

Color makes the difference

Puricolor® and Iragon® pigments
and dyes for home and personal
care products



 **BASF**
The Chemical Company

Visual brand and claim support

With today's sophisticated formulations and transparent packaging, it has become even more challenging to maintain a product's key visual and sensorial appearance. Color is an important criterion for sensorial appeal, used to boost product placement and recognition, and is therefore essential for commercial success.

For a product to succeed, it needs a powerful visual appearance, in line with the brand strategy and product message. Choosing high quality dyes and pigments is the basis for successfully communicating your message via product esthetics and visual appearance.

We recognize the importance of delivering more than just products to our customers. That is why we also offer concepts and technical expertise to enable the creation of strong brand differentiation. BASF has a long history in color science, chemistry and applications. We will assist you in achieving exactly the shade that represents your product's message and triggers the desired emotions, whether that means a natural look, colors that correlate with scents, or bold and inspiring packaging.

Working together, we can help you to make the right choice of color. Our broad range of Puricolor® and Iragon® dyes and pigments are used in a wide range of everyday products, from bath and shower products to makeup, laundry detergents and surface cleaners.

Colorants for personal, home and fabric care products

Fast-moving consumer goods in these categories rely on vibrant, distinctive presentation to enable them to cut through on the shelf and attract the customer's eye.

Our broad portfolio of dyes and pigments offers you limitless choice, while our exceptional product quality enables you to consistently achieve the precise color match you need.

All our products meet all relevant international standards for safety and production integrity. With our long-standing expertise in dye and pigment chemistry and innovative technical support, we can work with you to create high-performance and cost-effective solutions for everything from accurate color matching or shade suggestions to formulation support.

Our in-depth knowledge of home care and personal care applications and formulations enables us to help you to improve product safety, as well as optimizing color handling. With our global production centers, technical support and logistics, we are always close to your core markets and production facilities.

BASF's expertise in color matching will enhance the performance of your brand and ensure that your products stand out from the crowd with their bright and brilliant colors.

So if a long tradition of dye and pigment technology means achieving the most modern results, that's because at BASF, we create chemistry.

soft long lasting fresh
new effect
appealing
clean
new fragrance

new formula



Color range for home and personal care products

Transparent portfolio: Two brand names for home and personal care.
Puricolor® for personal care and home and fabric care products.
Iragon® for home and fabric care products.

Puricolor®

Puricolor® dyes are high-quality cosmetic dyes and pigments that can also be used in home and fabric care products. The Puricolor® pigment range consists of inorganic minerals like iron oxides and ultramarines, as well as liquid dispersions. For bright shades our synthetic Puricolor® organic dyes are the perfect choice.

Puricolor® products meet the material specifications of the EU Cosmetic Directive. Some selected products correspond also to the Japanese MHLW. The Puricolor® range of FDA Colors are FDA batch-certified and meet the US FDA requirements for personal care products as well. All Puricolor® products feature stringent microbiological specifications.

