

Technical Data Sheet

Elara – Japan

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.

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
EL-00 Fluorescent Illuminator 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
Refractive Index	1.56
Product Color	Off white powder

Sales Code	Color	D&C Colorants (C.I. Number)	Lip	Eye	Hair
EL-11	Aurora Pink®	Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	Yes	Yes
EL-13	Rocket Red™	Red 28 (C.I. 45410), Red 22 (C.I. 45380), Orange 5 (C.I. 45370)	Yes	Yes	Yes
EL-15	Blaze Orange™	Yellow 10 (C.I. 47005), Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	Yes	Yes
EL-17	Saturn Yellow®	Yellow 10 (C.I. 47005)	Yes	Yes	Yes
EL-20	Purple*	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	Yes	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

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