

Color by Design

Volume 15 | July, 2021 | www.sudarshan.com

SUDARSHAN

Welcome to the July 2021 edition of Sudarshan's 'Color by Design' monthly newsletter! To mark '**World Day Against Child Labour 2021**', Sudarshan has organized an awareness program for all company contractors on the importance of eradicating child labour. All those present took a pledge of zero tolerance towards child labour.



Sudarshan has also organized a mass vaccination drive across all its locations to facilitate the vaccination of employees and their dependents. Through this drive, Sudarshan plans to inoculate 12,000 members of our Sudarshan family. Pictured here is the vaccination drive in Roha (one of our two manufacturing sites), inaugurated by Cabinet Minister of the Maharashtra Government.



After a long hot summer, the monsoon season arrives to the Indian subcontinent. This is also the season in which your body needs some extra care. Monsoon haircare is essential! We probably take excellent care of our body and skin, but the hair is often most neglected. Monsoons can cause hair damage, as the climate is sticky, due to excessive humidity. This increases the probability for dandruff, hair loss, among other problems. In fact, the hair is in its weakest condition during this time so, your hair needs maximum care.



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Applying simple coconut oil or hair oil before shampooing helps to pre-condition the hair. A rich conditioner is a must to fight the frizz that rain showers bring. When applying conditioner, use a wide-tooth comb to spread it well. Remember to rinse with cold water for extra shine! Diet plays a significant role in keeping your hair healthy. What you eat determines the quality of your hair. Add protein-rich food like eggs, walnuts, dairy products, and whole grains along with green vegetables to your regular diet as they provide shine to your hair. Accessorize with a scarf or hairband to protect your hair from excessive moisture. It would not just cover up a 'bad hair day' but make you look cool, too. Connect with us for Sudarshan's Glam & Glow and High Gloss effect pigments for a beautiful shimmering effect to your hair-oil formulation.

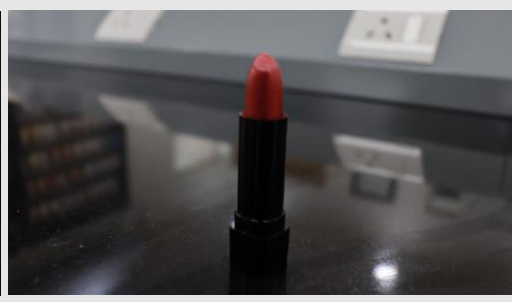


Color of the month: Garnet Fire Red

Inspired by Pantone's Flame Scarlet, embodying love of jeweled red lips & blazing sunsets

Pigment	Concentration
Prestige Bright Fire Red 35172	50%
Sumicos Garnet Mist SM339	50%

One can never underestimate the power of red lips. 10 % of pigment load in lipstick base and you will get this amazing Garnet Fire Red lipstick formulation.



July is a big 'party' month for North America! Cheers to Canada, which celebrates its 154th Canada Day on July 1st. Originally called "Dominion Day," the holiday commemorates the unification of the three North American British colonies: New Brunswick, Nova Scotia, and the Province of Canada (which consisted of Ontario and Quebec). So, the Garnet Fire Red Lipstick for Canada Day . . . isn't it a perfect combination?



Hooray for the USA, which celebrates its 245th anniversary of independence from Britain on July 4! Commonly celebrated with BBQ, fireworks, baseball games, parades, pool/beach parties – this is one of the favorite major, non-religious holidays (Thanksgiving being the other). Don't forget your sunscreen!



Hand application of Garnet Fire Red, Prestige Sapphire 35160 and Sumicos Silk Silver Mist SM122