

# T.I.P.P. Sheet

Name:	Volumizing Mascara
Item Code:	RWM11
Package:	Black tube Silver Cap



Selling Phrases:	<ul style="list-style-type: none"><li>• Pump up the volume with this lengthening and volumizing mascara.</li><li>• Extra-long full brush builds volume instantly.</li><li>• Smudgeproof, water-resistant and long wearing.</li></ul>
Reference Phrases:	<ul style="list-style-type: none"><li>• An intensely black, volumizing mascara that separates, coats, and curls each lash to voluptuous perfection.</li><li>• The formula's lash-care action helps smooth lashes for even more spectacular shape, coverage, and volume.</li><li>• Natural waxes and conditioning Gossypium Herbaceum (cotton) extract creates fuller, bolder lashes.</li></ul>
Usage:	<ul style="list-style-type: none"><li>• Apply one to two coats for long luxurious looking lashes.</li></ul>

Ingredient	Function
AQUA (WATER)	Water
SYNTHETIC BEESWAX	Thickener, emulsifier
COPERNICIA CERIFERA CERA (CARNAUBA) WAX	Thickener, emulsifier
STEARIC ACID	Emollient
ACRYLATES COPOLYMER	Creates water resistance
HELIANTHUS ANNUUS SEED CERA (SUNFLOWER) SEED WAX	Thickener, emulsifier
ACACIA SENEGAL GUM	Film Former
GLYCERYL STEARATE SE	Lipid, Emulsifier
AMINOMETHYL PROPANEDIOL	Ph adjuster
KAOLIN	Opacifying agent
BUTYLENE GLYCOL	Skin conditioning agent
PHENOXYETHANOL	Preservative
CAPRYLYL GLYCOL	Hair conditioning agent
CELLULOSE	Thickener, binder opacifying agent
VEGETABLE GLYCERIN	Lipid
HYDROXYETHYLCELLULOSE	Thickening Agent
GOSSYPIUM HERBACEUM FLOWER EXTRACT (COTTON FLOWER EXTRACT)	Hair Conditioning agent
POTASSIUM SORBATE	Preservative
SODIUM DEHYDROACETATE	Anti-Microbial
PVP	Film Former
BENZOIC ACID	Preservative
CI 77499 (IRON OXIDES)	Natural Colorant
CI 77007 (ULTRAMARINES)	Natural Colorant