

# BOROSTAR

Calcium Sodium Borosilicate Pigments

# AGENDA

- 01 Sparkle with Multicolor Highlights
- 02 Flash ... Diamond Pigments
- 03 3D ... Diamond Pigments
- 04 Chameleon Pigments
- 05 Unique Selling Proposition
- 06 Applications Options
- 07 Product Positioning

01

# BOROSTAR

Sparkle with Multicolor Highlights



## What makes BoroStar Pigments unique?



- Striking Glitter
- High Chroma
- Superb Multi-Color Effects



- Ultra high transparency
- Most neutral base color provided by the substrate
- Lowest influence on the background color
- Outstanding sparkle
- Multicolor reflection
- Superb interference colors
- Exceptional reflectivity
- Clean and brilliant colors
- Low hiding power
- Synthetically produced substrate



# 01 SPARKLE WITH MULTICOLOR HIGHLIGHTS

## Color Range

SILVER WHITE



INTERFERENCE



Picture: pinterest.at

MULTICOLOR



Suitable for Stylish Holographic or Three-dimensional Sparkle Effects

# 01 SPARKLE WITH MULTICOLOR HIGHLIGHTS

## BoroStar Product Range and its main Characteristic

### Flash ... Diamond Pigments

Strong three-dimensional multicolor sparkle

### 3D ... Diamond Pigments

Very strong three-dimensional multicolor sparkle  
based on multilayer technology

### Chameleon Pigments

Eye-catching multicolor effects with amazing  
color travel



02

# FLASH....DIAMOND

Colors that Capture the Rainbow



## 02 FLASH... DIAMOND PIGMENTS

### Colors that Capture the Rainbow

#### Flash ... Diamond Series

- Flash Diamond 10-60  $\mu\text{m}$
- Very Flash Diamond 20-100  $\mu\text{m}$
- Special Flash Diamond 50-200  $\mu\text{m}$
- Super Flash Diamond 100-500  $\mu\text{m}$

Includes most Transparent Silver White and Interference Colors  
Very Strong Three-dimensional Multicolor Sparkle

Standard Range



Picture: pixabay.com



## 02 FLASH DIAMOND PIGMENTS

### Colors Sparkling with Energy

#### Experience the Fireworks

Exploding fireworks that create a symphony of light and color captivate us and produce amazing illusions that stimulate our imagination.

Exciting. Stunning. Scintillating.

Colors:

White, Gold, Red, Purple, Blue, Green

PSD 10-60  $\mu\text{m}$



Picture: pinterest.de



Picture: pinterest.com

## 02 FLASH DIAMOND PIGMENTS

Exciting. Stunning. Scintillating.



Picture: pinterest.com

	COSMI Pigment	Substrate	Color	Name
Borostar	COSMI 9810D	Borosilicate	White	Flash Diamond White
Borostar	COSMI 9805D	Borosilicate	Gold	Flash Diamond Gold
Borostar	COSMI 9815D	Borosilicate	Red	Flash Diamond Red
Borostar	COSMI 9819D	Borosilicate	Purple	Flash Diamond Purple
Borostar	COSMI 9825D	Borosilicate	Blue	Flash Diamond Blue
Borostar	COSMI 9835D	Borosilicate	Green	Flash Diamond Green

PSD 10-60  $\mu\text{m}$

Fascinating Multicolor Highlights



Picture: douglas.de

## 02 VERY FLASH DIAMOND PIGMENTS

Highly Transparent but Colorful

### Dancing Water Pearls

Early in the morning when the sun rises and all the small raindrops of the night begin to glitter in the first sunbeams of the day, the colorful play of light works its magic.

Glittering. Colorful. Sensual.

Colors:

White, Gold, Red, Purple, Blue, Green

PSD 20-100  $\mu\text{m}$



Picture: boozishop.de



Picture: pixabay.com

## 02 VERY FLASH DIAMOND PIGMENTS

Glittering. Colorful. Sensual.

	COSMI Pigment	Substrate	Color	Name
Borostar	COSMI 9810C	Borosilicate	White	Very Flash Diamond White
Borostar	COSMI 9805C	Borosilicate	Gold	Very Flash Diamond Gold
Borostar	COSMI 9815C	Borosilicate	Red	Very Flash Diamond Red
Borostar	COSMI 9819C	Borosilicate	Purple	Very Flash Diamond Purple
Borostar	COSMI 9825C	Borosilicate	Blue	Very Flash Diamond Blue
Borostar	COSMI 9835C	Borosilicate	Green	Very Flash Diamond Green



Picture: boozishop.de

PSD 20-100  $\mu\text{m}$

Captivating Glitter Effect



Picture: douglas.de

## 02 SPECIAL FLASH DIAMOND PIGMENTS

More Elegance and Charisma for your Colors

### Frosted Gleam

Winter conjures up dazzling, fairy tale splendor. A glittering world of frost and ice draws the eye with a touch of rainbow-like brilliance and a frosted shimmer.

