



**COLORS &
EFFECTS**

Reflecks™ MultiDimensions and MultiReflections™

Dramatic color travel effects

Reflecks™ MultiDimensions and MultiReflections™ pigments combine striking chromatic appearance with dramatic changes in color at different angles of illumination, producing fascinating color effects in cosmetic and personal care formulations.

On the skin or in suspension, these pigments appear to be one color, but with changes in the viewing angle the color suddenly shifts across the color spectrum. BASF offers high chroma, sparkle, and dramatic color travel effect on smooth borosilicate flake under the Reflecks™ MultiDimensions line, and a more subtle, softer color travel effect on mica under the MultiReflections™ line.

 **BASF**

We create chemistry

Reflecks™ MultiDimensions and MultiReflections™

Dramatic color travel effects

Mica Based – MultiReflections™

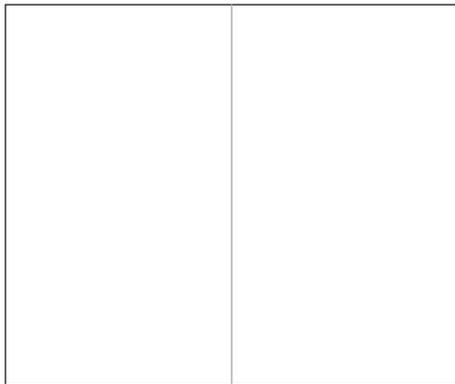
MultiReflections™ Soft Sparkle pigments, through their thin film optics, offer refined color travel and silky skin feel for enhancing the appearance of consumer products such as make-up, skincare care and personal care products. Demonstrating a color shift across adjacent colors, these pigments impart a sense of depth, glow and radiance to formulations. In opaque formulas, they provide a subtle color shifting effect complementing and enhancing skin's natural color and glow. In transparent bases, the color travel effect delights and can be enhanced by adding a tint of background color.

Due to their particle size and tight range of color variation, an interesting visual transformation occurs on a subtle scale, providing a sophisticated light sparkle that creates intrigue and depth.

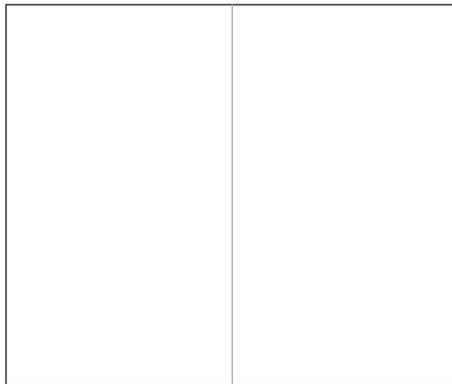
Interference Borosilicate Based – Reflecks™ MultiDimensions

BASF Reflecks™ MultiDimensions color travel pigments give cosmetics vibrant life by changing their color with the movement of the wearer. Representing the latest advance in borosilicate pigment technology, these multi-dimensional effect materials make distinctive color travel effects possible in both color cosmetics and personal care products. BASF's patented non-quarter-wave multi-layer coating technology makes it possible. In addition to their dynamic color shifts, Reflecks™ MultiDimensions also add dramatic sparkle and visual dimensionality. This makes them especially eye-catching in transparent formulations such as gels, clear sticks and nail enamels. Reflecks™ MultiDimensions can also be used in moderately opaque formulas and still maintain their optical properties.

