

CARTHAGINIAN ARGAMAN COLLECTION



These colors were photographed under 4500K temp. lighting and the camera was white balance calibrated to achieve these results. The colors were confirmed on a color accurate monitor so that the Hex color codes provided may be as true to reality as possible for the viewer when viewed on a color accurate monitor.

Dyes by Mohamed Ghassen Nouira ; Photo Analysis by Brandon Pham & Etincelle Design Agency

BLUE

Page 3



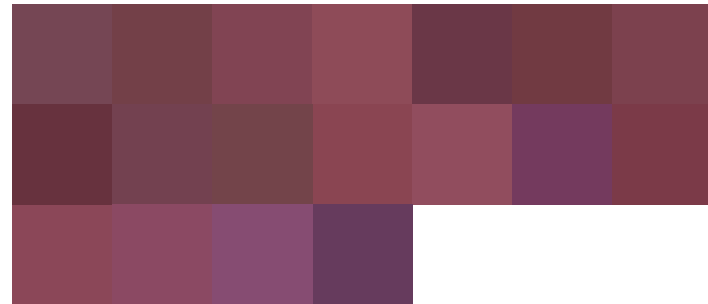
PURPLE

Page 4 & 5



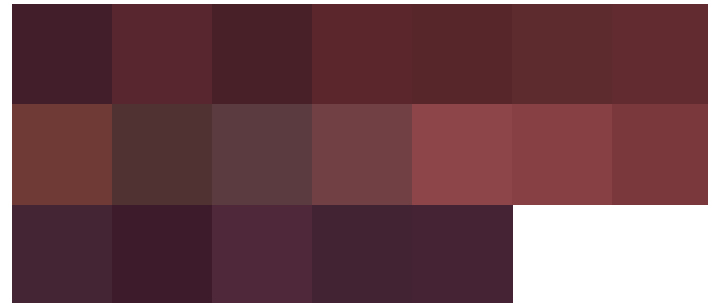
MAGENTA

Page 6



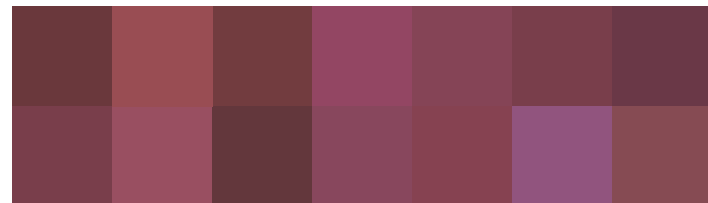
MAROON

Page 7



PAINT PIGMENTS

Page 8



THE THREE MUREX SPECIES

Every shade in this collection is derived from one or more of three Mediterranean murex snails. Each species contributes a distinct base hue, and the same gland secretion can shift dramatically depending on how it is processed — oxidized in direct sunlight, left to develop in shade, or cured slowly under moonlight.



Hexaplex trunculus

syn. Murex trunculus, Phyllonotus trunculus — “Banded Dye-Murex”

The sole source for every shade in the **Pure Extracts – Blue** section that follows. Its precursor converts to indigotin-dominant compounds, producing the blue and blue-violet family historically associated with tekhelet.



Bolinus brandaris

syn. Murex brandaris — “Spiny Dye-Murex”

The classic source of reddish Tyrian purple. Rich in the brominated indigoid (6,6'-dibromoindigo) that gives the deep red-purple cast found across the Purple, Magenta, and Maroon collections.



Stramonita haemastoma

syn. Thais haemastoma — “Red-Mouthed Rock Shell”

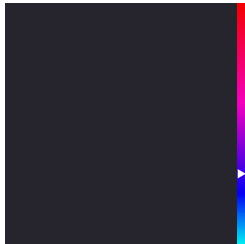
Contributes warmer, redder undertones. Rarely used alone; most often blended with brandaris (and occasionally trunculus) to push a base shade toward maroon, burgundy, or magenta.

How to read the collection

Pure Extracts – Blue is single-species: every shade on that page comes from *Hexaplex trunculus* alone, with no blending. Every other section — Purple, Magenta, Maroon, and the ready-mixed Paint Pigments — is built from *Bolinus brandaris* and *Stramonita haemastoma* individually, or from combinations of all three species. Within each of those sections, the exact formula (species ratio plus the light exposure used during oxidation — full sun, shade, or moonlight curing) is what separates closely related shades such as the “Imperial,” “Maroon,” and “Magenta” families from one another.

