

Seasons change... Color remains

Red

31 March 2022

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Color & Comfort

working for you.



Red

RED'UP

The Red, in 3 acts

Focus color towards a re-interpretation and a renewal of this tone that will be brought up to date. Create singular tones from feelings of yesterday and tomorrow. Build new stories with this color, from its multiple meanings and symbols.

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Red • Carmine

NACARAT

• Crimson • **Coral**

Cherry • Sanguine •

VERMILLON

• **Grenadine** • Cinnabar

Orange • Energic • **Cardinal**

Amarante • Blood red •

Yellow • **Passion**

• Poppy •

BORDEAUX



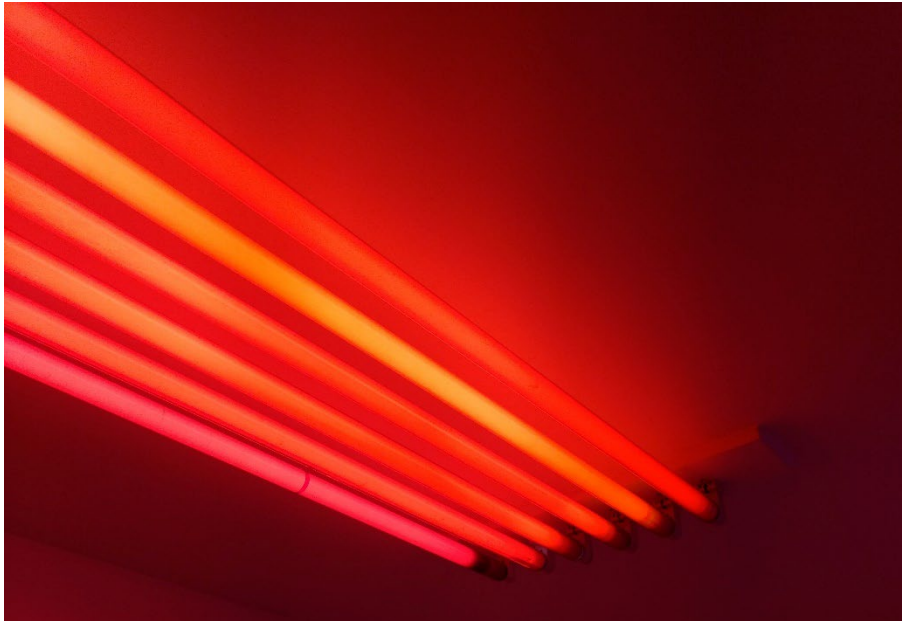
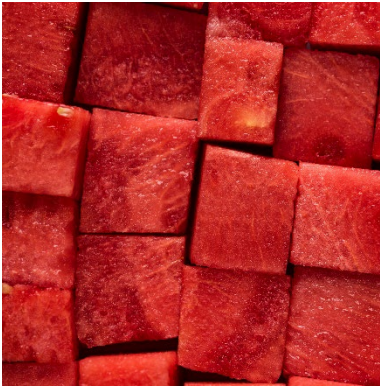
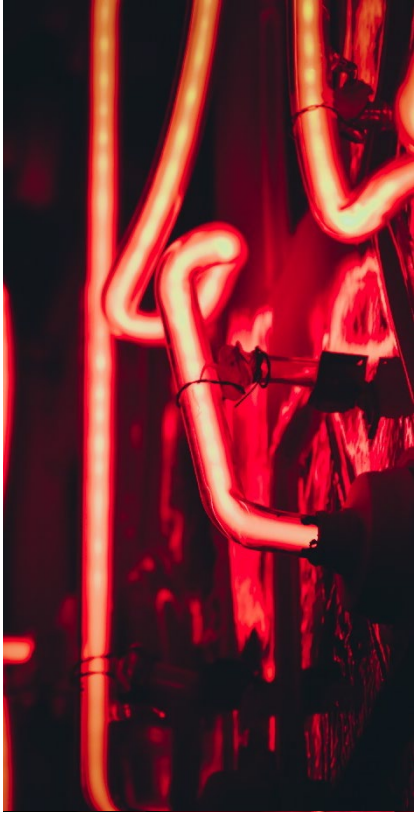
RED'UP – semantic of red

Rouge *adj. et subst. masc.*

- The color of excellence, Red is considered the most powerful of colors and the most present in civilizations.
- The Red is energizing and invites a great sense of imagination as well as being symbolic. That's why we find red in many flags. She is the one who quickly takes over all other shades. Synonymous with the elite, pushed in its intensity towards the purple, it is powerful.
- Red is associated with emotion and increases energy tenfold, whether it is intended to be more effective or to go beyond its limits. Red is flamboyance, the color that gives confidence and that will help overcome a disabling shyness.
- Red is the color of seduction, excitement and passion.
- The best option to trigger the act of purchase, Red is perceived as bulkier. Driven in its saturation it evokes a good deal but also a questionable qualitative dimension.



