

Technical Data Sheet

Elara™

General Description

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.

Colorant INCI Name: Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)	
Density	1.18g/cm ³
Bulk Density	0.36g/cm ³
Particle Size	2.5 microns (average)
Oil Absorption	60 g of oil/100 g of pigment
EL-00 Fluorescent Illuminator INCI Name: Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer, Aluminum Hydroxide, D&C Colorant(s)	
Density	1.18g/cm ³
Bulk Density	0.36g/cm ³
Particle Size	2.5 microns (average)
Oil Absorption	60 g of oil/100 g of pigment
Refractive Index	1.56
Product Color	Off white powder

EL Series – EU Compliance

Sales Code	Color	D&C Colorants (C.I. Number)	Lip	Eye	Hair	External
EL-11	Aurora Pink®	Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	Yes	No	Yes
EL-13	Rocket Red™	Red 28 (C.I. 45410), Red 22 (C.I. 45380), Orange 5 (C.I. 45370)	Yes	Yes	No	Yes
EL-15EC	Blaze Orange™	Yellow E104 (C.I. 47005), Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	Yes	No	Yes
EL-20	Ultra Violet™	Violet 2 Ext. (C.I. 60730), Red 28 (C.I. 45410)	No	No	Yes	Yes
EL-21	Corona Magenta™	Red 28 (C.I. 45410), Red 22 (C.I. 45380)	Yes	Yes	No	Yes
EL-34 ⁽¹⁾	Solar Yellow	Yellow 11 (C.I. 47000)	No	Yes	No	Yes
EL-37 ⁽¹⁾	Horizon Blue™	Blue 1 (C.I. 42090)	Yes	Yes	Yes	Yes

(1) Non-Fluorescent Colors (Not UV/Blacklight responsive)

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EL Series – USA Compliance

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

⁽¹⁾ Non-Fluorescent Colors (Not UV/Blacklight responsive)

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Elara™
Recommended Sample Formulations (In Partnership With  GRANT INDUSTRIES Where Performance Matters).

These are simply recommended starting formulations which have been developed in partnership with Grant Industries. Customers should conduct their own stability testing to ensure the product's long-term stability. Pages 3-11 of this document.

Product: BLUE FROST EYE SHADOW

Formula Code: G6604-401.07

Phase	Ingredients	INCI	%
A	ORANGE BLOSSOM WATER	Citrus Aurantium Amara Flower Water	15,300
	ARISTOFLEX VELVET	Polyacrylate Crosspolymer-11	0,400
	TWEEN 20	Polysorbate 20	1,000
	BOSWELLIA SERRATA BT*	Water & Boswellia Serrata Extract & Phenoxyethanol & Sodium Benzoate	2,000
	GLYCERIN	Glycerin	3,000
	BUTYLENE GLYCOL	Butylene Glycol	3,000
	ALCOHOL DENATURED	Alcohol Denat.	10,000
	JEECID E CAP-5	Phenoxyethanol & Caprylyl Glycol & Potassium Sorbate & Water & Hexylene Glycol	1,000
	GRANPOWDER QSC	Polymethylsilsesquioxane/Silica Crosspolymer	5,000
	PLANTAREN 2000 N	Decyl Glucoside	0,300
B	GRANRESIN SIW-MQIZ	Isododecane & Trimethylsiloxysilicate & Water & Propanediol & Decyl Glucoside	25,000
	COCONUT OIL	Cocos Nucifera (Coconut) Oil	1,000
	GRANSURF 67	PEG-10 Dimethicone	1,000
C	ELARA HORIZON BLUE EL-37	Norbannediamine/Resorcinol Diglycidyl Ether Crosspolymer & Aluminum Hydroxide & Blue 1 (CI 42090)	10,000
	TIMIRON SUPER SILVER	Mica & Titanium Dioxide (CI 77891)	14,000
	DRY FLO PC	Aluminum Starch Octenylsuccinate	8,000
	Formula Total:		100,000

Procedure

1. Weigh Phase A in the main kettle equipped with side sweep. Mix well until uniform.
2. Weigh Phase B in a side kettle and mix well. Heat to 50-55 C.
3. Add Phase B to Phase A. Mix well until uniform.
4. Add each ingredient consecutively from Phase C. Mix well after each addition and continue mixing until uniform.

