

African Beats

Technical Service Cosmetics – Marketing & Technical Service



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It's no secret that women of color often get the short end of the foundation stick.

For years, products that work for darker skin tones have been either nonexistent or have left women looking hella ashy — which is disappointing, considering that black women will spend \$2.25 billion on beauty products by 2021, according to market research firm Mintel.

But now, the industry is finally wising up and launching more inclusive products.



<http://soulfulbeauty.com>

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Iman Cosmetics

Fenty Beauty

CoverGirl

Maybelline

Make Up For Ever



Popular Make-up brands for dark skin



MAC

Black Up

Mented Cosmetics

Laura Mercier

Nars

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Main requirements for dark skin tone products:

- Reducing the appearance of discoloration
- Evening out skin tones
- Reducing oily shine
- Reducing skin ashiness
- Outstanding color shades for ethnic skin

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Main properties of **effect pigments** for dark skin tone products:

Light reflecting pigments can be used to overcome these issues by

...offering semi-transparent coverage on the skin to change the skin tone

...adding shine which is non oily

...adding glow and complexion to ashy skin

...offering a huge color palette

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Beauty is not a one-size-fits-all,
which is why we're present
these African Beats applications
that were designed for women of color in mind.



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Women of color often have a hard time finding the right foundation shades...



...from extremely pale to the most beautiful black



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Invisible Cover Foundation

0.5% SYNCRYSTAL Gold
0.5% SYNCRYSTAL Red
2% Titanium Dioxide (CI 77891)
1% Iron Oxides (CI 77492)
1.0% Iron Oxides (CI77499)
0.5% Iron Oxides (CI 77491)
3% SYNAFIL S115
5% SYNAFIL W1234
8% TIXOGEL-VSP 1438



- **SYNCRYSTAL Gold** and **SYNCRYSTAL Red** are providing the skin with a natural look and soft radiance
- **SYNAFIL W1234** controls the shine on the skin and creates a velvet-like skin feel
- **TIXOGEL VSP-1438** improves the stability of the texture by thickening and stabilizing effects. The specific rheology behavior allows an excellent application



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Glamorous Body Lotion

0.5% MIRAGE Glamour Gold
0.5% MIRAGE Glamour Red
0.4% SYNCRYSTAL Soft Peach
0.3% SYNCRYSTAL Soft Black
1.7% OPTIGEL-CK XR



- The Shimmer Lotion obtains its nude base color thanks to a small amount of SYNCRYSTAL Soft Peach and SYNCRYSTAL Soft Black
- The combination of **MIRAGE Glamour Gold** and **MIRAGE Glamour Red** provides an beautiful varied sparkle on the skin
- OPTIGEL-CK XR improves the stability of the texture by thickening and stabilizing effects. The specific rheology behavior allows an excellent application



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Sure, this orange shade looks intense in the pan, but on dark skin, it's the best way to get a true flash.

The right shade of blush can warm up your complexion, create the illusion of cheekbones and even make you look younger

Pressed Powder Blush

15% SYNCRYSTAL Silk Silver

6.2% Yellow 5 Lake (CI 19140)

0.7% Red 6 Lake (CI 15850)

23% SYNAFIL S1050

4% SYNAFIL W1234



- **SYNCRYSTAL Silk Silver** brings an illuminating effect on the skin while the Yellow 5 and Red 6 give that orange color
- **SYNAFIL S1050** creates a velvet-like skin feel and improves skin adhesion
- **SYNAFIL W1234** will help to reduce the shine on the skin

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It can be used to highlight individual features or for an all-over glow.

Shimmering Face & Eye Highlighter

10% SYNCRYSTAL Sparkling Gold
9% SYNCRYSTAL Silver
6% SYNCRYSTAL Sparkling Red
3.3% Yellow 5 Lake (CI 19140)
15% TIXOGEL VSP-1438



- **SYNCRYSTAL Silver, SYNCRYSTAL Sparkling Gold and SYNCRYSTAL Sparkling Red** creates the surprising interference effect while the Yellow 5 give that yellow color
- **TIXOGEL-VSP 1438** avoids settling of the pigments during the mould and improves the spreadability of the wax formulation on the skin

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Creamy Eye Color

30% SYNCRYSTAL Turquoise
10% TIXOGEL-CCT 6030



- **SYNCRYSTAL Turquoise** gives that beautiful blue-green color
- **TIXOGEL-CCT 6030** avoids settling of the pigments during the mould and improves the spreadability of the wax formulation on the skin

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Lipstick colors for African women are available in a wide range of beautiful shades just like the women who wear them



<https://makeup.lovetoknow.com/image/227597~woman-viewing-colorful-lipsticks.jpg>

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Fantastic Lipstick

13% MIRAGE Glamour Red

5% MIRAGE Red

4.6% Red 27 Lake (CI 45410) (20%)

12% TIXOGEL-CCT 6030



- The colorant Red 27 tints the bulk and the use of **MIRAGE Glamour Red** and **MIRAGE Red** gives the fantastic shine and sparkle
- **TIXOGEL-CCT 6030** avoids settling of the pigments during the mould and improves the spreadability of the wax formulation on the skin



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Luminous Lip Tint

13% MIRAGE Glamour Red
5% MIRAGE Red
4.6% Red 27 Lake (CI 45410) (20%)
12% TIXOGEL-CCT 6030



- **SYNCRYSTAL Red** and **SYNCRYSTAL Blue** in combination with the colorants creates a powerful lilac tone with a nice pearlescent shine
- **SYNAFIL W1234** is used as mattifying agent
- **OPTIGEL-WX** is used as thickener and to improve the stability of the formulation



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CC/2750/EU	Skin Care	African Beats "Invisible Cover Foundation"
SC/2751/EU	Skin Care	African Beats "Glamorous Body Lotion"
CC/2752/EU	Color Cosmetics	African Beats "Pressed Powder Blush"
CC/2753/EU	Color Cosmetics	African Beats "Shimmering Face & Eye Highlighter"
CC/2754/EU	Color Cosmetics	African Beats "Creamy Eye Color"
CC/2755/EU	Color Cosmetics	African Beats "Fantastic Lipstick"
CC/2756/EU	Color Cosmetics	African Beats "Luminous Lip Tint"

Thank you for
your attention.