



Personal Care Concept

LIMINALITIES

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We exist in a phase of liminality: the space between no longer and not yet. Driven by rapid digital acceleration and social flux, our aesthetic and human needs are constantly evolving. We hover between eras, oscillating between control and chaos, reality and fantasy.

As a unifying concept dedicated entirely to Personal Care, Liminalities explores the tactile, physical routines that ground us: the preparation of the canvas and the ritual of care. It serves as both the essential counterpart to our color cosmetics concepts and a powerful standalone vision for modern skincare, translating digital aesthetics into haptic, skin-focused sensations.



Inspiration

Within this presentation, we have distilled this cultural shift into two distinct aesthetic worlds:

Studio Static

Glitchcore + Hyperreal Minimalism

The precise, mechanical side of the liminal space. Here, the raw energy of digital noise and the sleek lines of minimalism translate into clean, crisp textures, cooling sensations, and digitally-enhanced simplicity for the skin.



Pixel Alchemy

Neo-Surrealism + Digital Maximalism

The dream-like, nostalgic side of personal care. The escapism and magical aesthetics of the digital world evolve into rich, transformative textures, plush emulsions, and deeply nourishing routines.



Sub-themes

Engineering colour and sensation

In personal care, colour and effect drive the product experience. They are not just aesthetic choices, but the visual anticipation of a physical result. Using advanced GEOTECH effect pigments, we engineer the visual impact of translucent gels, rich emulsions, and glowing masks.

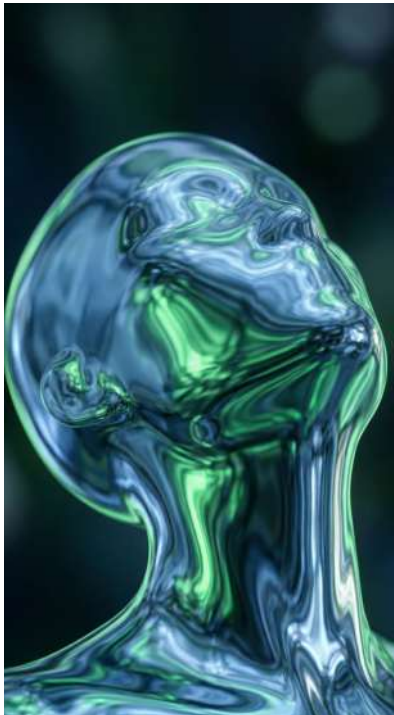
The palette is divided into three subthemes, utilising our special effect pigments to capture the shift between digital aesthetics and tactile reality.

Synthetic current

The high-speed blur between the stability of cold metal and the volatile pulse of data streams.

Electric Green: Embodying a hyper-connected future and synthetic nature. In care formulations, it acts as a visual jolt of energy. By utilising vibrant interference effects, it signals forward momentum and revitalisation.

Steel Blue: Industrial, reliable, and timeless. An antidote to digital exhaustion, it represents physical reality, providing a cool, metallic visual cue of security and calm in fluid emulsions and wash-off products.



Dark Matter

Vinyl Black
Cosmic Lavender

The weightless, hidden spaces waiting just beyond the edges of the simulation.

Vinyl Black: Rooted in retro digital nostalgia, providing a sleek, premium edge. Dark, high-shine effect pigments transform traditional cleansing and detox bases into bold, modern rituals.

Cosmic Lavender: A soft, glowing, digital-looking purple. It acts as a visual bridge between mindfulness and the virtual realm, providing a luminous, colour-shifting effect that translates into escapism and healing.



Neo Peach

Copper Glow

Soft Flux

Blurred lines between memory and the future, where nostalgia and progress meet.

Neo Peach: Answering the craving for physical touch and warmth. It grounds skincare routines with a soft, illuminated effect, offering a visual sense of comfort and wellness.

Copper Glow: A shift towards nostalgic luxury. It provides earthy warmth, while its high-shine effect pigment base adds a premium, modern radiance that leaves the skin looking instantly illuminated.



Special Effect Pigments

Formulating with effect and texture

In personal care, effect pigments go beyond visual appeal; they are essential tools for modifying texture and delivering distinct sensory experiences. Within the Liminalities presentation, we demonstrate how optical effects can act as a direct visual cue for the physical sensation that follows—whether it is a refreshing glide, a soft-focus finish, or a rich, purifying cleanse.

To achieve this, we have selected three specific pigment families from the GEOTECH portfolio. Each range has been chosen not just for its striking visual impact, but for its unique ability to elevate the haptic profile of skincare formulations:

- Geoparl® C Crystal Glittering
- Geosoft®
- Midnight Black Bio 310 Water

Geoparl® C Crystal is a premium range of synthetic pearlescent pigments designed to match the unique luster of natural pearls. Built on a synthetic mica base coated with metal oxides, they deliver unsurpassed brightness and colour play through advanced light reflection and refraction.

Geoparl C Crystal Glittering Gold

INCI: Synthetic Fluorophlogopite (and)
Titanium Dioxide (and) Tin Oxide

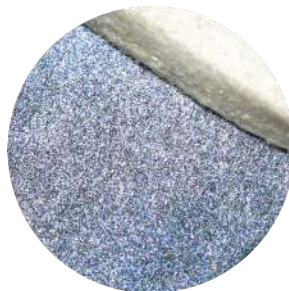
50-250 Micron | Natural Origin | Glittering
Pearl Effect | Vegan | Cruelty-Free | Halal



Geoparl C Crystal Glittering Blue

INCI: Synthetic Fluorophlogopite (and)
Titanium Dioxide (and) Tin Oxide

50-250 Micron | Natural Origin | Glittering
Pearl Effect | Vegan | Cruelty-Free | Halal



Geoparl C Crystal Glittering Violet

INCI: Synthetic Fluorophlogopite (and)
Titanium Dioxide (and) Tin Oxide

50-250 Micron | Natural Origin | Glittering
Pearl Effect | Vegan | Cruelty-Free | Halal





Geosoft® is a range of spherical silica with a ball-bearing effect. The silica beads have been designed to help cosmetic formulators to achieve sensoriality when formulating cosmetic products. 100% natural origin and non-plastic, this range allows for microplastic-free formulations without compromising performance.

