

Technical Data Sheet

Elara™ Pigments – US

General description

Elara™ colorants are designed for use in a wide range of formulations including water-based, oil-based, and solvent-based systems.

Elara offers a significant improvement in lightfastness, averaging 2.5 times better than that of previous generations of fluorescent colorants. This is in part due to a revolutionary new thermosetting polymer component that's resistant to solvents, commonly employed in nail enamels and hair sprays.

Because of the cross-linked nature of these materials, formulations can be processed at higher temperatures without fear of adverse effects or migration of color.

Applications

- Lip sticks
- Lotions and soaps
- Bath bombs
- Personal care products
- Makeup

Available Colors

Product Code	Color
EL-11	Aurora Pink®
EL-13	Rocket Red™
EL-15US	Blaze Orange™
EL-17US	Saturn Yellow®
EL-20	Ultra Violet™
EL-21	Corona Magenta™
EL-34	Solar Yellow
EL-37	Horizon Blue™

Packaging:

1 box = 44 lb (20kg)
 MOQ = 44 lb (20kg)

Storage & shelf life:

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

Safety & regulatory:

Safety Data Sheet available on request.

Physical properties

Colorant INCI Name: Norbornanediimine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)

Delivery form	Powder
Average particle size	± 2.5 µm
Density	1.18g/cm ³ (5.4 lbs./gal.)
Bulk density	0.36g/cm ³ (22.5 lbs./ft ³)
Oil absorption	60g/100g pigment

INCI Name and Usage					
Product Code	INCI Name	Lip	Eye	Hair	Ext
EL-11	Red 28 (C.I. 45410), Red 22 (C.I. 45380)	•			•
EL-13	Red 28 (C.I. 45410), Red 22 (C.I. 45380), Orange 5 (C.I. 45370)	•			•
EL-15US	Yellow 10 (C.I. 47005), Red 28 (C.I. 45410), Red 22 (C.I. 45380)	•			•
EL-17US	Yellow 10 (C.I. 47005)	•		•	•
EL-20	Violet 2 Ext. (C.I. 60730), Red 28 (C.I. 45410)			•	•
EL-21	Red 28 (C.I. 45410), Red 22 (C.I. 45380)	•			•
EL-34	Yellow 11 (C.I. 47000)				•
EL-37	Blue 1 (C.I. 42090)	•	•	•	•

EL-00 Fluorescent Illuminator

EL-00 is an optical brightener for cosmetics and personal care. Combining optical brightener with DayGlo's Elara™ polymer technology creates an exciting optical effect. 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.

Physical properties	
Colorant INCI Name: Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)	
Delivery form	Powder
Product color	Off white powder
Average particle size	± 2.5 µm
Density	1.18g/cm ³
Bulk density	0.36g/cm ³ (22.5 lbs./ft ³)
Oil absorption	60 lbs. of oil/100 lbs. of pigment
Refractive index	1.56