

Distinctive[®] Ink Black Chip AQ

INCI: Black 2 (and) Polyester-5 (and) PVP (and) Laureth-4

April 5, 2013 rev.

The New Black

Carbon black is an ultra-black colorant used to develop cosmetics with the truest black shades available in the marketplace. Also referred to as D&C Black No. 2, carbon black is currently approved for use in eyeliner, brush-on-brow, eye shadow, lipstick, mascara, blush and rouge, make-up, foundation, and nail enamel products. In direct comparison to black iron oxide powders, use levels of carbon black are typically 30% lower, as they provide a more intense, higher quality black color.

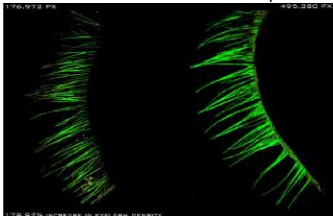


Introducing, a new patented technology containing 40% of high purity grade carbon black, **Distinctive[®] Ink Black Chip AQ**. This easy to handle, non-agglomerating, color concentrate disperses readily in water to render uniform opacity and full color development. Compared to standard aqueous color dispersions, Distinctive[®] Ink Black Chip AQ provides more uniform color distribution, better color intensity, and better formulation stability at lower use levels. Since it is provided in a dry form, Distinctive[®] Ink Black Chip AQ can help reduce the potential for microbial contamination typically associated with water-based products.

BENEFITS

- ◆ Ideal for mascara and eyeliners
- ◆ Provides truest black color
- ◆ Easy handling and manufacturing
- ◆ Preservative-free
- ◆ Cost effective
- ◆ Lash defining and building
- ◆ Improved dispersability and stability
- ◆ High purity

Mascara formula with
5% Distinctive[®] Ink Black Chip AQ



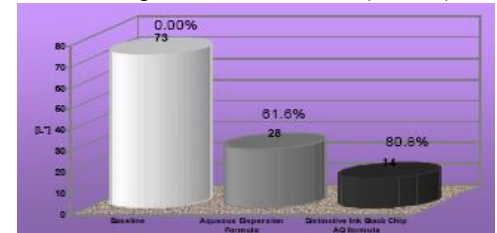
At three strokes, exhibited a 179.92% increase in eyelash volume density compared to baseline

Baseline Carbon Black Dispersion Ink Black Chip AQ



Clinical test shows that a mascara formula with Distinctive[®] Ink Black Chip AQ showed higher color intensity than a formula with a standard carbon black aqueous dispersion.

Reverse Photo Engineering-
Darkening Effect on Blonde Lashes (L* Value)



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