



americhem.

PERFORMANCE | SOLUTIONS | TRUST

**2024  
COLOR  
TRENDS**



SCANNING...

**IMMERSED  
IN THE WORLDS OF  
COLOR**

PLEASE SELECT  
A WORLD TO  
CONTINUE...



Americhem's 2024 Color Trends are embodied within **four** virtual worlds that highlight themes of **Self-Care, Technology, Sustainability,** and **Survival.**

## ETHEREAL WORLD



## CELESTIAL WORLD



## VERDANT WORLD



## ARDENT WORLD



PLEASE SELECT A WORLD TO  
CONTINUE...



NOW ENTERING...

# ETHEREAL WORLD

The **Ethereal World** bursts with light & beauty. Serenity is the key to wellness & soothing. A place where all beings are welcome. This world is where all your wildest dreams are made a reality... Just like a giraffe & an elephant up in the clouds!



**WELLBEING**

**INNOVATOR**

**DIGITAL DETOXES**

ANALYZING COLORS...

**WELLNESS  
INITIATIVES**

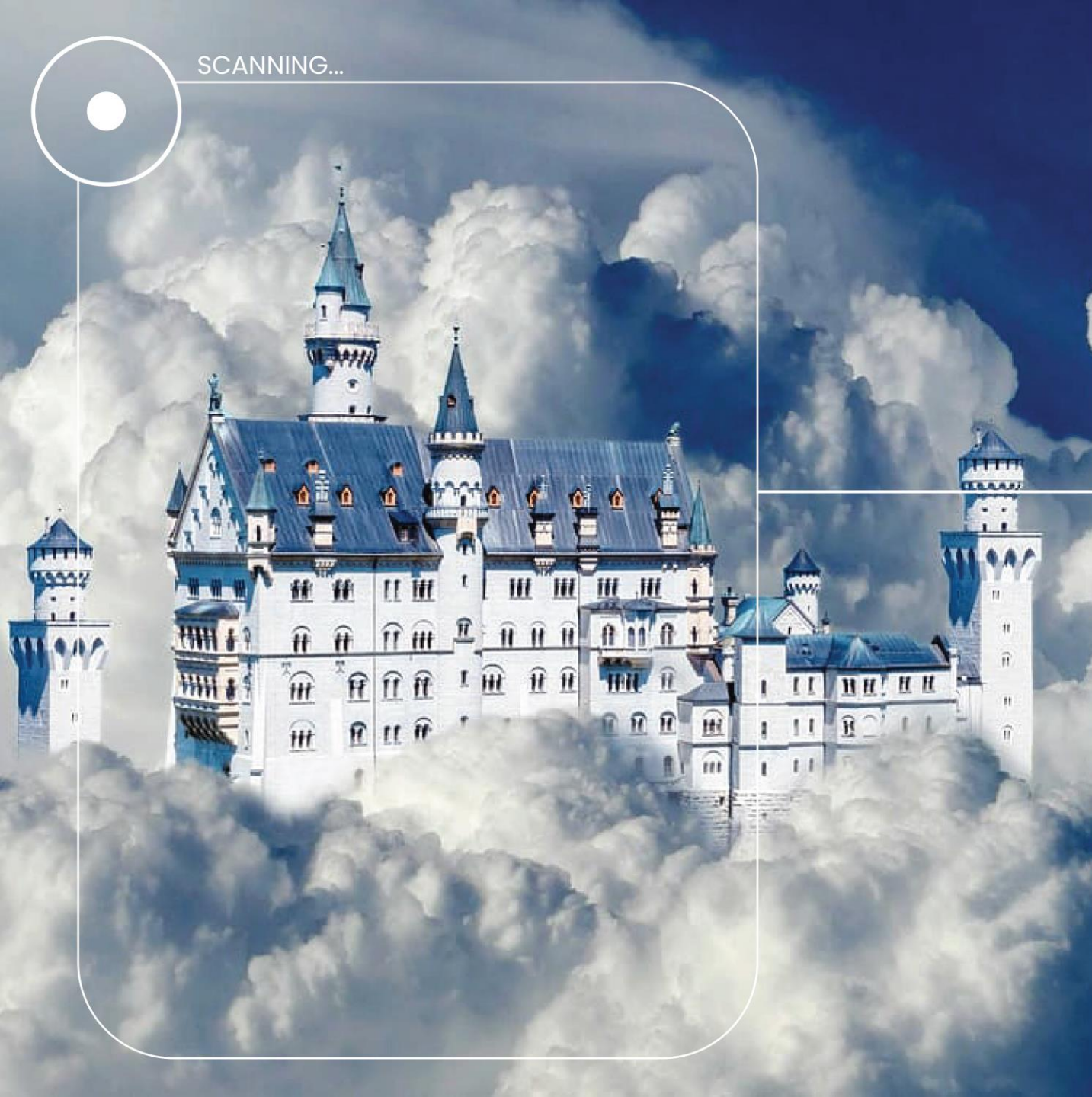
**INCREASE  
PRODUCTIVITY**

**HYBRID WORK**





SCANNING...