Frozen. Elegant. Glittering.

Colors: Silver white, Gold, Red, Purple, Blue, Green

PSD 50-200  $\mu\text{m}$



Picture: emmi-nail.de

Picture: pinterest.de

## 02 SPECIAL FLASH DIAMOND PIGMENTS

Frozen. Elegant. Glittering.



Picture: emmi-nail.de

	COSMI Pigment	Substrate	Color	Name
Borostar	COSMI 9810B	Borosilicate	White	Special Flash Diamond White
Borostar	COSMI 9805B	Borosilicate	Gold	Special Flash Diamond Gold
Borostar	COSMI 9815B	Borosilicate	Red	Special Flash Diamond Red
Borostar	COSMI 9819B	Borosilicate	Purple	Special Flash Diamond Purple
Borostar	COSMI 9825B	Borosilicate	Blue	Special Flash Diamond Blue
Borostar	COSMI 9835B	Borosilicate	Green	Special Flash Diamond Green

PSD 50-200  $\mu\text{m}$

Expressive Sparkle and Luminosity



Picture: emmi-nail.de

## 02 SUPER FLASH DIAMOND PIGMENTS

Maximum Sparkle and Exceptional Reflectivity

Capture the Stars!

In a clear night sky, catch the most beautiful shooting stars and discover the bright constellations along the Milky Way.

Sparkling. Irresistible. Striking.

Colors: White, Gold, Red, Purple, Blue and Green

PSD 100-500  $\mu\text{m}$



Picture: ourbeststyle.com

## 02 SUPER FLASH DIAMOND PIGMENTS

Sparkling. Irresistible. Striking.

	COSMI Pigment	Substrate	Color	Name
Borostar	COSMI 9810A	Borosilicate	White	Super Flash Diamond White
Borostar	COSMI 9805A	Borosilicate	Gold	Super Flash Diamond Gold
Borostar	COSMI 9815A	Borosilicate	Red	Super Flash Diamond Red
Borostar	COSMI 9819A	Borosilicate	Purple	Super Flash Diamond Purple
Borostar	COSMI 9825A	Borosilicate	Blue	Super Flash Diamond Blue
Borostar	COSMI 9835A	Borosilicate	Green	Super Flash Diamond Green



PSD 100-500  $\mu\text{m}$

Maximum Glitter with the largest PSD



Picture: neimanmarcus.com



03

# 3D... DIAMOND

Colors that Capture the Rainbow

### Colors that Capture the Rainbow

#### 3D ... Diamond Series

- 3D Twinkling Diamond 10-60  $\mu\text{m}$
- 3D Flashing Diamond 20-100  $\mu\text{m}$
- 3D Diamond 30-150  $\mu\text{m}$
- 3D Glittering Diamond 50-200  $\mu\text{m}$

Multilayer technology and thicker metal oxide layers lead to higher chroma, more intense sparkle, stronger reflection and greater brilliance.

Upgrade - Multilayer



## 03 3D ... DIAMOND PIGMENTS

### Gemstones of Incomparable Sparkle and Luminosity

#### Diamonds are a Girl's Best Friend

One of the most valuable precious stones, diamonds are prized for their fiery gleam, lively play of colors and strong light refraction.

#### Colors:

White, Gold, Red, Purple, Blue, Turquoise and Green

#### 3D ... Diamond Pigments in four different PSD:

- 10 – 60  $\mu\text{m}$  (3D Twinkling Diamonds)
- 20 -100  $\mu\text{m}$  (3D Flashing Diamonds)
- 30 -150  $\mu\text{m}$  (3D Diamond)
- 50 -200  $\mu\text{m}$  (3D Glittering Diamonds)

3D ... Diamond Pigments represent the next generation of Borostar pigments based on multilayer technology



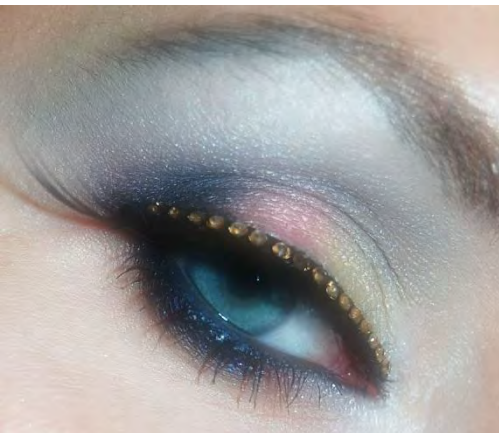
Picture: pinterest.de

# 03 3D TWINKLING DIAMOND PIGMENTS

Brilliant. Expressive. Iridescent.

