



**GEOTECH**

SPECIAL EFFECT PIGMENTS



**Silux**<sup>®</sup>

EFFECT PIGMENTS



Silux® Aurora is a premium, multi-layer effect pigment for high-end cosmetic products. The pigments are eye-catching with its strong iridescent colour travel effect. The three-stage colour travel develops a unique result. Its outstanding performance requires only a small percentage in your formulation to create a dramatic iridescent colour travel effect, maximizing efficiency. Silux® Aurora transcends traditional effect pigments, offering formulators a new dimension of colours.

The Silux® Aurora collection comprises six premium effect pigments derived from three shifts. This range is available in two particle sizes: 10 - 75 micron and 40 - 250 micron.

The particle thickness is approx. 1,5 micron.

Silux Aurora Jungle Sunrise

Shift transitions from a fiery red to a vibrant yellow, culminating in a lush green.

- Silux Aurora Coral Reef

Shift transitions from a coral pink to a golden yellow, and then culminating in a lush green.

- Silux Aurora Tropical Ocean

Shift transitions from a deep, inky blue to a vibrant turquoise, and finally to emerald green.

Silux® Aurora offers the opportunity to combine both particle sizes. When combined in a single formulation, these two particle sizes create a distinctive visual experience. The larger particles provide a vibrant sparkle, while the smaller particles add subtle shimmer and depth.

Nail polish, liquid eyeshadow gel, lipstick, lip gloss, and many other cosmetic applications can benefit from Silux® Aurora enhanced reflectivity and colour depth. Silux® Aurora effect pigments are non-toxic, water- and solvent-resistant.

The Silux® Aurora range is Halal certified and complies with vegan, kosher and animal-free standards.

## Recommended applications



- Nails



- Eye area



- Lip area



## Product benefits

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- Unique multidimensional colour travel effect
- Smooth particles thickness of approx. 1,5 micron
- Excellent batch to batch consistency
- Low heavy metal content
- Great stability in cosmetic formulations
- In full compliance with cosmetic regulations

| Art. Nr. | Product                                | Particle Size (µm) | INCI name                 |
|----------|----------------------------------------|--------------------|---------------------------|
| 2005000  | Silux Aurora Jungle Sunrise            | 10 - 75            | Silica   Titanium Dioxide |
| 2005005  | Silux Aurora Coral Reef                | 10 - 75            | Silica   Titanium Dioxide |
| 2005010  | Silux Aurora Tropical Ocean            | 10 - 75            | Silica   Titanium Dioxide |
| 2005001  | Silux Aurora Glittering Jungle Sunrise | 40 - 250           | Silica   Titanium Dioxide |
| 2005006  | Silux Aurora Glittering Coral Reef     | 40 - 250           | Silica   Titanium Dioxide |
| 2005011  | Silux Aurora Glittering Tropical Ocean | 40 - 250           | Silica   Titanium Dioxide |

## Order details

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### Available packaging

- 250 g Nett weight
- 1 kg Nett weight
- 10 kg Nett weight

### Shelf life

- 5 years original packaging stored in a closed box under dry conditions

### Product data

- Product data sheets and additional technical product information are available on <https://geotech.nl/>



## GENERAL FORMULATION DO'S AND DON'TS

### Substrate-free

Silux® Aurora special effect pigments offer distinct advantages over traditional mica-based effect pigments. Their unique formulation, free of mica, results in a smoother, more luxurious application. Silux® Aurora pigments stick easily to the skin, providing superior blendability and consistent coverage. This enhanced adhesion also minimizes fallout and dusting, making Silux® Aurora cleaner and easier to use in both formulation and application.

### Water and solvent based formulations

Silux® Aurora special effect pigment are suitable for water and solvent based formulations.

### Grinding

Silux® Aurora effect pigments disperse well without grinding. They can be added to the powder system while stirring after milling of the organic / inorganic pigments and before the binder is added.

### UV stability

Silux® Aurora effect pigments are highly resistant to UV light. This ensures long-lasting brilliance and preserves the unique aurora effect in cosmetic applications.

### Temperature resistance

Silux® Aurora effect pigments are temperature resistant up to 1000°C.

### Storage

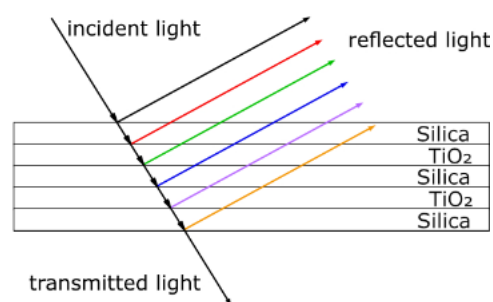
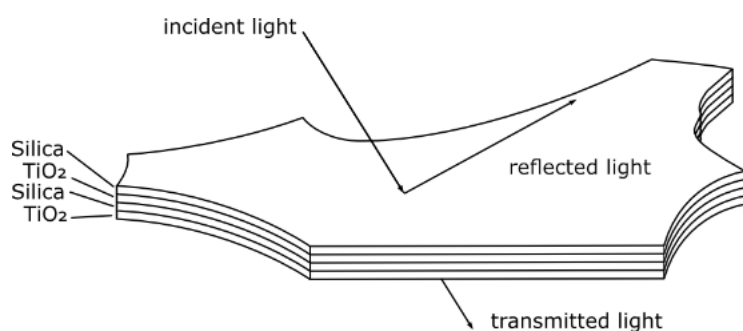
Opened bags should be stored in closed boxes under dry conditions to avoid the influence of moisture.