## THE ETHEREAL WORLD

# BEJEWELLED

ANALYZING...

By 2024 mental health & **Wellbeing** will become a KPI for companies. Find what makes you happy & shimmer.



SCANNING...

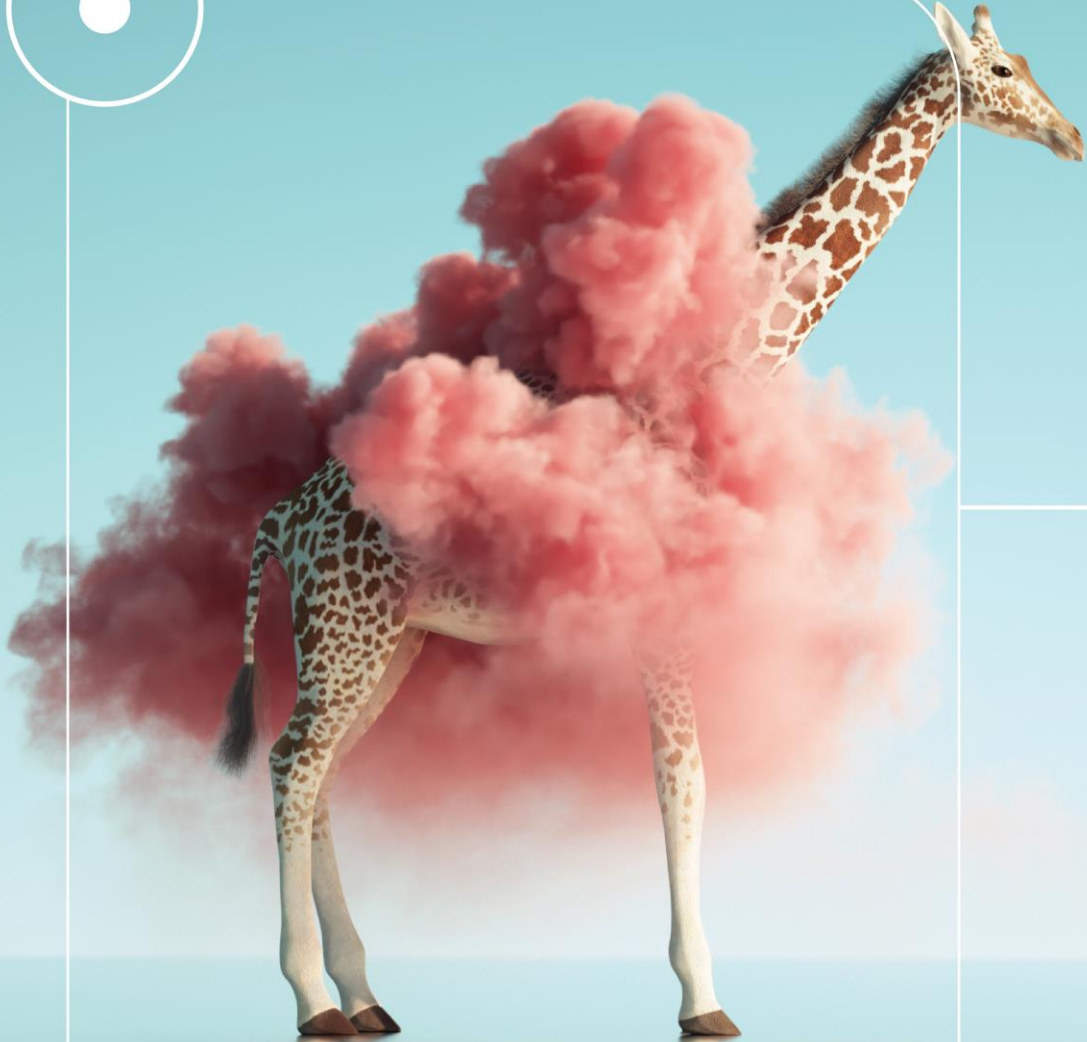
THE ETHEREAL WORLD

VISIONARY

ANALYZING...

Become an **Innovator** for future generations by creating a work-life balance that sets them up for success.

SCANNING...



## THE ETHEREAL WORLD

# SUGAR FLUFF

ANALYZING...

Decrease the fluff in your life with holistic healing, decluttered environments, more time for yourself, & small **Digital Detoxes.**



SCANNING...

## THE ETHEREAL WORLD

# ● RESTORE ●

ANALYZING...

Take advantage of new **Wellness Initiatives** from your company. Join support calls, take a minute of breathwork at your desk, or enjoy some yoga during lunch.

SCANNING...

**THE ETHEREAL WORLD**

# LAVENDER HAZE

ANALYZING...

Cut through mental fog by using new tools  
to **Increase Productivity** & performance.



SCANNING...



THE ETHEREAL WORLD

# SERENE ROYALTY

ANALYZING...

Rise to the top of a healthy mind with a  
**Hybrid Work** structure.



NOW ENTERING...

# CELESTIAL WORLD

The **Celestial World** sends forth the idea that trust & loyalty are the key to world peace. Technology is light years ahead of all other worlds. Just like space, there is a sense of calmness & tranquility throughout this vast void.



