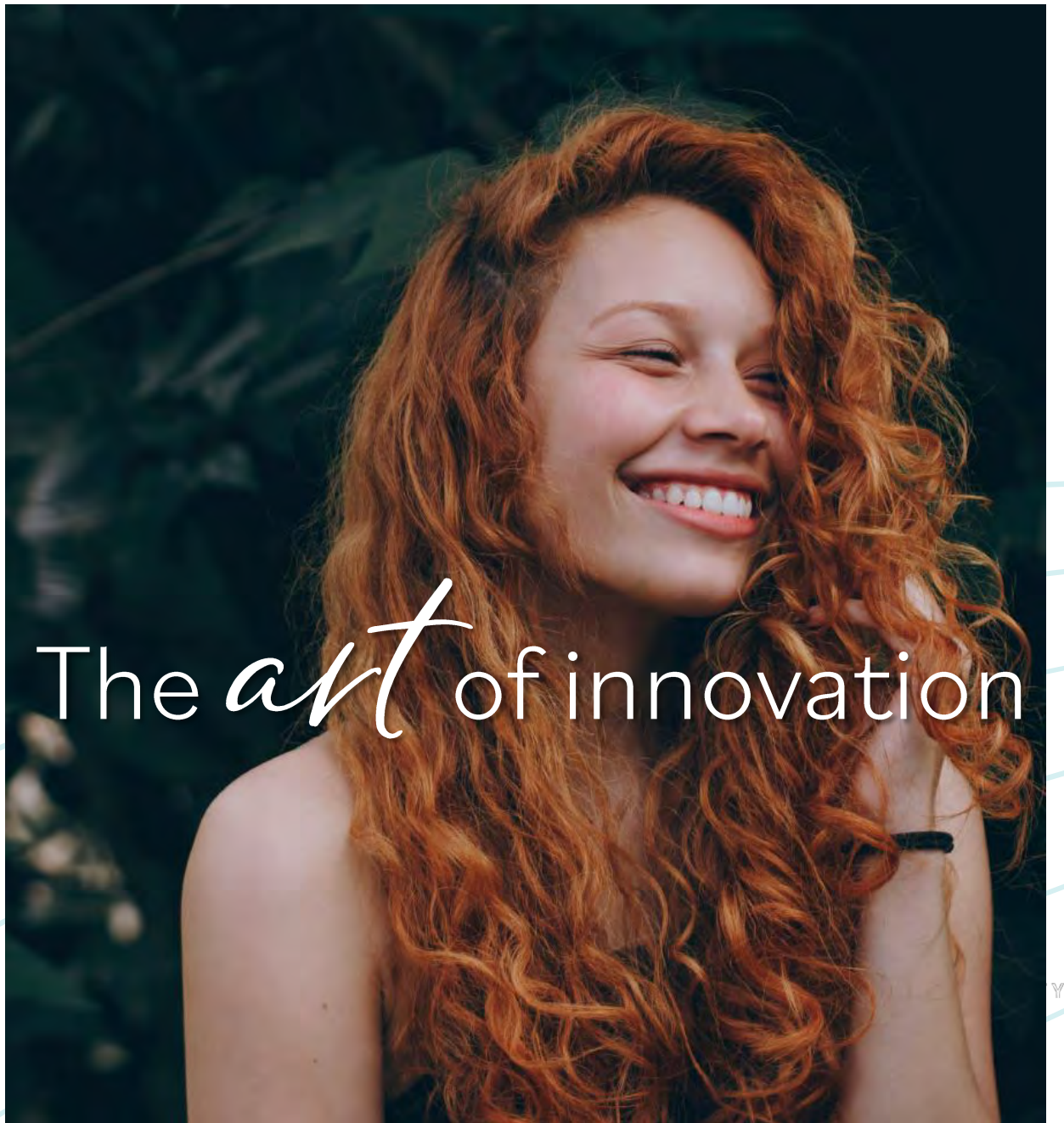


SENSIENT  
BEAUTY

Color of  
the year  
*2023*



# About Sensient

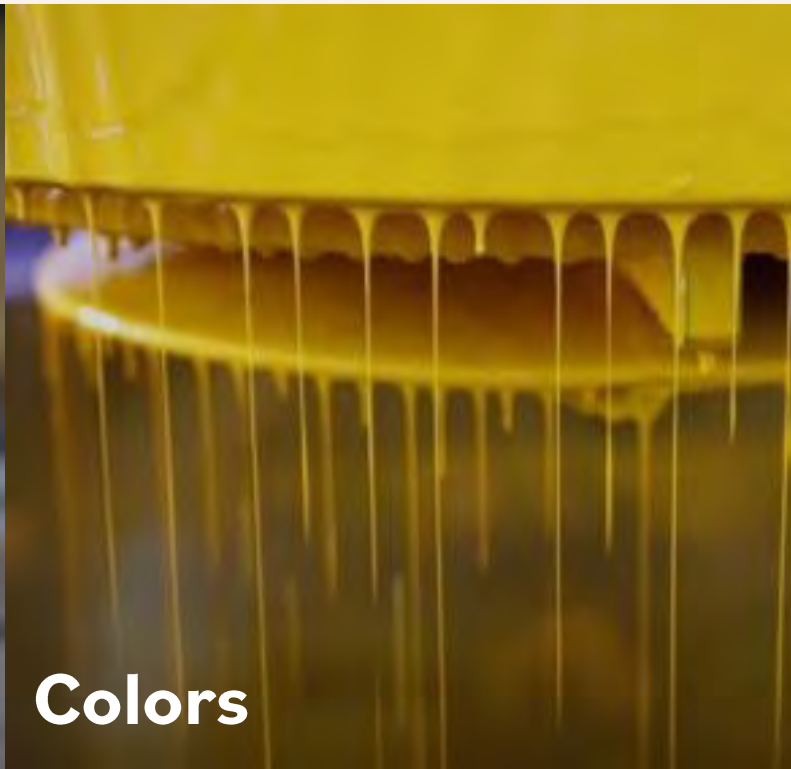


# Technical *expertise*



## Extraction

- Molecular Distillation Extraction
  - CO2 Extraction
  - Percolation
  - Distillation
  - Sub Critical Water
- Extraction = **Phytoclean®**
- Solvent Extraction with Concentration
  - Sulpher CO2 and Molecular Distillation
  - CO2 Co-Solvent Extracts



## Colors

- Color building blocks
- Pigment

Surface treatment
- & Color protection  
& Mineral UV filters
- Dye
  - Pigment
  - Surface treatment
  - Dispersion
  - Composites
  - Micronization



## Textural and functional ingredients

- Solubilizer
- Natural emulsifier
- Thickeners
- Film-former
- Texturing powders
- Emollient



# The Sensient *Promise*



At Sensient Beauty we believe that beauty is not only seen, but experienced.

We look at the industry anew, putting the individual's sensory experience at the center of beauty.

Through time-honoured expertise, we form collaborative relationships with our customers to create ingredients, while using technology to move you forward to a new vision of beauty.

Always by your side, across the globe we craft innovation in every detail; providing uncompromising quality and relentlessly breathing life into every product.

