

LCR Hallcrest

## FOR IMMEDIATE RELEASE

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Contact: Marcy Gutan  
[mgutan@hallcrest.com](mailto:mgutan@hallcrest.com)

LCR Hallcrest  
Ph. 847.998.8580  
Fax 847.998.6866  
[www.hallcrest.com](http://www.hallcrest.com)

### **Product Bulletin: SINGLE COLOR CHOLESTERIC LIQUID CRYSTAL MIXTURES FOR THE PERSONAL CARE INDUSTRY**

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LCR Hallcrest, a leading formulator and microencapsulator of cholesteric liquid crystal (CLC) mixtures, is pleased to announce the availability of a standard range of CLC mixtures and the capability to produce custom mixtures designed to meet the needs of the cosmetic industry.

LCR Hallcrest was a pioneer in the use of CLC mixtures as ingredients in skin care cosmetics in the late 1980s and has supplied the international personal care industry with a wide range of novel raw materials based on its proprietary technologies.

- Thermotropic Cholesteric Liquid Crystals (CLC)
  - Novel Oily Blends that Produce Striking Visual Effects
  - Opalescent / Iridescent Appearance
  - Occlusive Emollient Effects on Skin
  - CLCs are oils which are soluble in other oils and esters but insoluble in water and propylene glycol

Standard single color CLC mixtures have been developed, reflecting respectively, red, green and blue light. These have clearing points between 50-55°C (122-131°F). Mixtures showing orange and violet are also available, as is a special "silver" mixture, which reflects light in the IR region. Product specifications are available for all six standard mixtures at [www.hallcrest.com](http://www.hallcrest.com).

These standard mixtures are all intermixable to give intermediate colors, while keeping the clearing point fixed. (For example, by mixing the red and violet together, it is possible to make the orange, green and blue.)

**For Information contact: [info@hallcrest.com](mailto:info@hallcrest.com)**  
**Phone: 847.998.8580**

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LCR / Hallcrest the International leader in Color Changing Temperature Indicating Technology and Graphics specializes in the micro-encapsulation of liquid crystal compounds and the development / manufacturing of products, inks, dyes and paints that change color.