



## UMC Ingredients/ CQV

[www.umccorp.com/products/ingredients/](http://www.umccorp.com/products/ingredients/)  
[www.cqv.co.kr](http://www.cqv.co.kr)

### Featheleve® effect pigments

#### PRODUCT/SERVICE BACKGROUND INFORMATION

UMC is a modern distributor, in a modern world, while holding our family values. The Ingredients Division focuses on the Personal Care and Cosmetic markets. We offer customers high quality products, great service, and competitive pricing. Our in-house Regulatory Department offers customer support for their product requirements. CQV is a leading manufacturer and supplier of effect pigments and effect materials for the cosmetics and personal care industries. With headquarters in South Korea, our focus is on developing, producing, and supplying innovative colors and effects based on alumina, borosilicate, and natural mica substrates. CQV in 2022, received EcoVadis highest Platinum rating for their work on Corporate Social Responsibility.

#### WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Building on the technology and success of the original Featheleve PT line of pigments, CQV developed and just launched new generations of Featheleve products:

Introducing **Featheleve PTC**: soft, luminous iridescent shades, offering more opacity

- Featheleve PTC-7001 Gold
- Featheleve PTC-7401 Red
- Featheleve PTC-7601 Violet
- Featheleve PTC-7801 Blue
- Featheleve PTC-7901 Green

Introducing **Featheleve PTM**: soft, luminous metallic and colored shades

- Featheleve PTM-7001D Fine Gold
- Featheleve PTM-7031D Fine Sunset Gold
- Featheleve PTM-7041D Fine Coral
- Featheleve PTM-7441D Fine Pink
- Featheleve PTM-7661D Fine Violet
- Featheleve PTM-7901D Fine Lime Gold

Introducing **Featheleve PTCM**: soft, luminous colored shades, offering more opacity

- Featheleve PTCM-7401 Peach
- Featheleve PTCM-7441 Pink

Introducing **Featheleve PTMB**: soft, luminous smokey, colored shades

Featheleve PTMB-7441D Ebony

Purple

Featheleve PTMB-7661D Ebony

Violet

Featheleve PTMB-7991D Ebony

Green

**HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?**

Featheleve® effect pigments are available in white, iridescent, metallic, and colored shades, all with luminous, soft glow characteristics. All Featheleve® effect pigments are fully vegan and approved for all cosmetic & personal care formulas globally.

Being substrate-free, this pigment line is super-lightweight, and may be easily suspended in low-viscosity formulations.

The Featheleve® product family offers the formulator various color shades with an inherent SPF boosting functionality as well as protection against near-infrared radiation (NIR).

All Featheleve pigments feature the same "unsupported TiO<sub>2</sub>" technology:

- substrate-free
- *not supported* by any substrate
- super lightweight pigments