# Application expertise

Across all beauty applications

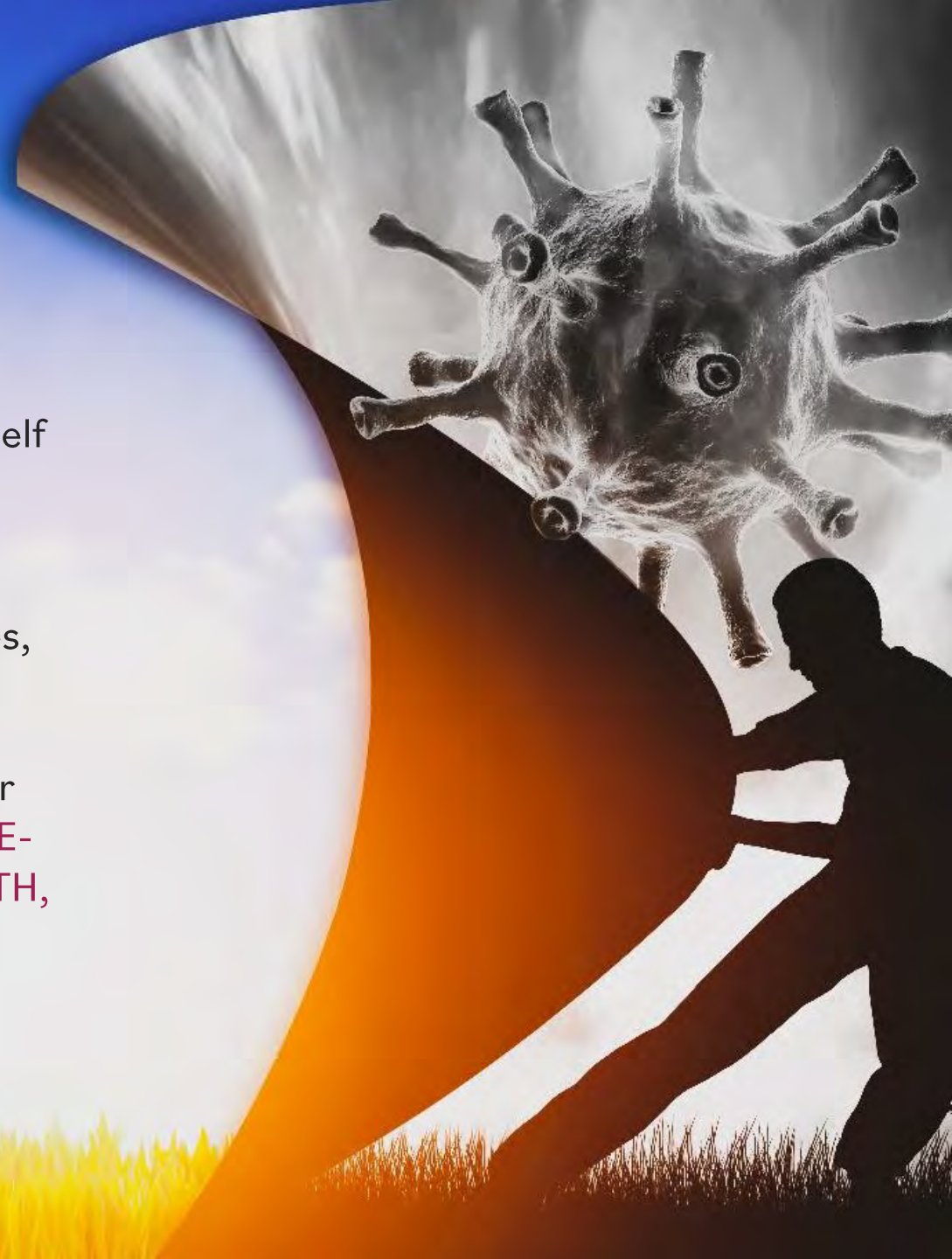


# Trend Alert



# Empowering transition

- ✓ There are times when change is so mandatory that itself becomes a trait of a period.
- ✓ From remote work to major life developments, the COVID-19 era left its mark in our economies, societies, and our lives.
- ✓ Many of these changes are evolving towards a better world in terms of **ECOLOGICAL AWARENESS, NATURE-CONNECTION, CARE FOR MENTAL & PHYSICAL HEALTH, CONSUMPTION HABITS** and a **BETTER BALANCE BETWEEN WORK AND PERSONAL LIFE.**



But the biggest transformation was the search for “**SELF-KNOWLEDGE**”. Pandemic has impacted people in extremely different ways and encouraged us to think more deeply about **WHO WE ARE** and what **WE’RE LOOKING FOR**.

This **SELF-AWARANESS** lead to **ANCESTRALLY PROUD** and valuation of **REAL BEAUTY**.

As a result, progress on advancing **DIVERSITY, EQUITY,** and **INCLUSION** are taking place globally!

Our identities have changed, so  
it’s important to be  
*authentic* with how we  
present *ourselves*







# Embracing *Self-Affirmation* with happiness!

Old feelings of depression, anxiety and fear are gone as we move toward a **NEW LEVEL OF CONSCIOUSNESS** that is grounded in **OPTIMISM, HOPE, RAISED AWARENESS, AND TRUTH.**

