

# 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™
ELX-17US	Saturn Yellow®
EL-20	Ultra Violet™
EL-21	Corona Magenta™
EL-34	Solar Yellow
ELX-37	Horizon Blue™

### Packaging:

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

### 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:** Norbornanedi-amine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)

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

**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.

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	
<b>Colorant INCI Name:</b> 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 <sup>3</sup>
Bulk density	0.36g/cm <sup>3</sup> (22.5 lbs./ft <sup>3</sup> )
Oil absorption	60 lbs. of oil/100 lbs. of pigment
Refractive index	1.56