

Elevate your cosmetics formulations with Sudarshan's blue color space

As we anticipate the upcoming **World Cup**, the excitement in India is palpable and we at Sudarshan are introducing our captivating **blue effect pigment series**, including our new **Prestige Radiant Blue 35475** that has just been launched. Our **Prestige** effect pigment range are designed to add a touch of brilliance and uniqueness to your hair care and make-up applications, making them ideal for capturing the spirit and excitement surrounding the **World Cup**.

Unveil the magic of **dual-tone effect** in your cosmetics with our **Midnight Blue 35471** and **mass tone effect Sapphire 35160**, based on traditional ferric ferrocyanide. Introducing the new metallic effect **Radiant Blue 35475** which is **chromium-free and ferric ferrocyanide-free**, making it a safer option that aligns with the rising demand for **'clean' formulas**. For intense shine and high reflectance our interference effect **Silk Blue 35136**, **Blue Glow 35385** and the new **Aqua Glow 35386** offer a unique appearance into clear and colored bases.

Whether you are seeking mass tone or interference, soft sheen or high sparkle, natural or synthetic ingredients, our wider collection offers the **versatility** you need to achieve your desired effect in formulations.



Contact your regional Sudarshan sales representative today and let's elevate your formulations, together.



Prestige
Midnight Blue 35471

Prestige
Radiant Blue 35475

Prestige
Sapphire 35160

Prestige
Silk Blue 35136

Prestige
Blue Glow 35385

Prestige
Aqua Glow 35386

Consumer trends are driving innovation

In a recent Mintel survey, consumer preferences have illuminated the path to successful cosmetics innovation. Product excitement stems from features like long-lasting wear, **natural ingredients**, and engaging textures. Patents emerging in these areas present new avenues for product development. Moreover, there is an escalating consumer interest in **'clean' formulas and ingredients**.

In the US
45%
of female makeup users
seek products with **'clean'**
ingredients

While in India
28%
have shown loyalty to
sustainable brands

In the UK
30%
of female makeup buyers
prioritize **natural formulas**

Answering the call for gentler formulas

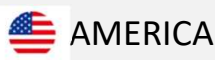
At Sudarshan, we understand the need to respond to consumers' growing desire for gentler, more sustainable cosmetics. As the demand for natural and eco-friendly makeup products soars, integrating natural mica-based pigments into your color cosmetics and skincare formulations can be the answer. Our team of experts is here to guide you through this journey, helping you to seamlessly incorporate these pigments into your creations. Are you ready to take your formulations to the next level? **Our regional sales teams are ready to assist** you in realizing your cosmetics vision.



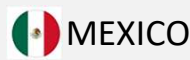
INDIA



EUROPE



AMERICA



MEXICO



CHINA



JAPAN