Afra Chemie Atis

GEOTECH
SPECIAL EFFECT PIGMENTS



SPECIAL EFFECT PIGMENTS

Colour cosmetics & Personal care
2017

GEOTECH
SPECIAL EFFECT PIGMENTS

General Information

- Founded in 1984 by Mr. C. Polman
- Core business: special effect pigments
- Product lines: Pearlescent pigments, Aluminium pigments & Glitter
- Markets: Cosmetics, Plastics, Coatings and Decorations
- Global sales network, sales offices in The Netherlands, France and Turkey
- Sales volume 2017: > 250.000 kg special effect pigments
- Sales volume cosmetics 2017: > 100.000 kg special effect pigments
- Stock level in Europe: > 50.000 kg special effect pigments
- ISO 9001 and ISO 22716 certified management system
- ERP/CRM software system running SAP Business One

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Customers plastics

Ampacet
Managing the Elements of Success™

PolyOne™

A. Schulman
compounding your success

CLARIANT

سابک
sabic

global colors
global presence, local service

Tosaf

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Customers coatings

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Customers cosmetics

L'ORÉAL PARIS

ANCOROTTI COSMETICS

flormar Professional Make-Up

IL cosmetics

Chromavis™ Cosmetic Specific Solution Provider

LUSH FRESH HANDMADE COSMETICS

FABER-CASTELL since 1761 COSMETICS

COTY

aircos. La beauté conditionnée.

intercos A VISION OF INNOVATION

FIABILA

cosmetics inspiration engineered

MONDIAL COSMETICS

GEOTECH
SPECIAL EFFECT PIGMENTS

Pearlescent pigments

Geopearl®
PEARLESCENT PIGMENTS

Geodiamond®
PEARLESCENT PIGMENTS

Paracelsus®
BISMUTH OXYCHLORIDE

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Pearlescent pigments

GEOTECH
SPECIAL EFFECT PIGMENTS

Pearlescent pigments

GEOTECH
SPECIAL EFFECT PIGMENTS

Pearlescent pigments

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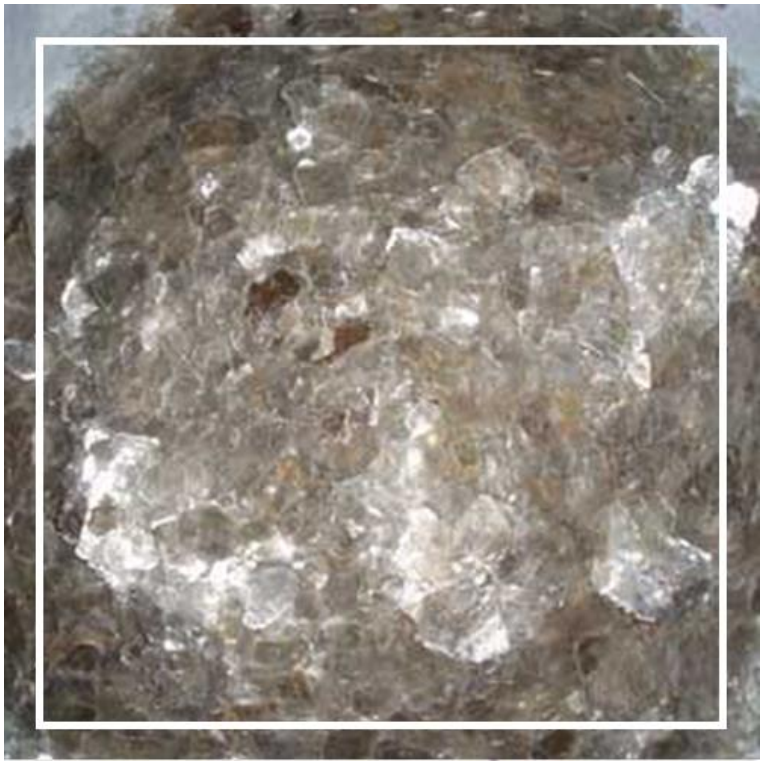
Natural mica based pearlescent pigments



