

CREATING A BRIGHTER TOMORROW

Color Solutions for Home
and Personal Care



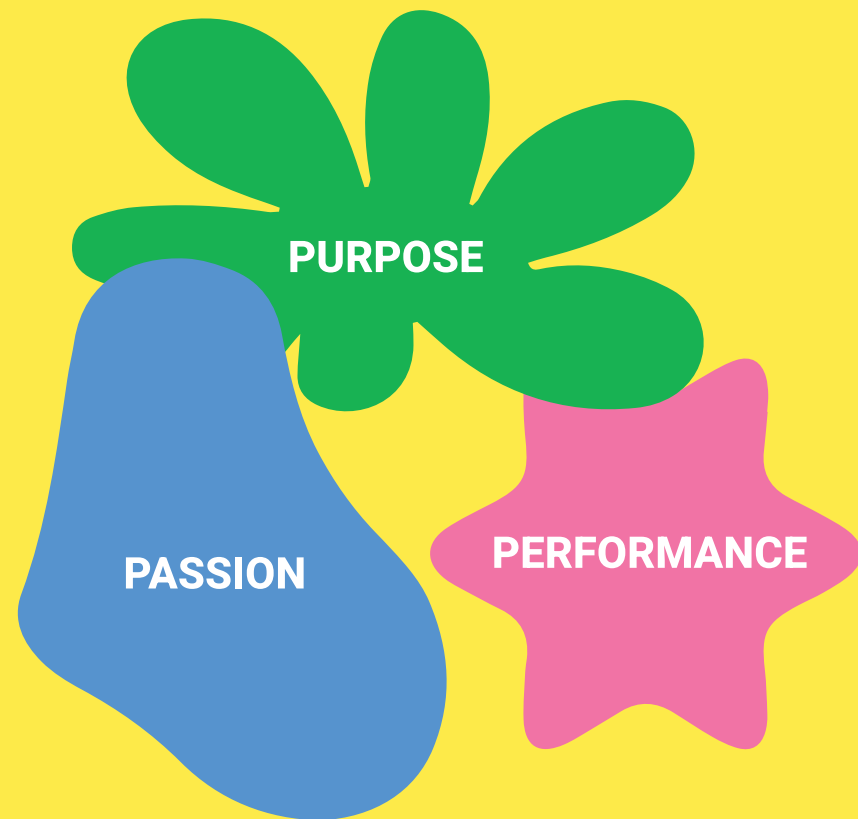
S O U J A N Y A

ADDING LIFE TO COLOR

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**WE ARE SOUJANYA,
A GLOBAL LEADER IN
INNOVATIVE, SUSTAINABLE
COLOR SOLUTIONS.**



**NICHE EXPERTISE IN MANUFACTURING
CONSISTENT, BEST-IN-CLASS QUALITY
PIGMENT AND DYE PREPARATIONS**

Robust manufacturing capacity of 9,000,000 (9mn)
litres annually in compliance to global standards

BENEFITS OF SOUJANYA'S COLORANTS



CUSTOMIZED SHADES

Bespoke color matching,
leverage our expertise,
reduce inventory of different
pigments



INVENTORY REDUCTION

Just-in-time deliveries, no
need to stock pigment,
additives, resins etc



ENVIRONMENT FRIENDLY

No need for effluent treatment
since no processing of pigments



HIGH QUALITY ASSURANCE

Our dispersion expertise,
automated grinding process,
stringent control systems,
no need for color adjustments



WIDE COMPATIBILITY

Single colorant compatible
across various products



BETTER STABILITY

Homogenous suspension,
prevents settling



MAXIMIZES COLOR EFFICIENCY

Lower pro-rata
dosage required



EASY TO USE

Lease of processing,
trouble-free, safe to
use (non-dusting)



