

## More Information About Nature Tint Colors

### What is a “Color additive”?

Color additives in cosmetics include dyes and pigments; this group of ingredients is the most tightly regulated group in the cosmetic industry today. They play an important role in making creams and shampoos and other cosmetic applications. The only truly natural color additives in cosmetics used today include those of the botanical group, for example, turmeric, beetroot, spirulina, etc. Again, due to their poor effects on staining and mixing, and possible smell, these ingredients aren't commonly found in cosmetic products.

### What is Nature Tint color?

Nature Tint's are impressive hue of high-quality water-based color additives, specially formulated for cosmetic applications. These colorants are made with unique proprietary technology and dispersed in purified water and preserved with a natural preservative. These premium colorants are perfect to use in soap, gel, lotion, cream, bath salt, bath bomb, and other cosmetic formulations. Nature Tint colors are approved by the FDA and meets the specifications outlined in the Code of Federal Regulations, Title 21 Parts 70 to 82.

### Benefits of Nature Tint Colors

- Blend easily with the base
- Impart intense uniform color
- Will not settle out of suspension
- The best choice for coloring liquid soaps
- A drop goes a long way.
- Generally, do not impart undesirable odors to the final product.

#### Disclaimer & Caution

Please refer to all relevant technical information specific to the product, prior to use. The information contained in this document is obtained from current and reliable sources. New Directions Aromatics Inc. provides the information contained herein, but makes no representation as to its comprehensiveness or accuracy. Individuals receiving this information must exercise their independent judgment in determining its appropriateness for a particular purpose. The user of the product is solely responsible for compliance with all laws and regulations applying to the use of the products, including intellectual property rights of third parties. As the ordinary or otherwise use(s) of this product is outside the control of New Directions Aromatics Inc., no representation or warranty, expressed or implied, is made as to the effect(s) of such use(s), (including damage or injury), or the results obtained. The liability of New Directions Aromatics Inc. is limited to the value of the goods and does not include any consequential loss. New Directions Aromatics Inc. shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon. New Directions Aromatics Inc. shall not be responsible for any damages resulting from use of or reliance upon this information. In the event of any dispute, the Customer hereby agrees that Jurisdiction is limited to the province of Ontario, Canada

## Positive Associations with Color

*Color imprint emotions are:*

- Reds indicate Love, warmth, excitement, passion and food.
- Blues resemble Power, professionalism, trustworthiness and calmness.
- Greens are for Nature, life and money.
- Oranges show Affordability, creativity, fun and youthfulness.
- Violets bring Royalty, luxurious, fantasy and dreams.
- Yellows give Happiness.

## What Colors do in your Products

Apart from creating emotional reactions, color is highly functional in the identification of a product. Color can:

- Identify a product or brand.
- Get the attention of the viewer
- Create a positive emotional impact or a memory
- Distinguish one product from another in a series.
- Suggest the strength of a product.

Customers usually prefer liquid colorants. If your product can tolerate a small amount of moisture, then using a liquid dye or pigment dispersion is desirable because:

- Liquid colorants can be measured volumetrically or by weight
- Liquid colorants eliminate dust hazards and mess
- Liquid colorants may reduce employee exposure

### Disclaimer & Caution

Please refer to all relevant technical information specific to the product, prior to use. The information contained in this document is obtained from current and reliable sources. New Directions Aromatics Inc. provides the information contained herein, but makes no representation as to its comprehensiveness or accuracy. Individuals receiving this information must exercise their independent judgment in determining its appropriateness for a particular purpose. The user of the product is solely responsible for compliance with all laws and regulations applying to the use of the products, including intellectual property rights of third parties. As the ordinary or otherwise use(s) of this product is outside the control of New Directions Aromatics Inc., no representation or warranty, expressed or implied, is made as to the effect(s) of such use(s), (including damage or injury), or the results obtained. The liability of New Directions Aromatics Inc. is limited to the value of the goods and does not include any consequential loss. New Directions Aromatics Inc. shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon. New Directions Aromatics Inc. shall not be responsible for any damages resulting from use of or reliance upon this information. In the event of any dispute, the Customer hereby agrees that Jurisdiction is limited to the province of Ontario, Canada

Things to remember while working with colors:

- **pH of the product:** Dyes are pH sensitive, so to ensure consistent performance it is critical to understand the pH of the product in solution for colorant selection
- **Temperature of the manufacturing process:** Many dyes and some pigments are thermally unstable at higher temperatures. The length of time exposed to temperature is also a consideration. This information should be considered while you are working with colors.
- **Light Exposure:** Dyes are sensitive to light and thus generally it is important to consider the packaging, light exposure, and length of time when you decide to add colors to your products.
- **Raw material compliance to specific lists:** Many products have applications in which the governing agencies require specific raw materials on lists. In other cases, the product application is important to understand so that selected raw materials such as dyes or pigments meet sections of the Code of Federal Regulations. Our Liquid Colorants are Kosher certified and are approved by the FDA and meets the specifications outlined in the Code of Federal Regulations, Title 21 Parts 70 to 82.
- **Color of the base you are working with:** colors appear differently in a white base and in a clear or transparent base. For example, a red colorant will not give same results in white base and in a clear base.

Disclaimer & Caution

Please refer to all relevant technical information specific to the product, prior to use. The information contained in this document is obtained from current and reliable sources. New Directions Aromatics Inc. provides the information contained herein, but makes no representation as to its comprehensiveness or accuracy. Individuals receiving this information must exercise their independent judgment in determining its appropriateness for a particular purpose. The user of the product is solely responsible for compliance with all laws and regulations applying to the use of the products, including intellectual property rights of third parties. As the ordinary or otherwise use(s) of this product is outside the control of New Directions Aromatics Inc., no representation or warranty, expressed or implied, is made as to the effect(s) of such use(s), (including damage or injury), or the results obtained. The liability of New Directions Aromatics Inc. is limited to the value of the goods and does not include any consequential loss. New Directions Aromatics Inc. shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon. New Directions Aromatics Inc. shall not be responsible for any damages resulting from use of or reliance upon this information. In the event of any dispute, the Customer hereby agrees that Jurisdiction is limited to the province of Ontario, Canada

### Tips for innovative hands.

You have some basic colors with you and you want to mix them and make new colors? We have some tips for you:

1. Use equal parts: A part can be any measurement including drops, teaspoons, or anything as long as all of the parts are equal. Remember to keep all your parts the same measurement.
2. Use separate container for blending: Always blend colors together in separate container before adding them to your product. Do not pour your parts separately into the product.
3. Always do a test batch while you are working with colors. Do not add colors directly to the big batch. First do trials in small batches and then scale up.
4. Cost effective coloring: white bases, especially white soap bases, white CP soaps, will require much more dye to overcome their whiteness. If do not add enough dye, you may be resulting in paler shades as white makes darker colors really pale. It is advisable to use deeper colors for swirling (in soaps) to make your products more cost effective.
5. Diluting colors: If you want to dilute the colorants, you can use distilled, deionized or reverse osmosis water. Tap water is not recommended because the metal ions found in tap water may affect the color over time. If you have plans to store it for later use, make sure it is promptly preserved. Use only water-soluble preservatives.

Now unleash your creativity and try mixing the primary colors to get some other beautiful shades like lavender, aqua, peach, gold, brown, periwinkle, plum, coral, moss green, crimson, olive, magenta, vermilion, teal and so on!!

#### Disclaimer & Caution

Please refer to all relevant technical information specific to the product, prior to use. The information contained in this document is obtained from current and reliable sources. New Directions Aromatics Inc. provides the information contained herein, but makes no representation as to its comprehensiveness or accuracy. Individuals receiving this information must exercise their independent judgment in determining its appropriateness for a particular purpose. The user of the product is solely responsible for compliance with all laws and regulations applying to the use of the products, including intellectual property rights of third parties. As the ordinary or otherwise use(s) of this product is outside the control of New Directions Aromatics Inc., no representation or warranty, expressed or implied, is made as to the effect(s) of such use(s), (including damage or injury), or the results obtained. The liability of New Directions Aromatics Inc. is limited to the value of the goods and does not include any consequential loss. New Directions Aromatics Inc. shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon. New Directions Aromatics Inc. shall not be responsible for any damages resulting from use of or reliance upon this information. In the event of any dispute, the Customer hereby agrees that Jurisdiction is limited to the province of Ontario, Canada