Geopearl®
PEARLESCENT PIGMENTS

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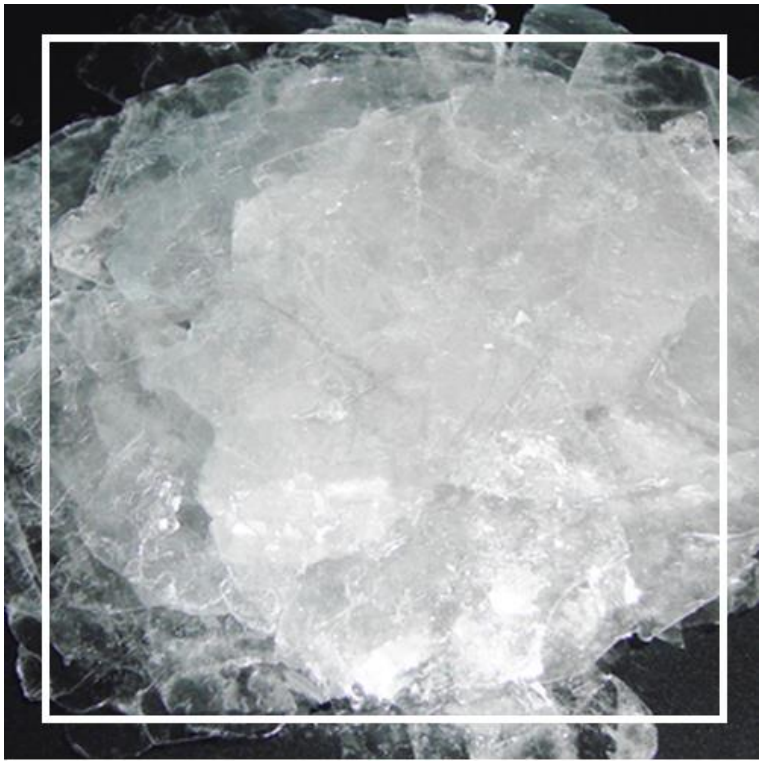
Synthetic mica based pearlescent pigments



Geopearl®
PEARLESCENT PIGMENTS

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Borosilicate based pearlescent pigments

Geodiamond®
PEARLESCENT PIGMENTS

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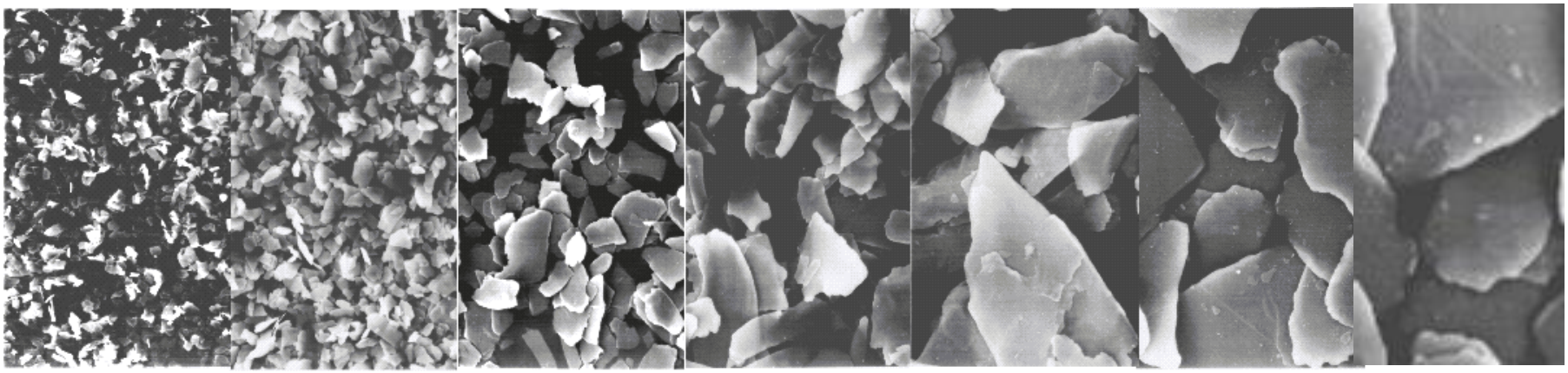
Influence of particle size