 *BCR (www.BCRingredients.com)

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Product: STRAWBERRY SHOWER GEL

Formula Code: G61526-427.01

Phase	Ingredients	INCI	%
A	DEIONIZED WATER	Water	42,920
	BIOWAVE BCR*	Water & Propanediol & Polyglutamic Acid & Phenoxyethanol	2,000
	YOUTH 360 BCR*	Water & Boswellia Serrata Extract & Centella Asiatica Extract & Betula Alba Bark Extract & Polygonum Cuspidatum Root Extract & Phenoxyethanol & Sodium Benzoate	2,000
	JEECOL SA-21	Steareth-21	2,000
	DIOCIDE	Caprylyl Glycol & Phenoxyethanol & Hexylene Glycol	1,000
B	CARBOPOL ULTREZ 21 POLYMER	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.750
C	PROTERIC CAB-LC	Cocamidopropyl Betaine	7,500
	ISELUX SFS-SB	Water & Sodium Lauroyl Methyl Isethionate & Cocamidopropyl Betaine & Sodium Cocoyl Isethionate & Sodium Methyl Oleoyl Taurate	25,000
	RITA CA	Cetyl Alcohol	3,500
	GRANSIL VX-419	Bis-PEG-12 Dimethicone	3,000
GRANPOWDER QSC	Polymethylsilsesquioxane/Silica Crosspolymer	3,000	
	JEECHEM GMS-450	Glyceryl Stearate	1,500
D	CETIOL LC	Coco-Caprylate/Caprates	3,000
	ELARA ROCKET RED EL-13	Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer & Aluminum Hydroxide & Red 28 (CI 45410) & Orange 5 (CI 45370)	0,780
	ELARA BLAZE ORANGE EL-15	Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer & Aluminum Hydroxide & Yellow E104 (CI 47005) & Red 28 (CI 45410) & Red 22 (CI 45380)	1,000
D	TRIS AMINO	Tromethamine	0,750
E	STRAWBERRY WS FRAGRANCE, ORC1403533	Fragrance	0,300

Formula Total: 100,000

Procedure

1. Weigh Phase A in the main kettle equipped with a propeller mixer.
2. Sprinkle Phase B into Phase A and mix well until dispersed. Then, heat 65-70C.
3. In a side kettle, weigh Phase C. Heat to 70-75C.
4. In a side kettle, pre-mix Phase D. Add to Phase C.
5. When at proper temperature, add Phase CD to Phase AB. Mix well until uniform.
6. Add Phase D to Phase ABCD. Mix until uniform.
7. Add Phase E to Phase ABCDE. Mix until uniform.
8. Cool to room temperature with slow side sweep mixing.

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Technical Data Sheet

Elara™

Product: ELECTRIC PINK LIP GLOSS

Formula Code: G106-431.01

Phase	Ingredients	INCI	%
A	GRANSIL VX-401	Stearoxymethicone/Dimethicone Copolymer	18,000
	INDOPOL H-100	Polybutene	30,000
	EUTANOL G	Octyldodecanol	19,000
	GRANSIL EPSQ	Dimethicone/Divinyldimethicone/Silsesquioxane Crosspolymer	6,500
	PERFORMALENE	Polyethylene	4,500
	400 POLYETHYLENE		
	DERMOL 99	Isononyl Isononanoate	1,800
	SQUALANE	Squalane	0,900
	PROTACHEM GMS-D	Glyceryl Stearate SE	1,900
	ALCOLEC BS	Lecithin	0,400
	ELARA ROCKET	Norbornanediamine/Resorcinol Diglycidyl Ether	14,200
	RED EL-13	Crosspolymer & Aluminum Hydroxide & Red 28 (CI 45410) & Orange 5 (CI 45370)	
ALT-WHITE TSR	Titanium Dioxide (CI 77891) & Aluminum Hydroxide & Triethoxycaprylsilane	2,800	

Formula Total: 100,000

Procedure

1. Weigh Phase A in the main kettle equipped with homogenizer. Heat to 85 – 90°C. Mix well until uniform.
2. Pour into containers at 70-75C.

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Technical Data Sheet

Elara™

Product: NEON PINK LIP GLOSS

Formula Code: G106-428.01

Phase	Ingredients	INCI	%
A	GRANSIL VX-401	Stearoxymethicone/Dimethicone Copolymer	18,000
	INDOPOL H-100	Polybutene	30,000
	EUTANOL G	Octyldodecanol	19,000
	GRANSIL EPSQ	Dimethicone/Divinyldimethicone/Silsesquioxane Crosspolymer	6,500
	PERFORMALENE 400 POLYETHYLENE	Polyethylene	4,500
	DERMOL 99	Isononyl Isononanoate	1,800
	SQUALANE	Squalane	0,900
	PROTACHEM GMS-D	Glyceryl Stearate SE	1,900
	ALCOLEC BS	Lecithin	0,400
	ELARA AURORA PINK EL-11	Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer & Aluminum Hydroxide & Red 28 (CI 45410) & Red 22 (CI 45380)	14,200
ALT-WHITE TSR	Titanium Dioxide (CI 77891) & Aluminum Hydroxide & Triethoxycaprylylsilane	2,800	

Formula Total: 100,000

Procedure

1. Weigh Phase A in the main kettle equipped with homogenizer. Heat to 85 – 90°C. Mix well until uniform.
2. Pour into containers at 70-75°C.

