



## » PRODUCT BULLETIN

# OnColor™ Naturals Colorants

### PRODUCT DESCRIPTION

OnColor™ Naturals is a range of colorants formulated with natural pigments derived from plants, flowers, roots and minerals.

OnColor Naturals uses a variety of vegetal pigments that have traceability of origin and are cultivated using sustainable practices in accordance with the CITES Convention and the Nagoya Protocol.

Mineral and vegetal pigments can be mixed together to adjust color tones and match Pantone or other standard colors.

### CUSTOMER BENEFITS

Eco-conscious design and incorporating consideration for the environmental impacts of a product during its whole lifecycle have become an industry benchmark for cosmetics and personal care applications.

OnColor Naturals can help. By eliminating synthetic pigments and titanium dioxide from its formulations, OnColor Naturals helps meet demand for eco-conscious design and package differentiation.

### COLOR POSSIBILITIES

Vegetal pigments can give vivid color tones while minerals help achieve calmer and earthy hues.

A sophisticated mix of both pigments help deliver natural aesthetics from opaque to transparent and with a strong natural statement.

As with conventional colorants, special effects such as wood or fiber effects can be added to increase design possibilities.

### RESINS

OnColor Naturals can be used with recycled resins, bio-derived resins, or biodegradable resins.

### REGULATORY INFORMATION

OnColor Naturals is food contact compliant for certain pigment grades.

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