1-15µm	**5-25µm**	**10-60µm**	**15-100µm**	**20-150µm**	**20-250µm**	**50-500µm**
(D_{50} +/- 6,5 µm)	(D_{50} +/- 10,5 µm)	(D_{50}+/- 20 µm)	(D_{50} +/- 35 µm)	(D_{50} +/- 65 µm)	(D_{50} +/- 90 µm)	D_{50} +/- 120 µm)
Soft	**Silk**	***Regular***	**Bright**	**Sparkling**	**Glittering**	**Twinkling**

Shimmer

Coverage

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Aluminium pigments

Metalloy®
ALUMINIUM PIGMENTS

GEOTECH
SPECIAL EFFECT PIGMENTS

Aluminium pigments

GEOTECH
SPECIAL EFFECT PIGMENTS

Aluminium pigments

GEOTECH
SPECIAL EFFECT PIGMENTS

Aluminium pigments

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SPECIAL EFFECT PIGMENTS

Glitter flakes

Geoshine®
POLYESTER GLITTER

Geospectra®
HOLOGRAPHIC GLITTER

Geocrystal®
IRIDESCENT GLITTER

GEOTECH
SPECIAL EFFECT PIGMENTS

Glitter flakes

GEOTECH
SPECIAL EFFECT PIGMENTS

Glitter flakes

GEOTECH
SPECIAL EFFECT PIGMENTS

Glitter flakes

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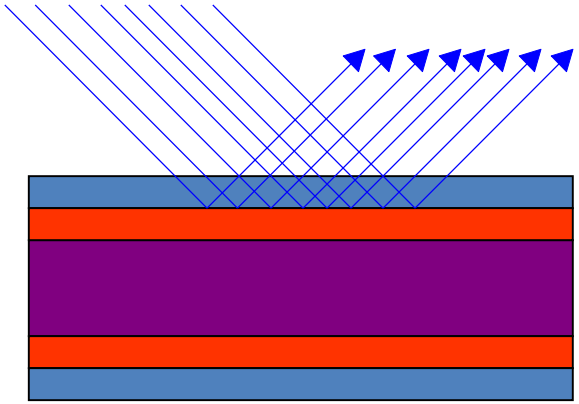
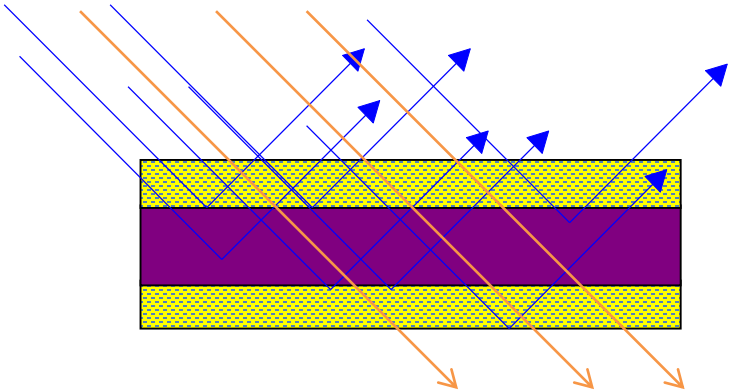
Glitter effects





Geoshine®
POLYESTER GLITTER

Geocrystal®
IRIDESCENT GLITTER

Geospectra®
HOLOGRAPHIC GLITTER

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Glitter effects

002 x 002 inch	=	50 µm
004 x 004 inch	=	100 µm
006 x 006 inch	=	150 µm
008 HEX inch	=	200 µm
015 HEX inch	=	400 µm
025 x 025 inch	=	600 µm
035 x 035 inch	=	900 µm
040 HEX inch	=	1000 µm
062 x 062 inch	=	1600 µm
125 x 125 inch	=	3200 µm