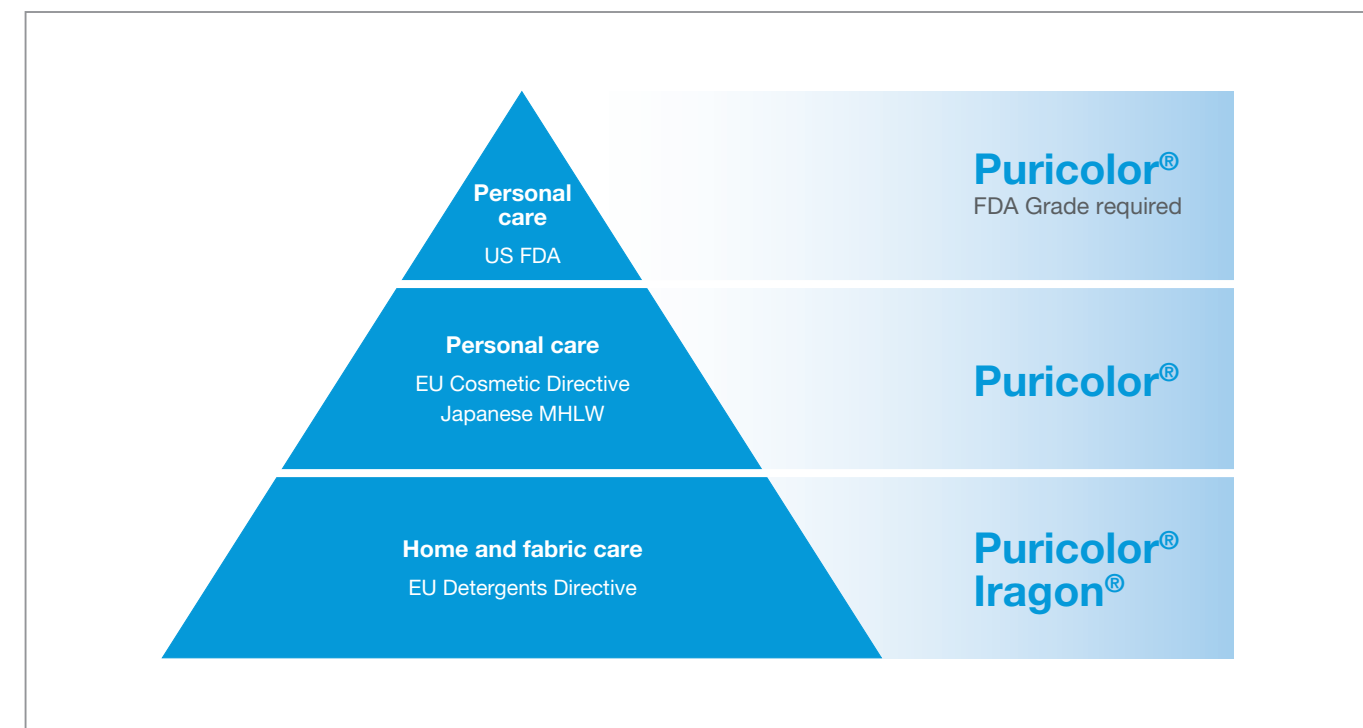
Iragon®

The BASF Iragon® HFC color range consists of pigments and anionic, water-soluble dyes and are recommended for use in home and fabric care products. Our comprehensive range offers a wide choice of colors for various formulation parameters, such as pH stability, bleach stability and light stability including a range of Iragon® liquid dyes.

Iragon® liquid dyes are unique shades, specially developed for laundry products due to low risk of fabric staining. They are designed for easy handling and dosing and enhance production hygiene and feature stringent microbiological specifications.



Regulatory requirements and product choice



Puricolor® and Iragon®

Pigments and dyes



	Product	Colour Index number	Colour index name FD&C name E-No Japanese name	Home and personal care US FDA / EU Cosmetic Directive / Japanese MHLW	Home and personal care EU Cosmetic Directive / Japanese MHLW	Home and fabric care
	Puricolor® Blue PBL29 FDA (old: Ultramarine Blue 54)	77007	Pigment Blue 29 Ultramarine Gunjou	■		
	Iragon® Blue ABL80 HFC (old: Iragon® Blue ABL80)	61585	Acid Blue 80 -			■
	Iragon® Blue ABL80-X HFC (old: Iragon® Blue ABL80-X)	61585	Acid Blue 80 -			■
	Puricolor® Blue PBL15-L (old: Vibracolor® Blue PBL15-L)	74160	Pigment Blue 15 -		■	
	Puricolor® Blue PBL 15:3 (old: Sicomet® Blue P 74160)	74160	Pigment Blue 15:3 -		■	
	Puricolor® Blue ABL9 FDA (old: Puricolor® Blue ABL9)	42090	Acid Blue 9 FD&C Blue No 1 E133/Ao1	■		
	Iragon® Blue ABL9 HFC (old: Basacid® Blue 756)	42090	Acid Blue 9 -			■
	Iragon® Blue ABL9-L HFC (old: Basacid® Blue 756 Liquid)	42090	Acid Blue 9 -			■
	Puricolor® Blue FBL5 (old: Vibracolor® Blue FBL5)	42051	Food Blue 5 E131 -		■	
	Iragon® Blue FBL5-L HFC (old: Basacid® Blue V 20 Liquid)	42051	Food Blue 5 -			■
	Iragon® Blue DBL86 HFC (old: Iragon® Blue DBL86)	74180	Direct Blue 86 -			■
	Puricolor® Green PGR7-L (old: Vibracolor® Green PGR7-L)	74260	Pigment Green 7 -		■	
	Puricolor® Green PGR7 (old: Vibracolor® Green PGR7)	74260	Pigment Green 7 -		■	
	Iragon® Green AGR25 HFC (old: Basovit® Green 876)	61570	Acid Green 25 -			■
	Puricolor® Green SGR7 FDA (old: Puricolor® Green SGR7)	59040	Solvent Green7 D&C Green No 8 Midori204	■		
	Puricolor® Green SGR7 (old: Vibracolor® Green SGR7)	59040	Solvent Green7 -		■	
	Puricolor® Green U3 FDA (old: Puricolor® Green U3)	42053	Food Green 3 FD&C Green No 3 Midori3	■		

