



**GEOTECH**  
SPECIAL EFFECT PIGMENTS

COSMETIC COLOUR CONCEPT

**STUDIO STATIC**





HYPERREAL MINIMALISM



GLITCHCORE

# STUDIO STATIC

This hybrid aesthetic fuses two seemingly contrasting digital styles:

- Hyperreal Minimalism: A refined visual language emphasizing clarity and perfection.
- Glitchcore: Rooted in chaos and digital error.

Together, they produce a tension between disorder and control, creating an aesthetic of "perfect imperfection."

A study in stillness, tactility and tonal tension, Studio Static explores the quiet power of colour in a digital world. This theme bridges the analog and the ethereal, combining grounded base colours with soft contrasts and unexpected pops of energy.

Studio Static stands for calm yet expressive, for this reason we created each sub-theme to reflect a mood, a materiality, and a moment suspended in time.

## 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](#)

[Is Glitchcore a TikTok Aesthetic, a New Microgenre, or the Latest Iteration of Glitch Art? | Pitchfork](#)

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

[Nostalgia marketing: how brands connect with Gen Z through Y2K | Content Grip](#)

# INSPIRATION

---



## DIGITAL HERITAGE

Studio Static is designed in response to emerging consumer desires for calm, control and emotionally intelligent aesthetics.

As overstimulation becomes the norm, there is a trend in beauty users seeking colours that reflect stillness and intentionality. At the same time, the line between digital and physical experience is dissolving.

Studio Static captures this transition, with references to the nostalgic glow of old screens and analog tech. We are aiming to capture a sense of digital heritage.



---

## SUB-THEMES

Born from the quiet space between a physical touch and a glowing screen, this collection redefines modern neutrality. It takes the muted calm of analog shadows and disrupts it with electric, pixel-perfect highlights. The result is an aesthetic of intentional stillness—perfectly imperfect and incredibly sharp.

STATIC SILVER

WARM TAUPE

ELECTRIC GREEN

STEEL BLUE

VINYL BLACK

DUSTY LAVENDER

VIVID CRIMSON



# SUB-THEMES

---

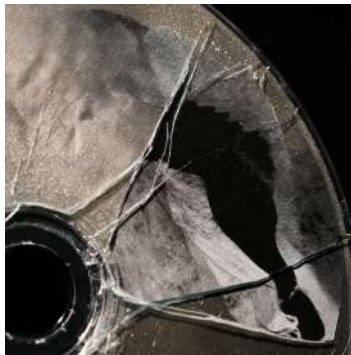
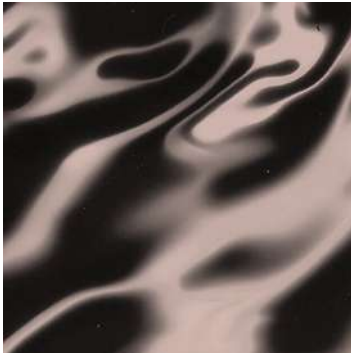
## GHOST MATERIALS



This sub-theme is neutral but uncanny, it balances synthetic freshness with softness.

**Static Silver:** This cool, sleek metallic represents the acceleration of technology, AI, and our increasingly digital lives. Trend forecasters point to silver as a symbol of futurism, innovation and modern clarity.

**Warm Taupe:** This shade acts as the essential, humanizing counterbalance. In an era of rapid change and uncertainty, forecasters note a strong consumer desire for grounding, earthy, and organic tones. Warm Taupe offers comfort.



## SOFT INTERFERENCE



Serene hues that evoke light distortion, cloudy surfaces and ambient calm.

**Electric Green:** This colour is trending because it embodies the hyper-connected future. It's the colour of glowing screens and "synthetic nature." It brings a jolt of unapologetic energy, optimism, and forward momentum.

**Steel Blue:** On the flip side, forecasters know we are simultaneously exhausted and craving calm. Steel Blue is industrial, reliable, and timeless. It represents durability, physical reality, and a quiet sense of security in an unpredictable world.



# SUB-THEMES

---

## LOW SIGNAL



Moody, analog-inspired colours that reference old tech, low-light screens and subtle shadowplay.

**Vinyl Black:** Forecasters point to a mix of retro nostalgia (think 90s and Y2K aesthetics). This colour reflects a sleek, futuristic, and premium edge that feels both modern and bold.

