

Consumers are conscious.



What's in my  
**make up?**

Sustainability  
**efforts?**

What's the story behind

Natural or  
synthetic?

Is it  
**cruelty free?**

Is it  
**child labor free?**



Especially about their beauty products.



mica?



94%

of beauty consumers  
read ingredient labels\*



>50%

are willing to **pay more**  
for sustainable ingredients\*



\* Preen.Me study: <https://www.theguardian.com/sustainable-business/2016/jul/28/cosmetics-companies-mica-child-labour-beauty-industry-india->

Mica is a leading ingredient for effects in cosmetics.

## It's a naturally occurring mineral

that's mined, processed and coated to create effect pigments for beauty products.





But there's also a dark side to the sparkling mineral.



The supply chain for Indian mica is  
**complex and difficult**  
to trace.

**~60%**

of the world's mica  
is **sourced in India\*\***

**~70%**

of India's mica **mines**  
are operated **illegally\*\***



**>20,000**

**children** are estimated  
to work in mica mines\*

\* White Paper: The Clean Side of Mica by Preen.Me  
\*\* <https://www.marieclaire.com/beauty/a23722189/mica-in-makeup-controversy/>

Natural mica is better for our Earth.



6.5x

Synthetic mica

Carbon footprint

of production and transportation\*

1x

Natural mica



\* LCA study: Based on the mining / production of natural vs synthetic mica that is used for Colors & Effects products

## The Solution: Sustainably sourced mica.

Mica from our wholly owned and ethically operated mine in Georgia, USA.



**Full transparency** and **traceability** from source to supply



**Eco-conscious** mining with zero process waste, water recycling and reforestation



Guaranteed to be **child labor free**