

# Technical Data Sheet

## Elara Luxe™

### General Description

At DayGlo we are pushing past every boundary to provide innovative technologies that reduce our impact on the environment. Elara Luxe™ is our latest colorant technology for cosmetic and personal care industry. Elara Luxe embodies clean beauty standards and defines a new class of cosmetic colorants manufactured from all-natural rice protein; a powerful fusion of nature and technology. The first of its kind, anywhere in the world.

### Applications

- Cosmetics and personal care products
  - lip gloss and lip sticks
  - creams
  - lotions
  - soaps
  - water-based, oil-based, and solvent-based systems

### Product Features

- Fluorescent pigment technology for color enhancing hues
- Formulated to meet clean beauty standards
- Microplastics free
- >97% Renewably plant-based
- Biodegradable
- Vegan / Kosher / Halal Certified
- Non-GMO and Gluten-free

### Available Colors

Product Code	Color
ELX-11	Aurora Pink®
ELX-13	Rocket Red™
ELX-15	Blaze Orange™
ELX-17	Saturn Yellow®
ELX-20	Ultra Violet™
ELX-21	Corona Magenta™
ELX-37	Horizon Blue™

#### Packaging:

1 box = 33 lb (15kg)  
 MOQ = 33 lb (15kg)

#### Storage & shelf life:

24 months when kept in closed original packaging in a dry place at ambient temperature.

#### Safety & regulatory:

Safety Data Sheet available on request.

### Typical Physical Properties

Colorant INCI Name: Oryza Sativa Seed Protein, colorant, aluminum hydroxide	
Delivery form	Powder
Average particle size	± 6.0 µm
Hegman grind	5.0 minimum
Inherently biodegradable	>65% TOC OECD 301B
Density	0.65 g/ml (5.4 lbs./gal.)
Bulk density	0.33g/ml (2.7 lbs./gal.)
Oil absorption	50/100g

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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Processing	
Glass Transition emp.	117°C
Decomposition temp.	266°C
Pigments are insoluble and need to be dispersed (easily stir-in).	

(1) Test methods and Certificate of Analysis (COA) available on request.

INCI Name and Usage Restrictions				
Product Code	INCI Name	Lip	Eye	Ext
ELX-11	Oryza Sativa Seed Protein, Red 22, Red 28, Aluminum hydroxide	•		•
ELX-13	Oryza Sativa Seed Protein, Orange 5, Red 28, Aluminum hydroxide	•		•
ELX-15	Oryza Sativa Seed Protein, Yellow 10, Red 22, Red 28, Aluminum hydroxide	•		•
ELX-17	Oryza Sativa Seed Protein, Yellow 10, Aluminum hydroxide	•		•
ELX-20	Oryza Sativa Seed Protein, Red 28, Ext. Violet 2, Aluminum hydroxide			•
ELX-21	Oryza Sativa Seed Protein, Red 28, Aluminum hydroxide	•		•
ELX-37	Oryza Sativa Seed Protein, Blue 1, Aluminum hydroxide	•	•	•

- United States use restriction

*Use in accordance with the usage and restrictions outlined in 21 CFR Part 74 Subpart C and 21 CFR Part 82 Subparts B, C, and D.*

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