



**GEOTECH**  
SPECIAL EFFECT PIGMENTS

# Pixel Alchemy

*A new kind of magic*

Cosmetic colour concept by GEOTECH





# Pixel Alchemy

*A new kind of magic*

The Pixel Alchemy concept merges the dream logic and irrationality of Neo-Surrealism with the visual overload of Digital Maximalism. It results in a theme that is immersive and theatrical. The combination of the two aesthetics evokes dreamscapes, ornate devices and meta-fantasy.

It's a fusion of fantasy, futurism and chromatic chemistry. Pixel Alchemy explores the space between digital clarity and enchantment, bringing this vision to life through innovative formulations and GEOTECH special effect pigments. Every product in the lineup is designed to spark curiosity and wonder, pairing futuristic finishes with earthy undertones and iridescent light-play.

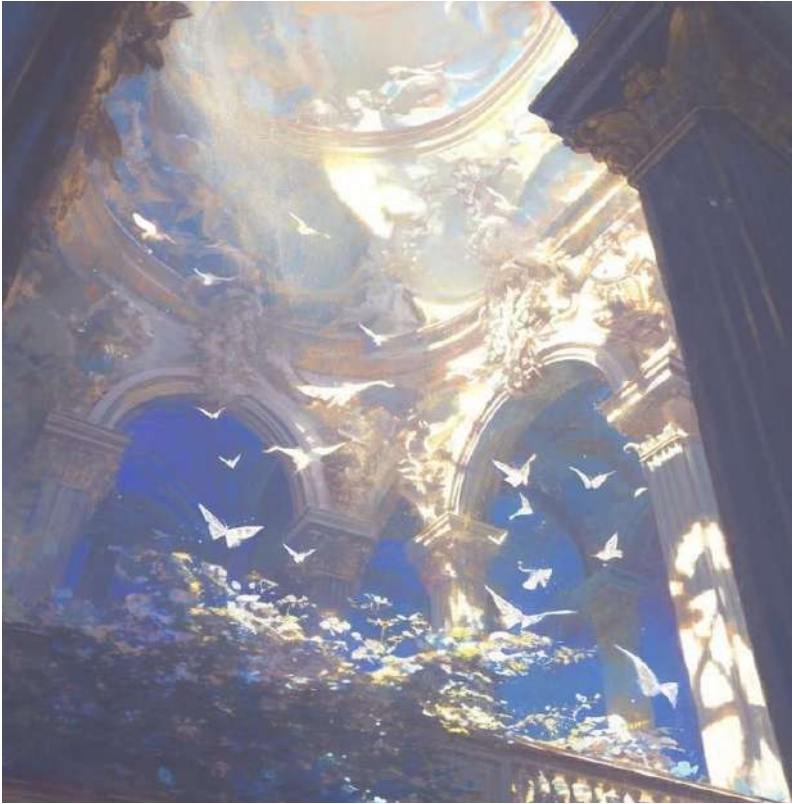
# Inspiration

## A visual safe haven

Pixel Alchemy taps into the unreal as well as today's growing nostalgia trend. This trend is especially popular among Gen Z and millennials, who feel comforted by visuals that remind them of simpler, pre-internet times. The mix of past and future helps create beauty experiences that feel personally meaningful, fantasy-rich and visually fresh.

In a world full of digital noise and uncertainty, Pixel Alchemy offers a visual safe haven rooted in memory and hope. It emerges in response to a shifting aesthetic consciousness: one that embraces elements of Rococo in ways that feel fresh, whimsical and luxurious.

As AI, AR, and aesthetics converge, beauty users are looking for visual experiences that feel both otherworldly and romantic. By blending futuristic hues with soft, glowing tones, it evokes a familiar-yet-new feeling that appeals to people craving both modern edge and enlightenment. This colour palette captures that duality with hues that glow like screenlight with the touch of magic and extravagance.



