

Distinctive® Active Powders

April 4, 2013 rev.

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Moisture Delivery System

Age, exposure to harsh chemicals, UV-irradiation and other environmental aggressors diminish the skin's protective lipid layers, leaving skin exposed and more susceptible to drying and irritation. Makeup powders and anhydrous makeup without hydrators can further aggravate dry skin conditions. Keeping skin well hydrated is essential in keeping it healthy and preventing premature lines and wrinkles. Introducing **Distinctive® Active Powders**, a unique technology from Resources Of Nature (RON), delivering superior, long-lasting moisture-binding benefits of humectants in a luxurious free-flowing powder.



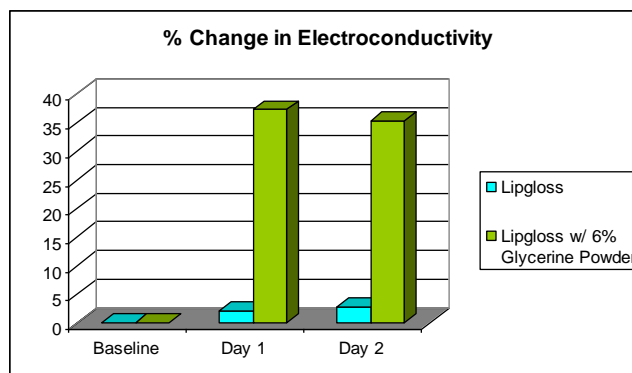
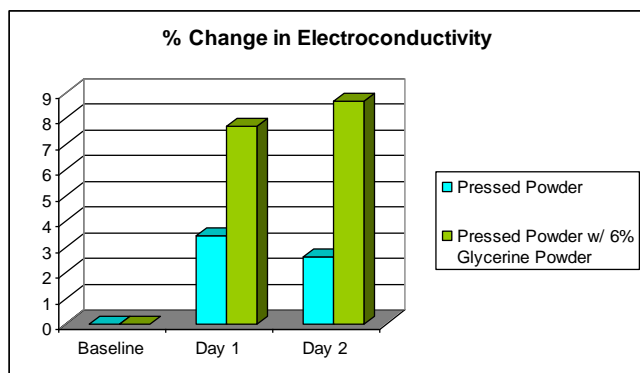
This new moisture delivery system is a breakthrough in the topical-release of active ingredients from cosmetic powder makeup bases. By entrapping humectant carriers into a special mineral-based matrix, active ingredients are delivered from the powder onto the skin's surface for maximum benefit. The result of improved active ingredient delivery allows for innovation of new functional consumer products, especially within the anhydrous formulations category where water cannot be used to carry actives to skin. Targeted release of the entrapped material is accomplished via direct contact with moisture on the skin which activates the humectant carrier along with other active ingredients.

Great for anti-aging and functional makeups, these products help restore moisture balance and improve delivery of active agents while providing a soft focus effect for an immediate perception of smoother skin. With continued use, moisture will improve to plump skin, diminish fine lines and wrinkles and restore skin elasticity for a healthier, more youthful complexion.

BENEFITS

- ◆ Controlled, targeted release of actives
- ◆ Creamy feeling
- ◆ Improved formula compatibility
- ◆ Great for pressed and loose powders, hot pours, lipsticks, glosses
- ◆ Excellent for anhydrous applications
- ◆ Minimize appearance of fine lines
- ◆ Highly moisturizing
- ◆ Non-glazing
- ◆ Custom powders available upon request

MOISTURIZING EFFECT









Novameter was used to measure electroconductivity on the lip and skin surface to detect changes in moisturization. Improvement in moisture and moisture retention observed.

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AVAILABLE GRADES

| | Product Name | Composition (INCI) / Properties |
|--------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DC3822 | Distinctive® Cran-Glycerin Powder  | <p>Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Vaccinium Macrocarpon (Cranberry) Fruit Extract (and) Phospholipids (and) Betaine</p> <p>Rich in plant-based humectants and skin protecting extracts: Cranberry-based omega oils, vitamin E and tocotrienols provide excellent protection from free radicals and other environmental aggressors, while helping to maintain skin softness and elasticity for a younger complexion.</p> |
| DC3853 | Distinctive® Glycerin Powder LL  | <p>Glycerin (and) Calcium Aluminum Borosilicate (and) Lauroyl Lysine (and) Silica (and) Phospholipids</p> <p>Provides long-lasting moisturization and a super-luxurious, creamy feel.</p> |
| DC3846 | Distinctive® Glycerin Powder P  | <p>Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Phospholipids</p> <p>Perfect for anhydrous systems where long-lasting moisturizing effect is desired.</p> |
| DC3738 | Distinctive® Osmolytic Glycerin Powder  | <p>Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Betaine</p> <p>For maximum moisture retention this powder contains betaine, a highly effective, natural humectant.</p> |
| DC3741 | Distinctive® Micro-Dispersion  | <p>Glycerin (and) Calcium Aluminum Borosilicate (and) Silica (and) Lysolecithin (and) Perilla ocyroides Seed Oil</p> <p>Delivers vesicles of highly compliant phospholipids and essential fatty acids to smooth fine lines and calm irritation. Stimulates collagen and laminin synthesis, and protects skin from free radicals.</p> |
| DC3775 | Distinctive® Vitamin E Glycerin Powder  | <p>Glycerin (and) Magnesium Silicate (and) Silica (and) Tocopheryl Acetate</p> <p>Excellent for added moisturization and protection from oxidative damage. Perfect for anti-aging make ups. Defends skin against damaging free radicals.</p> |

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FORMULATION GUIDELINES

Recommended Use Level

5.0-7.0%

PRESSED POWDER WITH GLYCERIN POWDER

| PHASE | INGREDIENT | % BY WEIGHT | SUPPLIER |
|-------|---------------------------------------------------|--------------|--------------------------|
| A | Mica (and) Aluminum Dimyristate | 33.60 | Resources of Nature, LLC |
| A | Mica | 6.50 | |
| A | Distinctive® Glycerin Powder P | 6.00 | |
| A | Zinc Myristate | 7.00 | |
| A | Mica (and) Silica | 7.00 | |
| A | Distinctive® Silken Kaolin | 10.00 | Resources of Nature, LLC |
| A | Distinctive® RON Ti 12 Si-TR | 2.00 | Resources of Nature, LLC |
| A | Iron Oxide (C.I. 77492) (and) Magnesium Myristate | 1.00 | |
| A | Iron Oxide (C.I. 77499) (and) Magnesium Myristate | 0.10 | |
| A | Iron Oxide (C.I. 77491) (and) Magnesium Myristate | 0.30 | |
| B | Coco-Caprylate/Caprates | 3.00 | |
| B | Octyldodecyl Stearoyl Stearate | 3.00 | |
| B | Bis-Diglyceryl Polyacyladipate-2 | 0.50 | |
| B | Preservative | <u>q.s.</u> | |
| | | 100.00 | |

In main vessel, combine Phase A ingredients. Blend and micro pulverize for 4 minutes. Combine Phase B and mix until uniform. Add Phase B to Phase A and micro pulverize for 4 minutes in 30 second intervals. Press at 1500 psi for 7 seconds.

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