



Color Trends: Do you want to be the Front-Runner or Follower?

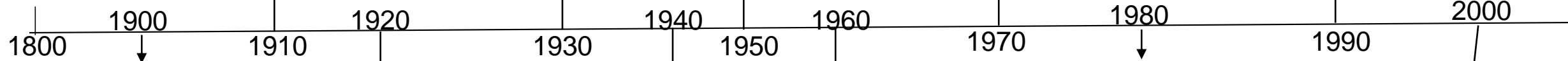
Understanding the Origin, Influence, and Development of Today's colors.
Ontario SCC, 6 February 2020, Amy Marshall

Time Line

DH LINEN COLOUR	PALE LEMON COLOUR	GREEN CLAY	PALE OLIVINE	LIGHT FRENCH GRAY
SIENNA SAND	BUFF	SULPHUR COLOUR	SEA GREEN	FRENCH GREY
MINERAL RED	DH SALMON	PUGN YELLOW	SAGE GREEN	LIGHT COBALT
ROSE MAJESTIC	NAPLES RED	YELLOW OCHRE	DH DRAB	DELFT BLUE
PUGN RED	RED OCHRE	GAMBAGE	CHROME GREEN	DH INDIGO
CRIMSON	DH RED	GOLD OCHRE	DP BRUNSWICK GREEN	DEEP ULTRAMARINE

1930s Fashion Colors			

VintageDancer.com/1930s





Color Trend – do you want to be the front runner or follower.
2/6/2020
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The industries we look at



architecture



fashion

textiles

cosmetics

mood

nutrition

nature

automotive

art

furniture



Architecture



smaller, multifunctional
design



Natural, adding more outdoor
living space



new room concepts
Arched door ways

Automotive



Electric Cars



Stream lining, low emissions



Bigger displays

Home Interior

- Warm pastel
- Bold monochromatic
- Moody Hues
- Organic tones



Fashion



Color Trend – do you want to be the front runner or follower.
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Nutrition

- Sustainable / Fresh ingredients
- West African cuisine
- Non-alcoholic drinks
- Butters & spreads
- Alternative Flour
- Soy away
- Natural sugars

