

**INTENZA Soft**



**boldly simple.**

Energize your color palette with the intense chroma and unique interference effects of INTENZA. Each shade is masterfully crafted to achieve maximum synergy between FDA certified organic colorants and synthetic pearlescent pigments.

Discover the latest generation of INTENZA. The synergy of FDA certified colors and ultrafine synthetic mica substrate provides a deeply saturated hue for bold colors that have the intensity of organic pigments. With INTENZA the need for complex milling and grinding is removed and allows for the ultimate simplicity in color formulation. And with heavy metals specifications that surpass global regulatory requirements, what's not to love? To create shades that stand out... turn to INTENZA Soft.




**working for you.**

**SunChemical<sup>®</sup>**

a member of the DIC group



Color & Comfort

Masstone	INTENZA Color Effects	Product Code	Composition (wt%)		
			Organic Colorant (wt%)	Synthetic Fluorphlogopite	Particle Size Range
	Yellow Taffeta	C91-6113	FD&C Yellow 5 Al Lake (9 - 19)	81 - 91	1 – 25 microns
	Rubis Velvet	C91-6133	D&C Red 7 Ca Lake (9 - 19)	81 - 91	1 – 25 microns
	Blue Chambray	C91-6153	FD&C Blue 1 Al Lake (5- 16)	84 - 95	1 – 25 microns



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## Sun Chemical Performance Pigments

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