




„Color of the Moment“  
Cherry Blossom



Japanese cherry blossoms, or sakura 桜, have long been adored by people across the globe.

The fragile blossoms of the Sakura tree (Japanese cherry) are often described as spring snow by Japanese poets.

KB3

As spring emerges, we are greeted by a sea of cherry blossom flowers which rejuvenates our admiration of natural beauty.

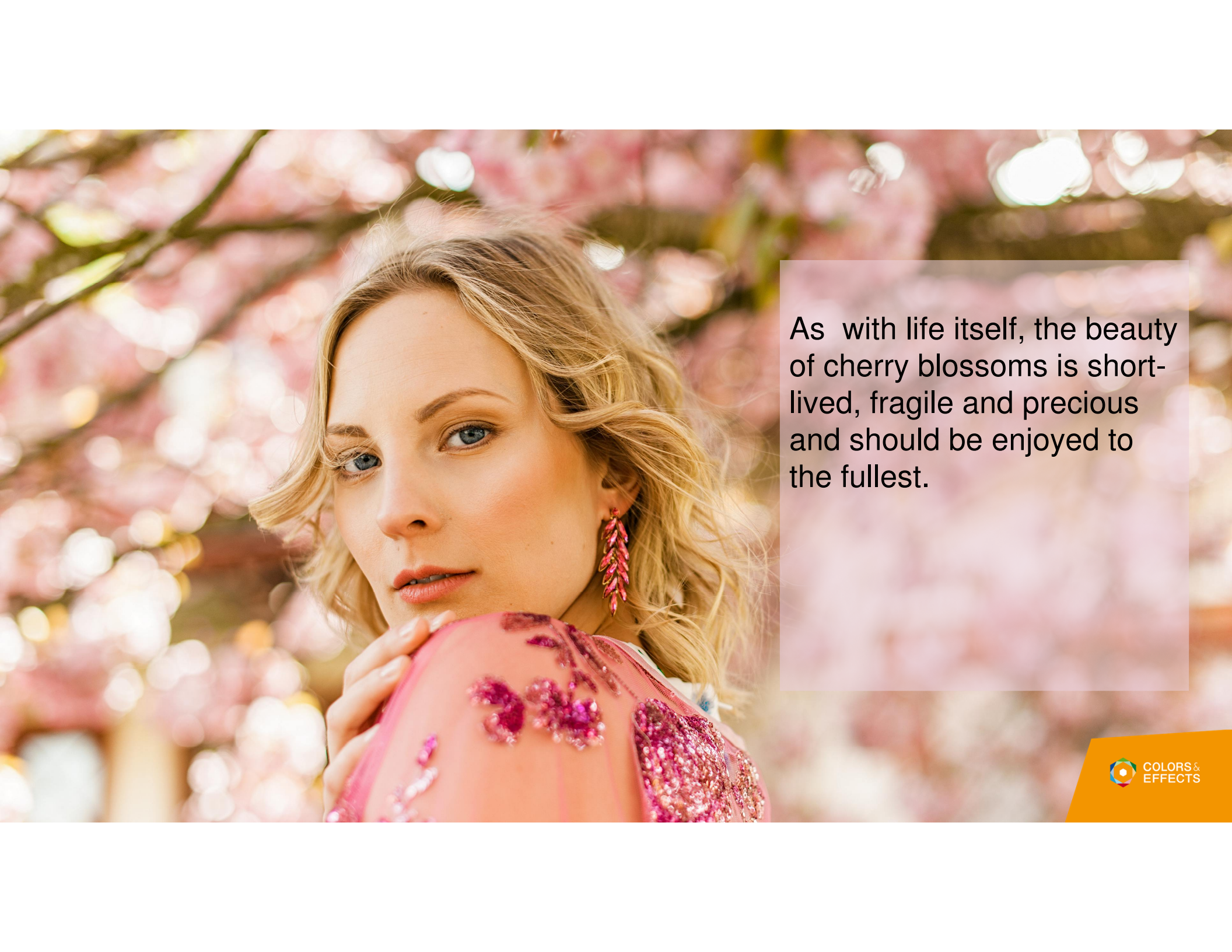
Cherry Blossom has symbolized the rebirth of nature and purity since ancient times.