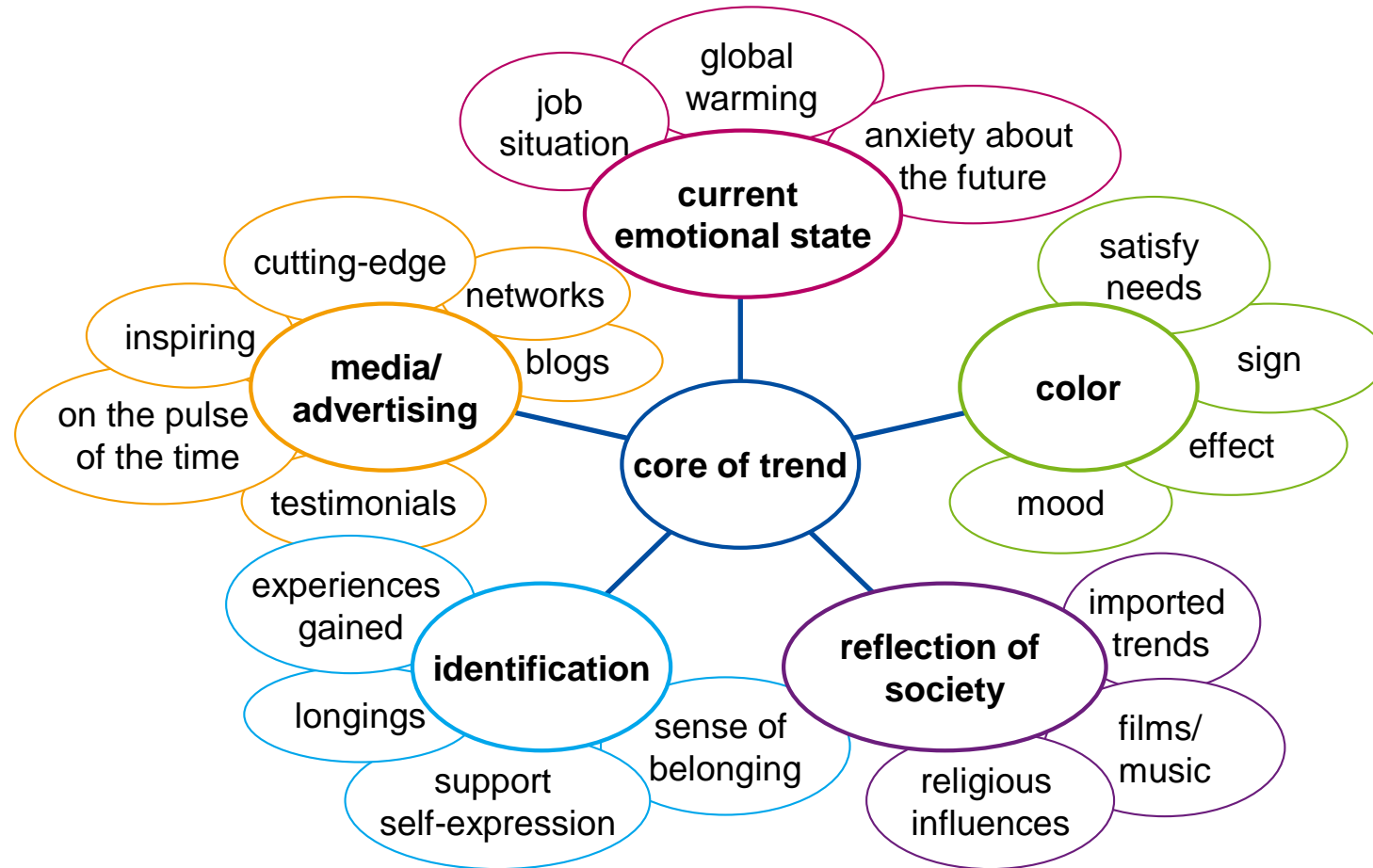


Color Cosmetics

- Muted Tones
- Bright Citrus Hues
- Earthy Reds
- Chemical influences
- Sustainable
- Explore new colors



How trends and corresponding colors emerge



2020 Color Trends

Pantone color of the Year – Classic Blue

Other color trends for 2020

- Asia - Beige color
- European – Earth inspired brown
- Latin America – expressive green
- North America –Green influenced gold metallic shade



Trend for 2021

- North America – pale blue
- European – tan with a slight violet undertone
- Asia – hybrid of red and orange
- Latin America – saturated violet



Ice Dream

Spring/Summer 2020





Midsommar

Spring/Summer 2020

Moodboard

Midsommar

Spring/Summer 2020



Deep Ocean

Spring/Summer 2020





Trend Colors Spring/Summer 2021



Welcome to an enchanting tour around the globe:



