



PRESS RELEASE

Color Pulse: Gattefossé strengthens its position in makeup with its latest collection of formulas

Lyon, France – October 28th, 2024

Gattefossé, renowned for its skincare and sensory expertise, is making 2024 all about makeup. More than just a formulation kit, Color Pulse is the perfect opportunity to share Gattefossé's knowledge on how to formulate makeup that is sensorial, high-performing, and natural at the same time.

Elevating Gattefossé ingredients in high-performance makeup formulations

With the launch of [Emulium® Illustro](#) in 2019 - a water-in-oil emulsifier that is highly compatible with pigments and UV filters - Gattefossé had already set foot in the world of pigmented formulations. Since then, following the recruitment of experienced people in the field, more efforts have been put to study the compatibilities and possibilities of Gattefossé's ingredients in color cosmetics.

Many makeup formulas and presentations to showcase latest trends have been developed to better inspire clients, share technical tips, and give them keys to success.



"Makeup formulation, although it's a full-blown expertise, is incredibly interesting thanks to the creativity it requires. After the rise of naturality in skincare, brands started to embrace this trend in color cosmetics too, despite the challenge it represents. The lab team has developed a strong expertise in makeup over the years and is ready to support customers in their transition to natural makeup."

Lysiane Teyssier, Product Marketing Leader - Texture Ingredients & Personal Care Applications

A new kit composed of 13 colored formulas

This new collection unveils 13 formulas that will for sure meet everyone's needs: from face and eyes, to lips, from light to high coverage, from shine to matte, and from light to dark shades. All the formulas are highly natural, and in different formats (liquid, cream, stick, and powder) and various formulation types (W/O, O/W, and anhydrous).



"My team and I are very proud of this Color Pulse kit, that we have spent 3 years to develop. We are sure that it will be appreciated by every makeup lover as it contains "must have formulas" to start a makeup line but also more creative and challenging ones. We had a great pleasure formulating every formula while pushing Gattefossé's ingredients to perform at their best."

Patricia Sengel, Cosmetic Formulation Laboratory Manager

Focus on **Serum Foundation** | 2906-1.22

Designed for its high sensoriality, this [serum texture](#) glides easily on the skin to even out the complexion with a bare-skin effect. It was developed in three shades, all with the same properties, making it easy for customers to create a full shade range. Emulsified with **Emulium® Illustro**, this formula is cold-processable and contains more than 97% of natural origin ingredients.



To learn more

Discover the entire collection upon application in [this video](#), or visit the [dedicated page](#).



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About Gattefossé

The Gattefossé Group is a community of employees, all driven by a dual mission: the performance of its products and the personalized support of its customers.

Gattefossé develops, manufactures and sells pharmaceutical excipients and cosmetic ingredients of natural origin for the beauty and health industries worldwide, through its 12 affiliated companies and network of global agents and distributors.

Specialist in lipid chemistry and plant chemistry, Gattefossé offers recognized expertise in formulation using its 4 Technical Centers of Excellence in France, China, India and the United States.

Environmental and social issues have always been part of the culture of this French family business, founded in Lyon in 1880. Today, Gattefossé relies on a purposeful CSR approach to build its innovation and development strategy.



People make our name