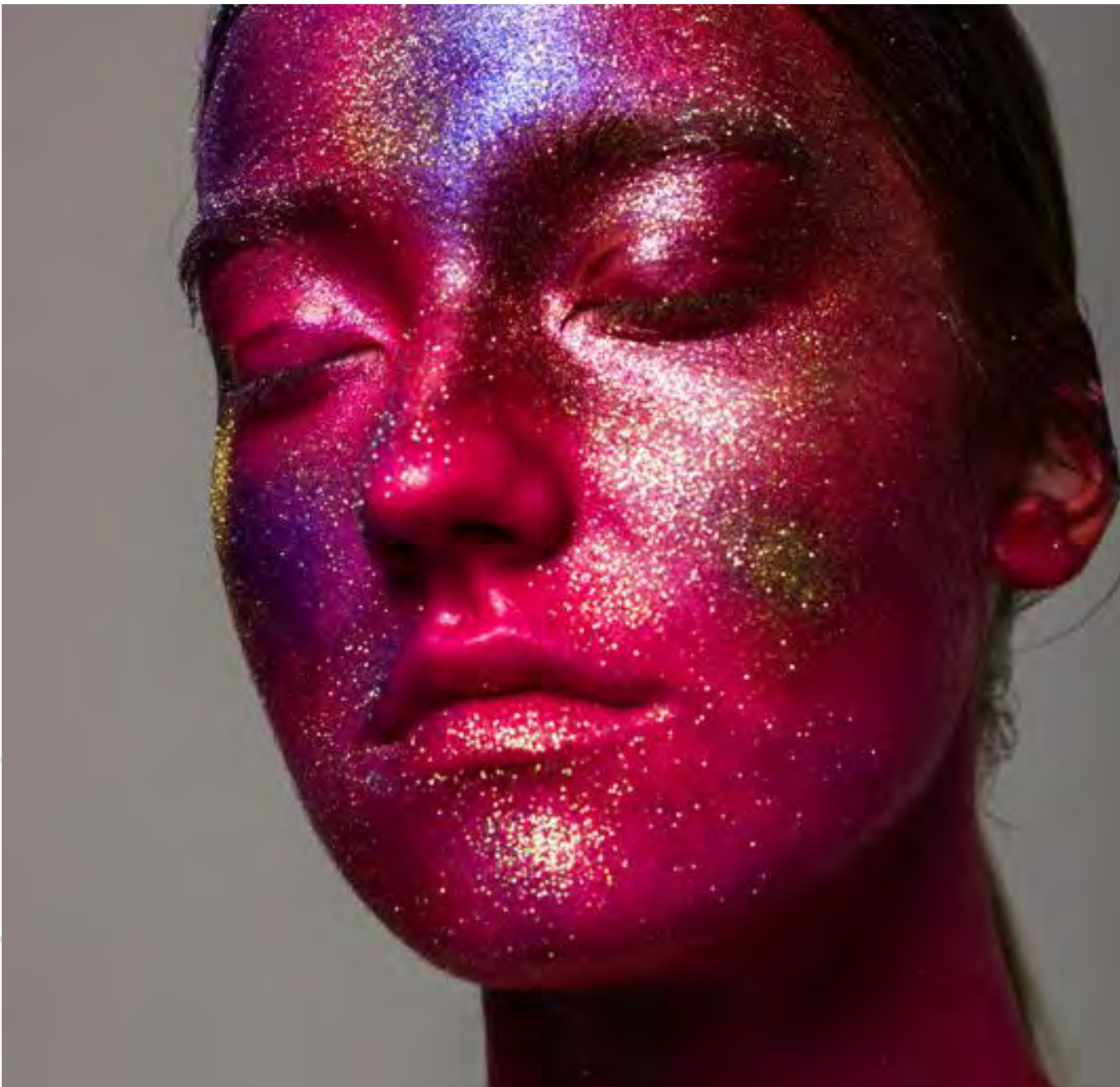


The color of **2023** year is inspired by this **GREAT TRANSITION** we are going through, a rebirth of human culture, with full respect to our **TRUE SELVES.**



Sensient Technologies Color  
Group announces its

*Color Of  
The Year  
2023*



# Power Berry

The view of the pandemic is vastly improved and we are going through a great transition, experiencing a new kind of renaissance that is affecting all facets of our lives including politics, nature, work, relationships and society. Indeed, costumers now value their uniqueness, origin and their “own beauty” above all else.

Sensient Beauty, in partnership with Beautystreams, introduce **POWER BERRY**, the colour of the year 2023. It is a shade that symbolizes **INDIVIDUALITY** and **AUTHENTICITY** — a transformative hue formed by the fluidity of blues and reds, signaling individual adaptability in changing tides.

**KEY WORDS:** OPTIMISM, CREATIVITY, NEWNESS, TRUE BEAUTY, NO RULES, AUTHENTICITY, ANCESTRALITY, VIVID SHADES, GLOSS TEXTURE, SHINE.

**BEAUTYSTREAMS**



маникюр вишневый



@tuantinpar

# Power Berry

## Societal Drivers

### INCLUSIVITY

Gender- and convention-free shades emerge

### INDIVIDUALITY

Need for a shade that talks to our true selves

### EMERGENCE OF COUNTER-CURRENTS

- Need for self-expression
- Security and Authenticity to express our passions, personality and show the world who we really are

### NATURE CONNEXION

- A universal color of the earth—found in flowers, wild berries, spices, vegetables, grains, etc.

### ANCIENT KNOWLEDGE / ANCESTRALITY TEACHINGS

- Berries found in many folklore, thought to purify the blood and often made into wines to honor goddesses

### TRENDS:

- Natural Beauty
- Hybrid make-up (color and care)
- Inclusive Beauty
- Personalization



Manny Mua

# Evolution

**2021 / RISING ORANGE**



OPTIMISM. A FRESH NEW  
START. HOPE

**2022 / RADIANT PINK**



HEALING, HUMAN TOUCH,  
NOURISHING, COMFORT

**2023 / POWER BERRY**



TRANSITION, REBIRTH,  
AUTHENTICITY, OPTIMISM

## COLOR PALLETE

Power Berry shade depicts a hint of creativity and optimistic lens through its bluish-red notes. It is harmonized with purple, red, coral, pink, and green tones that are vivid and striking, evoking an energy that is loud and proud. They are used as motivational triggers, encouraging people to alter limiting belief systems and make positive lasting change. With no room for ambiguity, colors are poised with vivid confidence, each one of them a true representation of itself.