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Elara™
Product: PASSION RED LIP COLOR

Formula Code: G6366-3154.02

Phase	Ingredients	INCI	%
A	JEECHEM CTG	Caprylic/Capric Triglyceride	29,000
	COCONUT OIL	Cocos Nucifera (Coconut) Oil	10,000
	GRANSIL VX-418	Bis-Stearyl Dimethicone	8,000
	RITA SAO	Prunus Amygdalus Dulcis (Sweet Almond) Oil	5,000
	PHYTOLANE LS	Olive Squalane	7,000
	SHEA BUTTER	Butyrospermum Parkii Butter	7,000
	REFINED CANDELILLA WAX MD-21	Euphorbia Cerifera (Candelilla) Wax	1,000
	PERFORMALENE 400	Polyethylene	3,000
	POLYETHYLENE		
	BENTONE GEL EUG V	Octyldodecanol & Disteardimonium Hectorite & Propylene Carbonate	7,000
	VITAMIN E ACETATE	Tocopheryl Acetate	1,000
	ELARA ROCKET RED EL-13	Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer & Aluminum Hydroxide & Red 28 (CI 45410) & Orange 5 (CI 45370)	15,000
	CLOISSONNE VIVID RED 450 DHCB	Mica & Iron Oxides (CI 77491) & Titanium Dioxide (CI 77891) & Silica	3,000
B	NAT VANILLA MINT FL, UA6611	Flavor	4,000

Formula Total: 100,000

Procedure

1. Weigh Phase A in the main kettle equipped with marine type propeller.
2. Heat to 85-90C and mix until completely uniform..
3. Cool to 70C and add Phase B. Mix until uniform.
4. Pour samples.

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Elara™

Product: LAVA PINK LIP COLOR

Formula Code: G6366-430.01

Phase	Ingredients	INCI	%
A	JEECHEM CTG	Caprylic/Capric Triglyceride	29,000
	COCONUT OIL	Cocos Nucifera (Coconut) Oil	10,000
	GRANSIL VX-418	Bis-Stearyl Dimethicone	8,000
	RITA SAO	Prunus Amygdalus Dulcis (Sweet Almond) Oil	5,000
	PHYTOLANE LS	Olive Squalane	7,000
	SHEA BUTTER	Butyrospermum Parkii Butter	7,000
	REFINED CANDELILLA	Euphorbia Cerifera (Candelilla) Wax	1,000
	WAX MD-21		
	PERFORMALENE 400	Polyethylene	3,000
	POLYETHYLENE		
	BENTONE GEL EUG V	Octyldodecanol & Disteardimonium Hectorite & Propylene Carbonate	7,000
	VITAMIN E ACETATE	Tocopheryl Acetate	1,000
	ELARA AURORA PINK EL-11	Norbornanediimine/Resorcinol Diglycidyl Ether Crosspolymer & Aluminum Hydroxide & Red 28 (CI 45410) & Red 22 (CI 45380)	15,000
CLOISONNE VIVID RED 450 DHCB	Mica & Iron Oxides (CI 77491) & Titanium Dioxide (CI 77891) & Silica	3,000	
B	NAT VANILLA MINT FL, UA6611	Flavor	4,000

Formula Total: 100,000

Procedure

1. Weigh Phase A in the main kettle equipped with marine type propeller.
2. Heat to 85-90C and mix until completely uniform..
3. Cool to 70C and add Phase B. Mix until uniform.
4. Pour samples.

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Product: SUMMER SKY EYSHADOW

Formula Code: G6916-3155.01

Phase	Ingredients	INCI	%
A	GRANRESIN MQI-T50	Isododecane & Polymethylsilsesquioxane/Trimethylsiloxysilicate	27,000
	GRANRESIN PHQ-FLUID	Polyphenylsilsesquioxane/Trimethylsiloxysilicate & Dimethicone	10,000
	BENTONE GEL ISD V	Isododecane & Disteardimonium Hectorite & Propylene Carbonate	13,700
	GRANSIL PC-12	Isododecane & Polysilicone-11	10,200
	PARAFFIN WAX 140/145	Paraffin	4,000
	WHITE BEESWAX NF	Beeswax	2,000
	SYNCROWAX HRC	Tribehenin	1,000
	JEENATE 3H	Polyethylene	1,800
	DRY FLO PC	Aluminum Starch Octenylsuccinate	3,000
	AEROSIL 200	Silica	0,300
SILVER 2800	Mica	10,000	
B	GRANPOWDER EDC-600	Divinyldimethicone/Dimethicone/Phenylsilsesquioxane Crosspolymer	5,000
	RON TI-12	Titanium Dioxide (CI 77891)	2,000
	ELARA HORIZON BLUE EL-37	Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer & Aluminum Hydroxide & Blue 1 (CI 42090)	10,000