Available in most transparent silver white and interference colors offering the strongest sparkle and highest chroma at a PSD 10-60  $\mu\text{m}$

	COSMI Pigment	Substrate	Color	Name
Borostar	COSMI 925-W	Borosilicate	White	3D Glittering Diamond White
Borostar	COSMI 925-R1	Borosilicate	Gold	3D Glittering Diamond Gold
Borostar	COSMI 925-R2	Borosilicate	Red	3D Glittering Diamond Red
Borostar	COSMI 925-R3	Borosilicate	Purple	3D Glittering Diamond Purple
Borostar	COSMI 925-R4	Borosilicate	Blue	3D Glittering Diamond Blue
Borostar	COSMI 925-R5	Borosilicate	Turquoise	3D Glittering Diamond Turquoise
Borostar	COSMI 925-R6	Borosilicate	Green	3D Glittering Diamond Green



Picture: pixabay.com



Picture: douglas.de

PSD 10-60  $\mu\text{m}$

Natural looking Glow

# 03 3D FLASHING DIAMOND PIGMENTS

Dazzling. Desirable. Mystical.

Available in most transparent silver white and interference colors offering the strongest sparkle and highest chroma at a PSD 20-100 of  $\mu\text{m}$

	COSMI Pigment	Substrate	Color	Name
Borostar	COSMI 950-W	Borosilicate	White	3D Flashing Diamond White
Borostar	COSMI 950-R1	Borosilicate	Gold	3D Flashing Diamond Gold
Borostar	COSMI 950-R2	Borosilicate	Red	3D Flashing Diamond Red
Borostar	COSMI 950-R3	Borosilicate	Purple	3D Flashing Diamond Purple
Borostar	COSMI 950-R4	Borosilicate	Blue	3D Flashing Diamond Blue
Borostar	COSMI 950-R6	Borosilicate	Turquoise	3D Flashing Diamond Turquoise
Borostar	COSMI 925-R6	Borosilicate	Green	3D Flashing Diamond Green



Picture: pieper.de

PSD 20-100  $\mu\text{m}$

Fascinating Multicolor Highlights

# 03 3D DIAMOND WHITE

The Only Silver White Borostar Pigment with 30-150  $\mu\text{m}$  PSD!

Crackling Snow

COSMI Pigment	Substrate	Color	Name
COSMI 970-W	Borosilicate	White	3D Diamond White

This pigment captures the effect of clear mountain air, crisp temperatures and **crackling snow crystals** that glisten and sparkle in the sun like a **magnificent diamond**.

PSD 30-150  $\mu\text{m}$

Sparkling Multicolor Highlights



# 03 3D GLITTERING DIAMOND PIGMENTS

Sparkling. Precious. Colorful.

Available in most transparent silver white and interference colors offering the strongest sparkle and highest chroma at a PSD 50-200 of  $\mu\text{m}$

	COSMI Pigment	Substrate	Color	Name
Borostar	COSMI 980-W	Borosilicate	White	3D Glittering Diamond White
Borostar	COSMI 980-R1	Borosilicate	Gold	3D Glittering Diamond Gold
Borostar	COSMI 980-R2	Borosilicate	Red	3D Glittering Diamond Red
Borostar	COSMI 980-R3	Borosilicate	Purple	3D Glittering Diamond Purple
Borostar	COSMI 980-R4	Borosilicate	Blue	3D Glittering Diamond Blue
Borostar	COSMI 980-R5	Borosilicate	Green	3D Glittering Diamond Green
Borostar	COSMI 980-R6	Borosilicate	Green	3D Glittering Diamond Green