ORIGINAL LILAC

rgb (180, 102, 170)  
2352 C

DARING  
RED

rgb (200, 27, 72)  
703 C

PURE NUDE

rgb (180, 129, 103)  
479 C

UNUSUAL ROSE

rgb (255, 108, 116)  
2344 C

POWER BERRY

rgb (156, 32, 82)  
2041 C

DISTINTIC BROWN

rgb (98, 73, 71)  
438 C

UNIQUE GREEN

rgb (3, 163, 84)  
2417 C

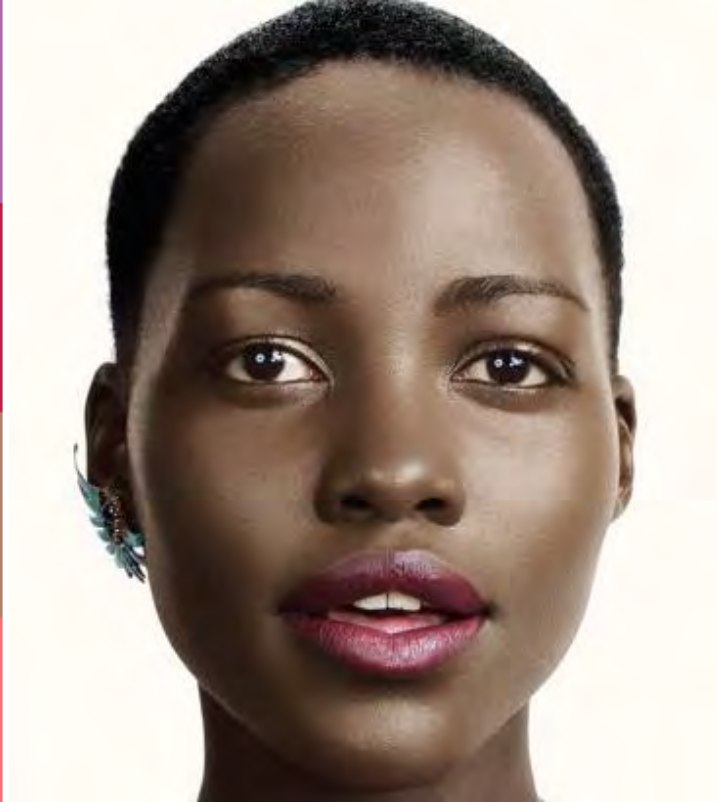


Jennyhouse

## FULL LOOK

*Celebrate Self-expression outside of traditional stereotypes of beauty and gender*

Color cosmetics are used to emphasize your true self! Face makeup replicates natural skin using medium coverage so the complexion's own character, color, and identity are allowed to show through. Focus on eye look, with no rules! Vivid colors and intense textures guarantee lips are also infused with a not-of-this-world appearance.