Sources:

[The Synthocene Era: Merging Human and Machine Intelligence | The Future Laboratory](#)

[2028 Color Trends Forecast. | Ying Zhang](#)

[Has fashion become 'strange'? Surrealism aesthetics and Gen Z's escape from polycrisis | WGSN](#)

[More is more: how maximalism is defining a new generation's aesthetic](#)

[MANUS x MACHINA - Fashion in an Age of Technology | The MET](#)

[Medievalcore Trend 2025: How Gen Z is Embracing Medieval Fashion](#)

[Flower Knows: Fairy-Tale Makeup for Everyday Escapism | Mintoiro](#)

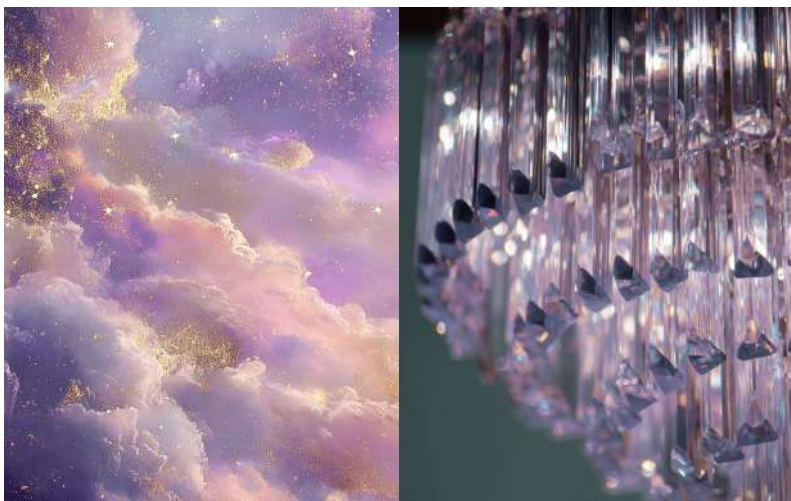
# Sub-themes



The Pixel Alchemy colour palette captures duality with hues that glow like screenlight, touched by magic and extravagance. We have divided this universe into three distinct aesthetic sub-themes, each exploring a different facet of our digital and natural revival.

# Starlit Veil

Soft and radiant, this sub-theme reflects the shimmer of imagined constellations.



Cosmic Lavender

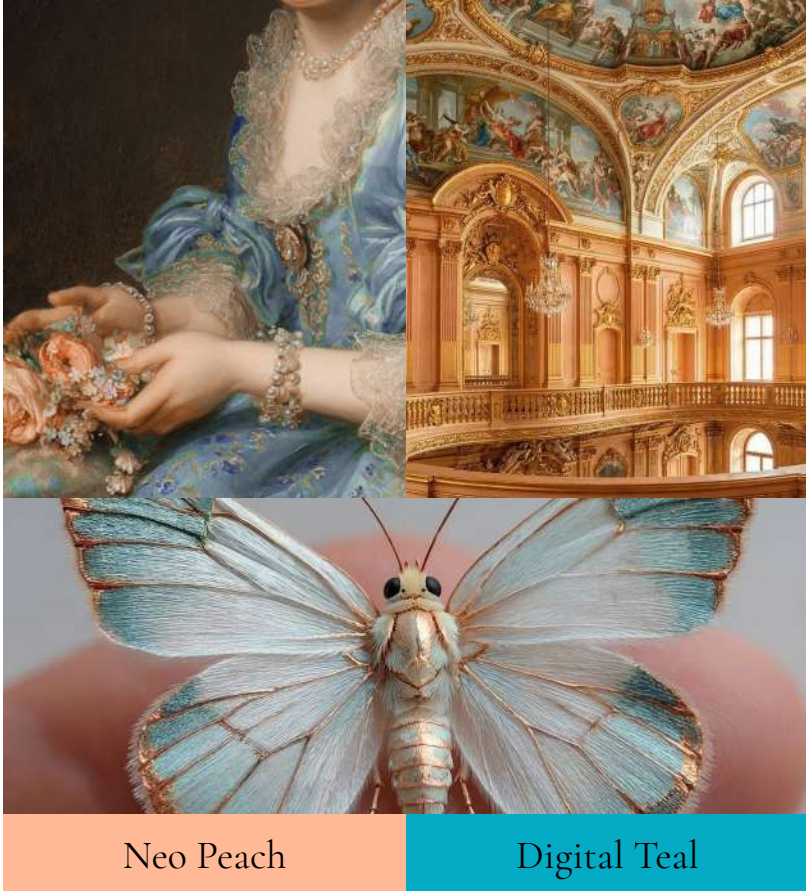
Moonlit Silver

**Cosmic Lavender:** A soft, glowing, slightly digital-looking purple. Forecasters love this shade because it acts as a bridge between mindfulness and the digital world (often tied to virtual reality and the metaverse). It provides a sense of calm, escapism and healing, while still feeling modern and progressive.