Picture: pinterest.de

PSD 50-200  $\mu\text{m}$

Incomparable Sparkle and Luminosity



Picture: saksfifthavenue.com

04

# BOROSTAR CHAMELEONS

Amazing Color Travel





## Amazing Color Travel

### Chameleon Series

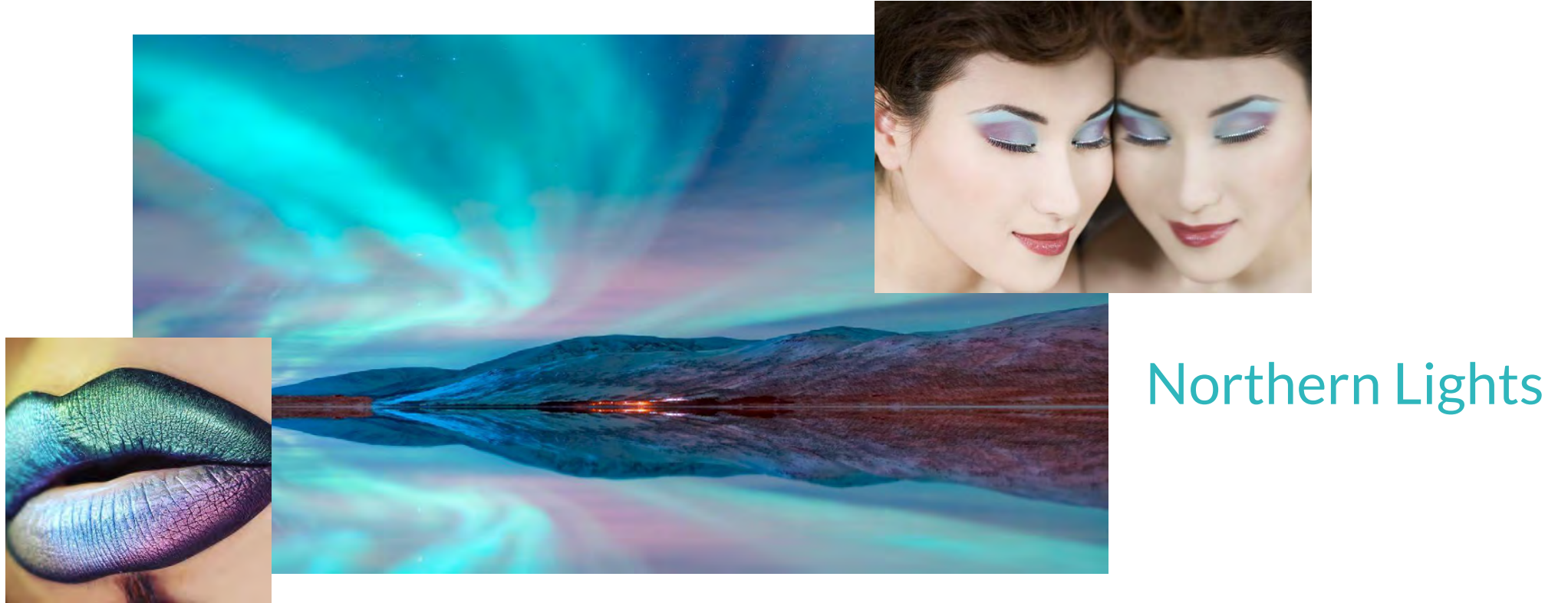
- ... Very Flash      30-100  $\mu\text{m}$
- ... Special Flash      40-150  $\mu\text{m}$
- ... Super Sparkle      50-200  $\mu\text{m}$
- Exceptional **color shift effects** in various color shades offer unique eye-catching application options
- Innovative color concepts such as “**Holographic**” or “**Multichromatic**” effects can be achieved
- **Endless styling flexibility** for amazing colors with up to 3 shades in one product



Picture: pixabay.com

Chameleons the Masters of Camouflage

## Multicolor Inspirations



Picture: pinterest.com

Personalized beauty is on trend

COSMI 19819C	30-100 $\mu\text{m}$	Violet/Blue/Green Very Flash
COSMI 19817B	40-150 $\mu\text{m}$	Violet/Blue/Green Special Flash
COSMI 19819A	50-200 $\mu\text{m}$	Violet/Blue/Green Super Sparkle

# 04 CHAMELEON PIGMENTS

## Eye-catching and Extravagant

With a remarkable ability to transition through multiple colors depending on the viewing angle



	COSMI Pigment	Substrate	Color	Name
Borostar	COSMI 19804C	Borosilicate	Multicolor	Gold/Red Very Flash *
Borostar	COSMI 19805C	Borosilicate	Multicolor	Gold/Red/Violet Very Flash *
Borostar	COSMI 19815C	Borosilicate	Multicolor	Red/Violet/Blue Very Flash *
Borostar	COSMI 19819C	Borosilicate	Multicolor	Violet/Blue/Green Very Flash *
Borostar	COSMI 19825C	Borosilicate	Multicolor	Blue/Green/Gold Very Flash *
Borostar	COSMI 19830C	Borosilicate	Multicolor	Green/Gold Very Flash
Borostar	COSMI 19835C	Borosilicate	Multicolor	Green/Gold/Red Very Flash