GEOTECH
SPECIAL EFFECT PIGMENTS

Specialty

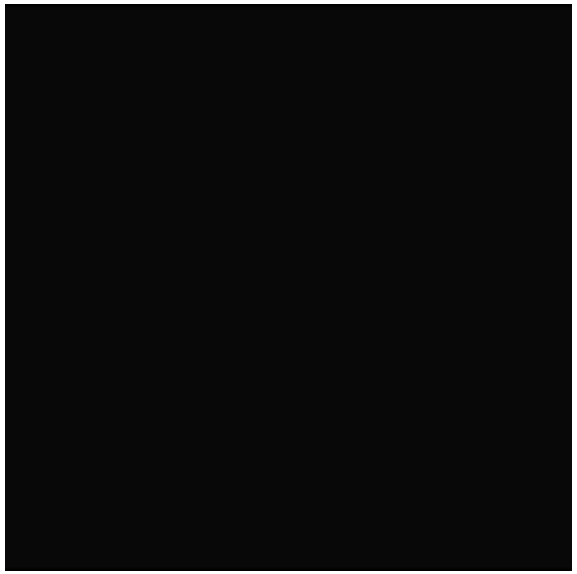
Midnightblack®
CARBON BLACK

GEOTECH
SPECIAL EFFECT PIGMENTS

D&C Black 2

GEOTECH
SPECIAL EFFECT PIGMENTS

D&C Black 2



FD&C Black 2
(CI 77266)

Iron Oxide Black

* Available in powder form, chips and dispersions

Midnightblack®
EFFECT PIGMENTS

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Specialty

GEOTECH
SPECIAL EFFECT PIGMENTS

Mica functional fillers

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Limonite

- Natural mica based pearlescent pigment coated with iron oxide
- Particle size distribution of 10-60 micron
- Deep brown pearlescent shade
- Applications: bronzers, loose powders, lipstick etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Mauve

- Natural mica based pearlescent pigment coated with iron oxide
- Particle size distribution of 10-60 micron
- Deep reddish pearlescent shade
- Applications: blushers, loose powders, lipstick etc.

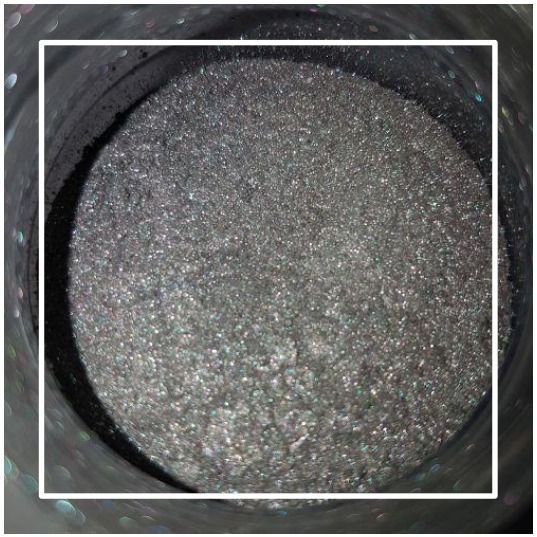
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Skylight Silver

- Natural mica based pearlescent pigment coated with metal oxides
- Particle size distribution of 10-60 micron
- Deep pearlescent silver shade which offers an ‘antique’ look
- Applications: eye shadows, loose powders, nail polish etc.



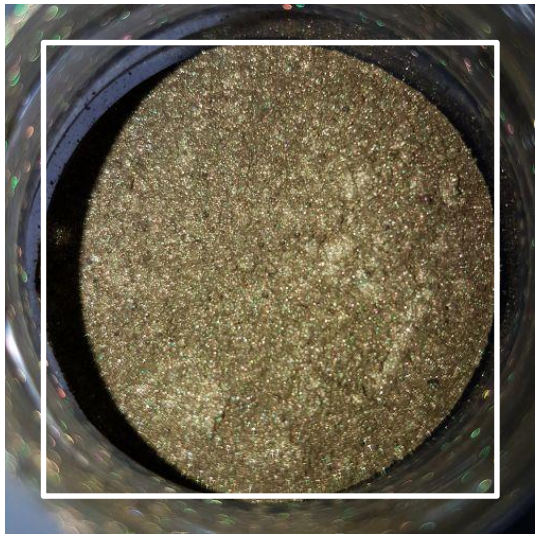
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Skylight Gold

- Natural mica based pearlescent pigment coated with metal oxides
- Particle size distribution of 10-60 micron
- Deep pearlescent gold shade which offers an ‘antique’ look
- Applications: eye shadows, lipsticks, bronzers, loose powders, nail polish etc.



GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Skylight Golden Bronze

- Natural mica based pearlescent pigment coated with iron oxide
- Particle size distribution of 10-60 micron
- Deep pearlescent golden bronze shade which offers an 'antique' look
- Applications: eye shadows, lipsticks, bronzers, loose powders, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Skylight Bronze

- Natural mica based pearlescent pigment coated with iron oxide
- Particle size distribution of 10-60 micron
- Deep pearlescent bronze shade which offers an ‘antique’ look
- Applications: eye shadows, lipsticks, bronzers, loose powders, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Skylight Copper

- Natural mica based pearlescent pigment coated with iron oxide
- Particle size distribution of 10-60 micron
- Deep pearlescent copper shade which offers an ‘antique’ look
- Applications: eye shadows, lipsticks, bronzers, loose powders, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Skylight Russet

- Natural mica based pearlescent pigment coated with iron oxide
- Particle size distribution of 10-60 micron
- Deep pearlescent russet shade which offers an 'antique' look
- Applications: eye shadows, lipsticks, loose powders, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Skylight Ruby

- Natural mica based pearlescent pigment coated with iron oxide
- Particle size distribution of 10-60 micron
- Deep pearlescent ruby shade which offers an ‘antique’ look
- Applications: eye shadows, lipsticks, loose powders, nail polish etc.

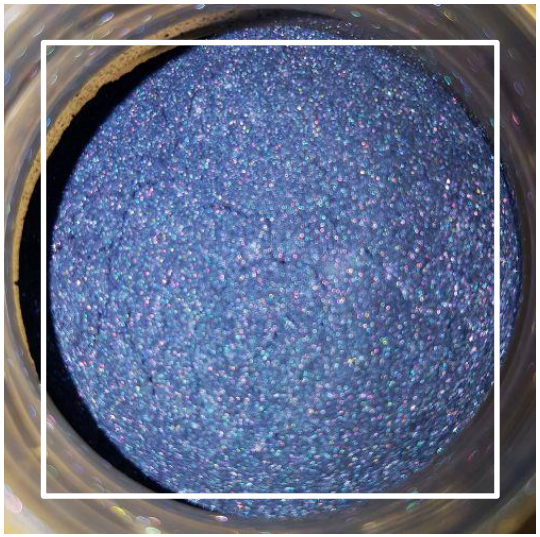
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Skylight Sapphire

- Natural mica based pearlescent pigment coated with metal oxides and Ferric Ferrocyanide
- Particle size distribution of 10-60 micron
- Deep pearlescent blue shade which offers an 'antique' look
- Applications: eye shadows, loose powders, nail polish etc.



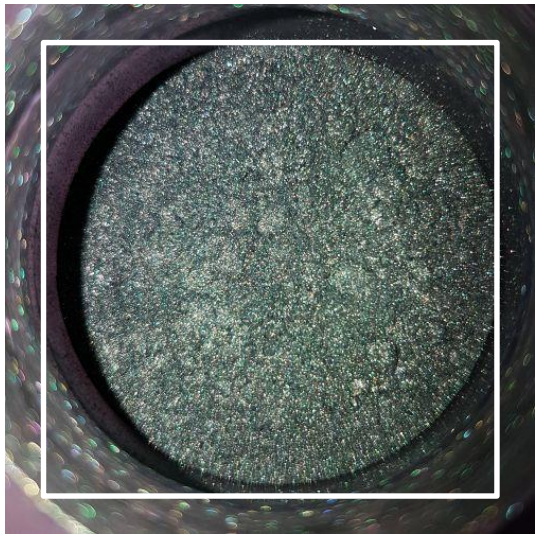
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Skylight Emerald

- Natural mica based pearlescent pigment coated with metal oxides and Ferric Ferrocyanide
- Particle size distribution of 10-60 micron
- Deep pearlescent emerald shade which offers an 'antique' look
- Applications: eye shadows, loose powders, nail polish etc.