Sakura



La Primavera



Havana Sounds





Spring/Summer 2021

Trend Colors

Sakura



Sakura

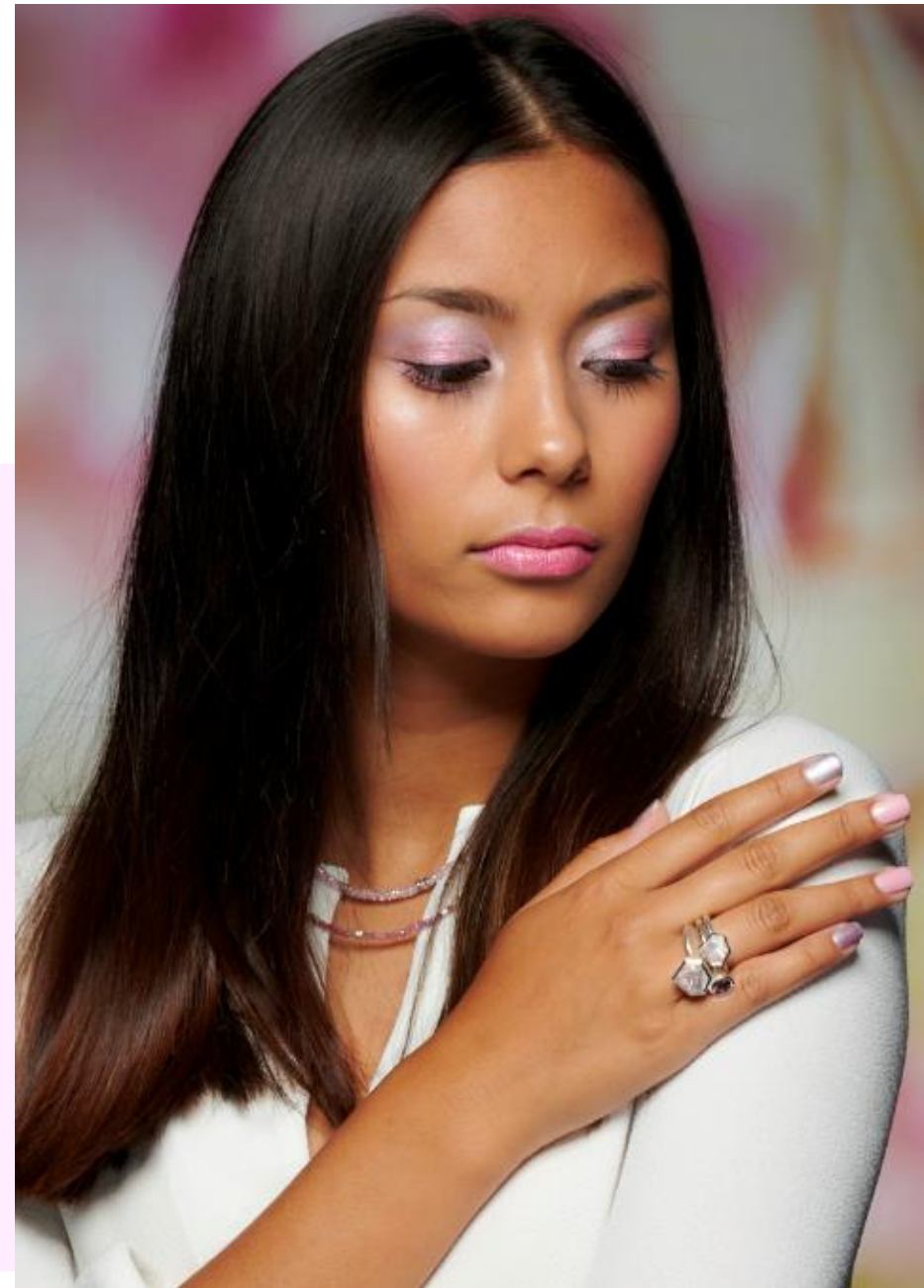
Spring/Summer 2021

Sakura: The ephemeral magic of early spring

In Japan, the season of cherry blossom is called “Sakura”.

Accordingly, this color trend is a reminiscence of the overwhelming ephemeral beauty of early spring.

It is based on our **synthetic** and **borosilicate** pigments to achieve a pearlescent shimmer on skin, lips, and nails – with an occasional sparkle guaranteed.



Sakura

Spring/Summer 2021



“Strawberry Mochi” Lip Tint

5% Borosilicate Red
4% Borosilicate Silver
2% Red 7 Lake (CI 15850) (24%)
2.8% Bentonite & Xanthan
Gum
4% Natural filler

*The innovative pink Lip Tint
“**Strawberry Mochi**”
use our new natural filler
to deliver opaque matt tinting effects.*



Sakura

Spring/Summer 2021



“Picnic in the Park” Lip Gloss

3% Borosilicate Bright Red
3% Glamour Gold
2% Borosilicate Silver
0.5% Scarlet



*On the other hand,
the Lip Gloss & Topper
“Picnic in the Park”
employs borosilicate pigments
to stun with its transparent shine.*

*These two products
can be applied individually or
in combination to obtain
unrivalled colorful
sparkle and gloss.*

Sakura

Spring/Summer 2021

“Cherry Blossom” Eye Shadow Gel

10% Synthetic Red
8.8% Synthetic Silver
1.2% Fire-Red
2.5% Bentonite



“Hanami” Eye Shadow Gel

16% Synthetic Red
2.5% Soft Bronze
1.5% Sapphire
2.5% Bentonite & Xanthan
Gum



“Hanami” and “Cherry Blossom”
the two eye shadow gels,
differ in lightness to achieve
an individually suited rosy shade.

Sakura

Spring/Summer 2021



Colored Cheek Powder “Pink Blooms”

5% Scarlet
5% Ivory
5% Red
0.9% Red 6 (CI 15850)
74.10% Synthetic filler
6% Natural Light Diffuser



*The synthetic pearls
in combination provides the skin with
a natural healthy glow
while synthetic filler creates a
velvet-like skin feel,
Improves skin adhesion and
Natural Filler controls the shine on the skin*

Sakura

Spring/Summer 2021



*The four nail polishes
“**Tokyo, Yoshino,
Kyoto, Osaka**”
include
satiny rose, pink, nude
and violet shades.*

The results are intriguing.

Sakura

Spring/Summer 2021



“Tokyo”

Nail Polish

6% Gold

- + 9% Titanium Dioxide (CI 77891) (10%)
- + 0.4% Red 7 Lake (CI 15850) (10%)
- + 0.4% Yellow 5 Lake (CI 19140) (10%)



“Yoshino”

Nail Polish

5% Borosilicate Sparkling Silver

+ 3% Natural filler

- + 0.25% Red 6 Lake (CI 15850) (10%)
- + 0.20% Ferric Amm. Ferr. (CI 77510) (10%)

“Kyoto”

Nail Polish

3% Gold + 3% Red

- + 9% Titanium Dioxide (CI 77891) (10%)
- + 0.4% Yellow 5 Lake (CI 19140) (10%)
- + 0.1% Red 7 Lake (CI 15850) (10%)



“Osaka”

