

Elara Luxe™

General Description

We are pushing 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 from all-natural rice protein; a powerful fusion of nature and technology. 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-15US	Blaze Orange™
ELX-15EC (shortly available)	Blaze Orange™
ELX-17US	Saturn Yellow®
ELX-17EC (shortly available)	Saturn Yellow®
ELX-20	Ultra Violet™
ELX-21	Corona Magenta™
ELX-37	Horizon Blue

US: Allowed on the American market
 EC: Allowed on the European Market

Packaging:

1 box = 5kg (1x5kg)
 1 box = 20kg (1x20kg)
 MOQ = 5kg

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.

Typical Physical Properties

Colorant INCI Name: Oryza Sativa, Rice-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

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.
 Rev:V1.1

14-Apr-23

Elara Luxe™
Processing

Glass Transition emp. 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.

ELX Series – US Compliance

Product Code	INCI Name	Lip	Eye	Ext
ELX-11	Oryza Sativa Rice Seed Protein, Red 22, Red 28, Aluminum hydroxide	Yes	No	Yes
ELX-13	Oryza Sativa Rice Seed Protein, Orange 5, Red 28, Aluminum hydroxide	Yes	No	Yes
ELX-15US	Oryza Sativa Rice Seed Protein, Yellow 10, Red 22, Red 28, Aluminum hydroxide	Yes	No	Yes
ELX-17US	Oryza Sativa Rice Seed Protein, Yellow 10, Aluminum hydroxide	Yes	No	Yes
ELX-20	Oryza Sativa Rice Seed Protein, Red 28, Ext. Violet 2, Aluminum hydroxide	No	No	Yes
ELX-21	Oryza Sativa Rice Seed Protein, Red 28, Aluminum hydroxide	Yes	No	Yes
ELX-37	Oryza Sativa Rice Seed Protein, Blue 1, Aluminum hydroxide	Yes	Yes	Yes

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.

ELX Series – EC Compliance

Product Code	INCI Name	Lip	Eye	Ext
ELX-11	Oryza Sativa Rice Seed Protein, Red 22, Red 28, Aluminum hydroxide	Yes	Yes	Yes
ELX-13	Oryza Sativa Rice Seed Protein, Orange 5, Red 28, Aluminum hydroxide	Yes	Yes	Yes
ELX-15EC (shortly available)	Oryza Sativa Rice Seed Protein, Yellow E104, Red 22, Red 28, Aluminum hydroxide	Yes	Yes	Yes
ELX-17EC (shortly available)	Oryza Sativa Rice Seed Protein, Yellow E104, Aluminum hydroxide	Yes	Yes	Yes
ELX-20	Oryza Sativa Rice Seed Protein, Red 28, Ext. Violet 2, Aluminum hydroxide	No	No	Yes
ELX-21	Oryza Sativa Rice Seed Protein, Red 28, Aluminum hydroxide	Yes	Yes	Yes
ELX-37	Oryza Sativa Rice Seed Protein, Blue 1, Aluminum hydroxide	Yes	Yes	Yes

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.

Rev:V1.1

14-Apr-23

Elara Luxe™

ELX-11, Elara Luxe™ Aurora Pink® Composition

Component INCI Name	CAS Number	EC Number	Concentration	Function
Oryza Sativa, Rice Seed Protein			96.95%	Absorbent, Antioxidant
Red 28 (C.I. 45410)	18472-87-2	242-355-6	1.25%	Colorant
Red 22 (C.I. 45380)	17372-87-1	208-953-6	1.00%	Colorant
Aluminum hydroxide	21645-51-2	244-492-7	0.80%	Additive
Total			100.00%	

% Natural ISO 16128-1 = 97.75%

ELX-13, Elara Luxe™ Rocket Red™ Composition

Component INCI Name	CAS Number	EC Number	Concentration	Function
Oryza Sativa, Rice Seed Protein			96.92%	Absorbent, Antioxidant
Red 28 (C.I. 45410)	18472-87-2	242-355-6	1.52%	Colorant
Orange 5 (C.I. 45370:1)	596-03-2	209-876-0	0.76%	Colorant
Aluminum hydroxide	21645-51-2	244-492-7	0.80%	Additive
Total			100.00%	

% Natural ISO 16128-1 = 97.72%

ELX-15US, Elara Luxe™ Blaze Orange™ Composition

Component INCI Name	CAS Number	EC Number	Concentration	Function
Oryza Sativa, Rice Seed Protein			96.93%	Absorbent, Antioxidant
Red 28 (C.I. 45410)	18472-87-2	242-355-6	0.10%	Colorant
Red 22 (C.I. 45380)	17372-87-1	208-953-6	1.27%	Colorant
Yellow 10 (C.I. 47005)	8004-92-0	305-632-3	0.90%	Colorant
Aluminum hydroxide	21645-51-2	244-492-7	0.80%	Additive
Total			100.00%	

% Natural ISO 16128-1 = 97.73%

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.
Rev:V1.1

14-Apr-23

Elara Luxe™

ELX-17US, Elara Luxe™ Saturn Yellow® Composition

Component INCI Name	CAS Number	EC Number	Concentration	Function
Oryza Sativa, Rice Seed Protein			97.45%	Absorbent, Antioxidant
Yellow 10 (C.I. 47005)	8004-92-0	305-632-3	1.75%	Colorant
Aluminum hydroxide	21645-51-2	244-492-7	0.8%	Additive
Total			100.00%	

% Natural ISO 16128-1 = 98.25%

ELX-20, Elara Luxe™ Ultra Violet™ Composition

Component INCI Name	CAS Number	EC Number	Concentration	Function
Oryza Sativa, Rice Seed Protein			96.7%	Absorbent, Antioxidant
Red 28 (C.I. 45410)	18472-87-2	242-355-6	2.0%	Colorant
Ext. Violet 2 (C.I. 60730)	4430-18-6	224-618-7	0.5%	Colorant
Aluminum hydroxide	21645-51-2	244-492-7	0.80%	Additive
Total			100.00%	

% Natural ISO 16128-1 = 98.4%

ELX-21, Elara Luxe™ Corona Magenta™ Composition

Component INCI Name	CAS Number	EC Number	Concentration	Function
Oryza Sativa, Rice Seed Protein			96.95%	Absorbent, Antioxidant
Red 28 (C.I. 45410)	18472-87-2	242-355-6	2.25%	Colorant
Aluminum hydroxide	21645-51-2	244-492-7	0.80%	Additive
Total			100.00%	

% Natural ISO 16128-1 = 97.75%

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.
Rev:V1.1

14-Apr-23

Elara Luxe™**ELX-37, Elara Luxe™ Horizon Blue™ Composition**

Component INCI Name	CAS Number	EC Number	Concentration	Function
Oryza Sativa, Rice Seed Protein			96.95%	Absorbent, Antioxidant
Blue 1 (C.I. 42090)	3844-45-9	223-339-8	2.25%	Colorant
Aluminum hydroxide	21645-51-2	244-492-7	0.80%	Additive
Total			100.00%	

% Natural ISO 16128-1 = 97.76%