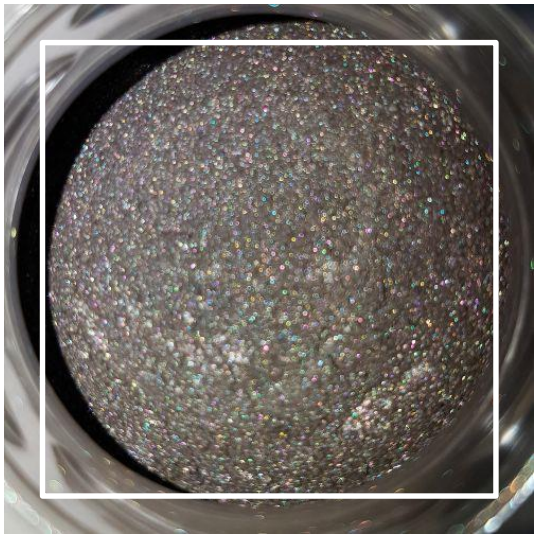
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Crystal Silk Black

- Synthetic mica based pearlescent pigment coated with iron oxide
- Particle size distribution of 5-25 micron
- Deep black pearlescent shade
- Applications: mascara's, eyeliners, pressed powders etc.



GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Crystal Silk Sun Gold

- Synthetic mica based pearlescent pigment coated with metal oxides
- Particle size distribution from 5-25 micron
- Beautiful yellow gold shade
- Applications: nail polish, pressed powders etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Crystal Sun Gold

- Synthetic mica based pearlescent pigment coated with metal oxides
- Particle size distribution from 10-60 micron
- Beautiful yellow gold shade
- Applications: highlighter, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Crystal Bright Sun Gold

- Synthetic mica based pearlescent pigment coated with metal oxides
- Particle size distribution from 10-100 micron
- Beautiful yellow gold shade
- Applications: lipsticks, highlighter, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Crystal Glittering Sun Gold

- Synthetic mica based pearlescent pigment coated with metal oxides
- Particle size distribution from 50-250 micron
- Beautiful yellow gold shade
- Applications: lipsticks, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geopearl® C Crystal Scattering Sun Gold

- Synthetic mica based pearlescent pigment coated with metal oxides
- Particle size distribution from 100-1000 micron
- Beautiful yellow gold shade
- Applications: nail polish, lipsticks etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geodiamond® Pearl XS

- Borosilicate based pearlescent pigment coated with titanium dioxide
- Particle size distribution of 10-60 micron
- ‘multi colour’ pearlescent effect
- Applications: eye shadows, lipsticks, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geodiamond® Gold XS

- Borosilicate based pearlescent pigment coated with titanium dioxide
- Particle size distribution of 10-60 micron
- Pearlescent effect in interference gold shade
- Applications: eye shadows, lipsticks, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geodiamond® Red XS

- Borosilicate based pearlescent pigment coated with titanium dioxide
- Particle size distribution of 10-60 micron
- Pearlescent effect in interference red shade
- Applications: eye shadows, lipsticks, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geodiamond® Violet XS

- Borosilicate based pearlescent pigment coated with titanium dioxide
- Particle size distribution of 10-60 micron
- Pearlescent effect in interference violet shade
- Applications: eye shadows, lipsticks, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geodiamond® Blue XS

- Borosilicate based pearlescent pigment coated with titanium dioxide
- Particle size distribution of 10-60 micron
- Pearlescent effect in interference blue shade
- Applications: eye shadows, lipsticks, nail polish etc.

GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geodiamond® Green XS

- Borosilicate based pearlescent pigment coated with titanium dioxide
- Particle size distribution of 10-60 micron
- Pearlescent effect in interference green shade
- Applications: eye shadows, lipsticks, nail polish etc.

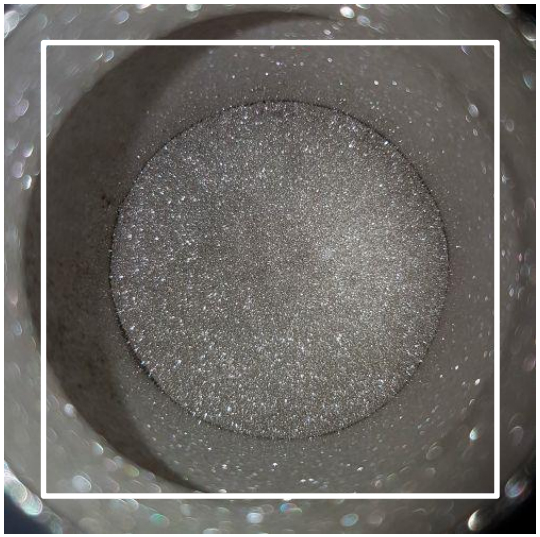
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geodiamond® Silver Ag XS

- Borosilicate based pearlescent pigment coated with real silver
- Particle size distribution of 10-60 micron
- Beautiful bright silver pearlescent effect
- Applications: eye shadows, loose powders, nail polish etc.