**Moonlit Silver:** A sleek, reflective metallic. This shade is trending heavily due to our growing fascination with commercial space travel, artificial intelligence, and innovation. It feels crisp, premium, and undeniably futuristic.

# Photosynth

These colours capture the human element in an age of AI, blending warm nostalgia with deep, technical clarity.



**Neo Peach:** As our lives become more dominated by screens, virtual spaces, and artificial intelligence, forecasters note a massive collective craving for physical touch, community, and emotional warmth. Neo Peach represents wellness and optimism. It grounds us and offers a sense of psychological comfort in fast-paced times.

**Digital Teal:** This colour is the poster child for the future. It represents the metaverse and cutting-edge digital innovation. It takes the calming, natural elements of earth's blues and greens and injects them with a futuristic, artificial energy.

# Quantum Flora

Earth meets electric. This theme reminds us that nature persists as we innovate, merging vibrant botanical tones with metallic warmth.



Copper Glow

Electric Moss

**Copper Glow:** Forecasters note a major shift toward nostalgic, comforting, and luxurious tones. Copper Glow provides a sense of earthy warmth and grounding, but its high-shine "glow" adds a premium, modern feel that is optimistic and inviting.

**Electric Moss:** It represents the "outdoors-in" design but with a bold, high-fashion twist. As people seek restorative colours connected to the natural world, they also want a mood-boosting punch of dopamine. The result is this striking, tech-inspired green.

# Special Effect Pigments

Pixel Alchemy supports a future-facing beauty language, where colour becomes spellwork and we create magic through cosmetics.

We propose a range of effect pigment families: glass-based pigments, glittering interference pigments and spherical functional fillers. Each range contributes distinct performance attributes to create a buildable, high-impact experience across cosmetic applications.

## Geodiamond

*Glass Based Pigments*

## Geoparl C Crystal

*Glittering Interference Pigments*

## Geosoft

*Spherical Functional Fillers*



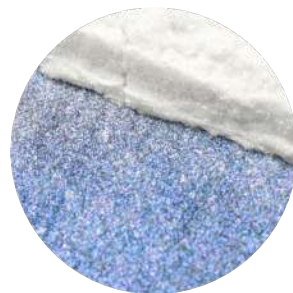
Exclusive specialty pigments based on high-quality borosilicate flakes. These pigments are coated with titanium dioxide and iron oxide to deliver exceptional brilliance and intense glittering effects.

Designed for high-impact cosmetic formulations, the Geodiamond range offers unlimited creative possibilities, providing the sharp reflectivity and superior stability required for modern, eye-catching results.

## Geodiamond Blue M

INCI: Calcium Sodium Borosilicate (and) Titanium Dioxide (and) Tin Oxide.

20-150 Micron | Borosilicate Flakes | Natural Origin | Glittering Pearl Effect | High Transparency | Vegan | Cruelty-Free | Halal



## Geodiamond Super Red Gold L

INCI: Calcium Sodium Borosilicate (and) Titanium Dioxide (and) CI 77491 (and) Tin Oxide.

50-200 Micron | Borosilicate Flakes | Natural Origin | Glittering Pearl Effect | Vegan | Cruelty-Free | Halal





Geopearl® 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.

## Geopearl C Crystal Glittering Gold

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

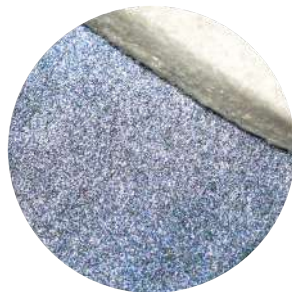
50-250 Micron | Natural Origin | Glittering  
Pearl Effect | Vegan | Cruelty-Free | Halal