PURE EXTRACTS – BLUE

Dyes by Mohamed Ghassen Noura ; Photo Analysis
by Brandon Pham & Etincelle Design Agency



#26252D
Dark Blue II



#242D4B
Lapis Imperial
Blue



#303546
Miracle Blue II



#303344
Trunculus Blue



#332E3B
Trunculus
Bluish Purple



#393949
Trunculus
Indigo



#49475D
Berry Imperial



#231e30
Carthaginian
Royal Blue



#211e31
Deep Blue



#201b2c
Royal Blue



#231f30
Miracle Blue III



#1d1824
Trunculus Navy
blue



#221c29
Royal Indigo



#232139
Trunculus Indigo



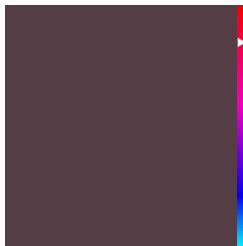
#281c1c
Carthaginian
Sapphire Blue



#1c1721
Trunculus Blue

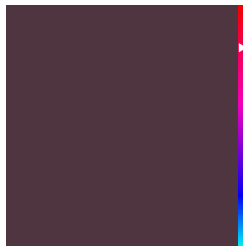
PURE EXTRACTS – PURPLE

Dyes by Mohamed Ghassen Noura ; Photo Analysis
by Brandon Pham & Etincelle Design Agency