Physical form	Personal care applications							Home and fabric care applications							
	opaque toilet soaps	transparent toilet soaps	shampoos, shower gels	creams & lotions	toothpastes & gels	mouth washes	makeup, lipsticks	detergent powders, tablets	detergent bars	liquid detergents	rinse conditioners	acidic cleaners	mild cleaners	alkaline cleaners	products with bleach
powder	■				■		■	■	■						
powder								■		■	■	■	■	■	□
granulate								■		■	■	■	■	■	□
liquid	■	■		■				■	■						
powder	■				■			■	■						
powder	□	■	■	■	■	■				■	■	■	■		
powder										■	■	□	■		
liquid										■	■	□	■		
powder	□	■	■	■	■	■						■	■		
liquid										■	■		■		
powder												■	■	■	
liquid	■	■						■	■						■
powder	■							■	■						
powder								■		■	■	■	■	■	
powder	■	■	■	■				■		■			■	■	
powder		■	■	■	■	■						■	■		

Puricolor® and Iragon®

Pigments and dyes



	Product	Colour Index number	Colour index name FD&C name E-No Japanese name	Home and personal care US FDA / EU Cosmetic Directive / Japanese MHLW	Home and personal care EU Cosmetic Directive / Japanese MHLW	Home and fabric care
	Iragon® Green AGR1 HFC (old: Basovit® Green 970)	10020	Acid Green 1 - -			■
	Puricolor® Yellow FYE13 (old: Vibracolor® Yellow FYE13)	47005	Food Yellow 13 E104 Ki203		■	
	Iragon® Yellow FYE13 HFC (old: Basovit® Yellow 094 70 %)	47005	Food Yellow 13 - -			■
	Puricolor® Yellow PYE1-L (old: Vibracolor® Yellow PYE1-L)	11680	Pigment Yellow 1 - -		■	
	Iragon® Yellow PYE1-L HFC (old: Iragon® Yellow PYE1-L)	11680	Pigment Yellow 1 - -			■
	Puricolor® Yellow AYE17 (old: Vibracolor® Yellow AYE17)	18965	Acid Yellow 17 - -		■	
	Puricolor® Yellow PYE13-L (old: Vibracolor® Yellow PYE13-L)	21100	Pigment Yellow 13 - -			■
	Iragon® Yellow DYE28 HFC (old: Iragon® Yellow DYE28)	19555	Direct Yellow 28 - -			■
	Puricolor® Yellow AYE23 FDA (old: Puricolor® Yellow AYE23)	19140	Acid Yellow 23 FD&C Yellow No 5 E102 / Ki4	■		
	Iragon® Yellow AYE23 HFC (old: Iragon® Yellow AYE23)	19140	Acid Yellow 23 - -			■
	Iragon® Yellow AYE73 HFC (old: Basovit® Yellow 226-S)	45350	Acid Yellow 73 - -			■
	Iragon® Yellow AYE36 HFC (old: Basovit® Yellow 232)	13065	Acid Yellow 36 - -			■
	Puricolor® Yellow PYE42 FDA (old: Puricolor® Yellow PYE42)	77492	Pigment Yellow 42 synthetic iron oxide E172 / Sankatetu	■		
	Puricolor® Yellow FYE3 FDA (old: Puricolor® Yellow FYE3)	15985	Food Yellow 3 FD&C No 6 E110 / Ki5	■		
	Puricolor® Orange AOR7 FDA (old: Puricolor® Orange AOR7)	15510	Acid Orange 7 D&C Orange No 4 Daidai205	■		
	Iragon® Orange AOR7 HFC (old: Vibracolor® Orange AOR7)	15510	Acid Orange 7 E124 Daidai205			■
	Puricolor® Red FRE1 FDA (old: Puricolor® Red FRE1)	14700	Food Red 1 FD&C Red No 4 Aka504	■		
	Puricolor® Red ARE18 (old: Vibracolor® Red ARE18)	16255	Acid Red 18 E124 Aka102		■	

Physical form	Personal care applications							Home and fabric care applications							
	opaque toilet soaps	transparent toilet soaps	shampoos, shower gels	creams & lotions	toothpastes & gels	mouth washes	makeup, lipsticks	detergent powders, tablets	detergent bars	liquid detergents	rinse conditioners	acidic cleaners	mild cleaners	alkaline cleaners	products with bleach
powder								■		■	■	■	■	□	
powder	■	■	■	■	■	■						■	■		
powder												■	■		
liquid	■	■		■				■	■						
liquid								■	■						
powder	■	■	■	■				■		■	■	■	■	■	□
liquid								■	■						
powder												■	■	■	
powder	■	■	■	■	■	■		■		■	■	■	■		
powder												■	■		
powder												■	■	■	
powder												■	■		
powder	■				■		■		■						
powder	■	■	■	■	■	■						■	■		
powder	■	■	■	■				■		■	■	■	■	■	
powder	■	■	■	■	■	■					■	■	■		
powder		■	■	■	■	■						■	■		