RED'UP

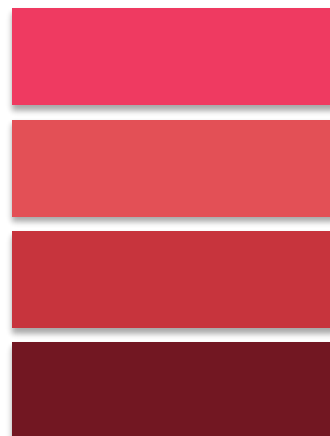


RED'UP – red for all?

To each his red

- Red is primary color of excellence that activates the eye, between ardor, passion and exuberance.
- Reds are said to be mature and passionate when they draw on blue; on the contrary, the orange reds are filled with youth and sweet naivety. Opting for a red thus invites to a solar or serious side.
- In cosmetics, there is a simultaneous contrast with the color of the skin and hair, so the reds are chosen according to its parameters. Bluish reds are ideal for dark skin tones and brown hair. The reds turning to yellow, they are ideal for pale skin tones and light hair.

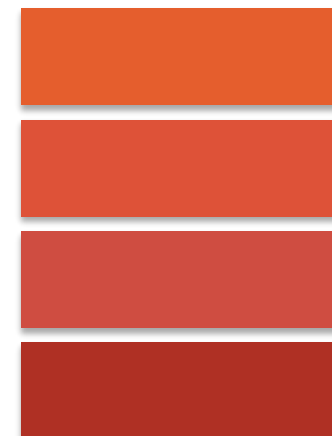
Purple Family



Red Family

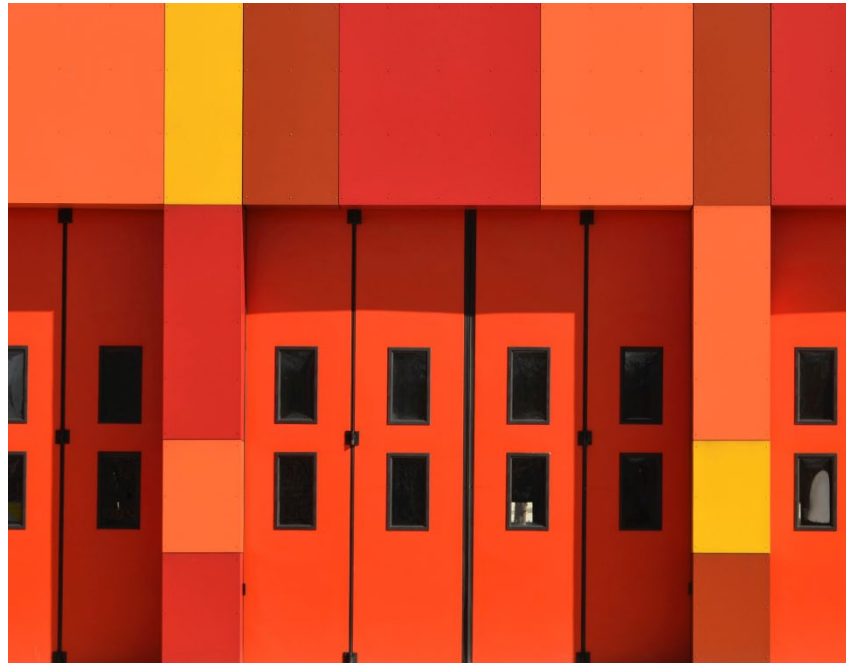
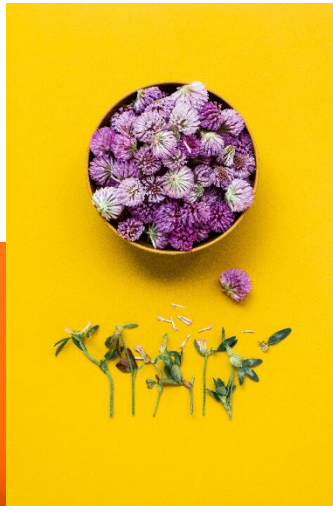


Red-Brown Family





ACT 1: Saturated Sunset



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Saturated Sunset Collection

Amber Skin

C33-A415 SunCROMA®
Yellow Iron Oxide Blend
C84-4004 SunSHINE®
Soft Beige

Pep's Ripe

C33-A475 SunCROMA®
Yellow Iron Oxide Blend
C84-6282 SunSHINE®
Super Bronze

Crimson

C33-A484 SunCROMA®
Red Iron Oxide
C33-A425 SunCROMA®
Russet Iron Oxide Blend
C24-A518 SunCROMA®
D&C Red 34 Ca Lake