UNIFORM PARTICLE SIZE

Fine and consistent
particle size, narrow
particle size distribution



SUPERIOR AND TRUE COLOR

Gives max. tinting
strength and full chroma



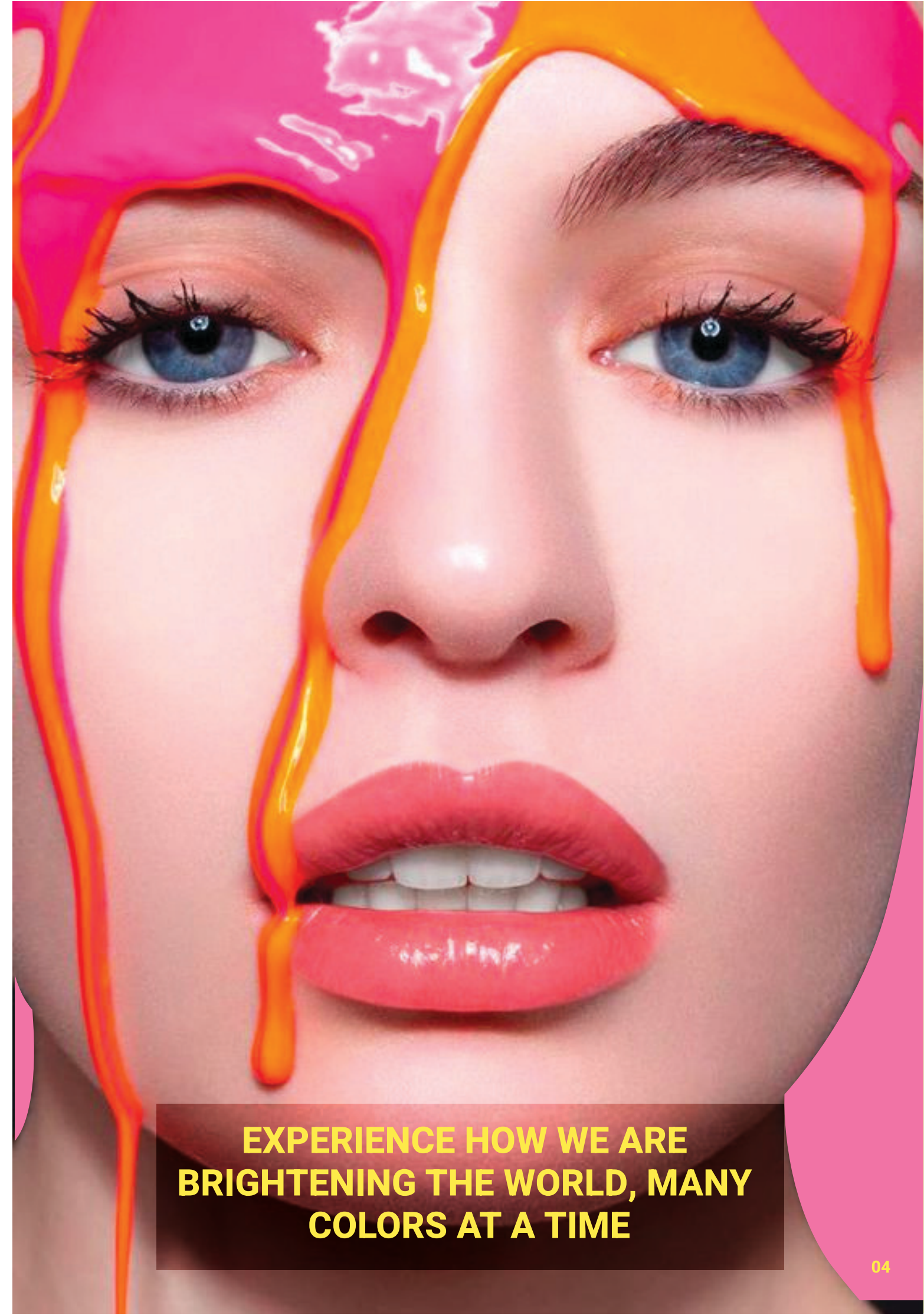
EXCELLENT CONSISTENCY

Repeatability, no batch-to-
batch variations, predictable
and reproducible colors



SIGNIFICANT ENERGY, TIME & COSTS SAVINGS

No need for wetting/
grinding, saves processing steps and
labour costs, costs savings of
about 1.5 USD/kg



**EXPERIENCE HOW WE ARE
BRIGHTENING THE WORLD, MANY
COLORS AT A TIME**

auratone

A DOSE OF COLOR FOR YOUR EVERYDAY NEEDS.