PSD 30-100  $\mu\text{m}$

Color-intense Shimmer

These multicolor effect pigments are also available as Chameleon [Super Sparkle](#) (PSD 50-200  $\mu\text{m}$ ) and partly \* as Chameleon [Special Flash](#) (PSD 40-150  $\mu\text{m}$ )

Picture: pinterest.com

# 04 CHAMELEON PIGMENTS

## Multicolor Inspirations



Picture: pinterest.com

### Beautiful Sunrise

COSMI 19805C	30-100 $\mu\text{m}$	Gold/Red/Violet Very Flash
COSMI 19805B	40-150 $\mu\text{m}$	Gold/Red/Violet Special Flash
COSMI 19805A	50-200 $\mu\text{m}$	Gold/Red/Violet Super Sparkle

The warm, sunny feeling of wellbeing caresses the senses

# 04 CHAMELEON PIGMENTS

## Eye-catching and Extravagant

With a remarkable ability to transition through multiple colors depending on the viewing angle

	COSMI Pigment	Substrate	Color	Name
Borostar	COSMI 19804B	Borosilicate	Multicolor	Gold/Red Special Flash *
Borostar	COSMI 19805B	Borosilicate	Multicolor	Gold/Red/Violet Special Flash *
Borostar	COSMI 19815B	Borosilicate	Multicolor	Red/Violet/Blue Special Flash *
Borostar	COSMI 19816B	Borosilicate	Multicolor	Red/Violet/Blue Special Flash
Borostar	COSMI 19817B	Borosilicate	Multicolor	Violet/Blue/Green Special Flash
Borostar	COSMI 19818B	Borosilicate	Multicolor	Green/Violet/Blue Special Flash
Borostar	COSMI 19819B	Borosilicate	Multicolor	Violet/Blue/Green Special Flash *
Borostar	COSMI 19825B	Borosilicate	Multicolor	Blue/Green/Gold Special Flash *



Picture: pinterest.com

**PSD 40-150 μm**

**Multicolor Sparkle**

\* These multicolor effect pigments are also available as Chameleon [Super Sparkle](#) (PSD 50-200 μm) and Chameleon [Very Flash](#) (PSD 40-150 μm)

## Multicolor Inspirations



Picture: pinterest.com



Picture: pinterest.com



Picture: etsy.com

## Indian Summer

COSMI 19804C	30-100 $\mu\text{m}$	Gold/Red Very Flash
COSMI 19804B	40-150 $\mu\text{m}$	Gold/Red Special Flash
COSMI 19804A	50-200 $\mu\text{m}$	Gold/Red Super Sparkle

Wonderful reflections give the skin an instant glow

# 04 CHAMELEON PIGMENTS

## Eye-catching and Extravagant

With a remarkable ability to transition through multiple colors depending on the viewing angle



	COSMI Pigment	Substrate	Color	Name
Borostar	COSMI 19804A	Borosilicate	Multicolor	Gold/Red Super Sparkle *
Borostar	COSMI 19805A	Borosilicate	Multicolor	Gold/Red/Violet Super Sparkle *
Borostar	COSMI 19815A	Borosilicate	Multicolor	Red/Violet/Blue Super Sparkle *
Borostar	COSMI 19819A	Borosilicate	Multicolor	Violet/Blue/Green Super Sparkle *
Borostar	COSMI 19825A	Borosilicate	Multicolor	Blue/Green/Gold Super Sparkle *
Borostar	COSMI 19835A	Borosilicate	Multicolor	Green/Gold/Red Super Sparkle

PSD 50-200  $\mu\text{m}$

Strong Multicolor Sparkle

These multicolor effect pigments are also available as Chameleon [Very Flash](#) (PSD 30-100  $\mu\text{m}$ ) and partly \* as Chameleon [Special Flash](#) (PSD 40-150  $\mu\text{m}$ )

