



# CAMELEON<sup>TM</sup> CAPS

**Tagra's microencapsulated pigments provide exciting visual "WOW"**

CAMELEON<sup>TM</sup> CAPS Tagra's most recent encapsulated pigments range suitable for all types of formulations. Upon application of formulation, masked pigments are released creating a distinct "WOW" effect.



## CAMELEON™ CAPS

“Green” double layered, micron size microcapsules made from a cellulose based polymer – the original shade is hidden, whilst maintaining formulation white appearance and texture. Upon application, the pigment is released, demonstrating Tagra’s patented RND™ technology (Release on Demand).

Cameleon™ Caps, designed for skin care, color cosmetics and personal care products used with equal ease for various applications such as foundations, facial colors, concealers and blemish covers. Cameleon™ Caps can be used as visual markers indicating that an active ingredient was released simultaneously. Cameleon™ Caps provide a platform for creating innovative multi-functional skin care products suit future trends while meeting the highest purity standards and specifications of global regulations.

## FORMULATORY BENEFITS

- Exhibit increased stability in various applications: water gels, O/W emulsions, Si/W, powders, foams, high SPF formulations and more
- Less production time with high flexibility in the production and low cleaning and maintenance efforts
- Maintain white mass tone or transparency of formulations
- Production with Cameleon™ Caps range does not require a dedicated production line for pigments/color cosmetics since it does not involve the “mess” and residue of naked pigments
- Impart a natural color on the skin
- Withstand manufacturing processes e.g. mixing and pumping stress associated with the transfer and filling of finished products
- Compatible with organic UV filters
- Enable development of dark shades with optimal coverage
- No agglomeration as with naked pigments
- Easy dispersion and incorporation – adding to the bulk at the last step
- No need to grind the pigments
- Greater color consistency from batch to batch
- Dust free handling

**CAMELEON™ CAPS are available in powder form and can release the following colors:**



By combining different Cameleon™ Caps one can design any shade resulting in outstanding silky sensorial effect, optimal coverage and fast intense color release.