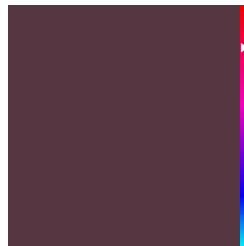
#553D46

Brandaris
Imperial



#4F353F

Brandaris
Imperial I



#553641

Brandaris
Purpura
Imperial



#4E3945

Brandaris
Trunculus
Imperial



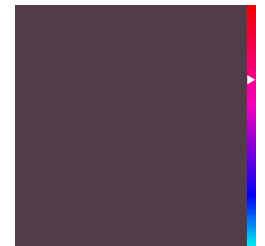
#723E53

Carthagena
Imperial



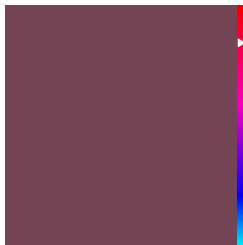
#744855

Carthaginian
Amethyst



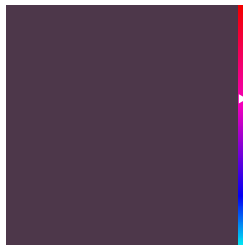
#533C49

Carthaginian
Brandaris
Imperial



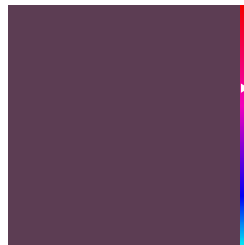
#734554

Carthaginian
Burgundy



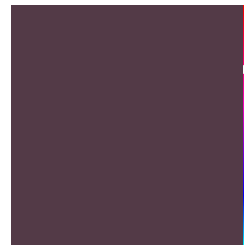
#4D374A

Dark Amethyst



#5C3D53

Gazzat
Imperial



#533A47

Haemastoma II



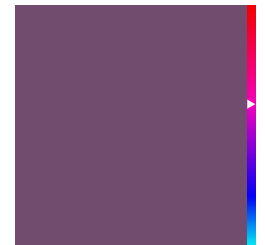
#684063

Haemastoma
Imperial D



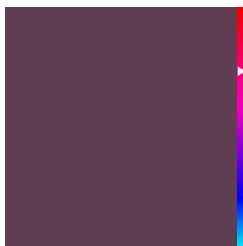
#6D5072

Haemastoma
Imperial L



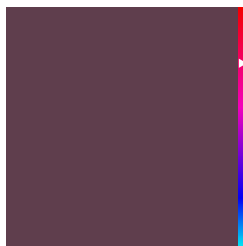
#714C6E

Haemastoma
Imperial Large
Snails



#5F3E52

Haemastoma
Imperial
Purple



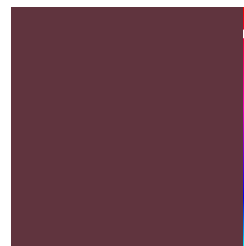
#5F3E4D

Kerkouane
Imperial



#5A415F

Midnight
Amethyst



#60343E

Sapphire
Purple



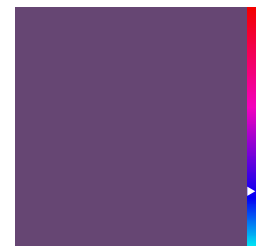
#3D3043

Trunculus
Haemastoma
III



#322d4d

Trunculus
Brandaris Purple

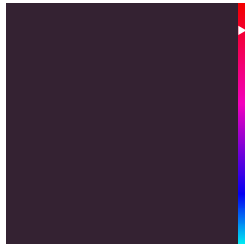


#664673

Haemastoma
Brandaris Imperial

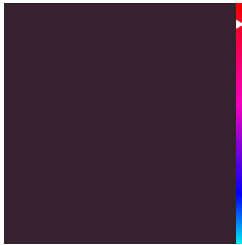
PURE EXTRACTS – PURPLE

Dyes by Mohamed Ghassen Noura ; Photo Analysis
by Brandon Pham & Etincelle Design Agency



#342232

Zouchis Imperial



#36222f

Orion Imperial
(Moonless night)



#362134

Medusa Imperial



#472748

Jaracanda
Imperial



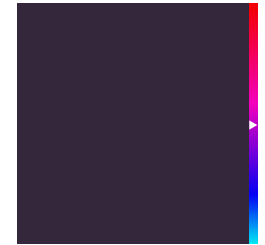
#442737

Hadrim Imperial



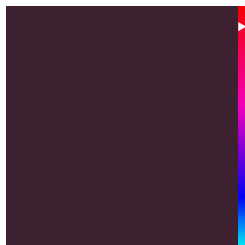
#2d1d2c

UTICA Imperial



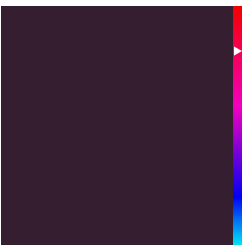
#34273b

Mohagony
Imperial



#3d2131

Haspar Imperial



#351e30

Meninx Imperial



#381c2a

Blood red
Imperial



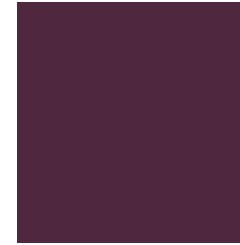
#47263d

Carthaginian imperial
red porphyry
(B-base essence)



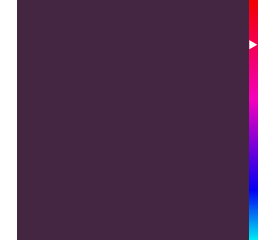
#321c2f

Carthaginian
MAUVINE



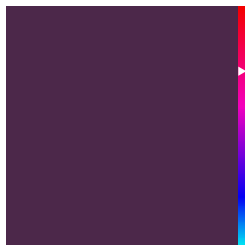
#4f273e

Carthaginian
imperial porphyry
(B-base)



#442643

Carthaginian
Janum Imperial
(H-base)

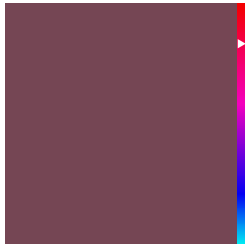


#4c284a

Carthaginian
Raisin Imperial
(H-base essence)

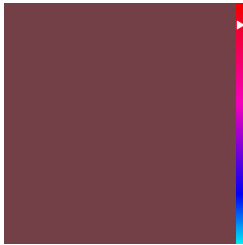
PURE EXTRACTS – MAGENTA

Dyes by Mohamed Ghassen Noura ; Photo Analysis
by Brandon Pham & Etincelle Design Agency



