

CONTENT

Sun care products are evolving with the **movements of beauty.** Dabbling in adjacent segments, like color, offers new opportunities for innovation.

Incorporating effect pigments into sun care products adds shimmering effects and color to create multi-functional products for daily use. From casual outdoor dining to city adventures to relaxing beach vacations, sun care is for every day, everywhere, and everyone.

- Beauty Movements and the Opportunities in Sun Care
- Tinted Products for Skin Types I-VI
- Inspiring Sun Care Formulations
- Additional Resources





BEAUTY MOVEMENTS BRINGS NEW OPPORTUNITY FOR EFFECT PIGMENTS IN SUN CARE



Use effect pigments to create tinted facial products/ sunscreens that expand shade ranges and customer bases, without leaving a white cast.





Use effect pigments to add instant color, shimmer, radiance, etc. to create hybrid products that combine the benefits of skin/ sun care with the beauty of color.





Use effect pigments to create products that captivate younger consumers, creating lifelong sun protection habits. Products worth going viral.

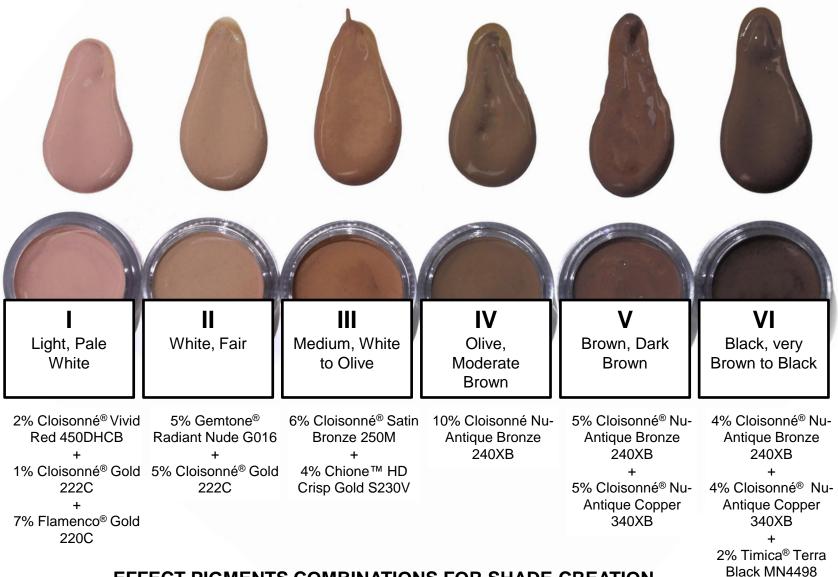




TINTED SHADES FOR ALL SKIN TYPES

THE FITZPATRICK SCALE & EFFECT **PIGMENTS**

- The Fitzpatrick scale is a classification of skin types that predict the risk of sun burn based on the presence of melanin
- Using a combination of effect pigments, create shades matching types I-VI in a zinc oxide-based emulsion
- For types IV-VI utilize blackened effect pigments, which contain iron oxides. This aids shading by creating darkness in color without dulling



GET THE FORMULAS ON UL PROSPECTOR



BI-COASTAL DAILY TINTED SUNSCREEN

Get the formula

Skin Type: V
worn alone as a light
coverage face tint or under
foundation for added
illumination and UV protection



TAKE ME OUT SOOTHING AFTER-SUN ALOE GEL

Get the formula

Skin Type: I-II
enhance traditional aloe
based after sun lotion
with color correcting
benefits; offset redness
after a little too much
sun



GLITTERING SUNSCREEN

Get the formula

Skin Type: I-VI
glittering violet sparkles
that create a playful
holographic-like shade,
offering fun and
protection for all
generations



ON THE GO SPF HIGHLIGHTING OR CONTOUR STICK

Get the formula

Skin Type: I-VI

Convenient solid stick SPF highlighting, or contour stick makes for easy reapplication throughout the day,

For skin types I-III use as a bronzer or contour stick. For skin types III+, it is ideal for highlighting and radiance



Contact and Additional Resources





Visit Pigment Finder to filter, sort, and explore our portfolio of 210+ effect pigments and performance minerals. Use the QR Code to connect or click the link below

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