

Distinctive[®] Moisturewear Colors

January 5, 2015 rev.

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Moisture Delivery System and Long Lasting Color

Introducing, **Distinctive[®] Moisturewear Colors**, a unique technology from Resources Of Nature (RON) that delivers long-lasting color and moisturizing properties from a luxurious, free-flowing powder. This new moisture/color delivery system is a breakthrough in the controlled, targeted-release of select dyes from anhydrous cosmetic formulations.

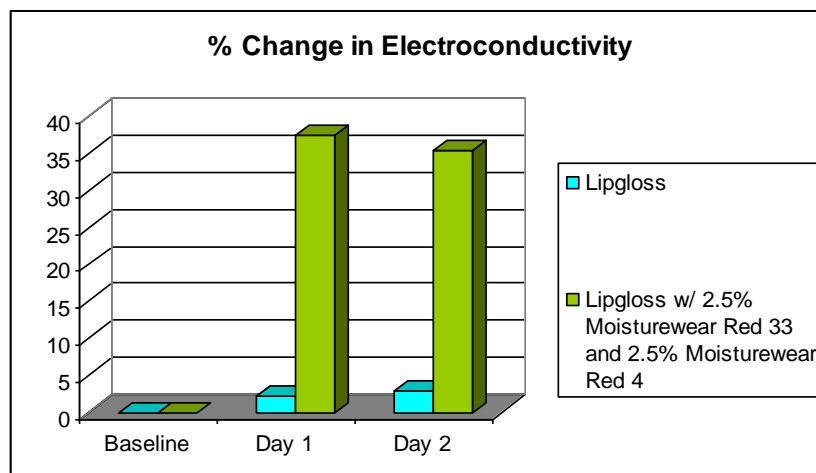


By entrapping water-soluble dyes or stains into RON's special humectant-based matrix, color can be incorporated into powder and hot pour make ups. When deposited onto the skin, sebum and moisture gradually release the dye providing for long lasting color. This innovative functional powder is especially great for lipstick and gloss formulations, providing up to 8 hours of color and softer, plumper lips.

BENEFITS

- ◆ Controlled, targeted release of color
- ◆ Creamy feeling
- ◆ Improved formula compatibility
- ◆ Long lasting color
- ◆ Excellent for anhydrous applications
- ◆ Minimizes appearance of fine lines
- ◆ Highly moisturizing
- ◆ Non-glazing

MOISTURIZING EFFECT



Improvement in moisture and moisture retention observed.

Distinctive[®] Moisturewear Colors

AVAILABLE GRADES*

	PRODUCT NAME	COMPOSITION (INCI)
DC3835	Distinctive [®] Moisturewear Red 33	Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Red 33 (CI 17200)
DC3836	Distinctive [®] Moisturewear Red 4	Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Red 4 (CI 14700)
DC3837	Distinctive [®] Moisturewear Red 7	Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Red 7 (CI 15850)
DC3838	Distinctive [®] Moisturewear Red 40	Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Red 40 (CI 16035)
DC3839	Distinctive [®] Moisturewear Red 22	Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Red 22 (CI 45380)
DC3840	Distinctive [®] Moisturewear Blue 1	Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Blue 1 (CI 42090)
DC3841	Distinctive [®] Moisturewear Yellow 6	Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Yellow 6 (CI 15985)
DC3842	Distinctive [®] Moisturewear Yellow 5	Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Yellow 5 (CI 19140)
DC3843	Distinctive [®] Moisturewear Red 28	Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Red 28 (CI 45410)

*Custom color powders available upon request

FORMULATION GUIDELINES

Recommended Use Level

5.0-7.0%

LIPSTAIN

FORMULA: RON12-7-2

PHASE	INGREDIENT	% BY WEIGHT
A	Indopol H-100	qs
A	Indopol H-300	24.00
A	Liponate TDTM	20.00
A	Salacos HS	1.50
A	Softisan 649	5.00
A	Distinctive [®] Gel OD	5.00
A	Dow Corning 593 Fluid	5.00
A	Polyethylene 1702	5.00
B	Distinctive [®] Moisturewear Red 33	2.50
B	Distinctive [®] Moisturewear Red 4	2.50
C	Covapate Unired LC3779	0.30
		100.00

In the main vessel, equipped with a medium-speed propeller mixer, combine Phase A ingredients and heat to 85-90°C.

Mix until uniform.

At 85-90°C, add Phase B ingredients and mix until uniform.

Add Phase C and mix until uniform.

Cool to ~45°C and pack out.

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PARIS TINT STICK

FORMULA: RON23-74-1

PHASE	INGREDIENT	% BY WEIGHT
A	Jeenate 3H	3.30
A	Beeswax	3.30
A	Copernicia Cerifera (Carnauba) Wax	3.50
A	Euphorbia Cerifera (Candelilla) Wax	3.50
A	Eutanol [®] G	35.40
A	Distinctive[®] Gel OD	10.00
A	Ricinus Communis (Castor) Seed Oil	35.40
A	Distinctive[®] Moisturewear Red 7	5.00
B	Protacide NEO	<u>0.60</u>
		100.00

In the main vessel, equipped with a medium-speed propeller mixer, combine Phase A ingredients and heat to 90°C.
Mix until uniform.
At 90°C, add Phase B ingredients and mix until uniform.
Pour at 90°C.

HYDRATING TINT STICK WITH GLOSS

FORMULA: RON23-74-2

INGREDIENT	INGREDIENT	% BY WEIGHT
A	Softisan [®] 649	22.00
A	Silkflo [®] 364	18.80
A	Maxigloss[™] Plus	29.00
A	Jeenate 3H	3.30
A	Beeswax	3.30
A	Copernicia Cerifera (Carnauba) Wax	3.50
A	Euphorbia Cerifera (Candelilla) Wax	3.50
A	Distinctive[®] Squalane Butter 45	11.00
A	Distinctive[®] Moisturewear Red 7	5.00
B	Protacide NEO	<u>0.60</u>
		100.00

In the main vessel, equipped with a medium-speed propeller mixer, combine Phase A ingredients and heat to 90°C.
Mix until uniform.
At 90°C, add Phase B ingredients and mix until uniform.
Pour at 90°C.

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