**Dusty Lavender:** As life becomes more fast-paced and screen-heavy, trend experts see a massive shift toward colours that promote mental wellness and rest. Dusty Lavender is a soothing, gender-neutral shade that offers a sense of calm.



## STATIC PULSE



Where stillness meets sudden energy. Vivid Crimson energizes the palette without overwhelming it.

**Vivid Crimson:** As our physical and digital lives continue to merge, colours need to perform well in both spaces. Vivid Crimson is highly saturated and pops brilliantly on digital screens, while also being high-impact in the real world. This colour encourages bold self-expression, joy and confidence.



# SPECIAL EFFECT PIGMENTS

---

The Studio Static colour concept is rooted in contrasts. This palette is curated to deliver nuanced optical behavior, combining sensory subtlety with directional boldness. Selected for their dimensionality, intensity and functionality, the pigments and fillers in this collection support a new visual language of calm intensity.

We propose three primary effect pigment families from GEOTECH to achieve this buildable, high-impact experience across cosmetic applications.



### **MIDNIGHT BLACK - INTENSE BLACK PIGMENTS**

Ultra-deep, high-purity black pigment delivers intensity and contrast. Anchors the collection with definition and depth. The ideal pigment for graphic liner and mascara.

### **GEO SOFT - SPHERICAL FUNCTIONAL FILLERS**

Silica spheres are versatile texturizing agents that deliver a balance of sensorial elegance and functional performance. They offer mattifying, blurring, and sensorial effects across a wide range of applications.

### **GEOPEARL C CRYSTAL - INTERFERENCE PIGMENTS**

Light-reactive pigments that offer sheer, structural reflection. They provide a veil of luminosity that shifts subtly with movement, perfect for complexion enhancers and soft-focus effects.



# SPECIAL EFFECT PIGMENTS

---

## 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

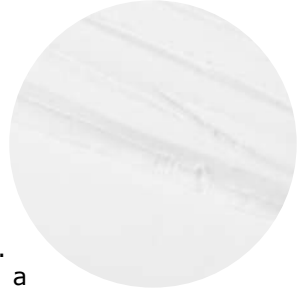




## GEOSOFT L08

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

## 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



# SPECIAL EFFECT PIGMENTS

---



Designed to match the exact luster of natural pearls, Geoparl C Crystal pigments are based on a highly pure synthetic mica platelet coated with metal oxides. This structure reflects, refracts, and transmits light across multiple interfaces, delivering unsurpassed brightness and dynamic colour play.

### **The Silk Interference Range**

Studio Static features the Geoparl C Crystal Silk Interference line with a fine particle size of 5-25 microns. These specific pigments provide non-shimmering glow, smooth texture and striking interference effects, allowing formulators to achieve intense, light-reactive colour shifts.

## **GEOPEARL C CRYSTAL SILK RED**

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

Solvent based applications, water based  
applications, UV Resistant

5-25 MICRON | VEGAN | CRUELTY-FREE |  
HALAL | NATURAL ORIGIN

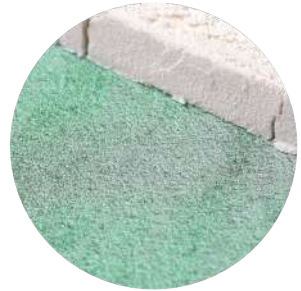


## **GEOPEARL C CRYSTAL SILK GREEN**

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

Solvent based applications, water based  
applications, UV Resistant

5-25 MICRON | VEGAN | CRUELTY-FREE |  
HALAL | NATURAL ORIGIN



## **GEOPEARL C CRYSTAL SILK VIOLET**

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

Solvent based applications, water based  
applications, UV Resistant

5-25 MICRON | VEGAN | CRUELTY-FREE |  
HALAL | NATURAL ORIGIN



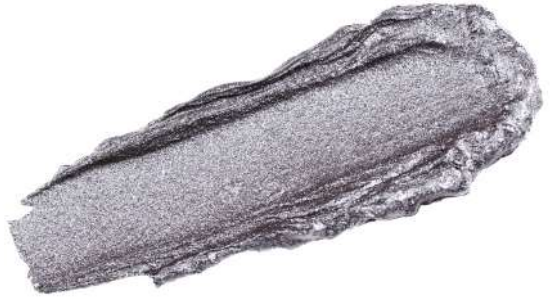
# APPLICATIONS

---

Translating the Studio Static concept into high-performance cosmetics. This collection of seven unique applications demonstrates the full potential of GEOTECH pigments and functional fillers. From high-reflectivity dimension and extreme graphic definition to diffused optical blurring, these formulas bridge the gap between raw technical innovation and the next generation of modern, clean beauty.