## Geopearl 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



## Geopearl C Crystal Glittering Red

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

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



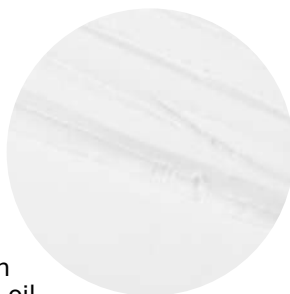


Geosoft® is a range of spherical silica with a ball-bearing effect. The silica beads have been designed to help cosmetic formulators to achieve sensoriality when formulating cosmetic products. 100% natural origin and non-plastic, this range allows for microplastic-free formulations without compromising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

## Geosoft Lo8

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 | Non-Plastic | Low Oil Absorption  
| Vegan | Cruelty-Free | Halal





# Applications

From conceptual inspiration to tangible results, the Pixel Alchemy applications showcase the versatility of GEOTECH ingredients in modern formulation.

This collection merges digital-inspired textures with functional performance, creating a "digital spell" effect across various categories. By integrating high-impact glass flakes, glittering interference pigments and spherical fillers, these five applications offer a sophisticated, multidimensional finish that balances high natural origin with next-gen cosmetic innovation.

*Lumenlash Coloured Mascara*

*Memory Highlights Glittering Duo*

*Digital Bloom Lip Oil*

*Teal Eclipse Eyeshadow Stick*

*Electric Moss Chromabase Serum Corrector*



## Lumenlash Coloured Mascara

*21443-PXA-01-07*

A highly-pigmented mascara with a soft glowing sheen.  
>95% Natural Origin

### **GEOTECH Ingredients**

- **5% Geodiamond Blue XS:** Adds vividness through the blue interference colour.
- **5% Geosoft L08:** Provides a volumizing effect to the lashes.





## Memory Highlights Duo

*21443-PXA-03-09 and 21443-PXA-04-09*

### Memory Highlights Mirror Hall:

- **8% Geopearl C Crystal Glittering Blue**
- **4% Geopearl C Crystal Glittering Green**
- **2% Geopearl C Crystal Glittering Gold**
- **2% Geopearl C Crystal Glittering Red**
- **2% Geopearl C Crystal Glittering Violet**
- **2% Geopearl C Crystal Bright Titanium:** Offers deep metallic lustre for the silver-coloured base of the product.

### Memory Highlights Gilded Frame:

- **11.5% Geopearl C Crystal Glittering Gold:** Interference gold effect pigment adds a lively sparkle to the bronze product.
- **5.5% Geopearl C Crystal Silk Sun Gold:** A bright golden effect pigment which gives a stunning glow effect without sparkle.
- **2% Geopearl C Crystal Copper:** Offers an intense metallic gold/red effect.
- **1% Geopearl C Crystal Gold:** Adds pearlescent bright golden interference effect.



## Digital Bloom Lip Oil

21443-PXA-06-03

A sheer peachy-coral lip oil with shimmer and soft, comforting texture.

### **GEOTECH Ingredients**

- **1.2% Geopearl C Crystal Glittering Red:** Gives the product its glittering effect in a brightening colour.
- **0.25% Geodiamond Super Red Gold L:** These borosilicate flakes provide extraordinary lustre in the ultimate golden colour.
- **0.05% Geopearl C Crystal Pumpkin Orange:** Offers a pearlescent effect in a bright orange colour.





## Teal Eclipse Eyeshadow Stick

*21443-PXA-08-01*

A jewel-toned teal eyeshadow stick.

### **GEOTECH Ingredients**

- **12.5% Geoparl C Sapphire:** Offers an intense blue colour to form the colour base.
- **3.5% Geodiamond Super Red Gold L:** Provide extraordinary lustre in a golden colour which gives depth combined with the blue base.
- **1.5% Silux Aurora Tropical Ocean:** This premium effect pigment gives depth and vividness to the blue colour.
- **2.5% Geosoft M12:** Adds pay-off to the stick.



## Electric Moss Chromabase Serum Corrector

21443-PXA-09-11

A serum corrector in a futuristic green colour, camouflages redness and evens the skin tone. With high natural origin and colour correcting interference pigments, this base product works like a digital spell for the skin.

### **GEOTECH Ingredients**

- **3% Geopearl C Crystal Silk Green:** Balances out skin redness.
- **2% Geosoft L08:** Provides an even application of the product for a smooth application.