@makeupwithjah

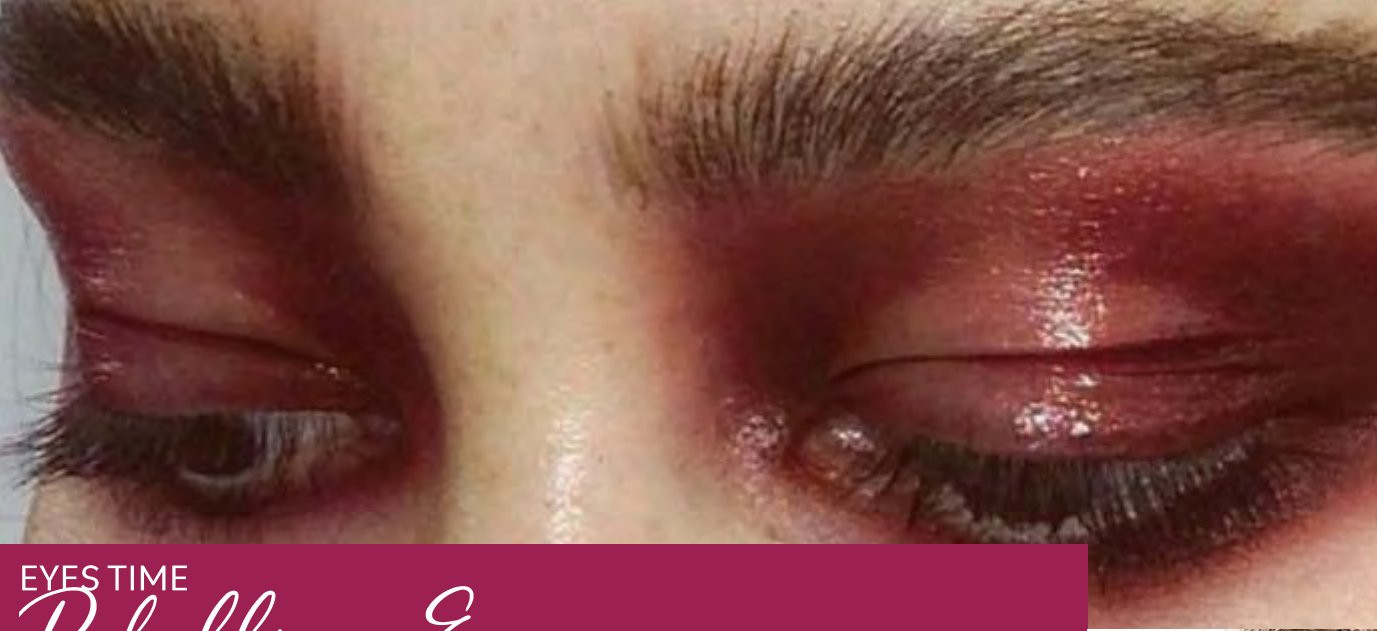
## FACE IN EVIDENCE

# *Gliding Light*

You can opt for transparent textures that instantly add a hyper-gloss. Or you can pick a foundation with a silky texture and luminous finish that glides on, melting and merging imperceptibly with the skin. A medium coverage ensures that the natural features of the complexion still show through, blurring instead of covering any blemishes, pigmentation, or darkness while skin tone is still subtly evened out. The result is a me-but-better foundation.

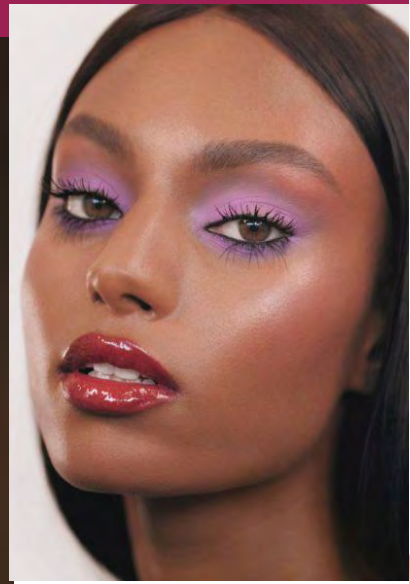
<https://makeupforlife.net/>



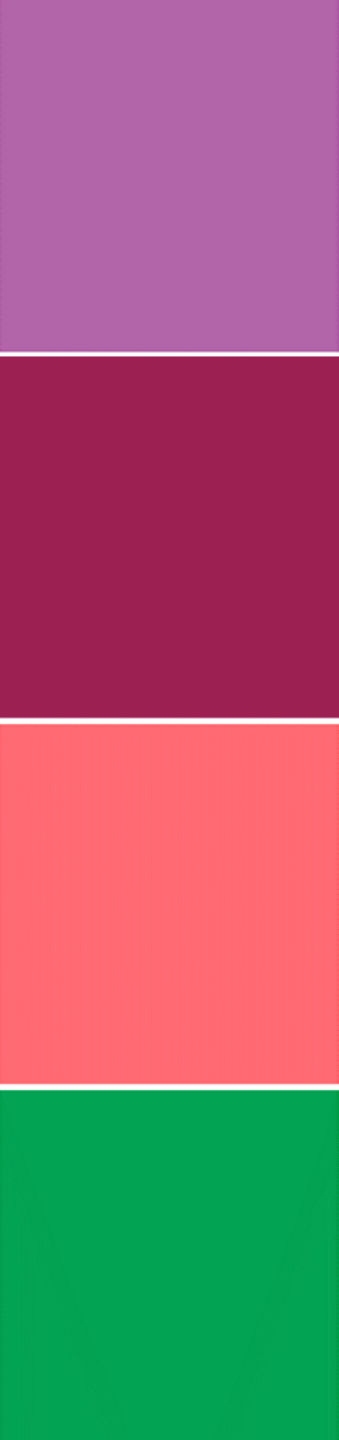


EYES TIME  
*Rebellious Eyes*

Stand out and draw all eyes to you!  
Eyes are very well crafted, bringing at the same time an air of mystery, sophistication and a lot of personality. No rules for eyeshadows textures and finishes.



