

Expertise Plus Information

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Find your Perfect Pigment

Color, effect, substrate, claim – there are a lot of decisions when it comes to choosing the right effect pigment for your cosmetic formulation. Make it easy with Pigment Finder, BASF's new [online tool!](#)

Use the filters to narrow down the portfolio, find product information and features and note global regulatory restrictions. Once you have discovered your product, do not hesitate to get in touch with the industry experts of BTC via the BTC website.



You can find additional information about Pigments and contact your local BTC partner directly using our website for your [Personal care industry](#) or the [Colouration industry page](#).