

# Advanced Materials

Creating Possibilities



**NovaShine<sup>®</sup>**  
Sparkling Silver

*Cosmetic Effect Pigment*

*“Second to none  
in brilliance  
and sparkle”*



*Member of the  
FlareFlex<sup>®</sup> family*

## Special effect pigment

NovaShine® is a new sparkling silver pigment which is based on a silver coated glass substrate. The uniform silver coating covering a perfectly flat glass flake produces an extremely brilliant mirror-like reflection and **sparkling effect that could not be achieved by other technologies yet**. This effect can be achieved at very low loadings.

Moving objects containing randomly oriented NovaShine® pigments, show a twinkle throughout its surface, which comes when certain pigments that strongly reflect specular light at a given angle of incident, are no longer seen when this angle is slightly changed. Then other pigments at different places come into line of sight. This effect can be achieved at very low loadings.

NovaShine® pigments can be added to any cosmetic formulation. Because NovaShine® is chemically inert and very stable, it will not react with the medium it's added to. There for it's suitable for all cosmetic formulations.

Depending on the size of the pigment, very different appearances can be achieved. The smaller particle sizes produce an evenly distributed brilliant sparkle throughout the product, while the larger pigments are able to produce a stronger glitter effect. NovaShine® pigments can be sterilised thermally or by steam for cosmetic applications.

Member of the  
FlareFlex® family

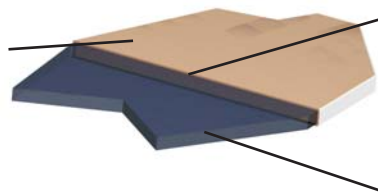
### Applications

Lip Gloss  
Lipstick  
Pressed Powder  
Nail Polish  
Mascara  
Eye Shadow

## Properties

### Silver and brilliance

pure silver as the coating material and a uniform surface creates the highest achievable reflection effect, compared to all other possible metal surfaces (up to 95% reflection). A very special coating process for highest reflection and special silver lattice structure was developed therefore by the Brazel Research GbR Labs.



### Adherence

A specially designed coating process ensures an excellent adhesion of the silver coating to the glass surface.

### Glass flake

chemical inert, perfectly flat Calcium Aluminum Borosilicate glass flake (ECR glass) for high chemical resistance and temperature stability. Controlled particle size and thickness for consistent effects.

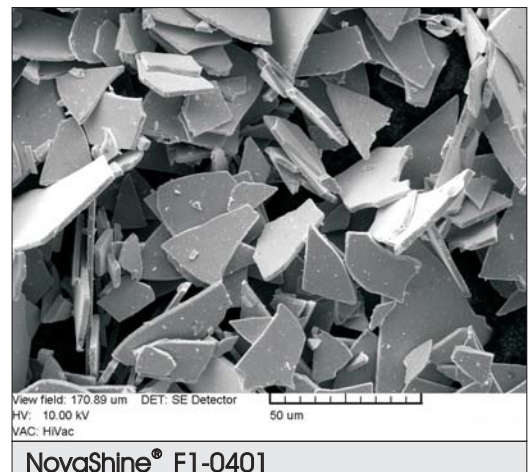
## Quality control

NovaShine® products are subjected to a series of different QC checks in order to ensure that each lot meets our established specifications

- |                                     |                          |
|-------------------------------------|--------------------------|
| ✓ silver content                    | ✓ flowability            |
| ✓ silver adherence                  | ✓ particle size          |
| ✓ color                             | ✓ particle size distrib. |
| ✓ absence of not certified material | ✓ grade of reflexion     |
|                                     | ✓ lattice structure      |

Visit our web site:

[www.brazel.com](http://www.brazel.com)



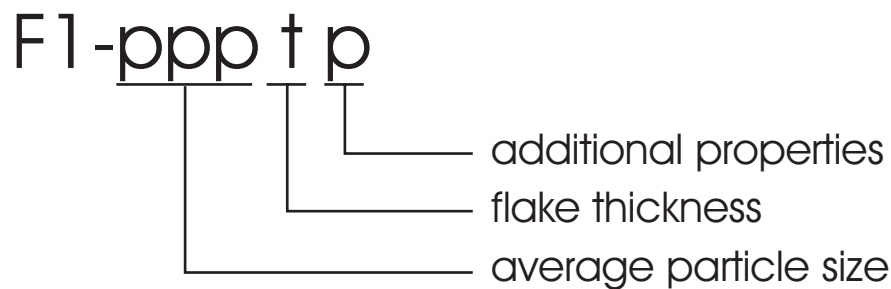
## product types

- F1 - 0151\*
- F1 - 0401            other particle sizes on request
- F1 - 0401M
- F1 - 0801
- F1 - 0905
- F1 - 1505

\* developmental product  
(ask for availability)

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## product code



additional properties:  
M = slightly darker appearance

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