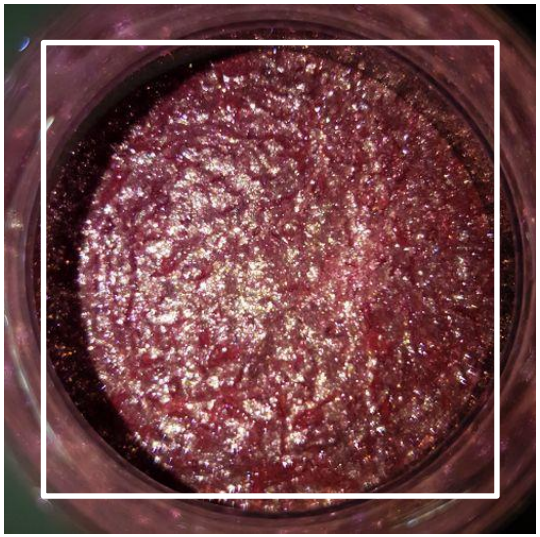
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geodiamond® Ruby L

- Borosilicate based pearlescent pigment coated with metal oxides and carmine
- Particle size distribution of 80-200 micron
- Bright pearlescent ruby coloured shade
- Applications: nail polish, lipsticks etc.



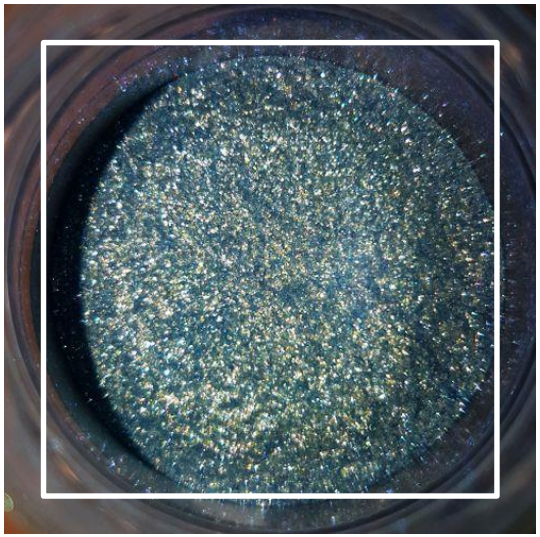
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geodiamond® Sapphire L

- Borosilicate based pearlescent pigment coated with metal oxides and Ferric Ferrocyanide
- Particle size distribution of 80-200 micron
- Bright pearlescent sapphire coloured shade
- Applications: nail polish, lipsticks etc.



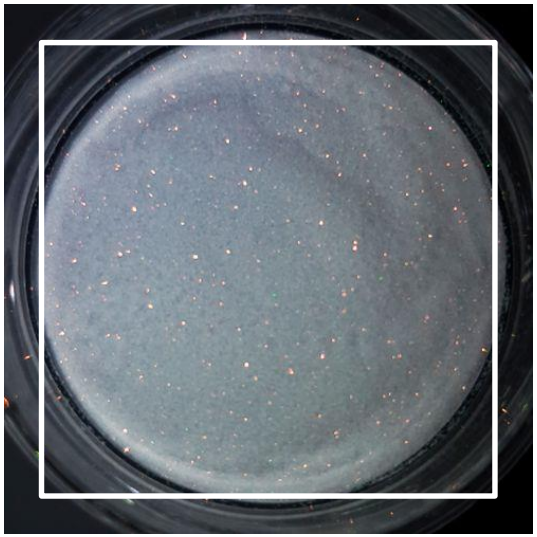
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geocrystal® Red Red 002 x 003 x 001

- Very small sized iridescent polyester glitter flakes
- Size 002 x 003 x 001 (50 micron)
- Red Red iridescent shade
- Applications: lipgloss, pressed powders etc.