**Slide 3**


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**KB3**

Kristina Brueggemann, 4/30/2020



As with life itself, the beauty of cherry blossoms is short-lived, fragile and precious and should be enjoyed to the fullest.



Cherry blossoms are not only for viewing, but they can also be enjoyed with limited seasonal products.

Various sakura inspired products are released every year.

Light and clean, fresh pink hues bloom into spring inspired make-up looks.

## Color of the moment- Cherry Blossom

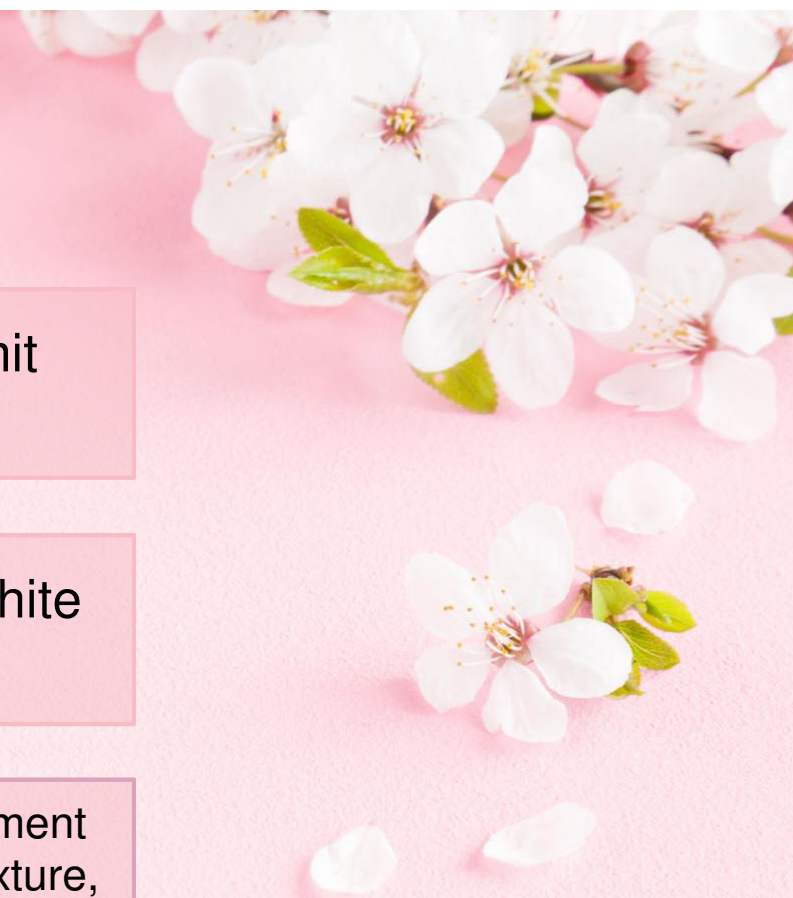
### A soft and vibrant pink



Flamenco® Summit  
Magenta M80H

Chione™ Infinite White  
S130V

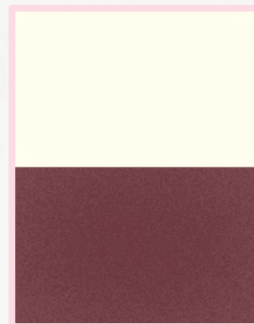
Cosmetic approved pigment  
eg. D&C Red 7/ TiO<sub>2</sub> mixture,  
Carmine



## Let your story bloom! - More effects to create a cherry blossom look



Flamenco<sup>®</sup> Summit  
Magenta M80H



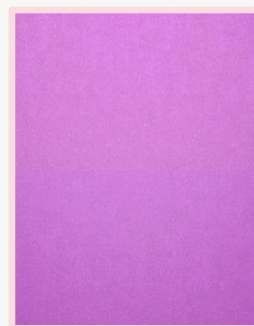
Chione<sup>™</sup> HD Digital  
Pink S430V



