

Technical Data Sheet

Elara Luxe™ Pigments – US

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-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.

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

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 10, Red 22, Red 28, Aluminum	•		•	
ELX-17EC	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	•	•	•	

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.