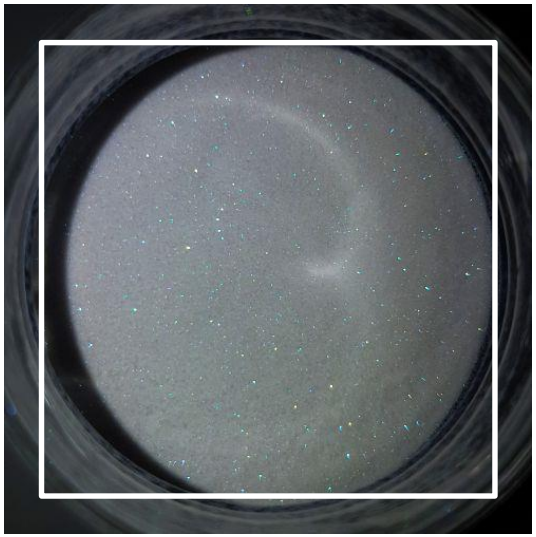
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geocrystal® Red Green 002 x 003 x 001

- Very small sized iridescent polyester glitter flakes
- Size 002 x 003 x 001 (50 micron)
- Red Green iridescent shade
- Applications: lipgloss, pressed powders etc.



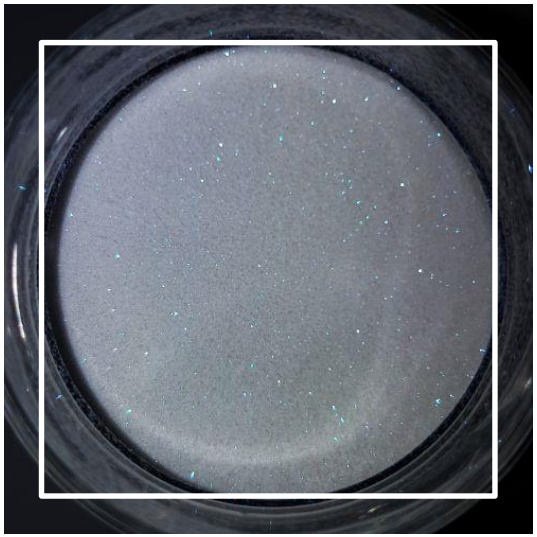
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geocrystal® Blue Green 002 x 003 x 001

- Very small sized iridescent polyester glitter flakes
- Size 002 x 003 x 001 (50 micron)
- Blue Green iridescent shade
- Applications: lipgloss, pressed powders etc.



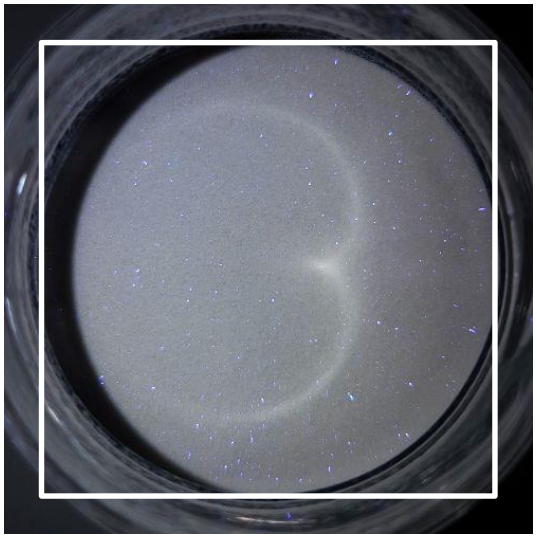
GEOTECH
SPECIAL EFFECT PIGMENTS

NEW

Product introduction 2017

Geocrystal® Blue Violet 002 x 003 x 001

- Very small sized iridescent polyester glitter flakes
- Size 002 x 003 x 001 (50 micron)
- Blue Violet iridescent shade
- Applications: lipgloss, pressed powders etc.



GEOTECH
SPECIAL EFFECT PIGMENTS

Added value

- Flexibility and quick response with contact person
- Production / production control according to GMP regulations
- Estée Lauder Companies certified raw material supplier
- Formulating support
- Technical training
- Development of new special effect pigments
- Colour and effect guidelines: trendbox
- Small packaging
- Stock keeping
- Quick logistic services