

It is that time of the year again when we welcome the upcoming year with outstretched arms, hopes, the zeal to work towards our goals and new dreams! Sudarshan wishes you all a happy & healthy New Year 2022. Welcome to the January 2022 edition of Sudarshan's 'Color by Design' monthly newsletter.

Pantone®, the international experts on colors, hues & spectrum very recently declared PANTONE 17-3938 'Very Peri' a color of the year 2022. Sudarshan's blend is inspired by Pantone 17-3938 Very Peri, this color represents personal inventiveness and daring imagination. This happiest and warmest of all the blue hues makes novel statement for eyes, nails, and hair. Contact our regional sales representative now for free sample of this blend.



## Market Update for APAC for 2022

The skin care market still the top segment for 2022, as well. Indeed, applying body lotion/oil is in and of itself soothing and de-stressing, and many consumers agree that bodycare is relaxing. In Asia, the footcare market is in an especially good position to align with wellness trends. This is because in Eastern herbal medicine, the feet are closely intertwined with health. That said, footcare remains a small segment, accounting for a steady 5% of total body, hand and footcare launches in APAC over the past five years.



IN CHINA

**67%+**

of women who have experienced skin issues in the last six months believe the cause to be fatigue and stress, or lack of sleep

Driving innovation over the past 12 months is greater consumer acknowledgement and understanding around the impact of lifestyle factors on skin health; and the even bigger focus on wellness (physical and mental) during the COVID-19 crisis.

Code	Trade Name	INCI Name	%
SU-SSC-01	Prestige Silk Gold 35132	Mica (CI 77019) (and) Titanium Dioxide (CI 77891)	2.00
SU-SSC-02	Prestige Blue 35149	Mica (CI 77019) (and) Titanium Dioxide (CI 77891)	2.10
	Prestige Silk Silver 35130	Mica (CI 77019) (and) Titanium Dioxide (CI 77891)	0.90
SU-SSC-03	Prestige Green 35150	Mica (CI 77019) (and) Titanium Dioxide (CI 77891)	2.10
	Prestige Silk Gold 35132	Mica (CI 77019) (and) Titanium Dioxide (CI 77891)	0.90
SU-SSC-04	Prestige Silk Red 35134	Mica (CI 77019) (and) Titanium Dioxide (CI 77891)	2.10
	Prestige Silk Silver 35130	Mica (CI 77019) (and) Titanium Dioxide (CI 77891)	0.90
SU-SSC-05	Prestige Rose Gold 35470	Mica (CI 77019) (and) Titanium Dioxide (CI 77891) (and) Carmine (CI 75470)	3.00
SU-SSC-06	Prestige Super Soft Beige 35468	Mica (CI 77019) (and) Iron Oxide (CI 77491) (and) Titanium Dioxide (CI 77891)	3.00
SU-SSC-07	Prestige Super Soft Bronze 35467	Mica (CI 77019) (and) Iron Oxide (CI 77491)	3.00
SU-SSC-08	Sumicos Earthen Mist 43734	Mica (CI 77019) (and) Titanium Dioxide (CI 77891) (and) Iron Oxide (CI 77491)	3.00

Wellness-focused innovation may be mainstream in facial skincare, but brands continue to try to be more disruptive in this space to stand out and help reduce consumer's stress levels or improve consumer's quality of sleep. Sudarshan's Haut Sculpt skin sculpting cream presents range of colors that makes your skin & body care formulations exceptional.



SU-SSC-01, SU-SSC-02, SU-SSC-03, SU-SSC-04, SU-SSC-05, SU-SSC-06, SU-SSC-07, SU-SSC-08



**Prestige Bright Red Glow 35390**  
20-90µm

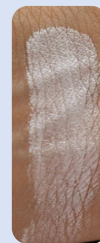
- Natural mica platelets coated with iron oxide.
- Highly chromatic bluish-red shade.

## A quick overview of our product launches in the year 2021



**Sumicos Silk Gold Mist SM222**

- 5-25µm
- Coated with titanium dioxide.
  - Intense gold shade with exceptional coverage.



**Sumicos Silk Silver Mist SM122**

- 5-25µm
- Coated with titanium dioxide.
  - Intense silver shade with exceptional coverage.



**Sumicos Eco Mega Silver 43177 & Sumicos Eco Glitter Silver 43187**

40-450 µm & 50-700 µm

- Large particle size pearls based on natural mica to generate glitter effect.
- Eco-friendly alternative to plastic glitter.

Sudarshan is participating in association with our esteemed partner - SAFIC Alcan (Booth number 43-44-45) in Cosmet'Agora Exhibition on 11th-12th January 2022. Organized by the French Cosmetology Society, Cosmet'Agora has in 14 years become a major event in cosmetic formulation. Please visit SAFIC Alcan's booth 43-44-45 and view our wide range of effect pigments.

# COSMET'AGORA



WE AREA LEADING WORLD CLASS COLOR SOLUTIONS PROVIDER