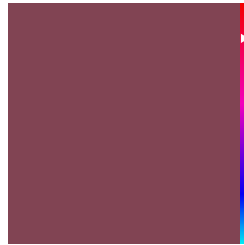
#754654

Carthaginian
Imperial



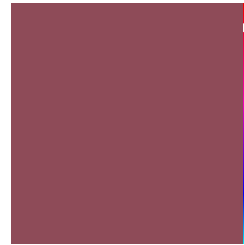
#734048

Elissar
Imperial



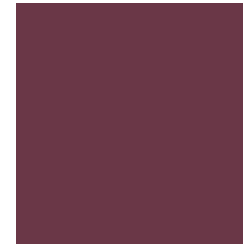
#814453

Haemastoma
Auburgine



#8E4B58

Hannibal
Imperial



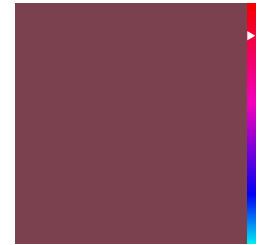
#6A3747

Hasdrubal
Imperial



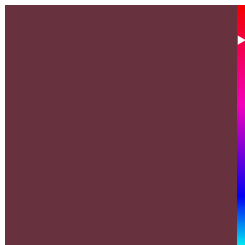
#713A42

Imperial
Amethyst



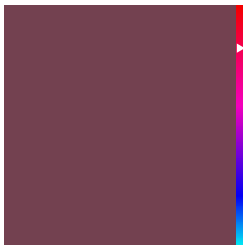
#7C414E

Imperial Red
Purple



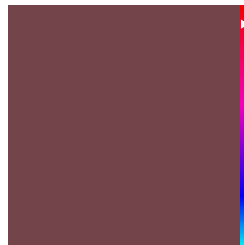
#67323E

Justinian
Imperial



#491F2C

Sophonisba
Imperial



#73444A

Tyrian Purple
3 Mix



#8a4552

Crimson Imperial



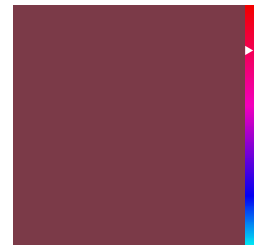
#914d5e

Raspberry Imperial



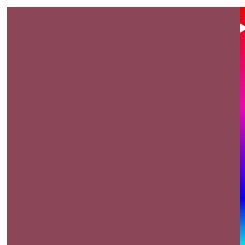
#743a5e

Purple pearl
Imperial



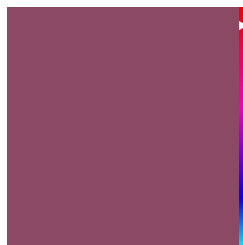
#7b3a48

Ruby Imperial



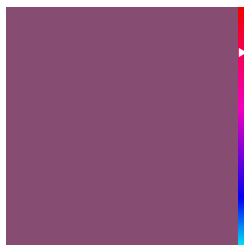
#8b4758

Blood red
Imperial



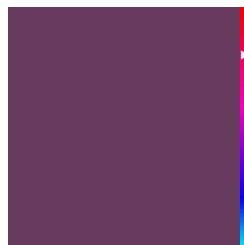
#8b4963

Fushia Purple



#864c72

Carthaginian
Fuschia

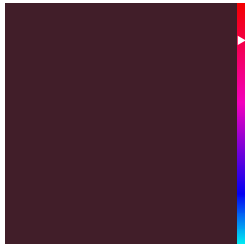


#663b5d

Lavender Imperial

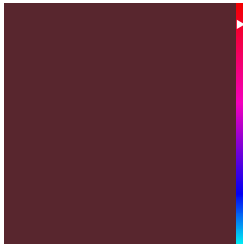
PURE EXTRACTS – MAROON

Dyes by Mohamed Ghassen Noura ; Photo Analysis
by Brandon Pham & Etincelle Design Agency



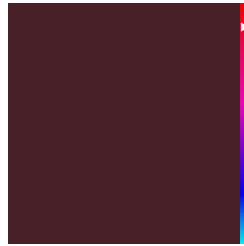
#411E29

Adaam I



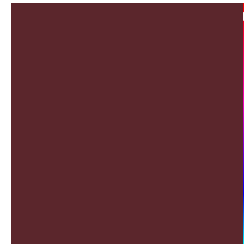
#58262E

Adaam II



#482027

Adaam III



#5B262C

Adaam IV



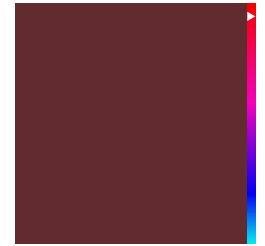
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Adaam V



