

# ColorMaker

Improve the visual appeal of personal care products...naturally



The Pleiades, or Seven Sisters, is an open star cluster located in the constellation of Taurus. The name comes from the ancient Greek word *plein*, which meant to sail, because of the star cluster's importance in helping sailors navigate uncharted waters.

Just as the Pleiades helped guide sailors in ancient days, ColorMaker helps guide application scientists in the selection of natural colors. We stock the natural colorants approved by the United States Food and Drug Administration for use in cosmetic, food, and pharmaceutical products. We apply our expertise to help customers use this line of natural colorants to create a full range of blends compatible with their client's product, process, and packaging requirements.

## Natural Colorants

- Annatto
- Astaxanthin
- Beet Juice / Beet Powder
- Beta-Carotene
- Canthaxanthin
- Caramel Color
- Carmine / Cochineal
- Chlorophyll / Sodium Copper Chlorophyllin
- Elderberry
- Ferric Oxide
- Grape Juice
- Grape Skin
- Hibiscus
- Lycopene / Tomato Extract
- Marigold / Lutein
- Paprika
- Purple / Black Carrot
- Red Cabbage
- Red Radish
- Riboflavin
- Saffron
- Spirulina
- Sweet Potato
- Titanium Dioxide
- Turmeric / Curcumin
- Zeaxanthin

# Seven Questions

to help cosmetic chemists determine the RIGHT COLOR for any personal care application.

## Color considerations begin with two questions:

*What is the starting color, the color of the product before any color additives?*

The starting color may limit the possible finished product colors.

*What is the final color, the desired color of the finished product?*

Use our color selection tool to choose from among 16 million different colors.

**THESE SEVEN QUESTIONS** help guide our customers to select the optimal shade for their personal care products.

### 1 FORM

What is the best form of the natural colorant, liquid, or powder? When working with natural colors, select the best form (liquid or powder) for your finished product.

### 2 SOLUBILITY

What is the necessary solubility of the natural colorant, water, or oil? When working with natural colors, select the best form (liquid or powder) for your finished product.

### 3 pH

What is the final pH of your personal care product? When working with natural colors sensitive to changes in pH, determine the final (equilibrium) pH of your finished product.

### 4 PROCESSING

What are the processing parameters of the personal care solution? Some natural colors are sensitive to high heat (>185°F). Almost all natural colors are destroyed by very high heat (>300°F).

### 5 PACKAGING

Is the product packaging clear or opaque? Some natural colors are sensitive to exposure to sunlight. Consider the amount of light and the type of light (direct sunlight, indirect sunlight, in-store florescent light) that packaging will permit to the surface of the product.

### 6 SHELF LIFE

What is the desired shelf life of the product? Many natural colors fade to brown with time. Fading can be accelerated by the presence of sodium, calcium, potassium, and magnesium or slowed by the presence of sugars and the absence of oxygen.

### 7 KOSHER OR HALAL

Most natural colors can be kosher and halal certified, but some cannot. Most natural colors are organic compliant, but some are not. Almost all natural colors are Non-GMO, but a few are not.