

InstaPlump™ Lip Series

January 9, 2013 rev.

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	◆ Reduced lipstick feathering
	◆ Long lasting	◆ Quick acting
APPLICATIONS	◆ Lipsticks	◆ Glosses
	◆ Balms	◆ 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%

The information contained in this technical bulletin is presented in good faith, and to the best of our knowledge believed to be true and accurate. No representations or warranties, expressed or implied is made or intended. Information is supplied upon the condition that the persons receiving same will make their own determination as to its suitability for their purposes prior to use. No recommendation should be construed as an inducement to use a material in infringement of patents or applicable government regulations. In no event will Resources of Nature be responsible or liable for any loss of profits, lost goodwill, direct, special, indirect, incidental, or consequential damages of any nature whatsoever.

RESOURCES OF
NATURE

AMMEREX

DISTRIBUTED BY

UNIT 2 CORINUM INDUSTRIAL ESTATE
RAANS ROAD, AMERSHAM
HP6 6JQ, UNITED KINGDOM

TEL: +44 (0) 1494 410160
FAX: +44 (0) 1494 722320
EMAIL: SALES@AMMEREX.COM