



CLARIANT

Discover Value SAFE COLORS FOR SOAP BARS



The Bureau of Indian Standards (BIS) recently issued a regulatory update, aimed at safe and compliant colors in personal care products. Following this, a leading beauty soap manufacturer is now integrated with Clariant's pigment dispersions from the **Flexonyl®** range.

Clariant partnered with the third largest soap selling brand in the country, with 90,000 MT/ annum production. This brand completed 25 glorious years in 2016, single-handedly occupying 9% of the toilet bar soap category. However, the brand faced a challenge when the Bureau of Indian Standards (BIS) updated the list of 'safe' dyes, pigments and colors for cosmetic applications.

WHAT DOES OUR PRODUCT DO?

The brand has integrated **Flexonyl®** Orange R range of pigment dispersions in their newest batches of production. Our application development ensured safe and compliant solutions, without compromising on the famed orange color of the soap or altering the existing soap manufacturing process. An extensive array of trials was conducted to test the color matching of the final product.

HOW DOES OUR PRODUCT OFFER AN INNOVATIVE EDGE?

Clariant's **Flexonyl®** Orange R replaces two different colorants earlier used by them. With this, they achieved cost benefits as the color dosage has now reduced. This versatile product can also be applied to shower gels as well as shampoo applications, making it possible to partner with a large number of brands and yet offer tailored products.

IS OUR PRODUCT PROMISING A SUSTAINABLE ADVANTAGE?

The **Flexonyl®** range of pigment dispersions are sustainable, free of heavy metals and other banned primary aromatic amines. Most importantly, our Flexonyl™ range consists of those colors that are positively listed on IS 4707 (Part 1), i.e. deemed safe and compliant by the BIS.

Currently, this product is manufactured at our Roha site in Maharashtra.