Nail Polish

4% Scarlet + 3% Silver + 5% Natural Filler



Sakura

Spring/Summer 2021

"Beautiful Spring Day"

Body Mist

0.1% Glamour Gold

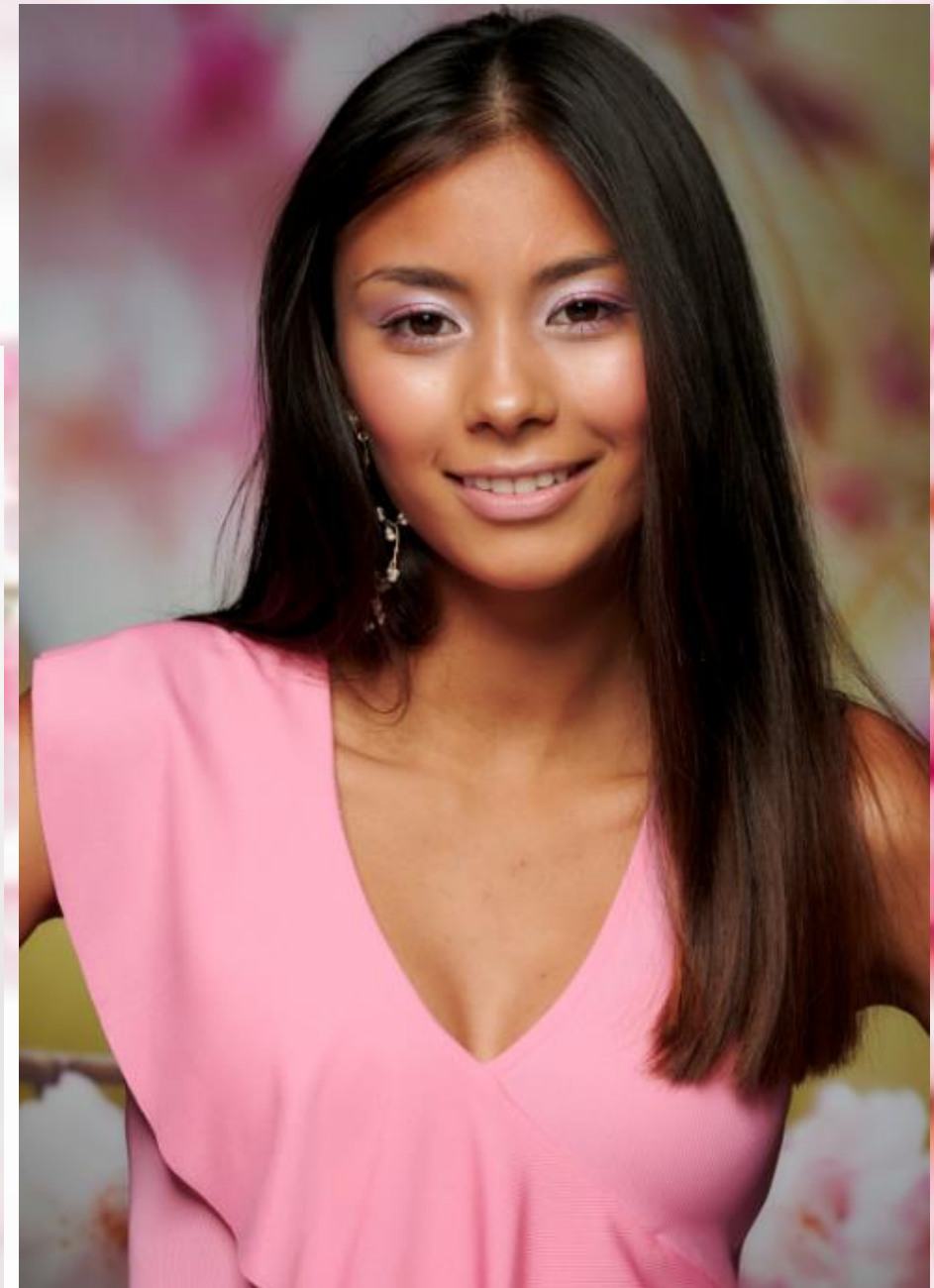
0.1% Glamour Red

0.25% Red 33 (0.25% aqueous solution)

1.8% Lithium Magnesiumm

Sodium Silicate

*The last highlight of this theme
is the Body Mist
"Beautiful Spring Day"
which provides an wonderful
sparkle to the skin*