Young Yellon

C91-6113 INTENZA®
Yellow Taffeta
C69-4537 SunCROMA®
FD&C Yellow 5 Al Lake
NWD-9525 FD&C Yellow
5 Al Lake Natural Wax
Dispersion

Sunset

C83-3222 SunSHINE®
Precious Sunset

Sunny

C33-A475 SunCROMA®
Yellow Iron Oxide Blend
C84-3710 SunSHINE®
Super Glitter Golden
C84-3810 SunSHINE®
Ultra Glitter Golden

Marmalade

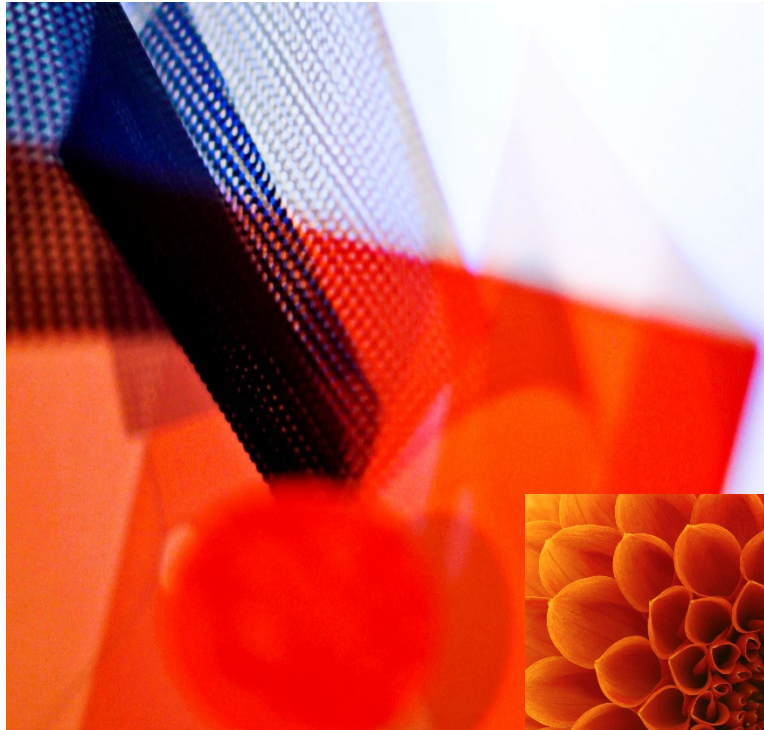
C84-6278 SunPURO®
Maroon
C33-A458 SunCROMA®
Red Iron Oxide Blend

Worn Jeans

C43-1810 SunCROMA®
Ultramarine Blue

The palette radiates around a pair of accomplices combining yellow and orange, forming almost one and the same color. Structured by a mature and powerful red, the association invites to the image of a Saturated Sunset. Solar, soft and affirmed at the same time, colors are structured around the very essence of summer while redefining it.

ACT 2: Vermillion Activ'



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Vermillion Activ' Collection

Burgundy

C17-6444 SunCROMA®
D&C Red 33 Al Lake

Red Mature

C19-6618 SunCROMA®
D&C Red 7 Ca Lake
NWD-7722 D&C Red 7
Ca Lake Natural Wax
Dispersion

Orange Tiger

C91-4221 INTENZA®
Orange Zest
C33-A413 SunCROMA®
Tan Iron Oxide Blend
C33-A430 SunCROMA®
Tan Iron Oxide Blend
C83-3222 SunSHINE®
Precious Sunset

Neo Butterfly

C83-3240 SunSHINE®
Royal Violet
C91-4241 INTENZA®
Purple Reign

Porcelain Wool

C80's SunPURO® White
pearls

Grenadine

C19-003 SunCROMA® D&C Red 7
Ca Lake
C83-3231 SunSHINE® Super Pink
C83-3406 SunSHINE® Precious
Pink
C83-1233 SunPURO® Pink
C91-4231 INTENZA® Radiant Rose
C33-128 SunCROMA® Red Iron
Oxide
NWD-7336 Red Iron Oxide Natural
Wax Dispersion

