

ABSTRACT

Additive pigments having a box-shape spectral distribution are provided. These pigments are characterized in that they are pigment powders which respectively have a high reflectance in the regions corresponding to the three primary colors of light, and comprise three pigments respectively having the three primary colors of light (red, green, and blue), and that when these pigments of the three colors are mixed together, each pigment is subjected to additive color mixing.