

Welcome to the October 2021 edition of Sudarshan's 'Color by Design' monthly newsletter. India is a country full of vibrant holidays and festivals. Whether it's a Hindu celebration, Islamic holiday, or regional festival, you will find that there is almost always something being celebrated in India. Indian festivals have always drawn travelers from around the world, not only because of their gorgeous colors and boisterous participants, but also because they are a great way to have meaningful experiences with the local people and see the country at its most joyful.

Navaratri is celebrated across India while Durga Puja is only celebrated in West Bengal, Odisha, Assam, and Bihar. Dussehra is a festival that is celebrated on the last day of Navaratri and honors the victory of Lord Rama over the demon Ravana. In India's northern, central and western states, many performances of the Ramlila story and the burning of large statues of Ravana occur.

*As the nine-day festival begins, there is a list of colours dedicated to each day and their significance. Wearing the colours according to the days brings in peace and harmony, and you feel devoted and calm.*

Durga Puja is the largest festival to take place in Kolkata and West Bengal. This festival is a 5-day celebration that commemorates the victory of the goddess Durga over the buffalo demon Mahishasura. In the eastern and northeastern states of India, Durga Puja is synonymous with Navaratri. Navaratri is a festival in the honor of the divine feminine goddess, Durga.



## New Launch!

100% eco-friendly and alternative to plastic glitter.

Sudarshan is excited to launch Sumicos Eco Mega Silver 43177 (40-450µm) and Sumicos Eco Glitter Silver 43187 (50-700µm). These large particle size silver pearls are based on natural mica to generate glittering effect in cosmetic formulations, while delivering a 100% biodegradable glitter-effect pigment!

Sumicos Eco Mega Silver  
43177 (40-450µm)



Sumicos Eco Glitter Silver  
43187 (50-700µm)



Check out our new **Body Powder** formulated using Sumicos Eco Mega Silver 43177 and Sumicos Eco Glitter Silver 43187. Reach out to us at [cosmetics@sudarshan.com](mailto:cosmetics@sudarshan.com) to get a sample of this beautiful prototype.

PHASE	INGREDIENT	INCI NAME	SU-BP-01 (%)	SU-BP-02 (%)
A	Sumicos Silken Mica 43028 <sup>1</sup>	Mica (CI 77019)	78.0	78.0
	Kaoline	Kaoline	3.1	3.1
	Zinc Stearate	Zinc Stearate	1.0	1.0
	Boron Nitride	Boron Nitride	10.0	10.0
B	Silsoft Silicone Gel <sup>2</sup>	Cyclopentasiloxane (and) Cetearyl Dimethicone/Vinyl Dimethicone Crosspolymer	2.0	2.0
	Hazelnut Oil <sup>3</sup>	Corylus Avellana (Hazel) Seed Oil	0.1	0.1
	Lavender Oil <sup>3</sup>	Lavandula Angustifolia (Lavender) Oil	0.1	0.1
C	Sumicos Eco Mega Silver 43177 <sup>1</sup>	Mica (CI 77019) (and) Titanium Dioxide (CI 77891)	5.0	-
	Sumicos Eco Glitter Silver 43187 <sup>1</sup>	Mica (CI 77019) (and) Titanium Dioxide (CI 77891)	-	5.0
D	Euxyl PE 9010 <sup>4</sup>	Phenoxyethanol (and) Ethylhexylglycerine	0.5	0.5
E	Glorious 34307 <sup>5</sup>	Perfume	0.2	0.2
		Total	100	100

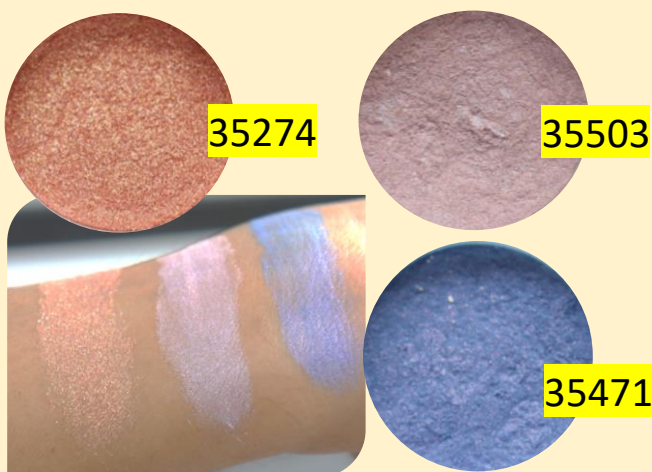
### Procedure:

1. Weigh Phase A in a main vessel (MV) and mix well.
2. Mix Phase B in a separate vessel and mix it in MV under slow stirring. Make sure there are no lumps.
3. Add Phase C ingredients sequentially in MV and mix well.
4. Add Phase D ingredients sequentially in MV and mix well.
5. Add Phase E in the MV and mix well.
6. Ensure thorough mixing and then fill the formulation in appropriate containers.

Suppliers: 1. Sudarshan Chemical Industries Ltd. 2. Momentive Performance Materials 3. Katyani Exports 4. Schülke & Mayr 5. Oriental Aromatics Pvt. Ltd.



Sudarshan chemicals is re-launching three pigments, **Prestige Sparkling Coral Gold 35274 20-150 µm**, **Prestige Passion Pink 35503 10-50 µm** and **Prestige Midnight Blue 35471 10-60 µm**. These highly attractive products deliver dual tone effects with subtle color travel, intense chroma, and sparkle. Color travel pigments broaden the palette of formulators and provide a distinct benefit for consumers. The innovative design of multi-layer pigments will continue to spur new products for the cosmetic industry.



### World Vegetarian Day 1st October and World Vegan Day 1st November.



World Vegan Month is celebrated around the world as a time to recognize how far the vegan movement has come, reflect on The Vegan Society's successes, and to highlight how accessible and beneficial a vegan lifestyle is. More than 100+ Sudarshan pigments are considered cruelty free for they are not derived from or tested on animals. Over 95% of Sudarshan's pigment portfolio is acceptable for use in vegan formulations.

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