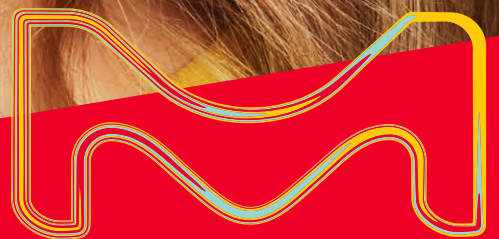


MERCK



**MAGICAL
MOMENTS**

with Candurin® pearl effect colors



Fastinating LASTING IMPRESSIONS

Everyone needs a little glamour in their lives, a sprinkling of glitz, sparkle and pizzazz. The charismatic flair that turns an event into a special occasion, an extra ingredient that brings the essence of glamour and a touch of magic. Create a lasting impression: make it a Candurin® moment.



Candurin®
**A TASTE OF
GLAMOUR**

EYE-CATCHING EFFECTS

Candurin® - an icon of luxuriant beauty, sparkling with innovative ideas and the promise of a thousand possibilities. Candurin® enhances your product, to make a lasting impression for your commercial success.



Beverages

Make a splash with extravagant styling, or keep it effortlessly elegant: Candurin® mineral-based pearl effect colors give drinks, cocktails and lifestyle beverages that special wow-effect that makes them stand out from the crowd.

Important Features

Effect pigments in cool silver, classic gold or warm bronze hues not only ensure that every glass is full of rich colors; they also fulfill international safety standards for food and pharmaceuticals.



Dietary supplements

Whether you add a subtle red shimmer to beauty pills, a silver touch to sports nutrition tablets, or a bronze tone to tanning capsules, the unique Candurin® color palette gives your products an extraordinary appearance and underscores their value.

Important Features

Studies have shown: When it comes to tablets and capsules, a pearl effect leads to greater acceptance among consumers. Products are perceived as more innovative, appealing and even more effective than ordinary ones.



Bakery products

Candurin® pearl effect colors can be exactly tailored to your product. Whether subtly seductive or brilliantly attractive, our beautiful non-artificial colors draw the eye to your sweetest temptation, and add a taste of glamour.

Important Features

The effect pigments are easily incorporated into the decoration and can be combined with a multitude of other colors. They fulfill the quality standards that enable you to label your Candurin®-enhanced products: "contains no artificial colors".



chocolate

Add a touch of luxury and exclusivity to your premium chocolate products. Think inside and outside the chocolate box with our special effect pigments for decorative packaging and food enhancement to put your brand in the spotlight.

Important Features

Exceptional brilliance creates an enormous potential for styling content and packaging. The impression of exquisite tastefulness is reaffirmed after the box is opened.



ICE CREAM

Add an irresistible element of cool to your ice cream, and seduce the eye and palate with the magnetic appeal of pure indulgence.

Important Features

The exquisite range of mineral Candurin® pearl effect colors possesses excellent stability and an enormous potential for differentiation.



FACETS OF BRILLIANCE

A Candurin® moment puts the spotlight on your brand. When you give your product a leading role, we will add that extra star-quality sparkle. Our application experts know how to set the scene for an outstanding performance by an exceptional product.

Lustrous effects

Variety, innovation and excellent ideas are our motivation for setting new trends in the creation and enhancement of food products. Food products have the highest chance of market success when perceived by consumers as innovative and visually appealing. According to a recent market study conducted in the confectionery industry, Candurin® pearl effect colors can lead to significantly higher perceived value and purchase motivation among your customers.

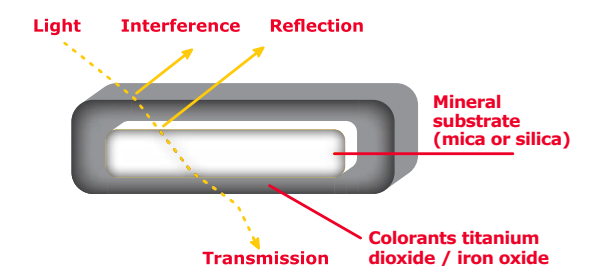
YOUR BENEFITS

- ✓ Mineral, non-artificial food colors
- ✓ Compliant with GMP and HACCP regulations
- ✓ Highest quality - made in Germany and the USA
- ✓ Compatible with other colors
- ✓ Excellent light, temperature and pH stability
- ✓ Customer-focused technical service
- ✓ Kosher and halal certified
- ✓ Suitable for vegans

Featuring Candurin® pearl effects

The widely approved food colors are based on the mineral substrates mica or silica combined with titanium dioxide and/or iron oxide. The available color palette ranges from cool silver to blue, tempting red to elegant gold, imparting a subtle gloss or fascinating sparkle.

Its aura radiates stronger than any imagination. An encounter with Candurin® sets the scene for excitement, and captivates one's gaze as if transfixed.



Schematic representation of a Candurin® platelet: The arrows depict light which can be seen as being reflected, refracted and transmitted simultaneously to produce the play of colors known as pearlescence.



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