

Experience the magic of the 'Magentaverse' with our Sudarshan Blend

Happy New Year! We hope you've been enjoying the holidays and taking time to reflect on your goals for the year ahead. Let's welcome this year with our bold and vibrant blend which has been inspired by Pantone Viva Magenta 18-1750 as the 2023 Color of the Year. As the trend forecaster and Pantone Color Institute member Jane Boddy rightly said that "This color is so flattering across all skin tones and all genders." Our blend will take your formulation to the next level and give you an electrifying, boundaryless shade that gives your end application a stand-out performance. Contact your regional sales representative now for a free sample of this blend.



Get your formulation ready for the New World of the 'Magentaverse'!

As you know, Sudarshan has always been committed to giving you the best in the industry—and this year is no exception. We're launching Prestige Infinite Black 35474, – the most intense black, TiO2-free available on the market today. This innovative product provides a balance of matte and silky appearance with outstanding performance in both liquid & powder applications. It will change the way formulators work by allowing them to achieve an unparalleled depth of color and intensity without sacrificing the softness that's so important in cosmetic applications. This innovative new pigment allows for an array of colors including vivid purples and violets, vibrant blues, soft pastels, yellows, and a rainbow of cool tones. It's perfect for those who prefer vegan, natural beauty while staying in touch with their creative side.



Prestige Infinite Black 35474



Check out the intensity of black in Velvet Mascara formulation:

Performance Evaluation

Formulation Guideline

Velvet Mascara

Phase	INCI Name	SU-VMS-01 (%)	SU-VMS-02 (%)	
A	Isododecane	10.50	10.50	
	Bentone Gel ISD-V	Isododecane (and) Disteardimonium Hectorite (and) Propylene Carbonate	4.00	4.00
B	Bees Wax ²	Cera Alba (Bees Wax)	9.00	9.00
	Emulsifying Wax ³	Cetearyl Alcohol (and) Polysorbate 60	3.00	3.00
	Crodamol-IPM ⁴	Isopropyl Myristate	4.00	4.00
	Kaolin	Kaolin	2.00	2.00
	Talc	Talc	2.00	2.00
C	Sumilox IOBLA Mist (SM130) ⁵	Synthetic Fluorophlogopite (and) Titanium Dioxide (CI 77891) (and) Iron (II, III) Oxide (CI 77499)	25.00	-
	Prestige Infinite Black (35474) ⁶	Mica (and) Iron (II, III) Oxide (CI 77499)	-	25.00
D	DowSil FA 4002 ID Silicone Acrylate ⁷	Isododecane (and) Acrylates/Polytrimethylsiloxymethacrylate Copolymer	20.00	20.00
E	SS 4230 ⁸	Cyclopentasiloxane (and) Trimethylsilyloxy silicate	20.00	20.00
F	Euxyl PE 9010 ⁹	Phenoxyethanol and Ethylhexylglycerine	0.50	0.50
		100	100	

Suppliers:

1. Brenntag Ingredients India Pvt. Ltd. 2. Arjun Beeswax 3. Croda India Company Pvt. Ltd. 4. Sudarshan Chemical Industries Ltd. 5. Dow Chemicals 6. Momentive Performance Materials 7. Schülke & Mayr

Procedure:

1. Weigh Phase-A in the Side Vessel (SV) & mix at constant slow stirring
2. Take Main Vessel (MV) and add all ingredients of Phase B. Keep MV to heat at 60-70°C
3. Once Phase B is completely melted & cool down to 55°C. Add slowly Phase-A at constant stirring to MV
4. After complete mixing of Phase-A & Phase-B, add Phase-C ingredients sequentially at constant stirring in MV
5. Cover the MV and stir for 15-20 minutes for proper mixing of all Phases
6. Cool MV to 35°C and add Phase-D followed by Phase-E & Phase-F
7. After complete mixing. Close the MV



Pigment - 35474 (as is)



Application on Skin

The jet black shade & intensity is maintained in the end application.