Picture: etsy.com

05

# USP

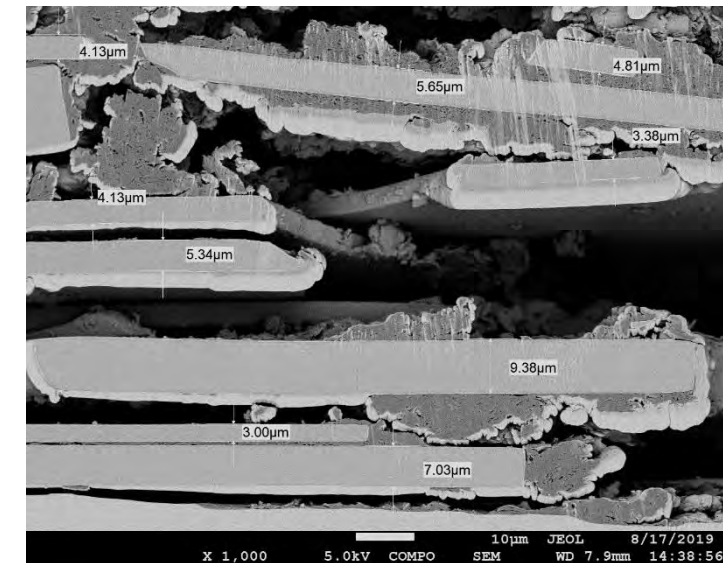
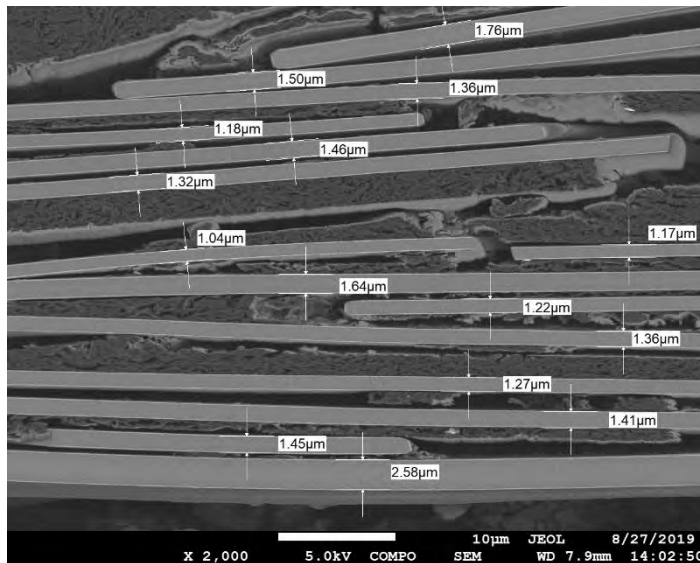
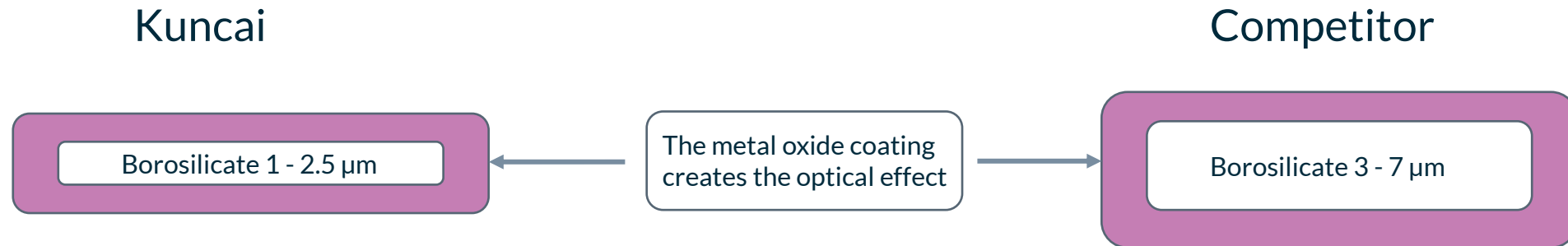
Unique Selling Proposition





# 05 UNIQUE SELLING PROPOSITION (USP)

## Favorable Aspect Ratio due to lower Borosilicate Platelet Thickness



# 05 UNIQUE SELLING PROPOSITION (USP)

Aspect Ratio (AR) = Average Particle Size/Thickness

Kuncaï

Competitor

Example:

AR Borostar =  $100\ \mu\text{m}/1\ \mu\text{m} = 100$

AR Competitor =  $100\ \mu\text{m}/2\ \mu\text{m} = 50$

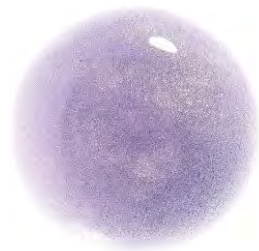
Conclusion:

Borostar has a much larger aspect ratio and surface area than competitors' pigments

Even low concentrations produce an incredible finish effect!