Auratone is a range of water-based pigment dispersions used in bar soaps, shampoo, laundry detergents, color cosmetics. These colorants consist of fine dispersed pigments using mild dispersants and preservatives. We care about the impact our products have on the planet, which is why these color solutions are APEO free, VOC free, formaldehyde free, heavy metal and paraben free. Designed to be environment and skin friendly, these colorants contain ingredients that are authorized to use as per recognized regulatory standards.



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auratone

Auratone 3600 series - water-based pigment dispersions - for soaps and detergents

SHADE	CI NAME	CI NO
WHITE 	Pigment White 6 / Titanium Dioxide	77891
YELLOW 1 	Pigment Yellow 1	11680
RED 3 	Pigment Red 3	12120
RED 5 	Pigment Red 5	12490
RED 57.1 	Pigment Red 57:1	15850:1
RED 63.1 	Pigment Red 63:1	15880:1
BLUE 	Pigment Blue 15:0	74160
ULTRAMARINE BLUE 	Pigment Blue 29	77007
VIOLET 	Pigment Violet 23	51319
GREEN 	Pigment Green 7	74260
BLACK 	Pigment Black 7	77266

auratone

Auratone 3600 series - water-based pigment dispersions - for soaps and detergents

SHADE	CI NAME	CI NO
YELLOW OXIDE 	Pigment Yellow 42	77492
RED OXIDE 	Pigment Red 101	77491
BLACK OXIDE 	Pigment Black 11	77499
NEON YELLOW 	Polymeric Pigment	NA
NEON GREEN 	Polymeric Pigment	NA
NEON ORANGE 	Polymeric Pigment	NA
NEON MAGENTA 	Polymeric Pigment	NA
NEON PINK 	Polymeric Pigment	NA
DARK RED 	Pigment Red 3 + Pigment Red 57:1	12120 + 15850:1
ORANGE S 	Pigment Yellow 1 + Acid Red 52	11680 + 45100



**A NEW COLOR FOR
EVERY NEW DAY**

aurablush

VIBRANT, RICH AND INDULGENT COLORS FOR COSMETICS.

Aurablush is a range of castor oil-based pigment dispersions that are specially designed for color cosmetics and make-up products. These finely dispersed pigments formulated with mild dispersants, and preservatives, are APEO free, VOC free, formaldehyde free, heavy metal and paraben free. Environment and skin friendly, enriched with ingredients that are authorised to use as per regulatory standards.


















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ADDING LIFE TO COLOR

aurablush

Aurablush 6600 series - castor-oil based pigment dispersions - for Lipsticks, Mascara, Foundation

SHADE		CI NAME	CI NO
WHITE		White 6 / Titanium Dioxide	77891
RED OXIDE		Iron Red Oxide	77491
YELLOW OXIDE		Iron Yellow Oxide	77492
BLACK OXIDE		Iron Black Oxide	77499
BLACK		Carbon Black	77266
GREEN OXIDE		Chromium Oxide Green	77288
ROYAL BLUE		Ultramarine Blue	77007
CHERRY		D&C Red 6 Ba Lake	15850:2
RUBY		D&C Red 7 Ca Lake / Red 57:1	15850:1
ROSE		D&C Red 27 Al Lake	45410:2
MAUVE		D&C Red 33 Al Lake	17200:1
MAROON		D&C Red 34 Ca Lake / Red 63:1	15880:1
YELLOW		FD&C Yellow 5 Al Lake	19140:1
BLUE		FD&C Blue 1 Al Lake	42090:1
CRIMSON		D&C Red 22 Al Lake	45380:3

aurablushNL

QUALITY IN EVERY PIGMENT. VARIETY IN EVERY COLOR.

