

InstaPlump™ Lip Series

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For Fuller, Smoother, Softer Lips

Resources Of Nature (RON) has optimized a combination of cosmetic ingredients for an instant lip-plumping effect: The **InstaPlump™ Lip Series**. This line of products contains patented lip plumping ingredients for immediate results. These products may be used in virtually any lip formulation where plumping activity is desired. Within only minutes of application, a noticeable warming effect with slight tingling is observed, followed by improvement in lip volume. Lips may also gain more color due to an increase in circulation. Effects typically last approximately 2 to 4 hours. However, results may vary based on formulation and use level.



InstaPlump™ Lip products are covered under U.S. Patent #5,571,794. RON offers these products on a *royalty-free* basis to manufacturers and marketers of consumer lip products.

BENEFITS

- ◆ Lip plumping/smoothing
- ◆ Long lasting
- ◆ Reduced lipstick feathering
- ◆ Quick acting

APPLICATIONS

- ◆ Lipsticks
- ◆ Balms
- ◆ Glosses
- ◆ Pomades

GRADE

INCI / Description

InstaPlump™VA
(DC2505)

Octyldodecanol (and) Quaternium-90 Bentonite (and) Propylene Carbonate (and) Methyl Nicotinate (and) Caffeine (and) Niacin

- ◆ A mixture of vasodilators in an easy to formulate gel offers maximum lip plumping function

InstaPlump™LQ
(DC2507)

Hydrogenated Polyisobutene (and) Capsicum Frutescens Fruit Extract (and) Glycine Soja (Soybean) Oil (and) Zingiber Officinale (Ginger) Root Oil (and) Methyl Nicotinate

- ◆ Liquid alternative for thin formulations containing a mixture of plumping ingredients

FORMULATION GUIDELINES

Recommended use level: 4-8%

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