Puricolor® and Iragon®

Pigments, dyes and liquid dyes

	Product	Colour Index number	Colour index name FD&C name E-No Japanese name	Home and personal care US FDA/ EU Cosmetic Directive/ Japanese MHLW	Home and personal care EU Cosmetic Directive / Japanese MHLW	Home and fabric care
	Iragon® Red ARE18 HFC (old: Basovit® Red 400 E)	16255	Acid Red 18 - -			■
	Puricolor® Red FRE14 (old: Erythrosin 88 E 127)	45430	Food Red14 - E127		■	
	Puricolor® Red ARE14 (old: Vibracolor® Red ARE14)	14720	Acid Red 14 - E122		■	
	Puricolor® Red PRE5-L (old: Vibracolor® Red PRE5-L)	12490	Pigment Red 5 - -		■	
	Iragon® Red ARE27 HFC (old: Basovit® Red 470 E 123 85 %)	16185	Acid Red 27 - -			■
	Puricolor® Red ARE33 FDA (old: Puricolor® Red ARE33)	17200	Acid Red 33 D&C Red No 33 Aka227	■		
	Puricolor® Red ARE52 (old: Vibracolor® Red ARE52)	45100	Acid Red 52 - Aka106		■	
	Puricolor® Black PBLK7-L (old: Vibracolor® Black PBK7-L)	77266	Pigment Black 7 - -		■	

Iragon® liquid dyes

	Iragon® Brilliant Blue Liquid HFC (old: Iragon® Brilliant Blue Liquid)	N.A.	special proprietary blend			■
	Iragon® Bright Pink Liquid HFC (old: Iragon® Bright Pink Liquid)	N.A.	special proprietary blend			■
	Iragon® Bright Yellow Liquid HFC (old: Iragon® Bright Yellow Liquid)	N.A.	special proprietary blend			■

US FDA CFR 21

EU Cosmetic Regulation 1223/2009

JP MHLW (selected products only)

E-No European authorized food colorants

The color shade is indicative. The actual shade in use depends on formulation and might vary. The recommendations are to be viewed as basic guidelines to assist in making a choice of the right colorant for a specific formulation. The performance and stability of a colorant in a specific formulation needs to be tested and validated. To help in this activity, the product Technical Data Sheets provide information such as solubility, pH-, bleach-, and light-stability and are available on request.

While making color recommendations, BASF may suggest colorants (for special purposes), which do not conform to the information in the tables above.

Physical form	Personal care applications								Home and fabric care applications							
	opaque toilet soaps	transparent toilet soaps	shampoos, shower gels	creams & lotions	toothpastes & gels	mouth washes	makeup, lipsticks		detergent powders, tablets	detergent bars	liquid detergents	rinse conditioners	acidic cleaners	mild cleaners	alkaline cleaners	products with bleach
powder													■	■		
powder	■	■	■	■	■	■										□
powder		■	■	■	■	■							■	■		□
liquid	■	■	■					■	■							■
powder													■	■	□	
powder	■	■	■	■									■	■	■	□
powder	■	■	■					■			■	■	■	■	■	□
liquid	■	■	■					■	■							

Local regulations should always be considered and adhered to in regards to product applications

■ recommended

□ possible to use (depending on application)

General application guideline

Dyes are generally suitable for aqueous formulations. The liquid dyes range is additionally designed for the special needs of laundry products (low staining risk). Though dyes are primarily used to color liquid products, they can also be used to color pastes or soap bars. Powders can be colored too, e.g. via spray-process, slurry mixing, etc.

Pigment dispersions work very well with pastes, soap bars, powders and tablets. Pigments are generally more stable than dyes, so pigment dispersions may also be used in some liquid products with demanding stability criteria. However, in such

cases, the dispersion capability of the formulation should be high to avoid pigment agglomeration and subsequent precipitation.

Pigment powders are suitable for coloring solid products such as powders, soap bars, pastes or makeup/lipsticks. Pigment powders are not pre-dispersed and therefore need thorough homogenization. If no dispersion process is involved, they are not recommended for liquid products (due to risk of precipitation).

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