

Welcome to the November 2021 edition of Sudarshan's 'Color by Design' monthly newsletter. India's most loved and happening festival of lights is here! Historically, Diwali can be traced back to ancient India. It is most likely a festival of lights which began as an important harvest festival that stretches back more than 2,500 years.

Glimpses of our harvest-themed pigments

We also have the Thanksgiving holiday happening on the 26th Nov. Thanksgiving is believed to have been celebrated first in 1621 with the Pilgrims and Wampanoag Indians, as a three-day harvest celebration. It's a 'uniquely North American' holiday as Canada (October) and the US (November) are the only countries that celebrate it as a national holiday.



PUMPKIN



WINTER CABBAGE PURPLE



HARVEST SUNSHINE



NUTMEG BROWN

Diwali is just around the corner and that means a whole lot of pujas, family gatherings and parties. While you may have already picked your outfits for all 5 days, have you given much thought to your makeup? With so many festivities lined back-to-back, why not change your Diwali makeup with effects that will leave you looking gorgeous and feeling glamorous? We love glitter nail enamel because it is so versatile. It can be used alone or with a color to just give a bit of sparkle to your manicure.



3 ways to use glitter nail enamel

1. Minimalistic Chic

This is the most simple and easiest way to use glitter nail enamel and we love it. In this variation you simply apply the glitter nail enamel as you would a normal nail enamel. With the combination of small and big glitter particles this look is going to look fabulous on your nails.

2. Combined with a Colour

This is a fun way to use a glitter nail enamel and can quickly make your work nails into weekend nails. Simply use the glitter nail polish as a topcoat and apply it on your nail enamel. This works with any nail enamel but we especially love it with a soft nude pink color such as Made My Day.

3. Glitter Gradient

This final way to use a glitter nail enamel is the most elegant and fancy option. Here you apply the nail enamel onto a make-up sponge and then use the sponge to tap the glitter on the tips of your nails. Repeat this two times for the optimal amount of glitter on your nails.

To create fabulous looks we have this 'A Good Surprise' glitter nail enamel.

'A Good Surprise' Nail Enamel

PHASE	INGREDIENT	INCI NAME	SU-NE-01 (%)	SU-NE-02 (%)
A	Nail Lacquer Base ¹	Nail Lacquer Base	98.0	98.0
B	Sumicos Eco Mega Silver 43177 ²	Mica (and) Titanium Dioxide (CI 77891)	2.0	-
	Sumicos Eco Glitter Silver 43187 ²	Mica (and) Titanium Dioxide Oxide (CI 77891)	-	2.0
		Total	100	100

Procedure:

1. Weigh Phase A in a main vessel (MV).
2. Add Phase B in MV under slow stirring. Make sure there should be no lumps.
3. Ensure thorough mixing and then fill the formulation in appropriate containers.

Suppliers: 1. International Lacquers 2. Sudarshan Chemical Industries Ltd.



43177



43187



43187

43177

Base

Exhibition Update, November 2021

We're excited for exhibitions and equally excited to see you there. Say 'Hello' to Alison Griffin at Brenntag Specialties Inc. booth (No. 1326) in Suppliers' Day, she is presenting an interesting topic on 10th November, we're sure you don't want to miss her session! Regis Lizin will be glad to see you in SCS formulate (SAFIC's booth), UK and Making Cosmetics (Milano Colori's booth), Italy.



Alison Griffin

Head of Sales – Cosmetics Americas



Regis Lizin

Head of Sales – Cosmetics Europe



25-26-
November

Topic Title: Trends: Where We've Been and Where We're Going . . .and Why!

Date: 11/10/2021 **Time:** 1:00 PM - 1:25 PM
(part of the Peclers Lunch & Learn)

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