### Concentration

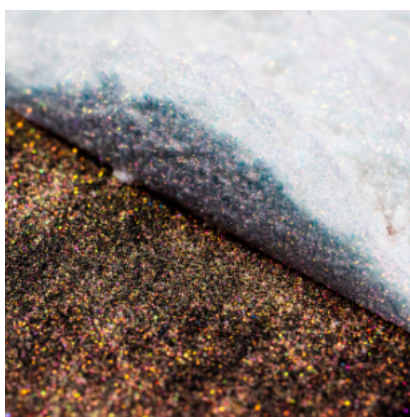
| Finished product | Recommended level of use |
|------------------|--------------------------|
| Eye shadow gel   | 0,5 - 2 %                |
| Pressed powder   | 1,0 - 10 %               |
| Loose powder     | Up to 100 %              |
| Lipstick         | 0,5 - 2 %                |
| Lip gloss        | 0,5 - 2 %                |
| Lip lacquer      | 0,5 - 2 %                |
| Nail polish      | 0,5 - 2 %                |

## CHEMICAL COMPOSITION

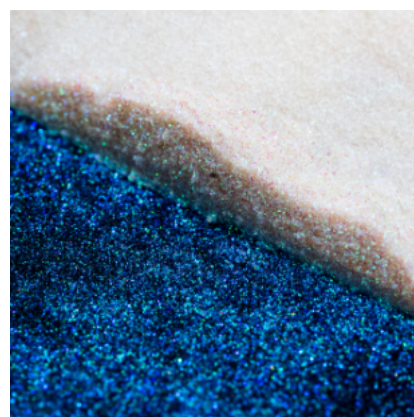
Silux® Aurora consists of titanium dioxide and silica. The precise multi-layering within the Silux® Aurora structure creates a sophisticated optical interference phenomenon. This design maximises light reflection, resulting in an intense colour display. The reflectivity of this effect pigment emphasises the influence of the underlying skin tone. This allows for a high degree of customisation and enables formulators to create a diverse range of shades. The underlying colour becomes part of the design, allowing for endless personalisation.



Silux Aurora Jungle Sunrise



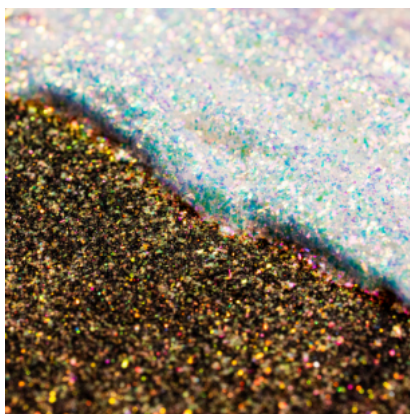
Silux Aurora Coral Reef



Silux Aurora Tropical Ocean



Silux Aurora Glittering Jungle Sunrise



Silux Aurora Glittering Coral Reef



Silux Aurora Glittering Tropical Ocean



## APPLICATION LABORATORY

Cosmetics offer a powerful means of self-expression, building confidence, and promoting self-care.

At GEOTECH, we continuously innovate by exploring new effects and formulations to meet these demands.

Located in Haarlem, The Netherlands, our in-house cosmetics application laboratory is where we develop formulations and colour concepts using our special effect pigments. This dedicated facility complements our existing laboratory for Quality Control and Product Development.

The activities of the cosmetic application laboratory includes:

- Developing and testing of new formulations
- Creating colour concepts
- Providing technical training on how to formulate with our pigments
- Colour and effect matching

Our cosmetic chemists provide technical support from this facility, enabling clients to fully utilize our products. For an overview of product formulations and colour concepts developed by our team visit [www.geotech.nl/formulations](http://www.geotech.nl/formulations)



## ABOUT US

### Enhancing product appearances

Geotech International B.V., founded in 1984, manufactures and distributes special effect pigments. We are a privately owned family business with offices in The Netherlands, France and Turkey. A global sales network serves over 800 customers worldwide with 16 product lines.

Nowadays the company is managed by the third generation, focusing on innovation and sustainability. GEOTECH's sustainability program has been recognized by EcoVadis for its success, consistently placing us among the top-rated companies they assess. A certified quality management system based on ISO 9001 and GMP standards ensures reliability and excellence.

With over 450 special effect pigments in our portfolio we offer a diverse range of products for the cosmetics industry. An experienced team of specialists is available to provide you with a high level of service and technical support.

GEOTECH's special effect pigments are used globally in various industries to differentiate consumer products by creating attractive and luxurious appearances.



ecovadis



Geotech International B.V.  
info@geotech.nl  
+31 (0) 23 531 75 53  
www.geotech.nl

Explore our complete portfolio for  
the cosmetics industry at  
[www.geotech.nl](http://www.geotech.nl)