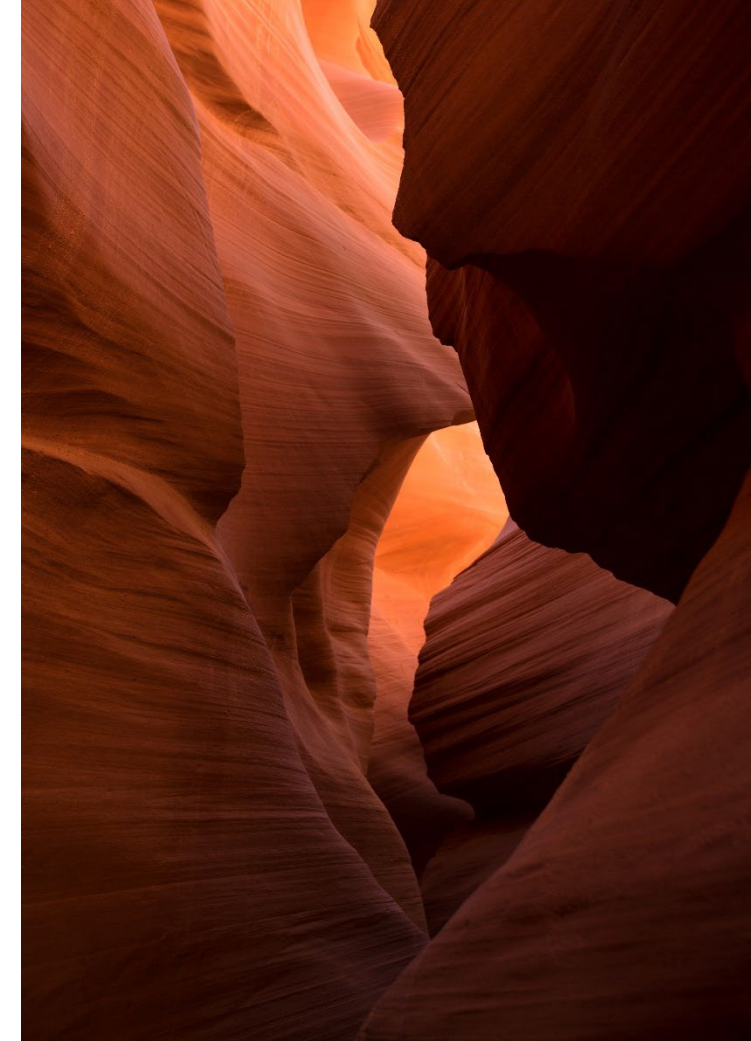
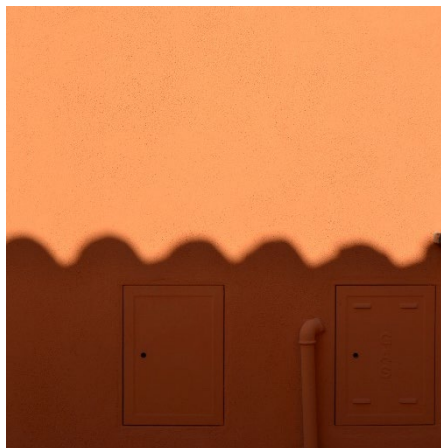
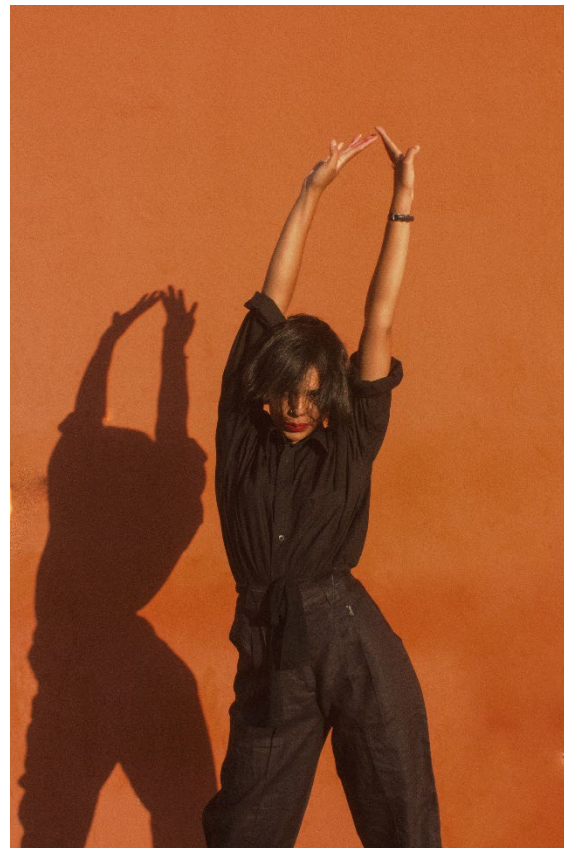
Glossy Red

C19-6619 SunCROMA®
D&C Red 6 Sodium Salt
C91-4133 INTENZA®
Red Hot
NWD-7662 D&C Red 6
Na Salt Natural Wax
Dispersion

Vibrant red with ardent and solar rendering. Shades alone bring a contemporary atmosphere. The palette is worked in tone on tone to vary the heat. The orange-red is imagined here as bringing brilliance and opacity. The summer freshness so much sought is translated by aqueous materials.



ACT 3: Shadowy



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Shadowy Collection



Association created between shadow and light in contact with brown earth. The orange make-up of the previous season is settling and patina. It is treated in mat as satin and / or superposition as the idea of the shadow illustrates it. The palette invites relaxation by desaturated shades that contains energy-filled orange.

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