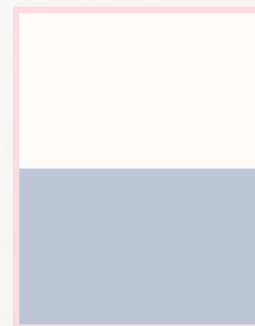
Chione<sup>™</sup> HD Infinite  
White S130V



Reflecks<sup>™</sup> MD Changing  
Cherry G480D



Cloisonné<sup>®</sup> Vibrant  
Raspberry F90H



Timica<sup>®</sup> Terra White  
MN4501



# Cherry Blossom in Beauty and Personal Care

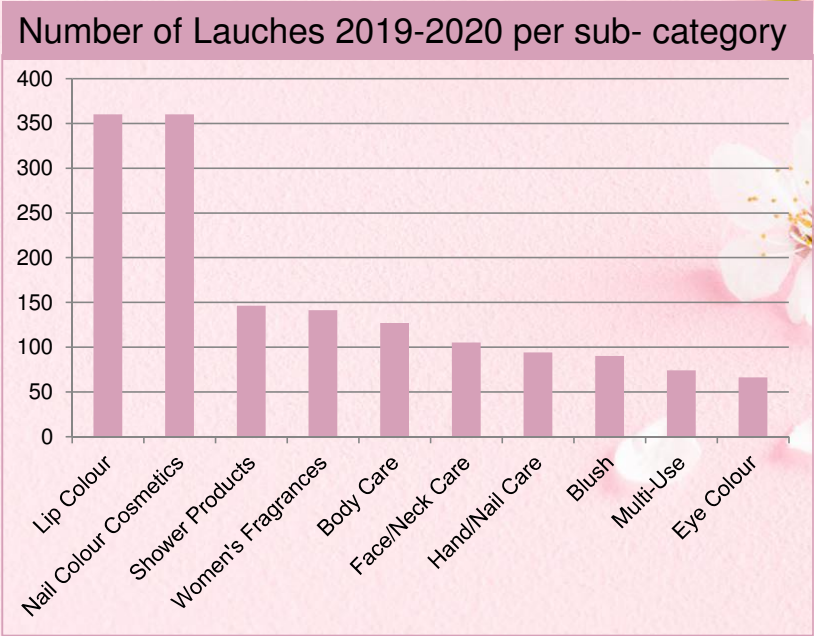
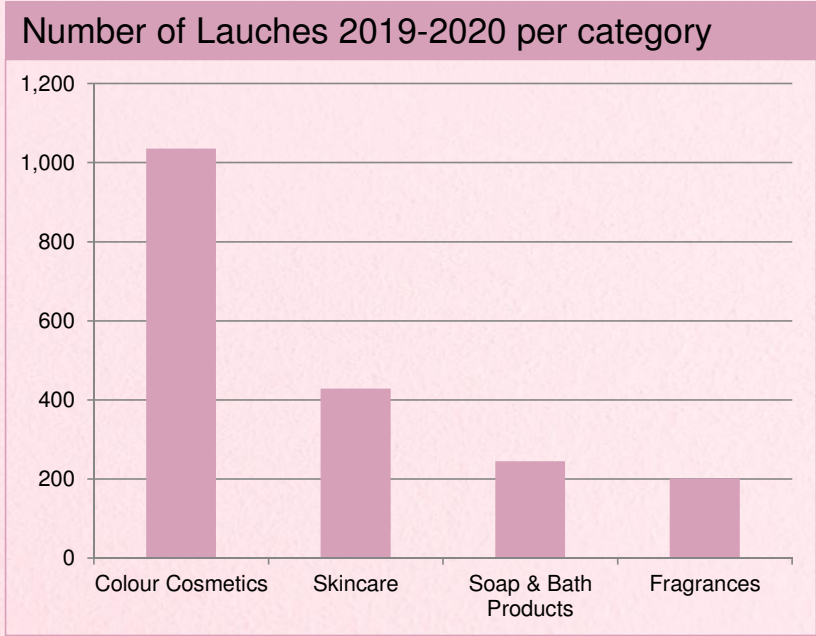
Bloom with the season – Cherry Blossom inspired cosmetics are in for spring. Each year a number of products featuring cherry blossoms are launched in all regions.