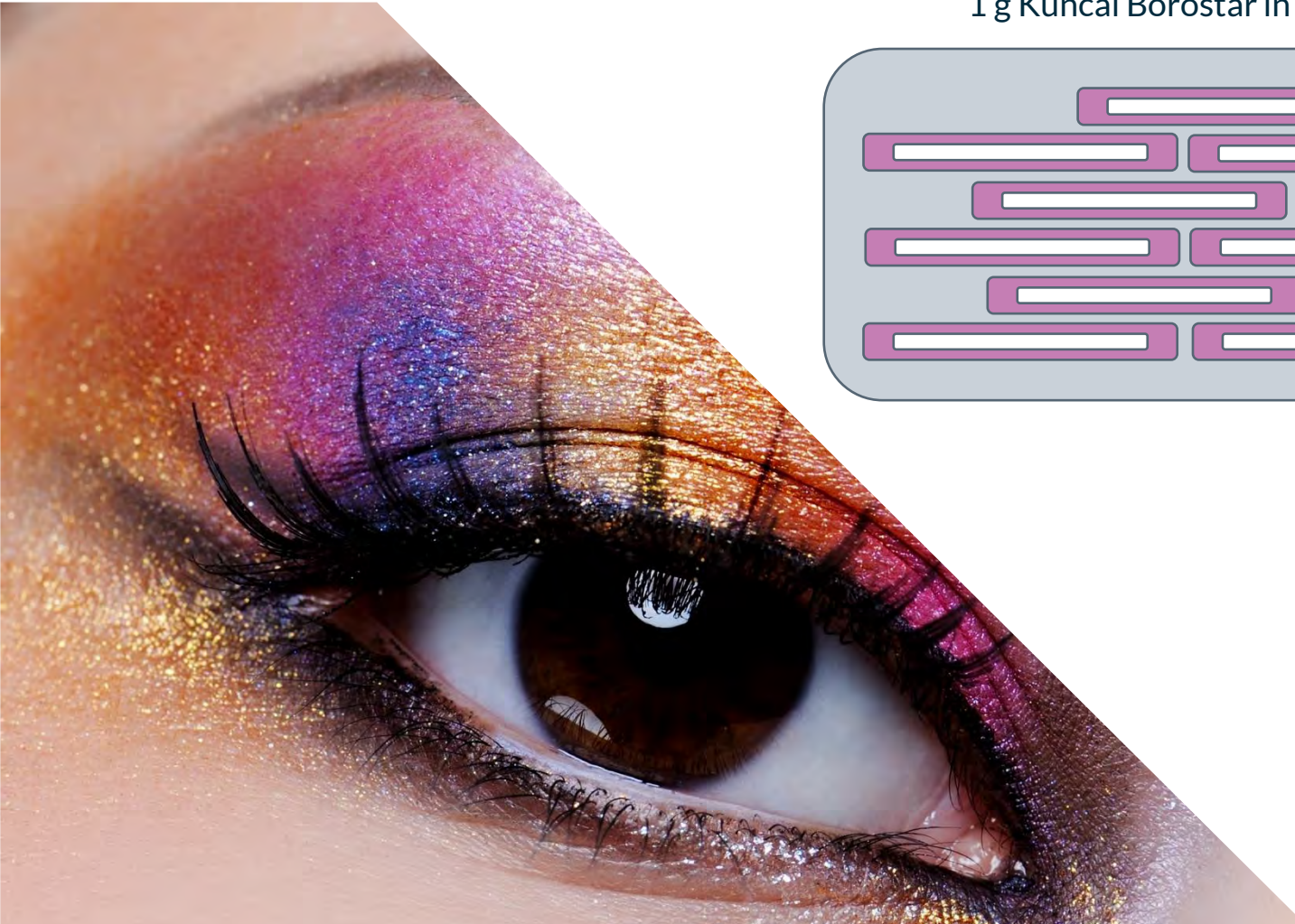
Pictures: flowerbeauty.com



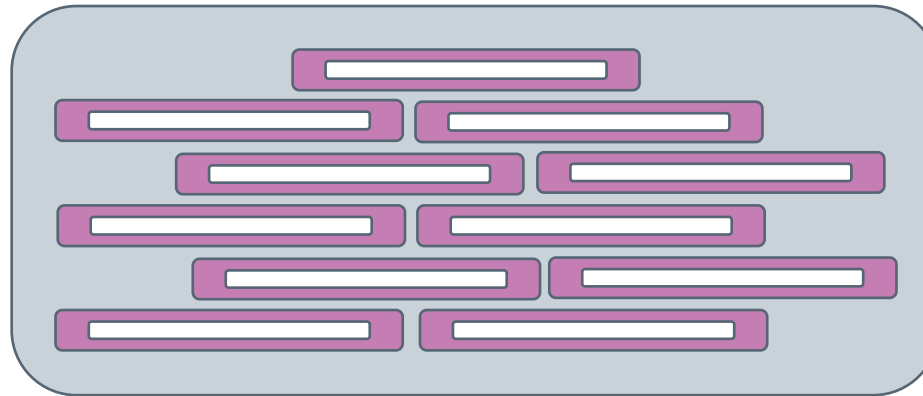
Picture: boozishop.de

# 05 UNIQUE SELLING PROPOSITION (USP)

Achieve Brilliant Glitter and Radiant Shine at Low Concentrations

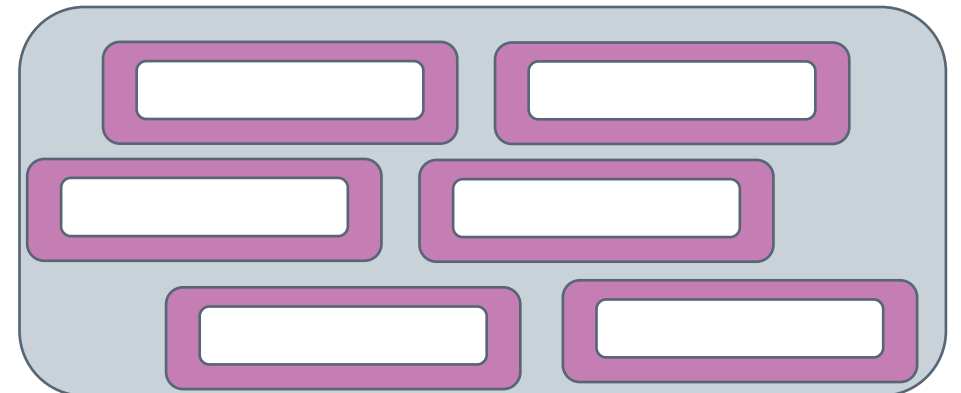


1 g Kuncai Borostar in Formula



- Impact on formulation:
- = more particles
  - = more surface area
  - = more sparkle per gram

1 g Competitor Borosilicate in Formula



06

# APPLICATION OPTIONS

Color Cosmetics and Personal Care



# 03 APPLICATION OPTIONS

## Color Cosmetics

### EYES

- Eye Shadow
- Eyeliner
- Mascara
- Kohl



Pictures: flaconi.de



### LIPS

- Lipstick
- Lip Gloss
- Lip Balm



Picture: artdeco.de

### NAILS

- Nail Varnish



Picture: catrice.eu

## Personal Care

### BODY WASH

- Shower gel
- Hand wash
- Bath foam
- Kids' products



Picture: lush.com

### SKIN CARE

- Body lotion
- Face cream
- Suncare
- Foot care



Picture: look-beautiful.de

### HAIR CARE

- Shampoo
- Conditioner
- Gel / Wax
- Hair spray



Picture: limecrime.com

07

# PRODUCT POSITIONING

Make Your Products Stand Out from the Crowd



# 07 PRODUCT POSITIONING

## Colors that Capture the Rainbow

Pigments are characterized by:

- Fascinating multicolor highlights
- Dramatic color flop over different colors
- Striking glitter effect with high reflectivity
- Superb chroma and clean mass tone