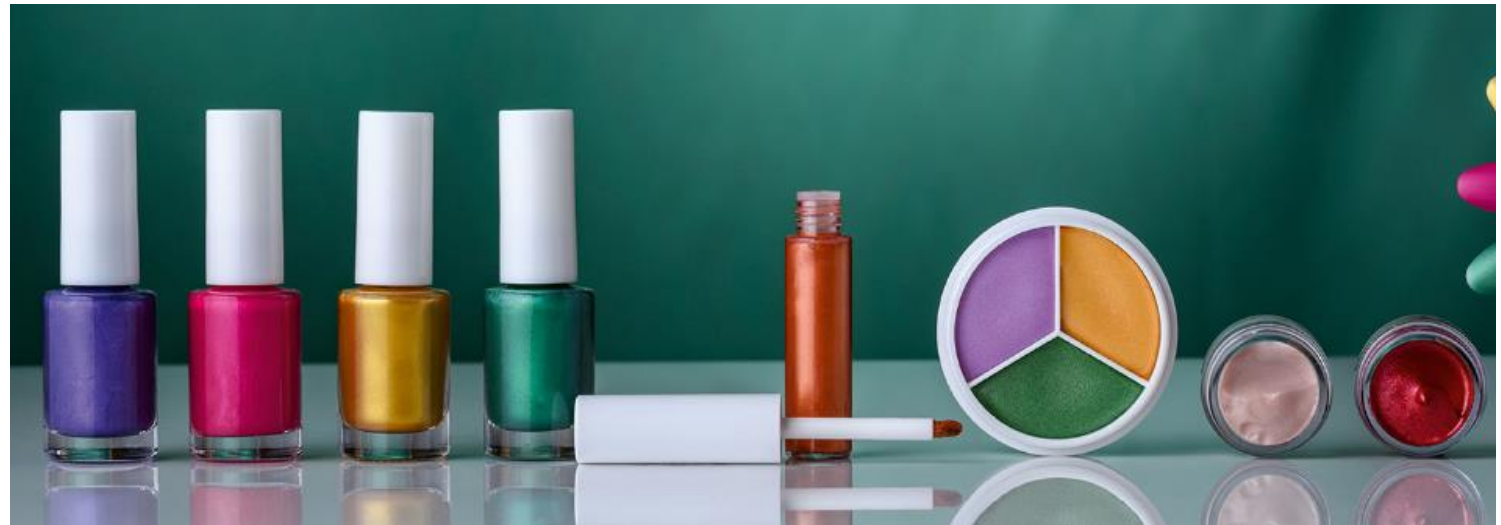




Spring/Summer 2021

Trend Colors

La Primavera



La Primavera

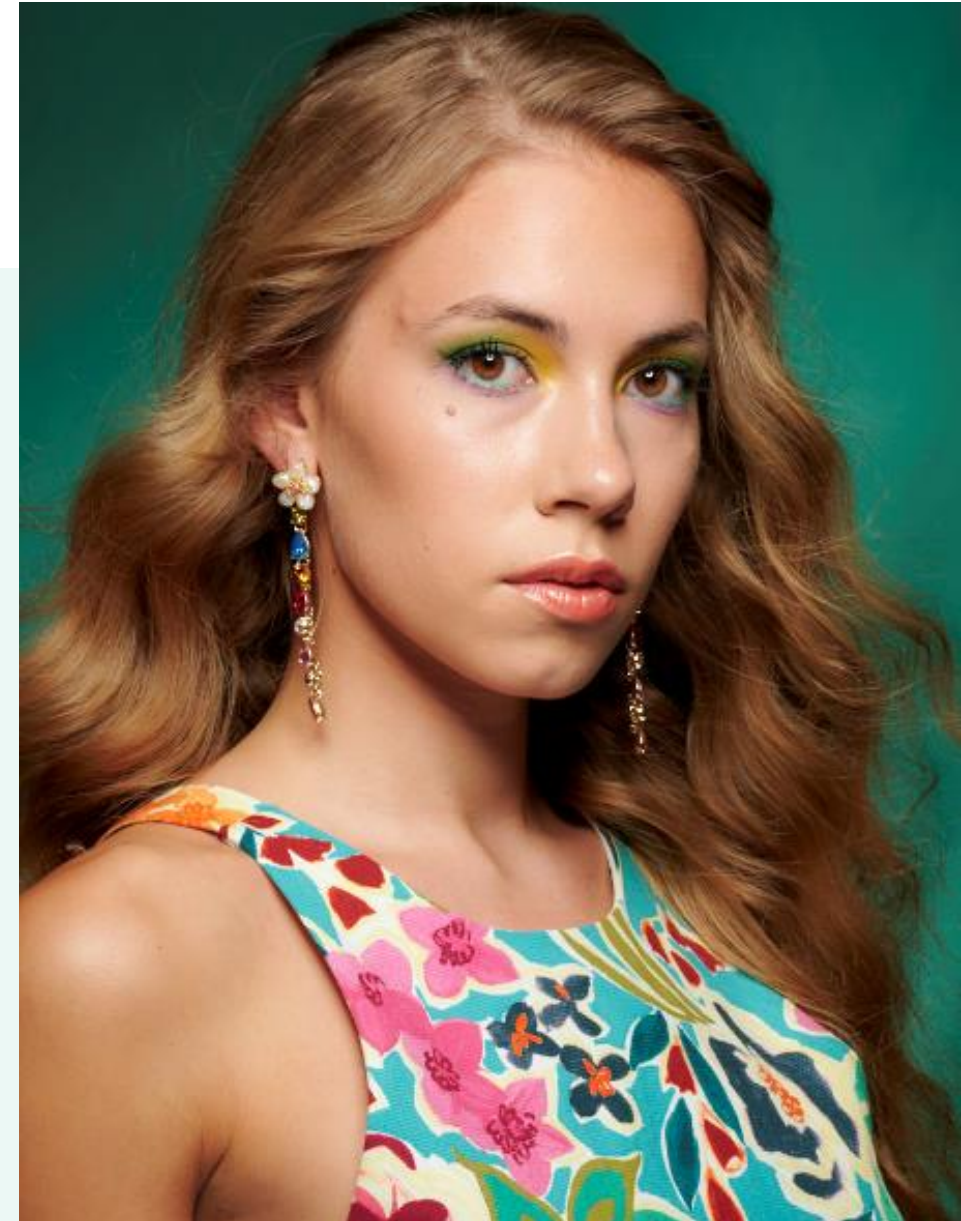
Spring/Summer 2021

La Primavera: Joyful celebrations of a new season

Spring in Spain is a festive season with local traditions abounding in bright and brilliant colors.

Using our **synthetic** pigments, in particular SUPERNOVA Red, SUPERNOVA Orange and SUPERNOVA Gold, our trend "La Primavera" offers a new dimension of luster and shine.

Its radiant colors celebrate the joyful mood in late spring with a fascinating range of intense gold, bold red, stunning purple and bright orange.



La Primavera

Spring/Summer 2021



*The creamy eye shadow triple "**Las Fallas**"
is a tribute to the colors dominant
at that Valencian festivity*



La Primavera

Spring/Summer 2021



“Las Fallas” Creamy Eye Shadow Triple

9% Gold

8% Silver

8% Red

3.35% Yellow 5 Lake (CI 19140)

+ 0.25% Iron Oxides (CI 77491)

13% Bentonite in cyclomethicone

9% Silver

8% Gold

8% Glamour Green

2% Yellow 5 Lake (CI 19140)

+ 1% Blue 1 Lake (CI 42090)

