

# Seasons change... Color remains

Orange

31 March 2022

**SunChemical<sup>®</sup>**  
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# Orange

## Orange Vibration

The Orange, in 3 acts

Break the codes of a semantics interpreted in the first degree. Restore density to this color confined too often to shades difficult to apprehend.

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**Apricot** • Tango  
TANGERINE  
• Salmon • **Coral**  
Rust • Sanguine •  
VERMILLON  
• **Ginger** • Nasturtium  
Red • Dynamic • **Brick**  
**Saffron** • Clementine •  
Yellow • **Spice**  
• Wildcat •  
BIGARADE



# Color semantics

## Orange *adj. et subst. masc.*

More than just a color, orange also signifies light or fruit.

Linked to yellow, oranges' namesake is derived from the Fruit of the same name, which was first introduced to Europe by Arabs and then later to the Americas by the Spanish.

This color has long been perceived as something precious, hence the traditional gift of an orange given to children on Christmas.

Often defined by adjectives like hot, dynamic, energetic, it's a color that reassures and attracts attention without aggressiveness. It encourages the expression of oneself to think independently. And be open minded to the opinions of others



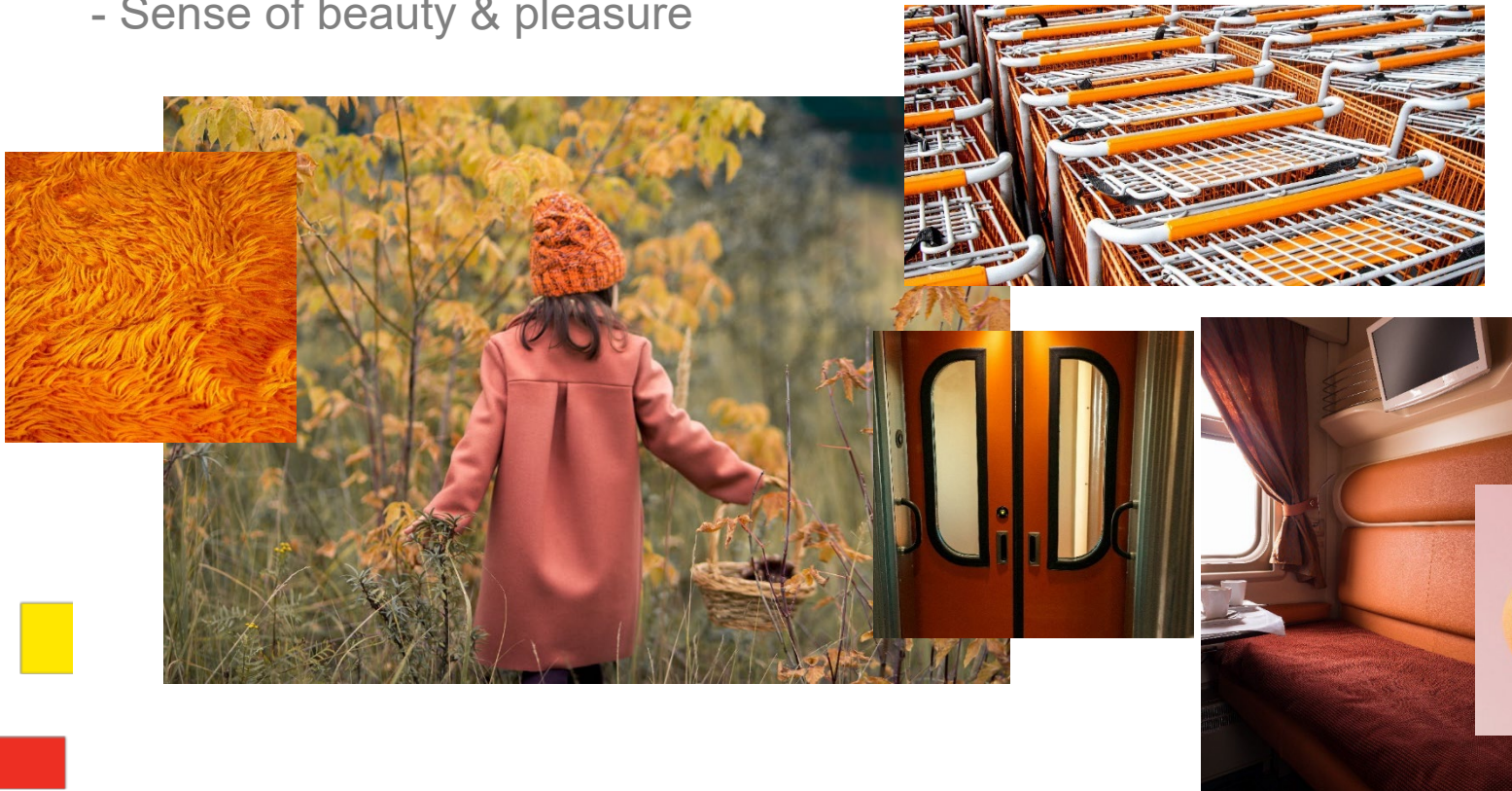


# Orange Vibration

Orange conveys several messages such as:

- Energy & Vitality as a color
- Dynamism & Visual impact as a performance
- Warmth of travel escape & friendship
- Sense of beauty & pleasure

Oranges is often associated with communication. It inspires creativity, optimism, openness, talking and listening. It denotes joyful communication



Orange is in between red and yellow lending itself to a feeling of transition much like:

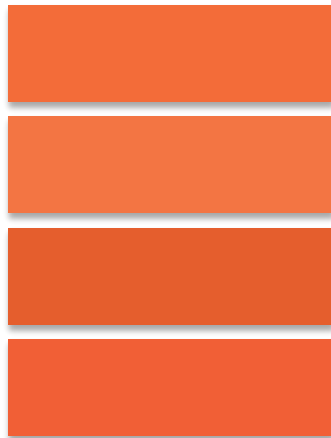
- Traffic light (in between G/R)
- Transportation cards (orange card)
- Warning tape

# Orange for all?

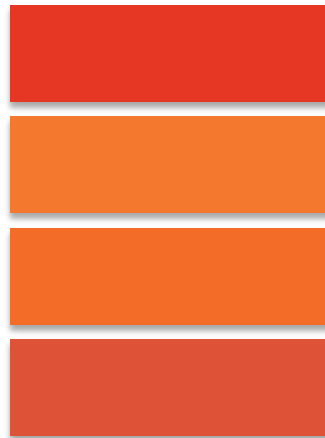
## To each his orange

- Orange is an elegant mix between the warmth of the red and yellow sunshine.
- Provoking emotion, red orange shades
- Are said to be hot and passionate, while yellow orange is radiant and lends a sense of reason.
- In Cosmetics there is a simultaneous contrast between skin and hair color therefore the shade or shades of orange should be chosen accordingly.
- **Orange can adapt to our personal identity.** Brown, beige, amber, help to adjust the shade as desired.

