

# T.I.P.P. Sheet



|                          |                                                            |
|--------------------------|------------------------------------------------------------|
| <b>Name:</b>             | <b>Enriched Foundation (Custom Foundation System)</b>      |
| <b>Item Code:</b>        | Varies by Shade/Size                                       |
| <b>Package:</b>          | 8 oz. and 16 oz.                                           |
| <b>Available Shades:</b> | 7 (Ivory, Porcelain, Beige, Tan, Deep, Hazelnut, Espresso) |

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Selling phrases:</b>   | <ul style="list-style-type: none"> <li>• Paraben Free</li> <li>• For dry and/or mature skin</li> <li>• Non-comedogenic/talc free and fragrance free</li> <li>• Mineral based, infused with botanicals</li> <li>• Smoothes and softens skin</li> <li>• Protects and nourishes dry and/or mature skin</li> <li>• SPF 6-8</li> </ul>                                                                                                                                                                                   |
| <b>Reference phrases:</b> | <ul style="list-style-type: none"> <li>• Talc free &amp; fragrance free</li> <li>• Non-comedogenic</li> <li>• Calendula &amp; Cornflower extracts have antibacterial properties</li> <li>• Linden Extract &amp; Vitamin E (antioxidants)</li> <li>• Contains Roman Chamomile &amp; German Chamomile extracts which are soothing to skin (anti-irritants)</li> <li>• Contains Jojoba Oil which is an emollient and closest to skin's natural emollients</li> <li>• Contains St. John's Wort (restoration)</li> </ul> |
| <b>Usage:</b>             | <ul style="list-style-type: none"> <li>• Create a sheer to full-coverage moisturizing foundation in any skin tone</li> <li>• Excellent treatment for dry, sensitive and/or mature skin</li> </ul>                                                                                                                                                                                                                                                                                                                   |

| <b>Ingredient</b>                                | <b>Function</b>                                    |
|--------------------------------------------------|----------------------------------------------------|
| Aqua (Water)                                     | Moisture                                           |
| Propylene Glycol                                 | Humectant                                          |
| Hydrogenated Polybutene                          | Lubricant                                          |
| Steareth-20                                      | Emulsifier                                         |
| C12-C15 Alkyl Benzoate                           | Emollient, moisturizer                             |
| Cetyl Esters                                     | Emulsifier, emollient                              |
| Stearic Acid                                     | Emulsifier                                         |
| Calendula Officinalis Flower (Calendula) Extract | Antibacterial properties                           |
| Anthemis Nobilis Flower (Chamomile) Extract      | Anti-irritant, soothing to skin                    |
| Tilia Cordata Flower (Linden) Extract            | Antioxidant                                        |
| Centaurea Cyanus (Cornflower) Extract            | Antibacterial properties                           |
| Chamomilla Recutita (Matricaria) Flower Extract  | Anti-irritant                                      |
| Hypericum Perforatum (St. John's Wort) Extract   | Promotes well-being                                |
| Steareth-2                                       | Emulsifier                                         |
| Simmondsia Chinensis (Jojoba ) Seed Oil          | Emollient                                          |
| Kaolin                                           | French clay, absorbs oil                           |
| Cetyl Ricinoleate                                | Emulsifier binding agent, derivative of castor oil |
| Triethanolamine                                  | Emulsifier                                         |
| Magnesium Aluminum Silicate                      | Absorbing properties                               |
| Carboxymethyl Cellulose                          | Stabilizer                                         |
| PEG-40 Stearate                                  | Emulsifier                                         |
| Caprylyl Glycol                                  | Skin conditioner, humectant                        |
| Hydrogenated Ricinus Communis (Castor) Seed Oil  | Barrier agent, imparts shine                       |
| Lecithin                                         | Antioxidant, emollient, emulsifier                 |
| Sorbitan Laurate                                 | Emulsifier                                         |
| Propylene Glycol Stearate                        | Lubricating agent, emulsifier                      |
| Propylene Glycol Laurate                         | Emulsifier                                         |
| Natural Fragrance                                | Fragrance                                          |
| Tocopherol (Vitamin E)                           | Antioxidant                                        |
| Disodium EDTA                                    | Chelating agent                                    |
| Citric Acid                                      | Sequestering agent                                 |
| Xanthan Gum                                      | Thickener, emulsifier, stabilizer                  |

May Contain (+/-): Micronized Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Ultramarines (CI 77007), Chromium Oxide Green (CI 77288), Mica (CI 77019).