13% Bentonite in cyclomethicone

10% Red

10% Blue

5% Glamour Silver

3.3% Manganese Violet (CI 77742)

13% Bentonite in cyclomethicone



La Primavera

Spring/Summer 2021



“Red Carnation”

Lip Smoothie

2.5% Pearl Orange

2.5% Pearl Red

13% Glamour Red

1.5% Red 7 Lake (CI 15850) (24%)

**5% Bentonite in Caprylic Capric
Triglycerides**

*For the authentic Spanish look, the lip smoothie **“Red Carnation”**
with its amazing reddish pink shade, accentuates the lips...*



La Primavera

Spring/Summer 2021



*...while the lip gloss "Nit de la Cremà"
conferes them a fascinating shine.*



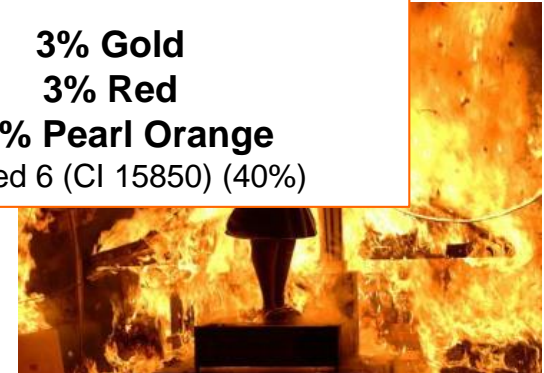
"Nit de la Cremà" Lip Gloss

3% Gold

3% Red

1.5% Pearl Orange

1% Red 6 (CI 15850) (40%)



La Primavera

Spring/Summer 2021



“El Rocio” Liquid Highlighter

1.3% Sp. Gold
0.7% Sp. Red
0.1% Soft Peach
1.7% Bentonite

*To finish the look,
the water-based liquid highlighter
“El Rocio” creates a magic skin glow.*



La Primavera

Spring/Summer 2021

"Seville" Nail Polish

2.5% Red
2.5% Silver
5% Natural Filler
3% Red 34 (CI 15880) (10%)
2% Ferric Amm. Fer. (CI 77510) (10%)