\*Source GNPD search: Cherry Blossom with word variants

# Cherry Blossom in Beauty & Personal Care by category

Lip and Nail products show the highest number of new launches featuring cherry blossom each year. The light and fresh pink color of cherry blossoms is universally flattering.



\*Source GNPD search: Cherry Blossom with word variants

## Cherry Blossom Beauty - Japan Sakura Veil Lip- Para Do



### Japanese cosmetics brand “Para Do”

- The Sakura inspired lipstick “Sakura Veil Lip” (light pink color) is their top-selling product since 2013
- Limited color “Deep cherry blossom” has been released this year with special cherry blossom theme packaging.

# Lip Glaze-Fuchsia Glass Gel

## CC-US-16-33317-41A

### PRODUCT OVERVIEW

This lip glaze provides high shine and enhanced reflectivity.

The Glass Gel is a new crystal clear gloss that provides a wash of pink to the lips through the use of Flamenco Summit Magenta.



### FEATURED EFFECT PIGMENTS

Flamenco® Summit Magenta offers a lustrous interference effect that feature increased chromaticity and high color purity to create dramatic visual effects.

# Lip Glaze-Fuchsia Glass Gel

## CC-US-16-33317-41A



Phase	Ingredients	INCI	% weight	Function
<b>A</b>	Oleocraft LP-20 <sup>(1)</sup>	Polyamide-8	20.73	Rheology modifier
	Dermol DISM <sup>(2)</sup>	Diisostearyl Malate	7.68	Emollient
	Lameform® TGI	Polyglyceryl-3 Diisostearate	2.56	Structurant
	Hydrogenated Polyisobutene <sup>(3)</sup>	Hydrogenated Polyisobutene	20.73	Water resistance
<b>B</b>	Cetiol® C 5	Coco-Caprylate	6.86	Emollient
	Versagel M 750 <sup>(4)</sup>	Mineral Oil, Ethylene/Propylene/Styrene Copolymer, Butylene/Ethylene/Styrene Copolymer	9.80	Rheology modifier
	Indopol H-100 <sup>(5)</sup>	Polybutene	21.15	Emollient
<b>C</b>	Red 27 <sup>(3)</sup>	CI 45410	1.00	Colorant
	SDA 40 Alcohol	Ethanol	1.00	Solvent
	Cetiol® C 5	Coco-Caprylate	1.50	Emollient
<b>D</b>	Flamenco® Summit Magenta M80H	Mica, Titanium Dioxide, Silica	1.00	Effect Pigment
	Cetiol® C 5	Coco-Caprylate	3.00	Emollient
<b>E</b>	Preservative		1.00	Preservative
	Uvinul® MC 80	Ethylhexyl Methoxycinnamate	1.99	UV-B filter

## Cherry Blossom Beauty - Japan Pure & Mild Deep Moisturizing Sakura Serum



### Pure & Mild Deep Moisturizing Sakura Serum- Shiseido

- Pure & Mild Deep Moisturizing Sakura Serum is claimed to spread and penetrate into the skin, to nourish and improve skin dryness and roughness. It repairs and brightens the complexion for young, glossy and transparent skin with continued use.
- The gentle and stable formula contains: a light, elegant natural fragrance; concentrated Japanese cherry blossom leaf essence to moisturize and restore skin, leaving the skin full of elasticity.

# Graceful Radiance Serum

## CC-FR-14-004-I05

### PRODUCT OVERVIEW

This radiance serum takes complexions from dull to fresh and natural.

This light and fresh serum features light-reflecting pigments to give the skin's complexion an exquisite, dewy glow.

### FEATURED EFFECT PIGMENTS

**Chione™ HD Digital Pink** is an interference pigment on a synthetic mica substrate with high chroma color in pink. The result is a very clean, bright interference effect with high-definition performance.

