

Technical Data Sheet

Elara Cosmetic Colorants

General Description

Elara colorants are designed for use in a wide range of formulations, from water-based and oil-based to even more demanding solvent-based systems. They perform well in all types of personal care products, from lip gloss and lip sticks to lotions and soaps.

Elara offers a significant improvement in lightfastness, averaging 2.5 times better than previous fluorescent colorants. They employ a revolutionary new thermosetting polymer component that is resistant to solvents commonly employed in nail enamels and hair sprays. Furthermore, because of the cross-linked nature of these materials, formulations can be processed at higher temperatures without adverse effects or migration of color.

Sales Code	Color	D&C Colorants (C.I. Number)	Lip	Eye	External
EL-11	Aurora Pink [®]	Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	No	Yes
EL-13	Rocket Red [™]	Red 28 (C.I. 45410), Red 22 (C.I. 45380), Orange 5 (C.I. 45370)	Yes	No	Yes
EL-15US	Blaze Orange [™]	Yellow 10 (C.I. 47005), Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	No	Yes
EL-17US*	Saturn Yellow [®]	Yellow 10 (C.I. 47005)	Yes	No	Yes
EL-20	Ultra Violet [™]	Violet 2 Ext. (C.I. 60730), Red 28 (C.I. 45410)	No	No	Yes
EL-21	Corona Magenta [™]	Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	No	Yes
EL-34	Solar Yellow	Yellow 11 (C.I. 47000)	No	No	Yes
EL-37*	Horizon Blue [™]	Blue 1 (C.I. 42090)	Yes	Yes	Yes

Colorant INCI Name: Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)	
Density	1.18g/cm ³
Bulk Density	0.36g/cm ³ (22.5 lbs./ft ³)
Particle Size	2.5 microns (average)
Oil Absorption	60 lbs. of oil/100 lbs. of pigment

Optical brightener additive for cosmetics - EL-00 Fluorescent Illuminator

Combining an optical brightener with DayGlo's Elara[™] polymer technology creates this exciting optical effect additive. This unique product provides the fluorescent effects of an optical brightener without the staining or dispersion problems often associated with brighteners. EL-00 can be used to enhance brightness of formulations, as a soft focus effect filler or simply to add fluorescence to an existing formulation.

Disclaimer: Our technical advice, information, statements, whether given verbally, in writing, or in the form of test results, is offered for your guidance without warranty. No warranty for fitness for a particular purpose is made. This also applies where protective rights of third parties are involved. It does not release the user from obligation to test the suitability of the products and formulas for the intended process and applications. Our guarantee is limited to the consistent quality of our product.

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EL-00 Fluorescent Illuminator INCI Name: Norbornanediimine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)	
Density	1.18g/cm ³
Bulk Density	0.36g/cm ³ (22.5 lbs./ft ³)
Particle Size	2.5 microns (average)
Oil Absorption	60 lbs. of oil/100 lbs. of pigment
Refractive Index	1.56
Product Color	Off white powder

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