Based on Plasticizer and being completely solvent-free, it is very easy and safe to use, making it non-hazardous for transportation. Compatible with all commonly used solvents like methyl acetate, ethyl acetate, isopropyl alcohol, nitrocellulose etc. It does not "dry out" like other solvent-based colorants, leading to longer shelf-life. Main applications are Nail Lacquer, Depilatory Waxes, Temporary Hair Colors, Candles and other such anhydrous applications. Found to be more than 10 times stronger in color intensity compared to benchmarks.



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aurablushNL

Aurablush NL 6660 series anhydrous pigment dispersions - for Nail Lacquer, Depilatory Wax

SHADE		CI NAME	CI NO
WHITE		Titanium Dioxide / White 6	77891
RED OXIDE		Iron Red Oxide	77491
YELLOW OXIDE		Iron Yellow Oxide	77492
BLACK OXIDE		Iron Black Oxide	77499
BLACK		Carbon Black	77266
GREEN OXIDE		Chromium Oxide Green	77288
ROYAL BLUE		Ultramarine Blue	77007
BLUE		Blue 15:3	74160
GREEN		Green 7	74260
RED		Red 48:4	15865:4
RUBY		D&C Red 7 Ca Lake / Red 57:1	15850:1

aurablushNL

Aurablush NL 6660 series anhydrous pigment dispersions - for Nail Lacquer, Depilatory Wax

SHADE		CI NAME	CI NO
MAROON		D&C Red 34 Ca Lake / Red 63:1	15880:1
YELLOW		FD&C Yellow 5 Al Lake	19140:1
BRILLIANT BLUE		FD&C Blue 1 Al Lake	42090:1
NEON YELLOW		Neon Yellow	NA
NEON ORANGE		Neon Orange	NA
NEON PINK		Neon Pink	NA
NEON MAGENTA		Neon Magenta	NA
NEON GREEN		Neon Green	NA

**EXPERIENCE HOW WE ARE
BRIGHTENING THE WORLD, MANY
COLORS AT A TIME**



auratint

ADDING COLOR TO YOUR HOME CARE PRODUCTS AND MORE.

Auratint range of colorants are concentrated polymeric liquid dyes. Non-toxic by nature, and formulated with specialty polymers to give excellent product compatibility and stability, they exhibit high color brilliance. Auratint colorants can be used in cleaning liquids, floor cleaners, dishwash, laundry detergents, fabric softeners, shower gels, handwash. These range of colorants are environment and skin friendly by nature and contain ingredients that are authorised to use as per regulatory standards. APEO free, VOC free, formaldehyde free, heavy metal and paraben free.














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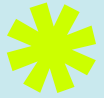

auratint

Auratint 3700 series - water-based polymeric dyes - for cleaning liquids and detergents

SHADE	CI NAME	CI NO
DEEP BLUE 	Acid Blue 80	61585
BRILLIANT BLUE 	Acid Blue 9	42090
TURQUOISE BLUE 	Direct Blue 199	74190
BRIGHT YELLOW 	Acid Yellow 3	47005
BRIGHT ORANGE 	Acid Yellow 23	19140
GOLDEN YELLOW 	Acid Yellow 36	13065
ORANGE 	Acid Orange 7	15510
GREEN 	Acid Green 25	61570
MAGENTA 	Acid Red 52	45100
RED 	Acid Red 33	17200
SCARLET 	Acid Red 18	16255

auratint

Auratint 3700 series - water-based polymeric dyes - for cleaning liquids and detergents

SHADE	CI NAME	CI NO
CARMOSINE 	Acid Red 14	14720
VIOLET 	Acid Violet 43	60730
BLACK 	Acid Black 2	50420
FLUORESCENT YELLOW 	Acid Yellow 74	45360
CRIMSON 	FD&C Red 4 (Ponceau SX)	14700

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AND DYE PREPARATIONS**



**TOUCHING MILLIONS
OF LIVES THROUGH
COLOR EVERYDAY**

50
countries
1M+
shades per year



Mumbai
Mexico City
São Paulo
Singapore
Dar es Salaam

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