

## News Release

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September 15, 2016

### **"From Glitter to Glamour" – The Merck KGaA's, Darmstadt, Germany, Pigment Innovation Ronastar® Royal Sparkle**

- **New technology for glamorous sparkle and soft skin**
- **Second effect pigment from the Smart Effects innovation program**
- **"Revolutionize Performance": extraordinary optical and haptic effects**

Darmstadt, Germany, September 15, 2016 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, announced today that it has launched Ronastar® Royal Sparkle. This new, refined premium pearl luster pigment takes the Ronastar® range to a new level – for high-quality cosmetics with exceptional optical and haptic effects. It imparts an intense sparkle and fascinating brilliance to skincare formulations and decorative products alongside a soft and especially smooth skin feel.

#### **Second Smart Effects product launch**

Ronastar® Royal Sparkle is the second new product from the Smart Effects innovation program. These premium effect pigments feature extraordinary optical effects complemented by additional properties. Smart Effects comprises two pillars: "Effects of Light" and "Revolutionize Performance". In the spring, the pigment innovation Timiron® Halo White was introduced under the first pillar. With a natural sparkle, this product refines facial features, setting shimmer and light accents. And thanks to its special optical and haptic properties Ronastar® Royal Sparkle forms part of the second pillar, which offers a combination of fascinating effects along with additional advantages such as stability, processing and effect in the cosmetic product.

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**Merck KGaA**

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### **Small particles – impressive appearance**

Ronastar® Royal Sparkle stands out due to its tremendous multidimensional sparkle: Owing to their amplified reflection, the particles of the silver-white powder appear larger than they really are, thereby underscoring the trends towards exceptional sparkle, mirror effects and metallic appearance. "Ronastar® Royal Sparkle is the first encapsulated pigment within our cosmetic pigments portfolio," explained Alexander Peters, Global Marketing Head of Decorative Pigments at Merck KGaA, Darmstadt, Germany. "With its added effects and glitter, it is particularly suited for glamorous and high-quality cosmetics". Another advantage of the encapsulation technology is that effect pigment improves the skin feel and adhesion of products for a long-lasting impact.

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Merck KGaA, Darmstadt, Germany, is a leading science and technology company in healthcare, life science and performance materials. Around 50,000 employees work to further develop technologies that improve and enhance life – from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. In 2015, Merck KGaA, Darmstadt, Germany, generated sales of € 12.85 billion in 66 countries.

Founded in 1668, Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company. The founding family remains the majority owner of the publicly listed corporate group. Merck KGaA, Darmstadt, Germany, holds the global rights to the Merck KGaA, Darmstadt, Germany, name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance Materials.