

## NEWS RELEASE

August 22, 2022  
Nippon Sheet Glass Co., Ltd.

**Elegant, aurora-like luminosity is achieved with METASHINE® Aurora Series glass-flake effects pigments. Aimed primarily toward Point Makeup Cosmetics, NSG uses specially formulated Optical Brightening Materials.**

Under their METASHINE® - branded **Aurora Series**, NSG Group is pleased to announce the launch of its new line of glass effects pigments for point makeup cosmetics such as eye shadow and lipstick. **Aurora Series** is a glass effect pigment that combines the unique clear and intense luminosity of glass with enhanced surface brightness characteristics and offers a new option for point makeup formulators.



METASHINE® is a microscopic flake-shaped glass substrate coated with metals and metal oxides using NSG's proprietary coating technology. The ultra-smooth and flat surface of the base material allows the inorganic pigment to impart high luminosity due to its unique ability to deliver intense light reflection. It has been used in many point makeup products that produce stunning radiance. Aurora Series is made with a thinner substrate when compared to previous METASHINE® series and creates an elegant shimmer and luster giving a good balance between luminosity and graininess.

NSG Group has developed glass flake technology having a unique composition (100% natural origin index\*) by carefully selecting raw materials that are low in alkali, heavy metals and are boron-free with the aim of creating cosmetic materials that are friendly to both the skin and to the environment. METASHINE® brand products, now including the **Aurora Series**, are manufactured using glass flakes that are free from impurities, turbidity, and dullness. These products can be used in a wide range of point makeup applications as a luminous material that satisfies the requirement of environmentally friendly products.

NSG Group will continue to develop safe and reliable materials to meet the needs of the global cosmetics markets.

\* Based on ISO16128



**About METASHINE®**

Product information site: <https://hpm.nsg.com/products/metashine-cosme/index.html>

**About NSG Group (Nippon Sheet Glass Co., Ltd. and its group companies)**

NSG Group is the world's leading supplier of glass and glazing systems sold from their three main business areas of Architectural, Automotive, and Creative Technology. Architectural Glass manufactures and supplies architectural glass as well as glass for solar energy and other sectors. Automotive Glass serves the original equipment (OE) and aftermarket replacement (AGR) glazing markets. Creative Technology comprises several discrete businesses, including lenses and light guides for printers and scanners, and specialty glass fiber products such as glass cords for timing belts and glass flakes. <https://www.nsg.co.jp>

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<https://www.nsg.com/en/media/media-contacts>