**Timica® Terra Colors** are absorption-effect pigments offered in a range of colors to allow for greater color development in matching skin tone shades. They offer a perfect balance of coverage and luster for a natural look.

# Graceful Radiance Serum

CC-FR-14-004-I05



Phase	Ingredients	INCI	% by weight	Function
A	Eumulgin® SG	Sodium Stearoyl Glutamate	0.40	Emulsifier (O/W)
	Cutina® HVG	Hydrogenated Vegetable Glycerides	2.00	Consistency agent
	Lanette® O	Cetearyl Alcohol	0.50	Consistency agent
	Myritol® 318	Caprylic/Capric Triglyceride	3.00	Emollient
	Cetiol® C 5	Coco-Caprylate	4.00	Emollient
	Xiameter PMX-0245 Cyclopentasiloxane (Dow Corning)	Cyclopentasiloxane	5.00	Emollient
B	Water, demin.	Aqua	77.29	Humectant
	Glycerin	Glycerin	3.00	
	Red 40 (1% solution) (Sun Chemical)	CI 16035	0.01	
	Phenonip XB (Clariant)	Phenoxyethanol, Methylparaben, Ethylparaben, Propylparaben	1.00	
C	Chione™ HD Digital Pink S430V	Synthetic Fluorophlogopite, Titanium Dioxide	1.00	Effect pigment
	Chione™ HD Metric Violet S530V	Synthetic Fluorophlogopite, Titanium Dioxide	1.00	Effect pigment
	Timica® Terra White MN4501	Mica, Titanium Dioxide	1.00	Effect pigment
D	Cosmedia® SP	Sodium Polyacrylate	0.50	Rheology modifier
E	Covi-ox® T 70 C	Tocopherol	0.10	Antioxidant
	Perfume	Parfum	0.20	Fragrance



## Cherry Blossom Beauty - North America

### M.A.C Prep + Prime Petal Power Fix+ Skin Refresher/Finishing Mist



#### M.A.C Prep + Prime Petal Power Fix+ Skin Refresher/Finishing Mist

- M.A.C Petal Power collection offers a spectrum of sakura-inspired pink shades for the face and lips designed to preserve the sight and scent of the spring season, and it features special-edition packaging.
- Prep + Prime Fix+ Skin Refresher/Finishing Mist, now relaunched as part of collection
- The product is described as a lightweight water mist packed with vitamins and minerals, with a cherry blossom scent.

## Party-Proof Setting Mist – Instant Glow CC-FR-17-043-A05

### PRODUCT OVERVIEW

The Party-Proof Setting Mist keeps makeup looking fresh without melting, fading, or settling into fine lines. It also provides an instant moisturizing glow for a refreshing and natural look.

### FEATURED EFFECT PIGMENTS

**Chione™ HD Infinite White S130V** is a white effect pigment based on synthetic mica. Due to the clean appearance of synthetic mica, Chione™ HD Infinite White S130V provides a subtle and metallic silver sheen effect. Chione™ HD Infinite White S130V can be combined with all colors to obtain a metallic effect in pastel tones.

**Chione™ HD Pigments** are interference pigments on a synthetic mica substrate with high chroma color. The result is a very clean, bright interference effect with high-definition performance.



# Party-Proof Setting Mist – Instant Glow

## CC-FR-17-043-A05



	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	73.40	
	Luviset® Clear AT 3	VP/Methacrylamide/Vinyl Imidazole Copolymer	1.00	Fixative
	Euxyl K 320 (Schülke)	Phenoxyethanol, Methylparaben, Ethylparaben, Propylene Glycol	0.20	Preservative
B	Glycerin	Glycerin	15.00	Humectant
	Chione™ HD Infinite White S130V	Synthetic Fluorophlogopite, Titanium Dioxide	0.15	Effect pigment
	Chione™ HD Digital Pink S430V	Synthetic Fluorophlogopite, Titanium Dioxide	0.10	Effect pigment
C	Ethanol 96%	Alcohol	10.00	Solvent
	Perfume	Parfum	0.15	Fragrance

