



*Elara*<sup>TM</sup>  
COSMETIC COLORANTS

USA



 **DayGlo**<sup>®</sup>



## PRODUCTS FOR COSMETICS AND HEALTH & BEAUTY APPLICATIONS

### Elara™ EL Series

Colorants for water, oil and solvent based systems

Elara™ colorants are designed for use in a wide range of formulations, from water-based and oil-based to even more demanding solvent-based systems. They perform well in all types of personal care products, from lip gloss and lip sticks to lotions and soaps.

Elara™ offers a significant improvement in lightfastness, averaging 2.5 times better than previous fluorescent colorants. They employ a revolutionary new thermosetting polymer component that is resistant to solvents commonly employed in nail enamels and hair sprays. Furthermore, because of the cross-linked nature of these materials, formulations can be processed at higher temperatures without adverse effects or migration of color.

Sales Code	Color	D&C Colorants (C.I. Number)	Lip	Eye	External
EL-11	Aurora Pink®	Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	No	Yes
EL-13	Rocket Red™	Red 28 (C.I. 45410), Red 22 (C.I. 45380), Orange 5 (C.I. 45370)	Yes	No	Yes
EL-15US	Blaze Orange™	Yellow 10 (C.I. 47005), Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	No	Yes
EL-17US*	Saturn Yellow®	Yellow 10 (C.I. 47005)	Yes	No	Yes
EL-20	Ultra Violet™	Violet 2 Ext. (C.I. 60730), Red 28 (C.I. 45410)	No	No	Yes
EL-21	Corona Magenta™	Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	No	Yes
EL-37*	Horizon Blue™	Blue 1 (C.I. 42090)	Yes	Yes	Yes

\* Non-Fluorescent Colors (Not UV/Blacklight responsive)

Provided regulatory information based on US FDA regulations



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

#### Typical Physical Properties:

Density: 1.18g/cm<sup>3</sup>  
 Bulk Density: 0.36g/cm<sup>3</sup> (22.5 lbs./ft<sup>3</sup>)  
 Particle Size: 2.5 microns (average)  
 Oil Absorption: 60 lbs. of oil/100 lbs. of pigment



**COSMETIC COLORANTS**

## EL-00 Fluorescent Illuminator

Optical brightener additive for cosmetics

Combining an optical brightener with DayGlo's Elara™ polymer technology creates this exciting optical effect additive. 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.

### INCI Name:

Norbomanediamine/Resorcinol Diglycidyl Ether  
Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)

### Typical Physical Properties:

Density:	1.18g/cm <sup>3</sup>
Bulk Density:	0.36g/cm <sup>3</sup> (22.5 lbs./ft <sup>3</sup> )
Particle Size:	2.5 microns (average)
Oil Absorption:	60 lbs. of oil/100 lbs. of pigment
Refractive Index:	1.56
Product Color:	Off white powder

For information or to request samples please contact:

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## SAMPLE FORMULATIONS

These are simply recommended starting formulations. Customers should conduct their own stability testing to ensure the product's long-term stability.



### Lipstick

Ingredient	Quantity	Supplier	INCI Name
Ceraphyl 368	3.00	ISP	Ethylhexyl Palmitate
Castor Oil USP	46.60	Acme-Hardesty	Ricinus Communis
Prisorine 2039	13.25	Uniqema	Isostearyl Isostearate
Ceraphyl 55	6.75	ISP	Tridecyl Neopentanoate
Mineral Oil	1.40	Penreco	Mineral Oil
Candelilla Wax	6.75	Strahl & Pitsch	Euphorbia Cerifera
White Beeswax	4.00	Strahl & Pitsch	Cera Alba
Ozokerite Wax	3.00	Strahl & Pitsch	Ozokerite
Camuba Wax	1.00	Strahl & Pitsch	Copernica Cerifera
Purester 40	4.00	Strahl & Pitsch	Stearyl Benenate
LiquiPar Oil	0.25	ISP	Isopropyl, Isobutyl, Butyl Parabens
Elara™ EL Colorant	10.00	Day-Glo Color Corp.	Norbomanediamine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)

**Procedure:** Mix all components together and heat until a homogenous solution forms. Cool to 45°C and add pigment.

### Lip Gloss

Ingredient	Quantity	Supplier	INCI Name
Versagel ME750	81.25	Penreco	Hydrogenated Polyisobutene & Ethylene/Propylene/Styrene Copolymer & Butylene/Ethylene/Styrene Copolymer
Ceraphyl 368	10.00	ISP	Octyl Palmitate
Ceraphyl 55	5.00	ISP	Tridecyl Neopentanoate
Prisorine 2039	3.00	Uniqema	Isostearyl Isostearate
LiquiPar Oil	0.25	ISP	Isopropyl, Isobutyl, Butyl Parabens
Elara™ EL Colorant	0.50	Day-Glo Color Corp.	Norbomanediamine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)

**Procedure:** Mix all ingredients and heat slowly to 70-75°C with stirring until the mixture is uniform. Cool to 45°C and add flavor and color.