@BEAUTYISBORING



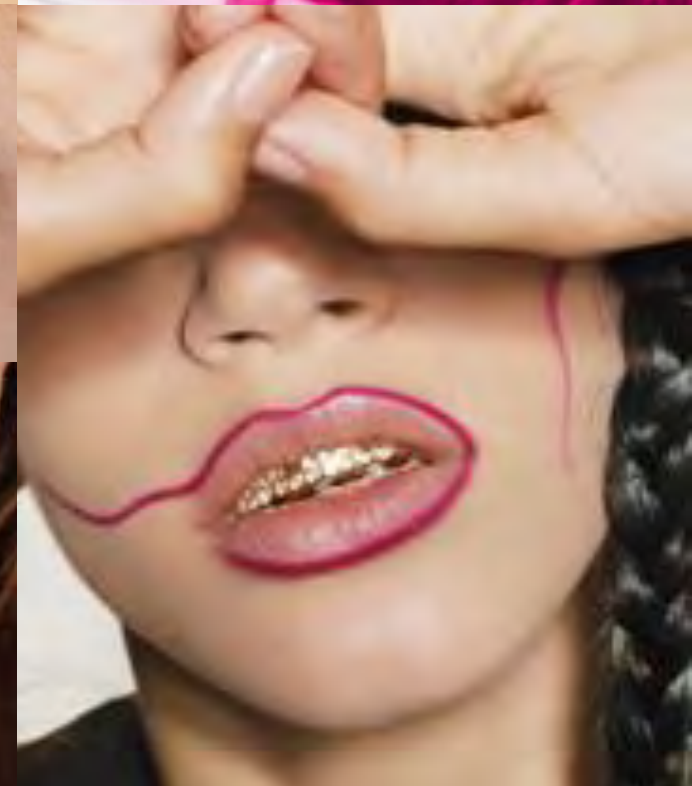
LIP FOCUS

# *The joy of lipstick*

As consumers re-embrace the joys of lipstick-wearing, lip colors become ultra-expressive and creative, playing with texture, layering, shape and application.



[www.itakeyou.co.uk](http://www.itakeyou.co.uk)





NAILS MOMENT

## *Gender-Free Colors*

Berries, mauves and reds as more fluid shades. Preference for glossy textures with a translucent tint. To add an creative twist, you can play with more than one color and do nail art. Nails are left at different lengths too, sending out an inclusive message.





## HAIR COLOR

# *Space for saturated darks*

This shade combines a lot with consumers with natural dark bases. Applied in multidimensional ways, they beautify all kinds of hair, while flattering a larger variety of dark-to-light and warm-to-dark complexions.

Although obviously unnatural, the direction is wearable and acceptable for everyday looks.



Georgiana - @f9ebd4



@REBECCATAYLORHAIR



@allyinblunderland



<https://hairstyleandmakeup.com/red-hair-color-hairstyles/>

HAIR COLOR

*It's all about  
creativity*

With authenticity in mind, the hair color category is centered around attention seeking and standing out from the crowd.