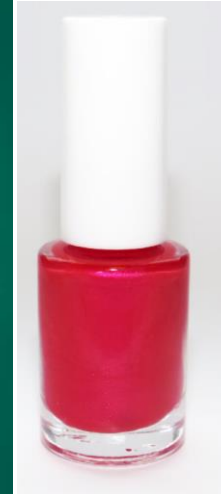
"Barcelona" Nail Polish

5% Green
5% Natural Filler
3% Yellow 5 Lake (CI 19140) (10%)
2.5% Ferric Amm. Fer. (CI 77510) (10%)



"Granada" Nail Polish

5% Borosilicate Red
2% Borosilicate Silver
5% Natural Filler
5% Red 7 Lake (CI 15850) (10%)



"Valencia" Nail Polish

4% Pearl Gold
3% Natural Filler

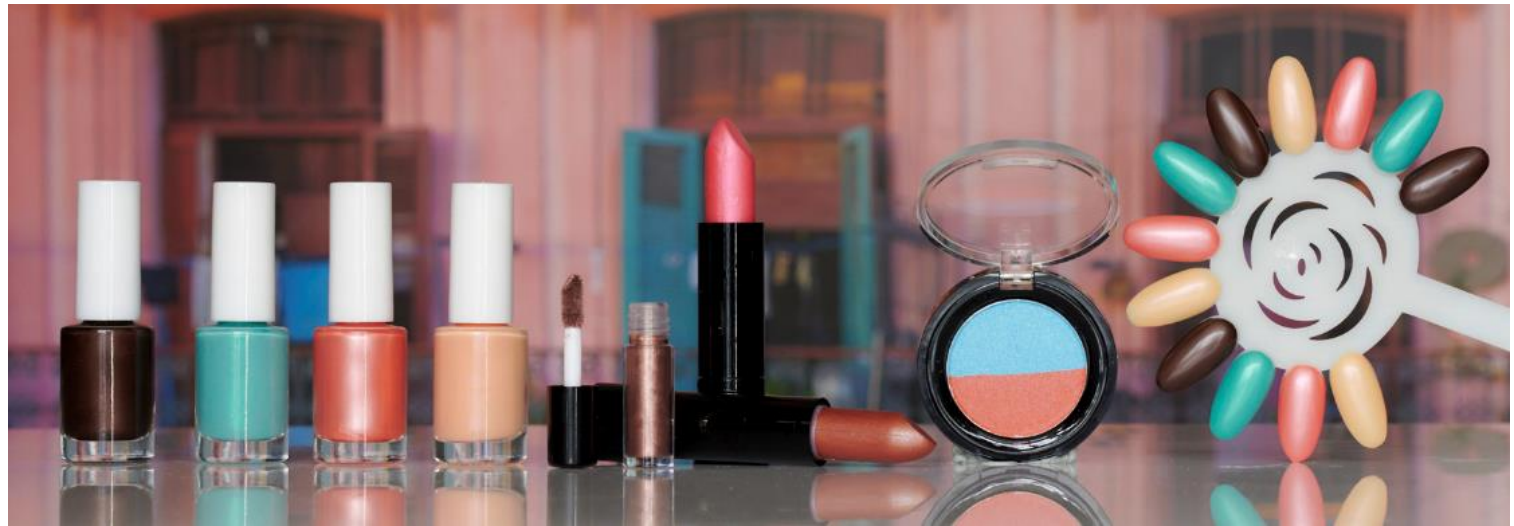




Spring/Summer 2021

Trend Colors

Havana Sounds



Havana Sounds

Spring/Summer 2021

Havana Sounds: The charming allure of music

Hot, lazy summer afternoons always carry an atmosphere of upcoming party– that's why our summer trend "Havana Sounds" builds on the colors of the home of salsa and many other latin music styles: soft tobacco tones mix with blue and coral shades of colonial facades, sparkling effects alternate with matt and silky surfaces.

The trend demonstrates the huge potential of our **synthetic** pigment range, which is well known for brilliant interference effects as well as remarkable pearlescence.