Formula Total: 100,000

Procedure

1. Weigh Phase A in the main kettle equipped with a propeller mixer. Heat to 80-85 C and mix for 15-20 minutes.
2. Micro-pulverize Phase B. Add to Phase A and mix well until uniform.
3. Cool batch to room temperature using side sweep agitation.

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Elara™
Product: GRAPEFRUIT GLOW MASK

Formula Code: G6791-404.03

Phase	Ingredients	INCI	%
A	DEIONIZED WATER	Water	64,700
	NATROSOL 250 HHR, 2% AQ SOL.	Water & Hydroxyethylcellulose	5,000
	BUTYLENE GLYCOL	Butylene Glycol	5,000
	TWEEN 20	Polysorbate 20	0,200
	PLANTAREN 2000 N	Decyl Glucoside	0,200
	TRIS AMINO	Tromethamine	0,200
	PELEMOL G 7A	Glycereth-7 Triacetate	3,500
	JECCIDE CAP-5	Phenoxyethanol & Caprylyl Glycol & Potassium Sorbate & Water & Hexylene Glycol	1,000
	GRANPOWDER QSC	Polymethylsilsesquioxane/Silica Crosspolymer	5,000
	B	GRANSIL SIW-038	Dimethicone & Polysilicone-11 & Butyrospermum Parkii (Shea) Butter & Water & Glycerin & Decyl Glucoside
RHEOSOL AVH		Sodium Polyacrylate & Ethylhexyl Stearate & Trideceth-6	2,300
C	ELARA BLAZE ORANGE EL-15	Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer & Aluminum Hydroxide & Yellow E104 (CI 47005) & Red 28 (CI 45410) & Red 22 (CI 45380)	0,750
	GLYCERIN	Glycerin	2,000
D	GRAPEFRUIT EO	Citrus Grandis (Grapefruit) Peel Oil	0,150
Formula Total:			100,000

Procedure

1. Weigh Phase A in the main kettle equipped with side sweep agitation. Mix well.
2. Weigh Phase B in a side kettle in a side kettle and slowly add to Phase A.
3. In a side kettle, mix Phase C until uniform. Add to Phase AB and mix well.
4. Add Phase D and mix until uniform.

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Technical Data Sheet

Elara™
Product: LUMINOUS LAVENDER MASK

Formula Code: G6791-403.03

Phase	Ingredients	INCI	%
A	DEIONIZED WATER	Water	64,700
	NATROSOL 250 HHR, 2% AQ SOL.	Water & Hydroxyethylcellulose	5,000
	BUTYLENE GLYCOL	Butylene Glycol	5,000
	TWEEN 20	Polysorbate 20	0,200
	PLANTAREN 2000 N	Decyl Glucoside	0,200
	TRIS AMINO	Tromethamine	0,200
	PELEMOL G 7A	Glycereth-7 Triacetate	3,500
	JEECID E CAP-5	Phenoxyethanol & Caprylyl Glycol & Potassium Sorbate & Water & Hexylene Glycol	1,000
	GRANPOWDER QSC	Polymethylsilsesquioxane/Silica Crosspolymer	5,000
B	GRANSIL SIW-038	Dimethicone & Polysilicone-11 & Butyrospermum Parkii (Shea) Butter & Water & Glycerin & Decyl Glucoside	10,000
	RHEOSOL AVH	Sodium Polyacrylate & Ethylhexyl Stearate & Trideceth-6	2,300
C	ELARA VOLET EL-20	Norbornanediamine/Resorcinol Diglycidyl Ether Crosspolymer & Aluminum Hydroxide & Violet 2 (CI 60730) & Red 28 (CI 45410)	0,750
	GLYCERIN	Glycerin	2,000
D	LAVENDER 40/42 OIL	Lavandula Hybrida Oil	0,150
Formula Total:			100,000

Procedure

1. Weigh Phase A in the main kettle equipped with side sweep agitation. Mix well.
2. Weigh Phase B in a side kettle in a side kettle and slowly add to Phase A.
3. In a side kettle, mix Phase C until uniform. Add to Phase AB and mix well.
4. Add Phase D and mix until uniform.

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