Geosoft L08

INCI: Silica

Geosoft L08 is a highly pure, spherical silica designed as a 100% natural alternative to plastic PMMA beads. With a fine 8-micron size, it creates a unique ball-bearing effect that gives formulas a smooth, lightweight skin feel and excellent slip. Because it has low oil absorption, it provides a beautiful soft-focus finish and controlled colour payoff without making the product look excessively matte. It is highly compatible with both colour and skincare formulations.

[8 Micron](#) | [Natural Origin Alternative](#) | [Non-Plastic](#) | [Low Oil Absorption](#) | [Vegan](#) | [Cruelty-Free](#) | [Halal](#)

Geosoft M12

INCI: Silica

Offering even more versatility for makeup and sun care, Geosoft M12 features a slightly larger 12-micron particle size. This microplastic-free silica combines that same excellent slip with a moderate oil absorption rate. This balance delivers uniform coverage, strong optical blurring, and a refined matte finish. Its specific size and absorption capacity help extend wear time while improving the overall spreadability and feel of the product.

[12 Micron](#) | [Natural Origin Alternative](#) | [Non-Plastic](#) | [Medium Oil Absorption](#) | [Vegan](#) | [Cruelty-Free](#) | [Halal](#)



Midnight Black[®]

INTENSE BLACK PIGMENTS

Midnight Black Bio 310 Water

INCI: Aqua (and) Charcoal Powder (and) *Dispersing Agent (and) Preservative*

Midnight Black Bio 310 Water is a 100% bio-based black dispersion that delivers intense colour for water-based formulas like eyeliners and mascaras. Its high absorbency offers a purifying effect in personal care products.

It is easy to formulate with as it has a high solid content with very low viscosity, making it a perfect bio-sourced alternative to conventional D&C Black 2 dispersions.

Carbon negative | Vegan | Natural origin | Strong Colour Strength | Pourable | Reach compliant | Halal



Personal Care Proposals

Formulating tactile reality

The following formulations demonstrate the functional capabilities of GEOTECH effect pigments in personal care. Divided into the mechanical precision of Studio Static and the rich textures of Pixel Alchemy, these applications serve as practical blueprints for modern skincare.

From suspending interference pearls in translucent cleansing gels to achieving a soft-focus finish in plush emulsions, each proposal highlights how optical effects actively engineer the sensory profile of a product.

Haptic Touch Hand Lotion

Polished Calm Wash Gel

Reformatting Peel-off Mask

Prism Seal Cuticle Elixir

Radiant Ether Body Scrub

Skin Circuit Gilded Moisturiser

Haptic Touch Hand Lotion

21442-StSt-05-04

A sensorial hand treatment that dries down to a protecting, skin-blurring finish. Enhances skin texture and gives a calm, conditioned appearance.



Key Ingredients

3% Geoparl C Crystal Silk Green

The green interference neutralizes reddish skin areas without masking.

1.5% Geosoft M12

Adds a blurring effect for smooth and soft looking hands.



Polished Calm Wash Gel

21442-StSt-07-07

A translucent gel cleanser with floating glittering effect pearls with interference effect. The formula has ingredients of >96% natural origin with gentle surfactants and moisturizing actives.



Key Ingredients

0.4% Geoparl C Crystal Glittering Blue

The large particle size shimmer gives a glittering effect with blue interference.

0.05% Geoparl C Black

Darkens the base to intensify the interference colour.

Reformatting Peel-off Mask

21442-StSt-01-03

A peel-off mask with purifying charcoal powder. It removes junk files from your skin to achieve a smooth surface.



Key Ingredients

5% Midnight Black Bio 310 Water

Charcoal powder with high surface area to volume ratio and high oil absorption power.

1.5% Geosoft M12

Ensures an even and smooth application.



Prism Seal Cuticle Elixir

21442-PXA-02-09

A caring emulsion which nourishes dry cuticles while adding a shimmer effect to the nail bed, like a tiny enchantment at your fingertips.



Key Ingredients

2% Geoparl C Crystal Glittering Blue

0.98% Geoparl C Crystal Glittering Violet

Gives the product a magical sparkling effect without the use of microplastics.

0.02% Geoparl C Mauve

A vegan red which gives the product a light-pink colour.

Radiant Ether Body Scrub

21442-PXA-05-05

A creamy body scrub with shimmering effect pigments. Brightens and nourishes, leaving behind a soft, illuminated veil-like skin.



Key Ingredients

4% Geopearl C Crystal Glittering Gold

2.9% Geopearl C Crystal Glittering Red

Gives the product its glittering effect while being microplastic-free.

0.1% Geopearl C Crystal Pumpkin Orange

Offers a pearlescent effect in a bright orange colour.



Skin Circuit Gilded Moisturiser

21442-PXA-07-04

A gel-cream powered by actives and wrapped in bronzing shimmers. It feels like memory foam for the skin, weightless and cushiony while restoring glow, tan, and balance.



Key Ingredients

1% Geodiamond Blue XS

Adds glow and interesting interference.

4% Geopearl C Crystal Soft Bronze

The small particle size gives the skin a natural glowy finish and tanned colour.

2% Geosoft L08

Provides an even distribution of the product for a smooth application.

