



## DeeperCaps™

### Manufacturing Breakthrough for Dark Skin Cosmetics

A new approach to formulate color cosmetics for black and brown skins.

The beauty industry is constantly evolving yet, despite massive technological and scientific advances, it is still difficult for people with dark skin tones to find cosmetic products that perfectly match their skin tones.

#### The Problem

Many brands use limited colors that do not blend into natural skin tones, and current dark skin cosmetic formulations can leave a chalky, visible white residue on the skin.

#### The Solution

As a leader in the microencapsulation technology market, Tagra Biotechnologies is solving this problem head-on, with a new range of encapsulated pigments for women and men of color. Named DeeperCaps™, this innovative product allows brands to effectively turn existing lines into must-have products for people with dark skin tones, without a huge investment of resources.

#### The Tagra Method

DeeperCaps™ microencapsulation technology enables cosmetic formulators to develop color cosmetics with no white-cast effect. Thanks to a sophisticated double-layer microcapsule structure, users get unprecedented coverage that matches their natural skin tone.

**And it's not just foundation that can be re-invented with DeeperCaps™.**

Tagra's microencapsulation technology also works in gels, liquid, powder and cream-based make-up and skin care products.

#### Benefits of DeeperCaps™

- Offer cosmetics with a perfect color-match and a natural finish
- Highly personalized dark skin cosmetics without unwanted residual whitening
- Easily convert existing skincare into color cosmetics
- Flexible and durable capsules shells that break only upon application
- Environmentally and socially-conscious production
- Be on the cutting-edge of beauty innovation

✓ All ingredients used in the capsules are recognized as GRAS and are CTFA listed.

✓ We are certified with: ISO 14001 (environment, health, safety) ISO 22716 (GMP cosmetic) ISO 9001 (quality management). ECOVADIS Silver Qualified.

✓ We are RSPO MB certified to sustainably supply the cosmetic manufacturing industry.

For more information please contact [info@tagra.com](mailto:info@tagra.com) - or visit our website [www.tagra.com](http://www.tagra.com)

## DeeperCaps™

True Colors, Encapsulated with DeeperCaps™

BrownCoffee - Black  
#40231F

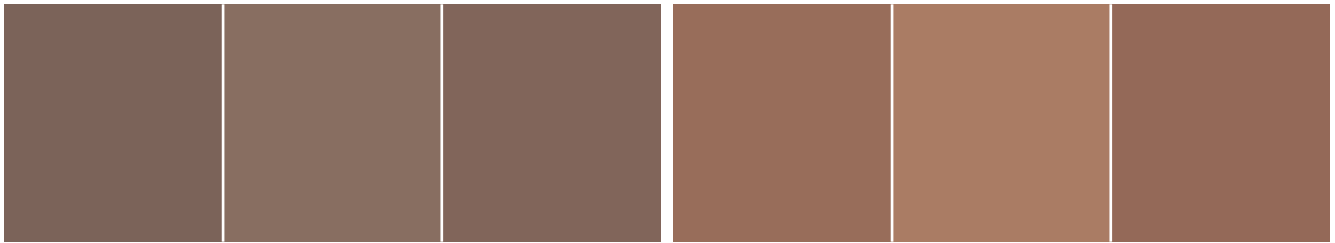
BrownCoffee  
#402A22

BrownCoffee - Red  
#402625

DarkGold - Black  
#A65E38

DarkGold  
#826634

DarkGold - Red  
#B35D3D



RoyalBrown - Black  
#52302C

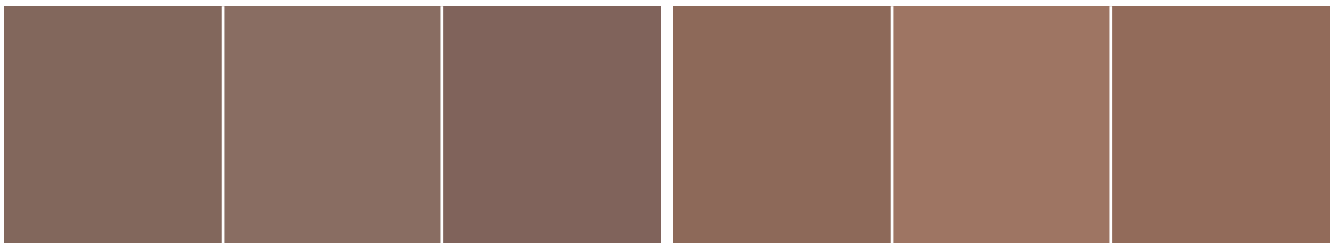
RoyalBrown  
#5E372E

RoyalBrown - Red  
#5E3333

Coconut - Black  
#945537

Coconut  
#A15C33

Coconut - Red  
#A15438



Bole - Black  
#633A36

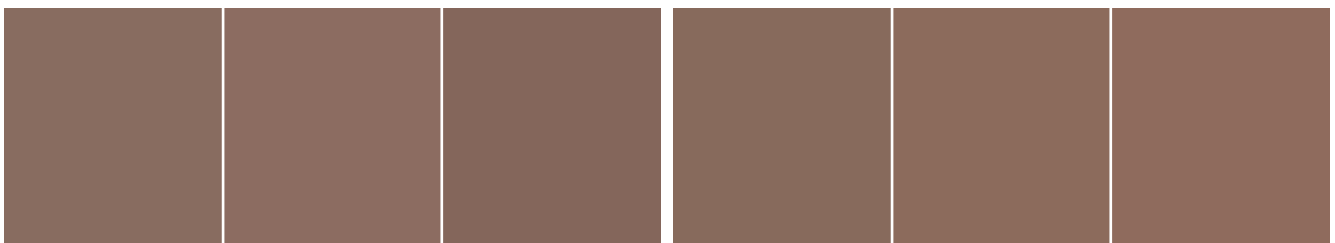
Bole  
#714137

Bole - Red  
#703B3D

Liver - Black  
#613120

Liver  
#6E381F

Liver - Red  
#6E3224



Deepercaps™ are available in powder form and can release the following colors:



Red



Black



Yellow



Green



Brown

“ I think at this point, brands don't realize that the black dollar is so powerful. We will spend! We will spend if you give us a space, if you make us feel like you thought about us, if you make us feel like we were on the top of your list” \*

Monica Veloz (@monicastylemuse)

\*[www.elle.com/struggle-to-find-dark-skin-foundation-woc-influencers-beauty-blender-tarte](http://www.elle.com/struggle-to-find-dark-skin-foundation-woc-influencers-beauty-blender-tarte)