Havana Sounds

Spring/Summer 2021



"Cuba Libre" Eye All-rounder 3in1

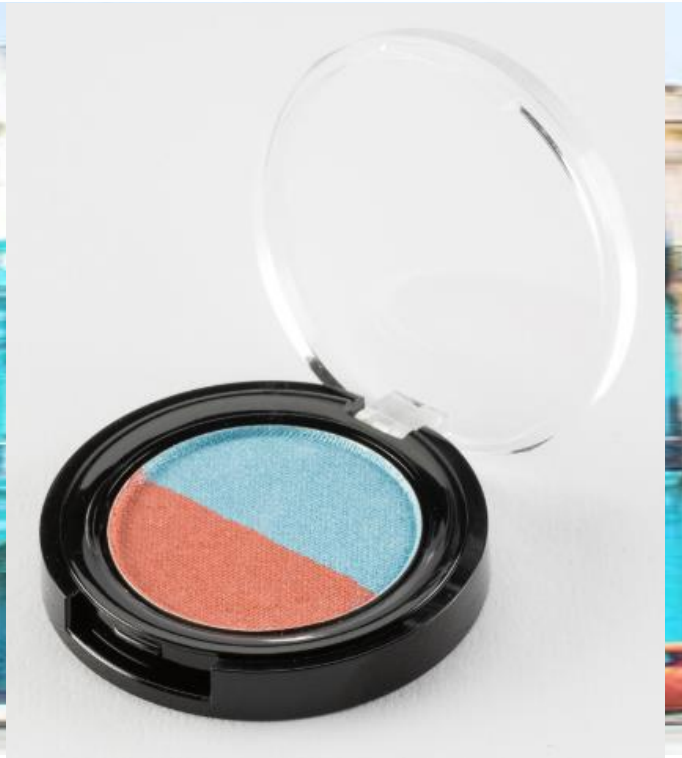
12.5% Almond
2.5% Soft Black
2.5% Bentonite & Xanthan
Gum

*There's "**Cuba Libre**", the shimmery bronze Eye All-Rounder 3in1.
It serves as eyeliner, eye shadow and eye shadow base
simultaneously.*



Havana Sounds

Spring/Summer 2021



Pressed Eye Shadow Duo

“Blue Chevrolet”

14% Green
13% Blue
11% Silver
0.8% Blue 1 Lake (CI 42090)
32.5% Syn Filler

“Coral Cadillac”

19% Blue
18% Red
2.5% Iron Oxides (CI 77491)
32.5% Syn Filler

*The pressed eye shadow duo enthralls with its extremely **shiny coral** and **sky blue** colors.*

Havana Sounds

Spring/Summer 2021



“Cuban Cigar” **Smooth Touch Lipstick**

8% Soft Bronze
5% Sparkling Silver
2% Red 7 Lake (CI 15850) (24%)
1% Mixed Mineral Thixotrope

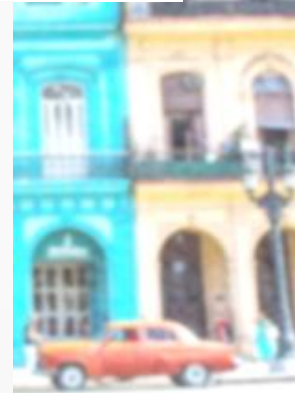
Havana Sounds

Spring/Summer 2021



“Salsa Club” **Luminous Lipstick**

13% Red
2% Red 6 Lake (CI 15850) (24%)
10% Bentonite in Caprylic
Triglycerides



Havana Sounds

Spring/Summer 2021



“Varadero” Nail Polish

7% Green

10% Titanium Dioxide (CI 77891) (10%)
2.2% Ferric Amm. Ferr. (CI 77510) (10%)
2% Yellow 5 Lake (CI 19140) (10%)



“Bayamo” Nail Polish

4% Red

2% Soft Silver

4% Yellow 5 Lake (CI 19140) (10%)
2.5% Titanium Dioxide (CI 77891) (10%)
2% Red 6 Lake (CI 15850) (10%)

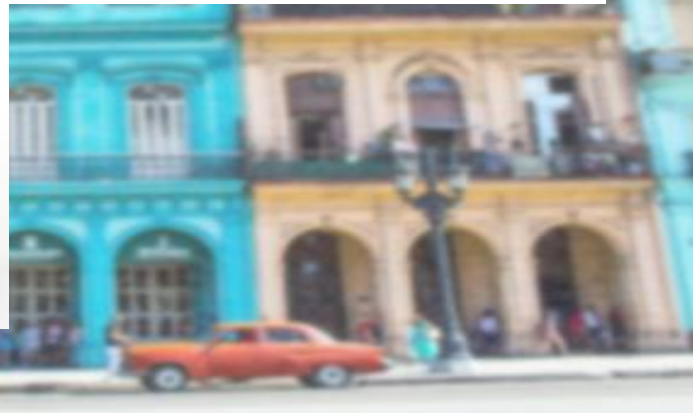
Havana Sounds

Spring/Summer 2021



“Cienfuegos” Nail Polish

5% Soft Black
1% Soft Copper



“Havana” Nail Polish

6% Red

9% Titanium Dioxide (CI 77891) (10%)
4% Yellow 5 Lake (CI 19140) (10%)
0.3% Red 7 Lake (CI 15850) (10%)



Trend Color box



Acknowledgements

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Thank you for
your attention.