate our national day by hoisting the Indian flag and make promises to take our beloved country to new heights. Among all the emerging markets, it is India's robust growth in manufacturing, business-friendly reforms, infrastructural development and political stability that makes the country the most prominent emerging market for investors.



Prestige range used for tri color hand-drawdown are Prestige Instant Radiant Coral 35172, Prestige Silver 35142, Prestige Sapphire 35160 and Prestige Emerald 35161.



Our R&D team at Sudarshan is continuously developing new formulations to keep our customers/distributors ahead of all research aspects. This month we are launching the **Soothing Eye Gel and Moisturizer** with our Sumicos and Prestige silver and gold range of pigments. Over the years, use of electronic devices has increased tremendously. The research suggests that people spend around 3 hours: 15 minutes a day on their phones.

Digital eye strain?

Blue light from computer screens and digital devices can decrease contrast leading to digital eye strain. Fatigue, dry eyes, bad lighting, or how you sit in front of the computer can cause eye strain. While the blue light exposure you receive from screens is small compared to the amount of exposure from the sun, there is concern over the long-term effects of screen exposure because of the proximity of the screens and the length of time spent looking at them.



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Our 'Soothing Eye Gel' formulation contains the active ingredient: Actisoothe, from our industry friend, Lubrizol. An extract of the mushrooms Cordyceps sinensis and Trametes versicolor, both used since antiquity, helps to relieve overly reactive skin by selectively reducing COX-2 gene expression, which controls the synthesis of inflammatory mediators. Sudarshan's Sumicos and Prestige pigment range gives a perfect blend and texture to a formulation helps cover dark spots and redness around the eye. And don't forget to contact Lubrizol for more info on Actisoothe.



SOOTHING EYE GEL

| Phase | Ingredients | INCI Name | SU-ESG-01 % | SU-ESG-02 % | SU-ESG-03 % | SU-ESG-04 % |
|-------|--|---|-------------|-------------|-------------|-------------|
| A | Aqua | Aqua | 93.10 | 93.10 | 93.10 | 93.10 |
| | Carbopol Ultrez-20 Polymer ¹ | Acrylates/C10-30 Alkyl Acrylate Crosspolymer | 0.60 | 0.60 | 0.60 | 0.60 |
| B | NaOH | Sodium Hydroxide | 0.10 | 0.10 | 0.10 | 0.10 |
| | Aqua | Aqua | 1.00 | 1.00 | 1.00 | 1.00 |
| C | AC 504 Hydrone ² | Sodium PCA | 0.50 | 0.50 | 0.50 | 0.50 |
| | Actisoothe ¹ | Cordyceps Sinensis Extract (and) Trametes Versicolor Extract (and) Butylene Glycol (and) Water (and) Sodium Citrate (and) Potassium Sorbate (and) Sodium Benzoate | 0.50 | 0.50 | 0.50 | 0.50 |
| | Glycerine | Glycerine | 3.00 | 3.00 | 3.00 | 3.00 |
| | Vitamin E ³ | Tocopheryl Acetate | 0.10 | 0.10 | 0.10 | 0.10 |
| D | Euxyl PE 9010 ² | Ethylhexylglycerine & Phenoxyethanol | 0.90 | 0.90 | 0.90 | 0.90 |
| | Citrus Fresh 67142 A ⁴ | Perfume | 0.10 | 0.10 | 0.10 | 0.10 |
| E | Sumicos Silk Silver Mist SM 122 ⁵ | Synthetic Fluorophlogopite (and) Titanium Dioxide (CI 77891) | 0.10 | - | - | - |
| | Sumicos Silk Gold Mist SM 222 ⁵ | Synthetic Fluorophlogopite (and) Titanium Dioxide (CI 77891) | - | 0.10 | - | - |
| | Prestige Silk Silver 35130 ⁵ | Mica (CI 77019) (and) Titanium Dioxide (CI 77891) | - | - | 0.10 | - |
| | Prestige Silk Gold 35132 ⁵ | Mica (CI 77019) (and) Titanium Dioxide (CI 77891) | - | - | - | 0.10 |
| | | | 100 | 100 | 100 | 100 |

Procedure:

1. Weigh water from Phase A in a main vessel (MV) and sprinkle Carbopol Ultrez-20 Polymer on top of it and keep it aside and allow it to swell.
2. Mix Phase B in a separate vessel and mix it in MV under slow stirring and form a gel. Make sure there should be no lumps.
3. Add Phase C ingredients sequentially in MV and mix well.
4. Add Phase D ingredients sequentially in MV and mix well.
5. Add Phase E in the MV and mix well.
6. Ensure thorough mixing and then fill the formulation in appropriate containers.

Suppliers:





1. Lubrizol Advanced Materials Pvt Ltd
2. Yasham Speciality Ingredients
3. Ankush Enterprises
4. Oriental Aromatics Pvt Ltd
5. Sudarshan Chemical Industries Ltd.

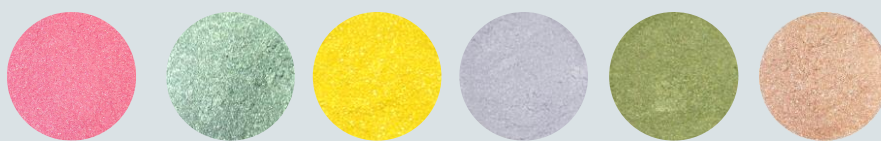
Summer mode is ON now! Summer is full of bright colors, everything is flourishing, birds are singing, and you can feel that nature around you is smiling! It's a popular time to go on vacation and spend time near the sea doing outdoor sports, and spending time with families and friends.

Sudarshan's equally bright and exuberant color palette

'Intoxicating' - inspired by a Pantone Summer blend for 2021- is a sure winner for all cosmetic and personal care formulations.

'Intoxicating' - inspired by a Pantone Summer blend for 2021

| | | | | | |
|---|---|---|--|---|---|
|  |  |  |  |  |  |
| Fairy Wing 14-2118 | Carnival Glass 13-6030 | Lemon Fizz 12-0660 | Dream of Cotton 14-3902 | Tomatillo 13-0240 | Silence 11-0610 |
| Prestige Instant Radiant Pink 35473 33% + Sumicos Cream Mica 43038 67% | Prestige Emerald 35161 44% + Sumicos Cream Mica 43038 56% | Prestige Gold Glow 35388 50% + Sumicos Yellow 2213C 50% | Prestige Amethyst 35320 21% + Sumicos Cream Mica 43038 79% | Prestige Emerald 35161 65% + Prestige Sun Gold 35158 35% | Prestige Autumn Sky 35502 33% + Sumicos Cream Mica 43038 67% |



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