

# Liquitex Introduces 12 New Heavy Body Acrylic Colors.

As Senior Global Brand Manager Christina Yoder states, it's essential for Liquitex to keep innovating and delivering ranges that allow artists to get into their flow state. Now Liquitex is proud to introduce 12 new colors to the Heavy Body range. This exciting extension provides even more opportunities for artists to expand their palette and indulge in creativity.



“With this extension, we aim to innovate and to grow our largest professional wet paint category, Heavy Body Acrylic, with color introductions that are unique to Liquitex, aligned with trends and that address gaps in the range. Iridescent Rose Gold and Iridescent Black are unique to Liquitex, while Transparent Orange brings a lower series orange to the range with an innovative hybrid pigment. Light Bismuth Yellow brings the first mixed yellow to the range, and Light Phthalocyanine Green brings a popular color in other ranges into Heavy Body. Indigo addresses the need for a very dark blue while the fluorescent colors align with trends. The introduction of new colors will also help reinvigorate the Heavy Body Acrylic range as a whole and drive growth.”

The global brand team will kick off the Heavy Body campaign in March, debuting the new colors in retail and social media channels.



\*Iridescent Rose Gold

## **Iridescent Rose Gold**

A beautiful metal red, rustic color, Iridescent Rose Gold is perfect for creating metallic effects and shiny, solid layers.

## **Iridescent Black**

Iridescent Black is the third black in the Heavy Body color chart, featuring shining particles and a granite appearance that shows both black and greys depending on the reflective light.

### Light Bismuth Yellow

Perfect for an earth tone palette, this toned-down variation of the historic watercolor is ideal for painting sunlight in landscapes or portraits and appeals to the pastel trend. Light Bismuth Yellow pairs beautifully with a variety of different colors, making it a versatile addition to any palette.

### Light Phthalocyanine Green

This green is a strong, vivid and opaque color that is great for coverage and mixing for natural greens, beautiful greys and pastel tints.



\*Light Phthalocyanine Green

### Indigo

An iconic color often found in watercolor and ink ranges, Indigo is often used as a dye color for cotton and denim and was also used by both ancient Greek and Roman painters. Indigo is a deep midnight blue that can be mixed for black tints, greys, greens and purples.

### Transparent Orange

As the first full transparent orange in the Heavy Body color chart, Transparent Orange is a hybrid pigment that carries a wide range of tones, including deep red orange in masstone to yellowish in its undertone.

### Fluorescent Colors

Six new fluorescent colors are new to the Heavy Body range: Fluorescent Yellow, Orange, Red, Pink, Blue and Green. These shades glow under ultraviolet light and black light and are ideal for works that feature dark backgrounds for optimal contrast.

Liquitex Heavy Body Acrylic is ideal for impasto, alla prima (wet on wet technique), and countless other techniques, empowering artists to “Just Imagine.”

