

Greetings,

Thank you for your interest in **PurColour Celebration Powder**. Celebration Powder can be used to celebrate holidays, events, festivals, religious ceremonies and sporting events. PurColour Celebration Powder is inspired by the Hindu annual spring festival called, **Holi**. Holi is a festival that commemorates good harvests and the fertile land. Hindus believe it is a time of enjoying spring's abundant colors and saying farewell to winter. During this event, participants hold a bonfire, throw colored powder at each other, and celebrate wildly. Thousands of people participate in this festival and the communities and people are virtually submerged in color.

The USA has embraced celebrations of color with enthusiasm and has incorporated color celebration in color themed races, fundraising activities, special events and team events. The experience is memorable and the photos of the events are amazing.

### **What is Celebration Powder?**

So the elephant in the room is it the question –Q: “What is being tossed in the air and at people?” A: The colored powder is a combination of *synthetic colorant (pigment)* and starch, typically corn starch. All *synthetic colorant* is petroleum based. The colored powder is referred to as **Gulal** or **Holi Powder**. Gulal/Holi is manufactured in India. It is not considered a food item.

In the USA, the FDA has regulations for colorants used in food, cosmetics and drugs/ medical devices. Since this product is not considered a food, cosmetic or drug, the colorant usages for these powders are not regulated by the FDA, nor are they regulated in India.

Some brands of colored corn starch promote all natural. Buyers beware, some brands are identified as “all natural” but the next line in the labeling includes “environmentally friendly using food permissible colorant and fragrance.” In this case, “all natural”, only applying to the corn starch. Other manufactures of these powders also promote “organic “in the product information. Consumers must recognize that the term “organic” has a completely different context when used as describing food vs. describing pigment. Colorant/Pigment is either organic or inorganic. An organic pigment is based on carbon chains and an inorganic pigment is not based on carbon chains. In this context, organic does not imply all natural materials free from chemicals or other synthetic materials.

There are a few brands of the colored corn starch that are comprised of all natural ingredients. The colorants are typically; hibiscus flowers, annatto, turmeric, marigold and other natural sources. All natural blends are less vibrant than synthetic equivalents and much more expensive.

Bottom line, the use of colorants for these events and are not regulated. There are no worldwide or FDA guidelines in place for usage. Consumers should recognize the hazards of use. Synthetic colorants are petroleum based. You would not feed your child petroleum oil, pour it in their eyes or allow them to inhale it. Minimal exposure is common sense.

Our goal is to be completely transparent to our customers. Due to the demand of Gulal/Holi for these events, we make available **PurColour Celebration Powder**, which is comprised of cornstarch and FD&C colorants. Our Celebration Powder is sold in bulk. Standard colors are: Pink, Blue, Purple, Orange, Green, Midnight Blue and Yellow. The colorants used, in our Celebration Powders, are FDA approved for food consumption and external cosmetics.

**How is it priced and packaged?**

Pricing is based on total quantity of your order. You can mix and match standard color and quantities.

All products and raw materials are produced in the USA. Sample kit can be provided at \$10.00 plus shipping.

Celebration Powder	0 – 99 lbs.	100 – 299 lbs.	300 – 399 lbs.	400- 499 lbs.	500 + lbs.
	\$11.00/ lb.	\$10.00/ lb.	\$9.00 /lb.	\$8.00 /lb.	\$7.00/lb.
Custom Color	RFQ	RFQ	RFQ	RFQ	RFQ
Sample Kit	\$10.00				

**How much Celebration Powder do I need?**

We typically suggest .5 lb. of Celebration Powder for each participant. If you had 500 runners, that would breakdown to 250 lbs. Some events like to have pre-filled bags of color to add an additional source of revenue to the event. Bags are typically sold to the participants and spectators. A single toss of Celebration Powder is about ½ cup, which is approximately 75 grams. One pound of Celebration Powder will make approximately (6) 75 gram bags.

**Can I request custom colors?**

We can match most color requests using FD&C colorants. All you need is a sample of the color and we can produce a small sample for your evaluation. Please note custom colors are priced individually, based on the material requirements. Allow 5 business days lead time to product custom colors.

**Can I use all natural dry colorants?**

We do offer our standard **PurColour Dry Colorant**. Technical specifications and images can be found at <http://www.purcolour.com/products/dry-colorant>. Our dry colorant is **food grade** and range between \$40.00-\$50/lb. Minimum order is 5 lbs. It is 100% colorant with no cornstarch. Unfortunately, we cannot provide free samples for non-food usage. Most consumers find it cost prohibitive to use in non-food applications.

**How do you clean up after color celebrations?**

We often get questions regarding color removal. Natural and synthetic colorants can stain fabric, hair and skin. For best results, remove excess Celebration Powder before applying water and soap. We recommend the use of leaf blowers or other compressed air devices to assist in the removal of Celebration Powder. You may want to consider using large cloth tarps to cover paved areas. Normal liquid dish soap and/or degreaser can be used to

clean paved areas. Power washers will also assist in cleaning paved areas. Baby wipes are good choice for skin. Celebration Powder can be removed from clothes with the use of normal detergent and stain remover.

**What lead time is required to have an order delivered?**

The Order Form for PurColour Celebration Powder has been attached for your convenience. Shipping usually occurs within 2 business days. Add an additional week for orders over 500 lbs. Shipping charges not included. If you are a business or a charity, copies of your Federal Identification Number or Business License is required for tax exemption. Complete payment is required upon order. Shipping charges applied at time of shipment. All purchases are final and cannot be returned or refunded. We recommend LTL trucking for orders over 150 lbs. It typically takes 24 hours to schedule LTL pickup. Normal delivery is 5 – 7 business days within the contiguous United States. If you are receiving your order on a pallet, please indicate if a lift gate is required at shipping address. Plan to have a pallet jack or hand trucks available for unloading.

**Please Help. I need it ASAP!**

If you require rush delivery, a rush fee may be applied to offset scheduling.



Regards,

Odd Pedersen  
President

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