

Media Release

Safe coloration boost for home and personal care: Clariant launches next-gen Cosmenyl™ 100 pigment dispersions with a new state-of-the-art preservation system

- **Supporting Personal Care products that comply with European Cosmetics Regulation No. 1223/2009: liquid and bar soaps, shampoos, toothpaste, and selected color cosmetic products**
- **Enhancing Home Care products including laundry powders and detergents speckles, complying with EU detergents regulation**
- **Join Clariant at the Virtual Sepawa Congress 2020, October 28-30**

Muttenz, October 29, 2020 – Clariant announces a complete range of Cosmenyl 100 next generation aqueous pigment dispersions, featuring a new state-of-the-art preservation system.

Clariant proactively optimized the range to meet the latest regulatory requirements for cosmetic products of the European Cosmetics Regulation No. 1223/2009, which limits the use of the preservatives. The new state-of-the-art preservation system for the Cosmenyl 100 range does not contain ortho-phenylphenol (O-PP), methylisothiazolinone (MIT) or parabens. The range is included in at least one of the authorized use lists for cosmetic colorants for the EU, USA or Japan, and fulfils strict microbiological specifications.

“Color can positively influence consumers’ perception of a Home or Personal Care product,” comments Dr. Gabriela Catanoiu, Global Technical Manager for Home and Personal Care colorants. “Perhaps highlighting a special property or effect of a particular ingredient inside a shampoo, liquid hand soap, or skin care mask. The latter is growing in popularity as more consumers seek comfort from self-indulgence during current uncertain times. Clariant Colorants can also help translating contemporary home deco colors into a hand soap or laundry detegents, or simply capturing the up-lifting cosmetic color trends for make up. Our updated range can help formulators safely and brilliantly color their liquid, powder, or paste products.”

Clariant has just completed the updated range with two new yellows and a carmine that correlate well with creating the warm yellow, orange and deeper hues predicted for 2021 color trends¹.

¹ <https://www.avient.com/resource-center/services/color-services/colorforward-2021>

Next-generation Cosmenyl 100 pigment dispersions provide the readily flowable and pumpable benefits already valued by customers. The range offers various shades of colors suitable for coloring a wide range of Personal Care products, including soaps, shampoos, toothpaste and eye cosmetics.

The range is also suitable for coloring home and fabric care applications, achieving attractive colored detergents, speckles, and cleaning agents, meeting the latest color trends. The pigment dispersions fulfil EU detergent regulation.

For more information, contact Clariant during the Virtual Sepawa Congress or visit <https://www.clariant.com/en/Business-Units/Pigments/Special-Applications>.



Clariant's full range of Cosmenyl 100 pigment dispersions with new state-of-the-art preservative system. (Photo: Clariant)

GLOBAL TRADE MEDIA RELATIONS

STEFANIE NEHLSSEN

Phone +41 61 469 63 63
stefanie.nehlsen@clariant.com

Follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#).
Read our latest [blog](#) on The Moleculist.

Cosmenyl™ IS A TRADEMARK OF CLARIANT

www.clariant.com

Clariant is a focused, sustainable and innovative specialty chemical company based in Muttenz, near Basel/Switzerland. On 31 December 2019, the company employed a total workforce of 17 223. In the financial year 2019, Clariant recorded sales of CHF 4.399 billion for its continuing businesses. The company reports in three business areas: Care Chemicals, Catalysis and Natural Resources. Clariant's corporate strategy is based on five pillars: focus on innovation and R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.

www.clariant.com/pigments

Clariant's Business Unit Pigments is a leading global provider of organic pigments, pigment preparations and dyes. The vastly diverse portfolio corresponds to the high standards for colors and coatings in industrial, automotive and architectural applications. The business unit also provides solutions for the plastics industry, for special applications in the aluminum, agricultural and consumer goods sector, as well as for traditional printing processes, inkjet printing and toner applications. The Pigments business unit continues to bring new and innovative materials to the market, with a strong emphasis on environmental aspects and sustainability. Employing over 2000 people across the globe, the Business Unit Pigments is part of Clariant's Business Area Plastics and Coatings.