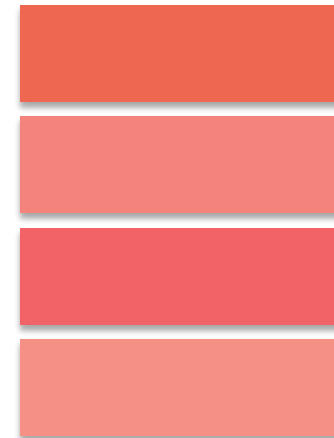
Apricot Family



Orange Family

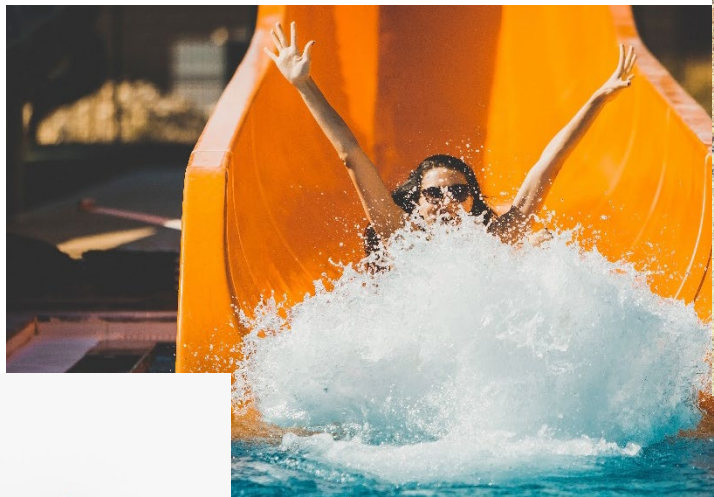


Coral Family





# ACT 1: Play-Time Tiger



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# Play-Time Tiger Color Collection

- Urban and contemporary color range, playing with hot/cold and bold contrast.
- Combination of magnetic blue and vibrant orange filled with a touch of yellow.
- Balance metallic pigment with velvet shadows, matte and bright, for more light interaction on application.
- Color is used to highlight the face's architecture.

## Worn Jeans

SunCROMA® C19-003  
SunPURO® C83-1254  
SunPURO® C80-1108

## Orange Tiger

SunCROMA® C19-6619  
INTENZA™ C91-4221

## Layette Memphis

SunCROMA® C19-003  
SunPURO® C83-1256  
SunPURO® C80-1108  
INTENZA™ C91-4241

## Young Yellon

SunCROMA® C19-012  
INTENZA™ C91-4211

## Neon Blue

INTENZA™ C91-4152

## Calm Game

SunCROMA® C19-6619  
INTENZA™ C91-4211

## Onde Cyan

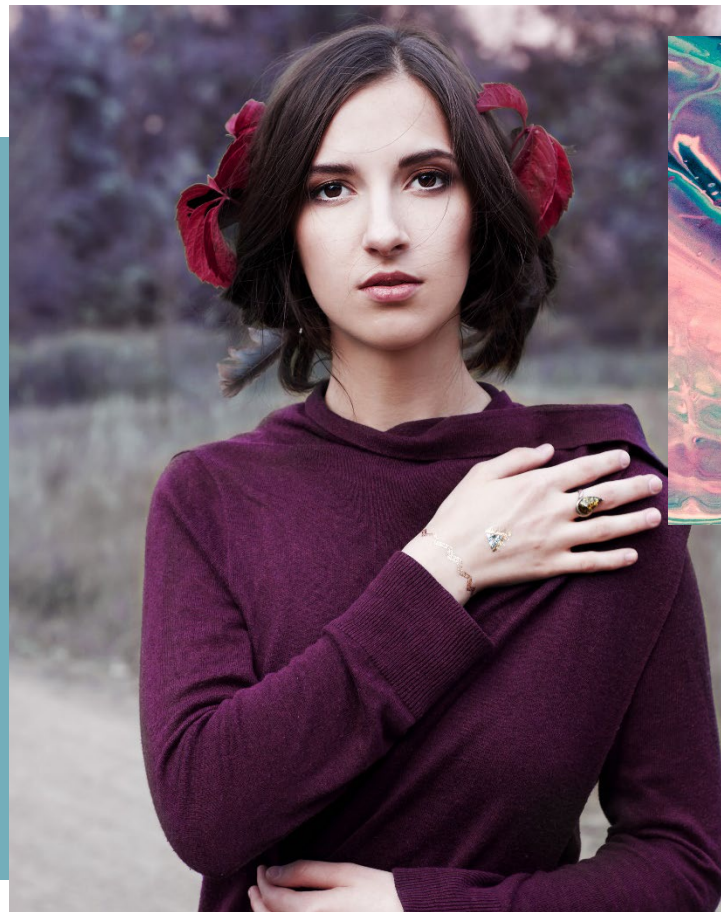
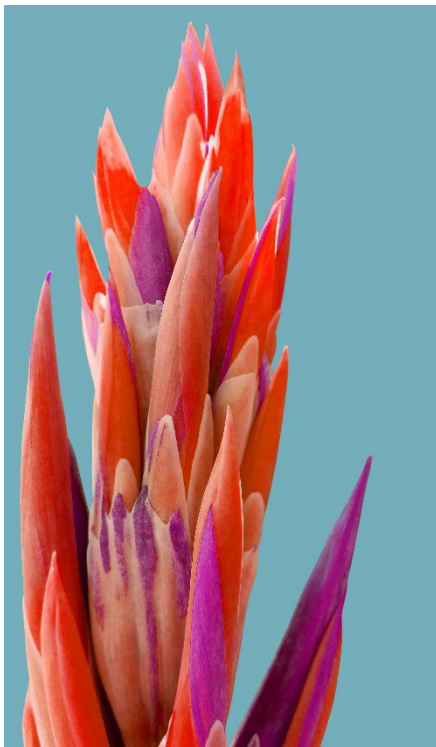
SunPURO® C83-1256  
SunPURO® C81-1218