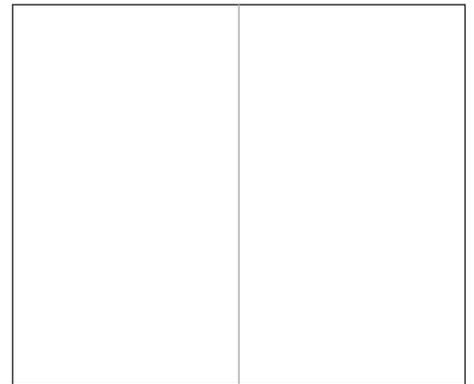
Mica Based – MultiReflections™



Soft Sparkle Sunflower 380P

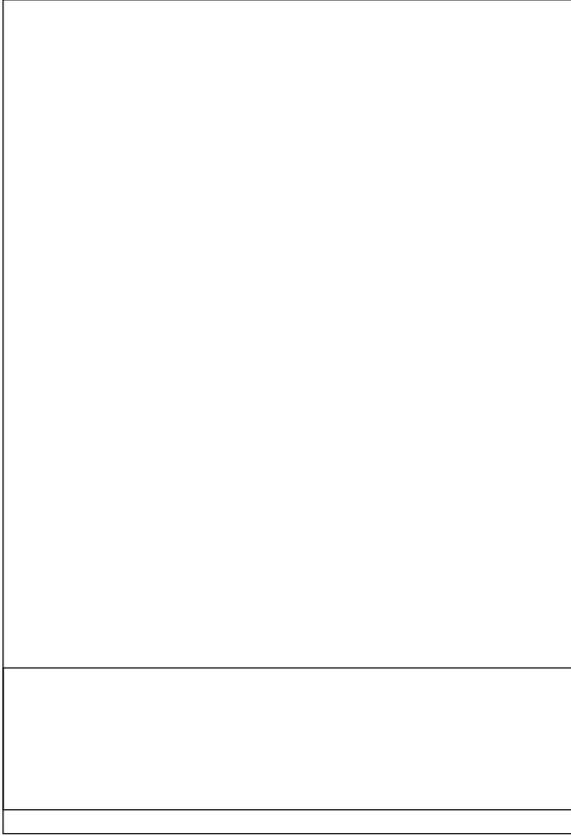


Soft Sparkle Rose 480P

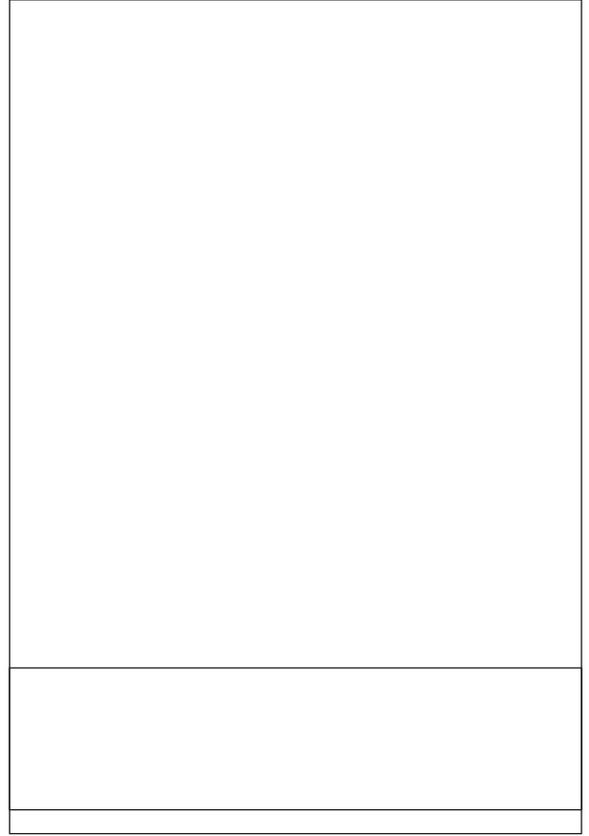


Soft Sparkle Orchid 580P

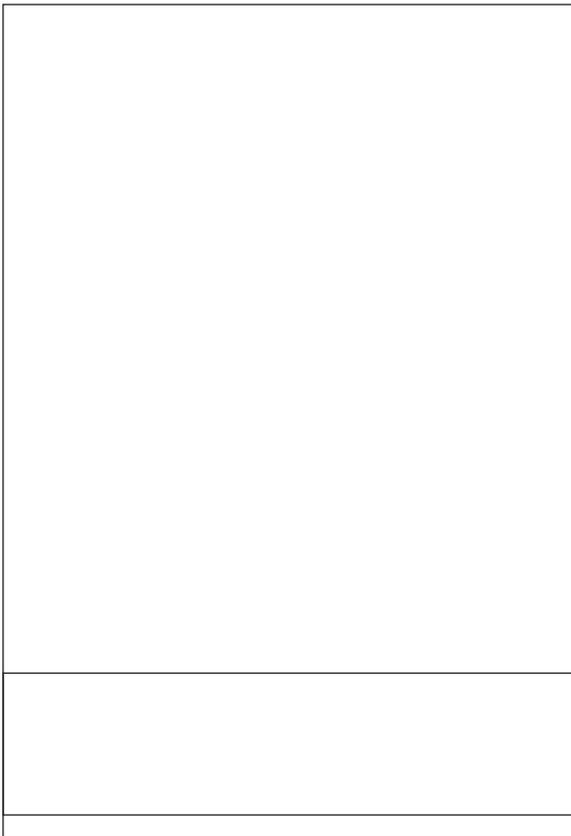
Interference Borosilicate Based – Reflecks™ MultiDimensions



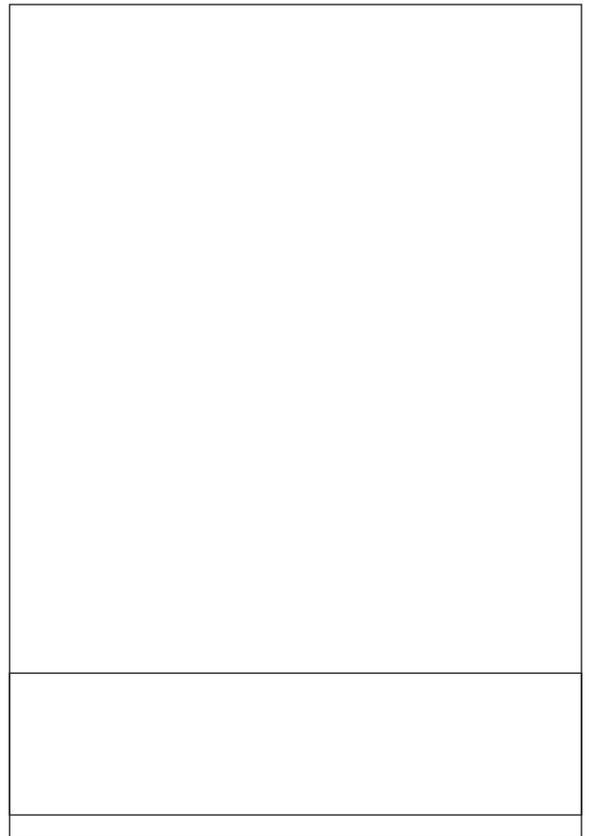
Glistening Gold G280D



Changing Cherry G480D



Varying Violet G580D



Shifting Sapphire G680D

Interference Borosilicate Based - Reflects™ MultiDimensions



Transforming Teal G780D

Metallic Borosilicate Based – Reflects™ MultiDimensions

Reflects™ MultiDimensions Twisted Terracotta and Swirling Sweetberry pigments offer a strong chromatic color travel combined with metallic effects. The smooth, platy borosilicate substrate allows excellent color travel as the viewing angle changes, and the additional metallic effect provides an absorption color effect to the pigment.

