

## Discover Value **COLORANTS FOR TRANSPARENT SOAPS**

BU Pigments partnered with an Indian FMCG major brand to launch their premium transparent gel bars in exciting colors



The soap industry in India is a mature category, which witnesses new product launches frequently. An Indian FMCG major brand entered this category with the launch of transparent gel bars. Clariant's BU Pigments partnered with this brand and helped revolutionize this product with its **Cosmenyl™** range of pigment preparations.

### **WHAT DOES OUR PRODUCT DO?**

Traditionally, gel bars integrated dyes in their soap bars to offer attractive colors. However, as the market matured, brands started looking for colors having better light and weather fastness (as compared to dyes), without disturbing the transparency feature of soaps. In addition, our range of **Cosmenyl™** grans can be offered for pigment dispersions, thereby replacing dyes and maintaining the product chemistry.

### **HOW DOES OUR PRODUCT OFFER AN INNOVATIVE EDGE?**

The application development for this project was challenging as it was difficult to reach the optimum particle size of pigment dispersions, to offer the same level of light fastness (i.e. transparency), comparable to dyes. The second challenge was – dispersing **Cosmenyl™** grans in the soap, without altering the existing soap coloration process. Our customized solution overcame the challenges and offered colors having better light and weather fastness (as compared to dyes), without disturbing the transparency feature of soaps.

This product is now gaining wide acceptance in the overall personal care market, not only in India but also in Bangladesh and Sri Lanka.

### **IS OUR PRODUCT PROMISING A SUSTAINABLE ADVANTAGE?**

Sustainability and safety being at the core of Clariant's priorities, all the pigments used in this application are positively listed in Indian Standard IS 4707 - Part I and also qualify for use under the EU Cosmetic regulations. They meet strict specifications for heavy metal and aromatic amine contents, as well as for microbiological purity.