

# Expertise Plus Newsletter

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## Color Trends Collection 2017 by BASF

Following extensive market research, the 2017 Color Trends collection by BASF offers four distinct beauty profiles, each based on cultural drivers in the global marketplace.

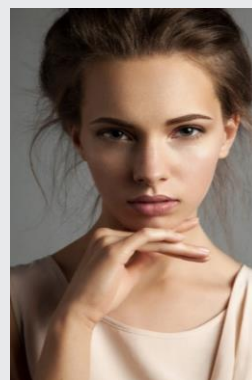
The **Smart & Seamless** color collection appeals to people who rely on technology and smart beauty products. This palette features neutral tones, lab greens, metallic hues and elegant whites.

Evoking the lifestyle and legacy of Hollywood's iconic movie stars, **Glam Now** adds a touch of modernity to classic colors, resulting in luxurious golds and rich coppers with a contemporary, metallic twist.

The **Alive** color trend is inspired by the succulence of fruit and the vibrant colors of nature in full bloom. Its mood is colorful yet considered, its look playful yet discreet, and its feel is one of both dewy freshness and rich sensations.

Mix and match, radical contrasts, pastel shades, and funky neon colors: **Gen You** targets the next generation of young girls who know no limits when it comes to creativity and expressing themselves.

**Welcome to the future of Beauty - for more information, please contact us!**



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