## Blue “Z”

SunCROMA® C19-003  
SunPURO® C83-1254



# ACT 2: Tangerines Oxidized



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# Tangerines Oxidized Color Collection

- A color pallet that modernizes orange by bringing a touch of maturity that's full of strength and subtlety.
- Effortless sublimation of metallic orange making them more solar. Combine matte or shiny shades to animate the face. Shades of frosted metal close to Verdi gray macadam highlight the nuances and strength of orange.

## **Rusty Shiny**

- SunPURO® C84-6298
- SunPURO® C81-1238

## **Tangerine Brand**

- SunCROMA® C19-022
- INTENZA™ C91-4211

## **Foam Velvet**

- SunPURO® C80-1008
- SunPURO® C83-1265

## **Neo Butterfly**

- SunCROMA® C19-003
- INTENZA™ C91-4241
- SunPURO® C83-1244

## **Porcelain Wool**

- SunPURO® C81-1218
- SunPURO® C81-1238

## **Glazed Clay**

- INTENZA™ C91-4152
- SunCROMA® C19-003

## **Glossy Green**

- INTENZA™ C91-4161
- SunPURO® C83-1266
- SunPURO® C80-1008



# ACT 3: Fauve Green



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# Fauve Green Color Collection

- This color pallet associates tones which reverse color codes and balance between the natural and the worked.
- The juxtaposition of natural, graphic and worked composition work through contrast, matte or gloss, in semi-opaque overlay.

<b>Fauve</b> SunCROMA® C19-6619 SunCROMA® C83-003 SunPURO® C84-6278	<b>Pep's Ripe</b> SunCROMA® C19-6619 SunPURO® C83-1256	<b>Urban Verone</b> SunPURO® C83-1266 INTENZA™ C91-4152	<b>Pink Muscat</b> SunCROMA® C19-6623 SunPURO® C81-1228
<b>Kaki Lacquer</b> SunPURO® C83-1266 SunPURO® C84-6118	<b>White Paint</b> SunPURO® C80-1008	<b>Blush Sienna</b> SunCROMA® C19-6619 INTENZA™ C91-4211	<b>Mosse</b> SunPURO® C83-1254 SunCROMA® C91-4221



## Seasons change...Color remains

“The earth is blue like an orange  
Never an error words do not lie  
They do not give you anymore to sing  
Kissing round to hear each other  
Fools and loves  
She’s her mouth of alliance  
All the secrets all the smiles  
And what clothes of indulgence  
To believe it all new...”

**La terre est bleue, *L’Amour la poésie*, Paul Éluard**



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