

Technical Data Sheet

Elara Luxe™ Pigments – EU

General description

At DayGlo®, we're on a mission to push past every boundary to provide innovative technologies that reduce our impact on the environment.

Elara Luxe™ is our latest colorant technology for the cosmetic and personal care industry. Elara Luxe embodies clean beauty standards and defines a new class of cosmetic colorants manufactured using all-natural rice protein.

This powerful fusion of nature and technology is 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-15EC*	Blaze Orange™
ELX-17EC*	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.

**European Compliant) based on E104*

Physical properties

Colorant INCI Name: Hydrolyzed Rice Extract, 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

Processing

Glass Transition temp.	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 Compliance

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-15EC	Oryza Sativa Seed Protein, Yellow E104, Red 22, Red 28, Aluminum hydroxide	•	•	•
ELX-17EC	Oryza Sativa Seed Protein, Yellow E104, 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	•	•	•

Use in accordance with usage and restrictions outlined in Regulation (EC) No 1223/2009 , Annex IV

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