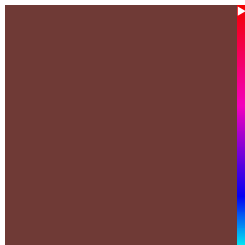
#5D2B2D

Adaam VI



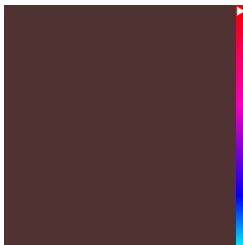
#622B30

Adaam VII



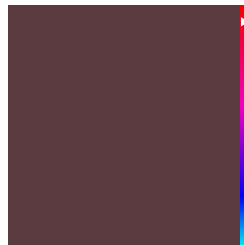
#6F3A36

Brandaris
Haemastoma
Royal



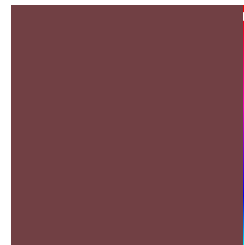
#503233

Brandaris
Imperial
Maroon



#5B3B3F

Brandaris
Maroon



#714044

Grape Imperial



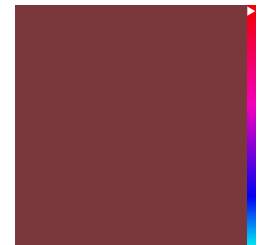
#8E4549

Haemastoma
Prune



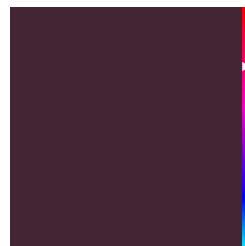
#874145

Hemilco
Imperial



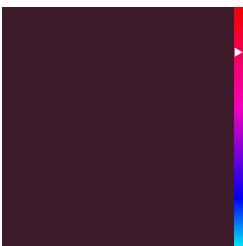
#7A383D

Mago Imperial



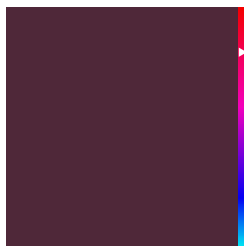
#432534

Jupiter
Carthaginian
Imperial



#3d1b2a

Imperial Carthaginian
Serguia



#4f2839

Hasdrubal Imperial



#422334

Hamilcar Imperial

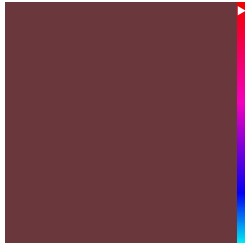


#452234

Carthaginian
Imperial Maroon

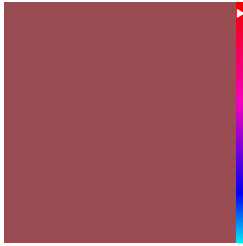
PURE PAINT PIGMENTS

Dyes by Mohamed Ghassen Nouira ; Photo Analysis
by Brandon Pham & Etincelle Design Agency



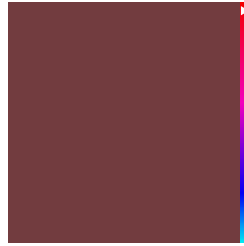
#6A383C

Amaranth
Imperial



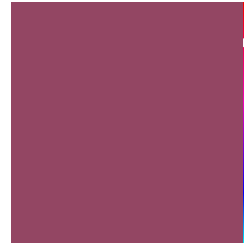
#994D53

Tyrian
Magenta



#723C3F

Carmine
Imperial



#934663

Carthaginian
Lilac



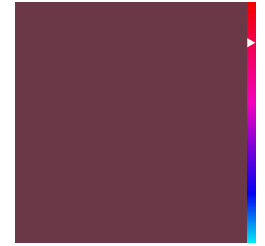
#854456

Dark Flamingo



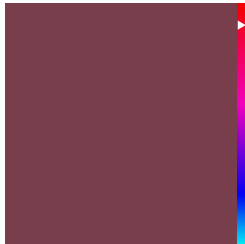
#793E4B

Deep Magenta



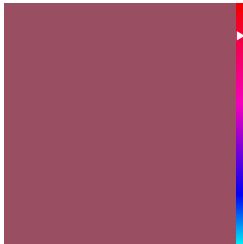
#6A3847

Deep Pink



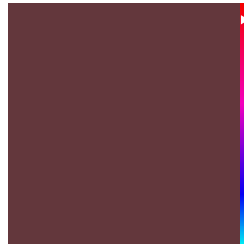
#793E4B

Imperial Light
Pink



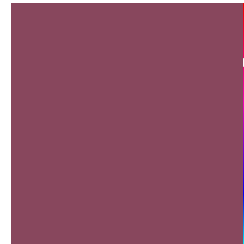
#994F61

Imperial Pink



#63373C

Mulberry
Purple



#88475D

Orchid
Imperial



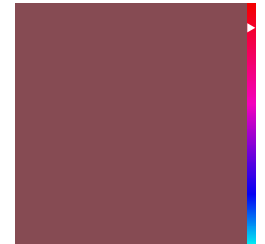
#864251

Persia Imperial



#91547E

Plum Imperial



#864B53

Salmon
Imperial