... emphasizing product positionings like:

- Exciting. Stunning. Scintillating.
- Brilliant. Expressive. Iridescent.
- Dazzling. Desirable. Mystical.
- Sparkling. Precious. Colorful.





## Amazing Color Travel

Pigments are characterized by:

- Superb multi-color travel
- Dramatic color flop over different colors
- Strong three-dimensional sparkle
- Particularly expressive for dark colors
- Intense colors



... emphasizing products that express the spirit of:

- Northern Lights
- Beautiful Sunrise
- Indian Summer
- ...



## 07 YOUR BENEFITS AT A GLANCE

### Make Your Products Stand Out from the Crowd

- Attract attention with striking glitter, high chroma and sophisticated multicolor effects
- Support product positioning and product claims
- Differentiate products at the Point of Sale with esthetic and emotional color concepts
- Achieve inspiring effects even at a low concentration level



Picture: pinterest.de

The background features a complex, abstract pattern of overlapping, semi-transparent geometric shapes, primarily triangles and polygons, in a vibrant spectrum of colors including purple, blue, green, and yellow. These shapes are set against a dark, deep blue background. Interspersed among the polygons are soft, out-of-focus circular bokeh lights in various colors, creating a sense of depth and a futuristic, digital atmosphere.

WE BRING  
COLOR TO  
THE WORLD

THANK YOU