- 
01. COOL PLATINUM STATIC EYESHADOW STICK
  02. WARM TAUPE STATIC EYESHADOW STICK
  03. STILL GLOSS TOPPER
  04. FREEZE FRAME MASCARA TOPPER
  05. EDGE LINE PRECISION INK
  06. CLOUDED LAVENDER VEIL
  07. DIMENSION LIP STAIN

01.



## COOL PLATINUM STATIC EYESHADOW STICK

A slick, high-reflectivity eye formula in cool platinum. Designed for modern versatility, it can be easily blended as a sheer wash of colour or layered for a bold, graphic swipe.



### KEY INGREDIENTS

12.5% GEOPEARL C CRYSTAL TITANIUM

Provides smooth coverage and a unique metallic silver effect.

5.0% GEOPEARL C CRYSTAL SILK BLUE

Makes the silver colour "cooler" in tone.

2.5% GEOSOFT M12

Adds pay-off to the stick.

FORMULA: 21442-StSt-02-01



02.

## WARM TAUPE STATIC EYESHADOW STICK

A rich, high-reflectivity eye formula in a versatile warm taupe. This creamy shadow stick provides a sophisticated metallic glow that can be worn as a subtle everyday wash or built up for a high-impact, dimensional look.

### KEY INGREDIENTS

12.5% GEOPEARL C COFFEE

Provides an universally flattering base colour with excellent coverage and brilliance.

5.0% GEOPEARL C CRYSTAL SILK GREEN

Gives the taupe base a warm, subtle unique reflection.

2.5% GEOSOFT M12

Optimizes spreadability and ensures a long-lasting, velvety finish.



FORMULA: 21442-StSt-03-02



03.

## STILL GLOSS TOPPER

A multipurpose gloss loaded with light-shifting pearls. It adds a layer of translucent shine and striking optical dimension to lips, lids, or bare skin, instantly transforming any base makeup with a wet-look finish.



### KEY INGREDIENTS

5.0% GEOPEARL C CRYSTAL SILK GREEN

Creates a refined green interference glow with a smooth, non-sparkling finish.

FORMULA: 21442-StSt-04-02

## FREEZE FRAME MASCARA TOPPER

Steel blue tinted shimmer topcoat for lashes. Delivers a tinted definition to the lashes and brows.

### KEY INGREDIENTS

11.0% GEOPEARL C CRYSTAL GLITTERING BLUE

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

3.5% GEOPEARL C CRYSTAL BRIGHT TITANIUM

Provides a crisp, metallic silver shine for a cool-toned finish.

0.7% GEOPEARL C BLACK

Darkens the base to intensify the interference colour.

0.8% GEOPEARL C SAPPHIRE

Adds rich, saturated blue tones to achieve the steel shade.

FORMULA: 21442-StSt-06-02



05.

## EDGE LINE PRECISION INK

Jet-black, highly pigmented liner with intense definition. The formula is 97% natural origin with pigment from natural charcoal powder. For sharp or soft-edges looks.



### KEY INGREDIENTS

25.0% MIDNIGHT BLACK BIO 310 WATER

This pourable dispersion based on charcoal powder gives ultra-black, opaque results.

2.0% GEOSOFT L08

Provides a smooth, even application.

FORMULA: 21442-StSt-08-02

## CLOUDED LAVENDER VEIL

A futuristic blur primer that creates a flawless, digital-skin finish.

### KEY INGREDIENTS

19.0% GEOSOFT M12

Mattifying and blurring spheres that add a soft feeling to the balm

10.95% GEOSOFT L08

Adds the smooth application without giving a drying feeling.

0.03% GEOPEARL C INTENSE PASSION PINK

0.02% GEOPEARL C SAPPHIRE

Gives the product the characteristic lavender colour.



FORMULA: 21442-StSt-09-05



07.

## DIMENSION LIP STAIN

Natural finish formula indused with silky reflective pigments for blurred-bold lips in a vibrant red.



### KEY INGREDIENTS

1.0% GEOPEARL C CRYSTAL SILK RED

Gives the product extra shine and adds to the red shade with soft interference.

2.0% GEOSOFT M12

Adds a silky texture and provides a blurring effect.

FORMULA: 21442-StSt-10-05