### Lip Balm

Ingredient	Quantity	Supplier	INCI Name
Crystalpet W	44.00	Crystal Inc.-PMC	Pertolatum
Ceraphyl 368	20.00	ISP	2-Ethylhexyl Palmitate
Beeswax	10.00	Strahl & Pitsch	Cera Alba
Ozokerite Wax	8.70	Strahl & Pitsch	Ozokerite
Candellia Wax	6.00	Strahl & Pitsch	Euphorbia Cerifera
Light Mineral Oil	3.05	Penreco	Mineral Oil
Uvinul M-40	2.00	BASF	Benzophenone-3
Aerosil 200	5.00	Degussa	Silica
Elara™ EL Colorant	1.00	Day-Glo Color Corp.	Norbomanediamine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)
Phenonip	0.25	Clariant	Phenoxyethanol, Methyl, Butyl, Propyl, Ethylparaben

**Procedure:** Combine Petrolatum, waxes, ceraphyl, mineral oil and heat to 65° C. Mix until homogenous. Add Uvinul and continue mixing. Using a high-speed disperser, add silica slowly, then add EL Colorant and mix until homogenous. Pour into tubes.

## SAMPLE FORMULATIONS

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### Temporary Hair Color, Aerosol Spray

Ingredient	Quantity	Supplier	INCI Name
D4# Refine Pharmaceutical Glaze, NF	14.80	Mantrose-Haeuser Co.	Shellac / Alcohol, Denatured
Glycerin	1.00	Acme-Hardesty	Glycerin
DC-193	0.55	Dow Corning	PEG-12 Dimethicone
Triethanolamine	1.56	U.S. Chemicals Inc.	Triethanolamine (TEA)
Bentone 27V	2.07	Elementis Specialties	Stearalkonium Hectorite
Ethyl Alcohol	12.50	---	Alcohol, Denatured
HO M60 Milled	6.20	Mississippi Lime Co.	Calcium Carbonate
Elara™ EL Colorant	18.60	Day-Glo Color Corp.	Norbomanediamine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)
Ethyl Alcohol	42.72	---	Alcohol, Denatured

**Procedure:** Combine Shellac solution, Glycerin, DC-193 and TEA. Mix using high-speed disperser until homogenous. Slowly add Bentone 27, calcium carbonate and EL Colorant. Shear mixture at high speed for 15 minutes to insure 7 oz. (196 g) can contains 150 g paint mixture 46 g Dymel 152a propellant.

### Face Paint

Ingredient	Quantity	Supplier	INCI Name
<b>Solution A</b>			
Deionized Water	99.50	---	Water
Keltrol CG	0.50	CP Kelco	Xanthan Gum
<b>Face Paint</b>			
Solution A	63.25	---	---
Glycerin	10.00	Acme-Hardesty	Glycerin
PVP K-15	2.50	ISP	Polyvinylpyrrolidinone
HO M60, Milled	5.00	Mississippi Lime Co.	Calcium Carbonate
Zeosyl 200	3.00	J.M. Huber	Aluminosilicate
Mirapol Surf-S110	0.75	Rhodia	Cocamidopropylhydroxy Sultane
Elara™ EL Colorant	15.00	Day-Glo Color Corp.	Norbomanediamine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)
Phenonip	0.50	Clariant	Phenoxyethanol, propylparaben, butylparaben, methylparaben, ethylparaben

**Procedure:**

**Solution A:** Slowly feed xanthan gum into deionized water under agitation and mix vigorously until xanthan gum dissolves.

**Face Paint:** Combine Solution A, PVP, glycerin and Mirapol and mix with cowels mixer until clear solution is formed. Under agitation, disperse zeosyl, calcium carbonate and EL Colorant until smooth paint is formed. Add Phenonip.

## SAMPLE FORMULATIONS

These are simply recommended starting formulations. Customers should conduct their own stability testing to ensure the product's long-term stability.



### Nail Lacquer

Ingredient	Quantity	Supplier	INCI Name
Nitrocellulose Lacquer	88.00	Various	Formulation Dependent
Elara™ EL Colorant	10.00	Day-Glo Color Corp.	Norbomanediamine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)
Anti-Settling Compound	1.00	Various	Formulation Dependent
Soft-Tex White C47-7756	1.00	Sun Chemical	Titanium Dioxide

**Note:** Adding EL Colorant at 8-10% will maximize gloss & color. Above 11% will begin to produce a matte finish.



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