## Cherry Blossom Beauty - Netherlands Rituals- Ritual of Sakura



### Rituals- Ritual of Sakura

- Make each day feel like a new beginning with the delicate scent of cherry blossoms
- Full line of cherry blossom inspired Home SPA products
- Shower Gel, Body Cream, Body Scrub, Hand Balm, Hand Wash

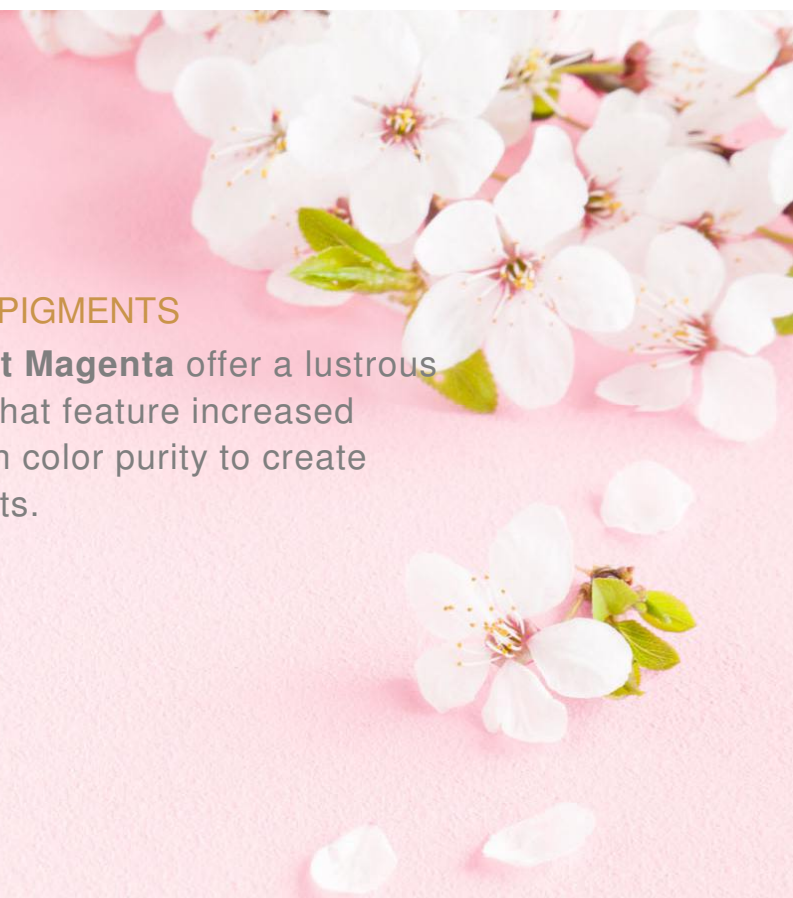
# Shampoo - CherryBlossom CC-FR-20-042-C04

## PRODUCT OVERVIEW

A COSMOS NATURAL shampoo formulation with clear appearance that allows effect pigments to stand out and make your marketing story sparkle.

## FEATURED EFFECT PIGMENTS

**Flamenco**® **Summit Magenta** offer a lustrous interference effects that feature increased chromaticity and high color purity to create dramatic visual effects.



# Shampoo - CherryBlossom

## CC-FR-20-042-C04-



Phase	Ingredients	INCI	% by weight	Function
A	Water, demin. Preservative	Aqua	67.80 qs	Preservative
B	Glycerin Rheocare® XGN	Glycerin Xanthan Gum	3.00 0.80	Humectant Rheology modifier
C	Plantacare® 2000 UP Plantapon® ACG 50 Lamesoft® PO 65	Decyl Glucoside Sodium Cocoyl Glutamate Coco-Glucoside, Glyceryl Oleate	13.00 10.00 2.00	Surfactant Surfactant Conditioning agent
D	Flamenco® Summit Magenta M80H	Mica, Titanium Dioxide, Silica	0.10	Effect pigment
E	Citric Acid (50% solution)	Citric Acid	2.80	pH Adjustment

**Thank you for your attention!**

