

# Color by Design

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# SUDARSHAN

Welcome to the September 2021 edition of Sudarshan's 'Color by Design' monthly newsletter. We understand that consumers expect a lot from their cosmetic products, and we're always being proactive to help our customers to provide the best products for glowing and healthy skin. We're now ready to launch Prestige Bright Red Glow 35390. It has higher red color purity with improved reflectance, natural mica platelets coated with iron oxide, and a narrow particle size distribution of 20-90µm. 35390 has a highly chromatic bluish-red shade. It is best suited to provide intense sparkle/ glow effect in cosmetic formulations such as lipsticks, eye makeup and other color cosmetics.

You can see the clear difference when it compares with Prestige Bright Fire Red 35172.



*Prestige*®

PEARLESCENT PIGMENTS

## Bright Red Glow 35390



Prestige Bright  
Fire Red 35172  
15-70µm

Prestige Bright  
Red Glow 35390  
20-90µm

Product  
Comparison

*Balance of  
coverage and  
luster with  
enhanced  
chroma in end  
applications.*



Please have a look at the cosmetic applications made using Prestige Bright Red Glow 35390.



Lipstick with 10% pigment load



Nail-polish with 10% pigment load



Body-Oil with 6% pigment load

**WE ARE A LEADING WORLD CLASS COLOR SOLUTIONS PROVIDER**



Sudarshan proudly presents Born to Sparkle, an exciting new range of solid shampoo bars that look good, feel good and do good. Essentially, goodness all around! Solid shampoos are a great solution for concerns with preserving the planet and the environment. Shampoo bars save considerably more water, making them more and more popular with consumers. Sudarshan's Solid Sparkle range of shampoo bars are pH balanced and specially formulated to suit the needs both oily & dry, damaged hair to give you soft, shiny, and manageable hair. All without making Mother Earth frown!

Our shampoo bases are derived from natural sources and effect pigments are COSMOS certified. Our entire range of solid shampoo bar is vegan, and cruelty-free, moreover, it does not contain unpleasant ingredients like parabens, formaldehyde, & PEG. Have a look at our complete formulation guideline for Lemon Love Solid Shampoo Bar.



**Formulation Guideline**  
SOLID SHAMPOO BAR SU-SSB-01

Phase	Ingredients	INCI Name	%
A	ZETESAP C-11 <sup>1</sup>	Propylene Glycol (and) Water (and) Sodium Stearate (and) Sodium Laureth Sulfate (and) Sorbitol (and) Glycerine (and) Sodium Laurate (and) Etidronic Acid	98.52
B	Prestige Bright Gold Glow 35388 <sup>2</sup>	Mica (CI 77019) (and) Titanium Dioxide (CI 77891) (and) Iron Oxide (CI 77491)	0.04
	Tartrazine (Koelow-180) (1% Solution) <sup>3</sup>	CI 19140	0.14
	Pure Amber 648400 052 <sup>4</sup> Perfume		1.30
Total			100

- Suppliers:**
- 1 - Zschimmer and Schwarz.
  - 2 - Sudarshan Chemical Industries Limited.
  - 3 - Koel Colours Private Limited.
  - 4 - Firmenich Aromatics India Pvt Ltd.

- Procedure:**
- 1 - In a mixing Vessel charge the ZETESAP C-11 (Phase A); followed by Phase B and heat it to 90-100°C. Let it melt completely (Add perfume at the end to avoid loss of volatile components)
  - 2 - Mix thoroughly and quickly pour this mixture while it's hot into the moulds.
  - 3 - Let it cool to the ambient temperature; keep it aside for 30-60 minutes. Once the mixture is solidified, remove the shampoo bar from the mould and pack/wrap as needed.



**Electric Pastels**  
Color blends inspired by Pantone



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