

Distinctive[®] Ink Black Chips AQ

INCI: D&C Black No. 2, PVP, Polyester-5, Laureth-4

December 11, 2010 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.

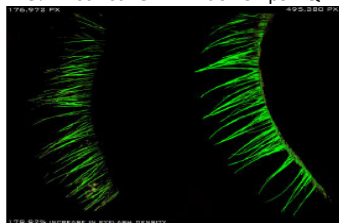


Introducing, a new patented technology containing 40% of high purity grade carbon black, **Distinctive[®] Ink Black Chips AQ**. This easy to handle, non-agglomerating, color concentrate disperses readily in water to render uniform opacity and full color development. Compared to standard aqueous color dispersions, Distinctive[®] Ink Black Chips 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 Chips 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 Chips AQ



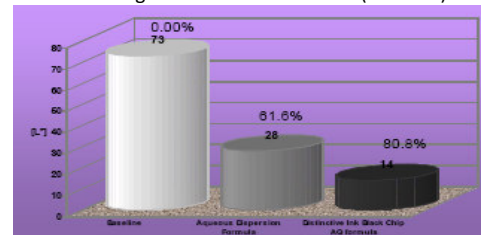
At three strokes, exhibited a 179.92% increase in eyelash volume density compared to baseline

Baseline Carbon Black Dispersion Ink Black Chips AQ



Clinical test shows that a mascara formula with Distinctive[®] Ink Black Chips 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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