**DIGITAL  
TRANSFORMATIONS**

**ARTIFICIAL  
INTELLIGENCE**

**DIGITAL IDENTITY**

ANALYZING COLORS...

**UNLOCK  
SOLUTIONS**

**VR & AR**

**CYBERSECURITY**





SCANNING...

## THE CELESTIAL WORLD

INFINITE

ANALYZING...

Accelerate into infinity by investing in technologies & **Digital Transformations** to improve operations, enhance customer experience & stay competitive.

SCANNING...

## THE CELESTIAL WORLD

# WISH UPON

ANALYZING...

New sophisticated **AI** algorithms will be able to handle larger & more complex tasks with increased accuracy.  
Your wish is AI's command.



SCANNING...

## THE CELESTIAL WORLD

# STARGAZE

ANALYZING...

Don't let your identity get lost in the stars.  
New **Digital Identity** technologies can  
secure precious data, passwords &  
confidential information.



SCANNING...



## THE CELESTIAL WORLD

# ALCHEMY

ANALYZING...

**Unlock Solutions** with increasing network speeds. Upload & download faster than our ancient philosophers ever imagined.



SCANNING...

## THE CELESTIAL WORLD

# LOST GALAXY

ANALYZING...

Don't let your products get lost. Immersive experiences using **Virtual Reality (VR)** & **Augmented Reality (AR)** for product creation, testing & sales keep products from getting lost on the shelf.

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## THE CELESTIAL WORLD

# MIDNIGHTS

ANALYZING...

Hackers can attack at any time, especially at night. Investing in **Cybersecurity** measures helps to keep customer data safe & secure while not being monitored.



NOW ENTERING...

# VERDANT WORLD

The **Verdant World** exudes growth & optimism for what is & what is to come. This world's philosophy is rooted in being one with yourself & your surroundings. You will continuously be learning in order to grow & renew.



**CIRCULAR THINKING**  
**FAIR TRADE**  
**ACCESS TO NATURE**

ANALYZING COLORS...

**SALVAGED  
MATERIALS**  
**REFRESHED TAKE**  
**REGENERATIVE  
FUTURE**



SCANNING...

## THE VERDANT WORLD

# MOUNTAIN FOG

ANALYZING...

Overconsumption obstructs our journey to sustainability like a mountain fog covers the forest paths. Using **Circular Thinking** can cut through the fog to attain our goals.



SCANNING...



THE VERDANT WORLD

MATCHA

ANALYZING...

Pursue innovations that promote common prosperity, **Fair Trade**, & care for populations that are more vulnerable to crisis.



SCANNING...

## THE VERDANT WORLD

# MOSS

ANALYZING...

Having **Access to Nature** is a necessity in order to recognize disorder within the environment.



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THE VERDANT WORLD

# RAINFOREST

ANALYZING...

**Salvaged Materials** are playing a vital role in the steps to preserve our precious ecosystem.



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## THE VERDANT WORLD

# MORNING DEW

ANALYZING...

Have a **Refreshed Take** on biobased & biodegradable products. Allow yourself to see beyond the stigma & reap the benefits of a circular economy.



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## THE VERDANT WORLD

RENEW

ANALYZING...

Consider a business model that helps give back to the environment for a **Regenerative Future**.  
"Make a purchase & we'll plant a tree!"

NOW ENTERING...

# ARDENT WORLD

The **Ardent World** radiates extreme passion behind all emotion & thoughts. Whether it is love, hate, fear, or courage it is backed by fierce enthusiasm. This world can be both inviting or intimidating based on how you perceive it.



FINDING ALTERNATIVE  
OPTIONS

AWARENESS

FIGHT

ANALYZING COLORS...

FOCUS

VOICE OF THE  
CUSTOMER (VOC)

TAKE TIME





SCANNING...

## THE ARDENT WORLD

# THRILL

ANALYZING...

Life has a tendency to become repetitive & tedious. Finding thrill in life can come from being spontaneous or **Finding Alternative Options.**

SCANNING...



## THE ARDENT WORLD

# FORTITUDE

ANALYZING...

**Awareness** is a key driver in building a diverse & inclusive workplace to attract top talent to foster innovation & creativity.





## THE ARDENT WORLD

# IGNITE

ANALYZING...

Find that spark & **Fight** for what you believe in. Support causes & charities that align with your values & create positive change.



SCANNING...



## THE ARDENT WORLD

# VELOCITY

ANALYZING...

Life moves fast, **Focus** on what you can accomplish at that moment then chip away at larger tasks. Productivity does not increase when you are overwhelmed.



SCANNING...



## THE ARDENT WORLD

# RAGE

ANALYZING...

People have emotions, take advantage of them. Connect to the **Voice of the Customer (VOC)** & take advantage of their outspoken thoughts.



SCANNING...



## THE ARDENT WORLD

# PASSION

ANALYZING...

**Take Time** during the product ideation & creation phase. Consumers will appreciate a more thought-out product & brand over those that are disjointed.



# IMMERSED • IN THE WORLDS OF COLOR

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