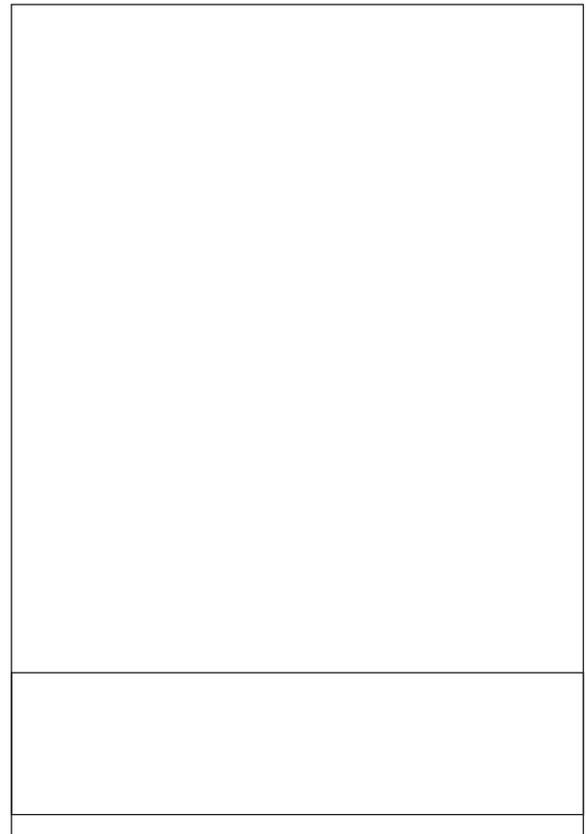
Reflects™ MultiDimensions Twisted Terracotta travels in hue from a flash of metallic copper, to a brilliant bronze. The metallic characteristic will provide the base color of the formula with a strong copper hue.

Reflects™ MultiDimensions Swirling Sweetberry travels in hue from a flash of metallic russet, to a brilliant bronze. The metallic characteristic will provide the base color of the formula with a strong russet hue.

Metallic Borosilicate Based – Reflects™ MultiDimensions



Twisted Terracotta G390D



Swirling Sweetberry G490D

Reflecks™ MultiDimensions and MultiReflections™

Typical properties and technical data

Grade*	Composition	Particle size [µm] range**	Density [kg/L]	Approx. bulk density***	
				lb/ft ³	g/100cm ³
Reflecks™ MultiDimensions					
Glistening Gold G280D	Borosilicate, TiO ₂ , SiO ₂	31–121	3.0	27	43
Changing Cherry G480D	Borosilicate, TiO ₂ , SiO ₂	26–125	3.0	30	49
Varying Violet G580D	Borosilicate, TiO ₂ , SiO ₂	30–132	3.0	27	43
Shifting Sapphire G680D	Borosilicate, TiO ₂ , SiO ₂	29–131	3.0	27	43
Transforming Teal G780D	Borosilicate, TiO ₂ , SiO ₂	27–127	3.0	23	37
Twisted Terracotta G390D	Borosilicate, TiO ₂ , SiO ₂ , Fe ₂ O ₃	29–124	3.0	23	38
Swirling Sweetberry G490D	Borosilicate, TiO ₂ , SiO ₂ , Fe ₂ O ₃	30–123	3.0	24	39
MultiReflections™ Soft Sparkle Pigments					
Sunflower 380P	Mica, TiO ₂ , SiO ₂	14–78	2.9	26	42
Rose 480P	Mica, TiO ₂ , SiO ₂	16–80	2.8	23	37
Orchid 580P	Mica, TiO ₂ , SiO ₂	16–80	2.8	24	39

* Please refer to individual product specification sheets for certifiable product specifications

** The particle size results will vary depending on the light scattering instrument used. The values listed (as % by weight) are the results using a Malvern Mastersizer. 80% of particles are found between the ranges noted in the table.

*** Determined by ASTM Method D–716–86

Get in touch

Call us about our other products for cosmetic and personal care applications.

BASF Effect Pigment Line

Biju® and Biju® Ultra Pigments

Bi-Lite® Bismuth Oxychloride/Mica Pigments

Cellini® Colors

Chione™ Pigments

Chroma-Lite® Colors

Cloisonné® Metallic Look Pigments

Duochrome® Iridescent Colors

Flamenco® Pearlescent & Iridescent Pigments

Gemtone® Colors

Mearlmica® Specialty Performance Mica

Mearlmica® SVA Treated Performance Mica

MultiReflections™ Soft Sparkle Pigments

Pearl-Glo® Bismuth Oxychloride Pigments

Reflecks™ Pearlescent & Iridescent Pigments and Colors

Reflecks™ Dimensions Pearlescent & Iridescent Pigments and Colors

Reflecks™ MultiDimensions Color Changing Pigments

Timica® Pearlescent & Iridescent Pigments and Colors

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