

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

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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

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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%

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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%

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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
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 = 97.76%