Project [#LetMe](#) by Vanessa Ablola

# Formulations



# Formulations *Face Makeup & Protection*



## Foundation

You-Niversal Foundation

SCT4150

UVR TiO2 AS

UV ZnO AS

Unipure Range AS

Natpure Feel M Eco

Covabead Crystal

No-shine SPF 30  
foundation



## Powder

Sun Defense Compact Powder

SCT4228

Unipure Range

AS Surface Treatment

Sensifeel Soft TA AS

Sensibead SI 175

Talc-free silky powder



## Blush & Highlighter

Nat'vocado Cloud Paint

SCT4216

Unipure Range

Covapearl Sparking Gold 238

Covapearl Red Syo 300

Sericite BA

Natpure Feel M Eco

Seamless and buildable  
gel-cream formula



## Face Tinted Sunscreen

City Shield Detox Skin Perfector

SCT4156

Covascreen Dispersions

Covabead Crystal

Vegetable Charcoal

Cream to powder  
mineral tinted sunscreen  
SPF 45

# Formulations *Eyes*



## Eyeshadow

Power Berry Powder Eyeshadow

SCT 2387

Unipure Range

Sensifeel Mica 22

Serica 100

Get your glam on with  
this vivid & talc-free  
eyeshadow



## Eyeshadow

Power Berry Creamy Eyeshadow

SCT 2386

Unipure Range

Covapearl Silver 939

Sensifeel Soft TA AS

Sensifeel Star

Covacryl MV

Silky, blendable and vivid  
eyeshadow



## Eyeliner

Long Lasting Daring Red Eyeliner

SCT 2385

Unipure Red LC 320

Unipure Blue LC 686

Covacryl MS 11 WP

Keep your eyes on the  
red line



## Mascara

Original Lilac Mascara

SCT 2388

Unipure Range

Fucosorb WP

Covacryl RH

Covacryl AC

Covabead Velvet 10

Sensifeel Star Thick 09

Enjoy your lilac look



# Formulations *Lips & Nails*



## Lipstick

### Silky Velvet Lipstick

SCT6384-1 SML

Unipure Range

Ariabel Range

Covalumine AS

Sensibead SI 175

Like silk, with matte  
effect



## Lipstick

### Infused Botanical Lipstick

SCT 2232A

Unipure Range

Natpure Xfine Radish RR319

Natpure Xfine Carrot BC314

Covasterol

Natural color X creamy  
texture X vivid shade



## Nail Polish

### Power Berry Nail Polish

SCT 51046

Covanail S White 9737

Covachip W4705ET BR

Covachip W6705ET BR

Authentic chic nails



## Nail Polish

### Original Lilac Nail Polish

SCT 51042

Covanail S White 9737

Covachip W6705ET BR

Covachip W4705ET BR

A shade that manages to  
be a bright and a pastel at  
the same time

# Formulations *Skincare*



## Body & Face Moisturizer

### Xco Choco Ultralight Moisturizer

SCT6375 SCF

Natpure Xco Choco Cc864

Natpure Cellgum Plus

Natpure Feel M Eco

Highly nourishing and conditioning



## Hybrid Face Exfoliator

### Power Berry Mask Scrub

SCT 6335 SCF

Natpure Sol SL

Covagel

Natpure Xfine Carrot BC 314

Exfoliation & conditioning for the lip and face



## Face Mask

### Bar to Mousse Chocolate Mask

SCT6389 SCF

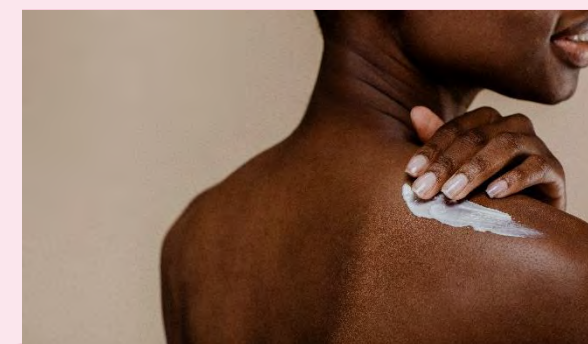
Unipure Range

Natpure Sol Crystal

Natpure Xtra Eternity

Covagel

Gentle cleansing with barrier-supporting ingredients



## Body Cream

### Sensitive Skin Bodycream

SCT2358

Natpurecell Gum+

Natpure Sol SL

Covacryl MV 60

Natpure Xtra Integrity HG10

Moisturizing body lotion with soothing effect

# Formulations *Bath & Shower*



## Body Wash

Chocolate Shower Pudding

SCT6376 PC

Natpure Xco Choco Cc864

Covarine White Wn9798 GZ

Being authentic is to  
embrace your inner  
kidult



## Shower Gel

Unusual Rose Fantasy

SCT6414 PC

FD&C Red N40 07700-C

Unicert Yellow 08005-J

Sensorb CF

Solubilisant LRI

Pamper yourself to a  
self-care session in the  
shower



## Cleaing Bar

Colored Bar Soaps

SCT6394 PC

Covarine Black P-WN 9779

Covarine WS Range

Have a colorful  
bath time



## Body Cleanser

Berrylicious Shower Gel

SCT6430 PC

Sensorb Biomim

Unicert-J Dyes

Color that last

# Formulations *Hair Color & Care*



## Anionic Dye For Semi-permanent Hair Color

Power Berry Crazy Color Cream

TW2000

Unicert Red K7057-j

Covafix 123

Intense hair color



## Cationic Dye For Semi-permanent Hair Color

Power Berry Radiant Hair Color Cream

SCT2366

Arianor + Covariane range.

Covafix 123

Natpure Feel M Eco

Creamy texture with good conditioning property



## Hair Makeup

Power Berry Express Root touch-up

SCT 4250/4

Unipure Range

Covacryl E14 Wp

Covacryl E14 Rh

Sensibead SI 175

Power berry hair for one day



## Leave-in Treatment

UV Shield Color Protection Biphasic Spray

SCT 51024-1

Sensishield

Natpure Feel M Eco

Natpure Film Ap

Natpure Sol

Unicert Dyes Range

Avoid hair color fading

# Formulations *Home Care*



Dishwashing Paste  
Detergent

Dishwashing Cream

SIC-03061

SensiRinse Green



Candle

Air Fresh Scented Candle

SIC-01300

Covanol Range



[Fernanda.Soro@sensient.com](mailto:Fernanda.Soro@sensient.com)

*Obrigada*  
& **Thank You**  
& *Merci*  
any questions?