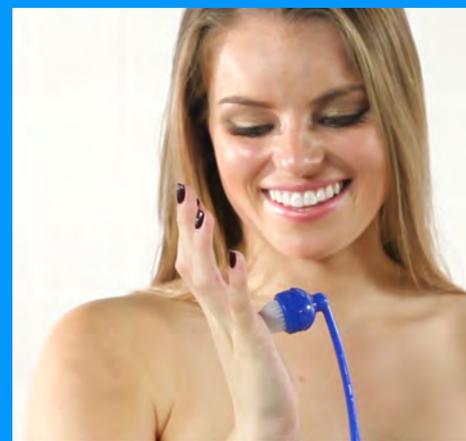


MYSHINEY  
HINEY®

# Intimate Area Cleansing System



[myshineyhiney.com](http://myshineyhiney.com)

Available in 6 colors!



# 2016 CLEANSING KITS



Whether you call it your derrière, rump, or where the sun don't shine, this body part often receives just a cursory scrub in the shower. My Shiney Hiney makes the cleansing easier and more thorough with an ergonomic brush that accesses that hard-to-reach area.

As you shower, just dip the brush (or finger brush, if you're looking for added control) into the moisturizing cleanser and scrub private parts free of odors and impurities. Once clean, dry, and pleasantly scented, apply the whitening formula as a final step to soothe skin and fade any discolorations. The cleaning regimen is designed to make you feel more confident as you go about your day.

SKU	DESCRIPTION	UPC	MSRP
HB-00570-0	MSH Silky Soft Bristle Personal Cleansing Kit - Lavender	857664005700	\$19.99
HB-00569-4	MSH Silky Soft Bristle Personal Cleansing Kit - Blue	857664005694	\$19.99
HB-00568-7	MSH Silky Soft Bristle Personal Cleansing Kit - Royal	857664005687	\$19.99
HB-00567-0	MSH Silky Soft Bristle Personal Cleansing Kit - Coral	857664005670	\$19.99
HB-00566-3	MSH Silky Soft Bristle Personal Cleansing Kit - Black	857664005663	\$19.99
HB-00565-6	MSH Silky Soft Bristle Personal Cleansing Kit - White	857664005656	\$19.99
HB-00563-2	MSH Softer Medium Bristle Personal Cleansing Kit - Black	857664005632	\$19.99
HB-00564-9	MSH Softer Medium Bristle Personal Cleansing Kit - White	857664005649	\$19.99
HB-00562-5	MSH Softer Medium Bristle Personal Cleansing Kit - Coral	857664005625	\$19.99
HB-00561-8	MSH Softer Medium Bristle Personal Cleansing Kit - Royal	857664005618	\$19.99
HB-00560-1	MSH Softer Medium Bristle Personal Cleansing Kit - Blue	857664005601	\$19.99
HB-00559-5	MSH Softer Medium Bristle Personal Cleansing Kit - Lavender	857664005595	\$19.99



# 2015 CLEANSING KITS



The original My Shiney Hiney Brush Set is the Perfect tool for your personal hygiene needs. With soft or medium bristles attached to an ergonomically designed curved applicator brush, the My Shiney Hiney allows for easy accessibility to your most hard to reach personal places.

The My Shiney Hiney brush set comes with:

- Applicator brush
- Three medium replaceable brush heads
- A suction cup shower holder
- Finger brush for an even more intimate cleanse

SKU	DESCRIPTION	UPC	MSRP
HB-00512-0	MSH Soft Bristle Personal Cleansing Kit - Blue	857664005120	\$19.99
HB-00513-7	MSH Soft Bristle Personal Cleansing Kit - Lavender	857664005137	\$19.99
HB-00514-4	MSH Soft Bristle Personal Cleansing Kit - Pink	857664005144	\$19.99
HB-00515-1	MSH Soft Bristle Personal Cleansing Kit - Violet	857664005151	\$19.99
HB-00516-8	MSH Medium Bristle Personal Cleansing Kit - Blue	857664005168	\$19.99
HB-00517-5	MSH Medium Bristle Personal Cleansing Kit - Lavender	857664005175	\$19.99
HB-00518-2	MSH Medium Bristle Personal Cleansing Kit - Pink	857664005182	\$19.99
HB-00519-9	MSH Medium Bristle Personal Cleansing Kit - Violet	857664005199	\$19.99

## REPLACEMENT HEADS

SKU	DESCRIPTION	UPC	MSRP
HB-00571-7	MSH Silky Soft Bristle Replacement Brushes (3pk)	857664005717	\$7.99
HB-00520-5	MSH Soft Bristle Replacement Heads (3 Pack)	857664005205	\$7.99
HB-00521-2	MSH Medium Bristle Replacement Heads (3 Pack)	857664005212	\$7.99



# Product Related Questions



## What is the My Shiny Hiney?

With six (6) great colors to choose from, the original My Shiny Hiney brush set is the perfect tool for your personal hygiene needs. With four (4) bristle texture choices attached to an ergonomically designed curved applicator brush, the My Shiny Hiney allows for easy accessibility to your most hard to reach personal places.

## What is included in the My Shiny Hiney Complete Kit?

The My Shiny Hiney brush set comes with applicator brush, three bristle replaceable brush heads, a suction cup shower holder and the finger brush for an even more intimate cleanse.

## How much does My Shiny Hiney cost?

The Shiny Hiney brush set is available for only \$19.99.

## Does My Shiny Hiney really work?

Yes! It's plain to see how My Shiny Hiney brush set works, but the proof is in the refreshing cleanse after using it!

## What does the cleansing cream do?

The My Shiny Hiney Cleansing Cream removes odor and impurities while also conditioning skin with moisture from its rich enriching formula.

## Do I have to use the cleansing cream?

We suggest using the My Shiny Hiney Cleansing Cream with the My Shiny Hiney Brush Set for the most desirable results. However, should you choose to use the cleansing cream or brush set separately, each will yield a clean and fresh effect.

## What does the whitening / lightening cream do?

The My Shiny Hiney Whitening Cream is blended with enhanced ingredients for a more glorious, dazzling and balanced complexion. My Shiny Hiney Whitening Cream can be applied to lighten dark skin.

- Fades dark skin for a more even skin tone
- Moisturizers condition the skin, leaving it soft and smooth
- Blended with soothing and gentle ingredients to leave skin calm

## Do I have to use the whitening cream?

We suggest using the My Shiny Hiney Whitening Cream with the My Shiny Hiney Complete Kit for the most comprehensive results. However, should you choose to use the whitening cream individually, the My Shiny Hiney Whitening Cream will lighten dark skin.

# Product Related Questions



## How often can I use the whitening cream?

For best results, apply 1-2 times per day on clean, dry, hairless skin.

## How long do the brushes last?

The longevity of the My Shiny Hiney Brush Heads depends on frequency of use and/or rigorousness of washing. Compare brush head replacements to that of use of a toothbrush. Replace as you see fit but typically once the bristle begin to misshape or thin.

## How should I store the My Shiny Hiney Brush?

Storing the My Shiny Hiney Brush is important and easy thanks to the suction cup shower holder. By placing your My Shiny Hiney Brush in the shower holder, your letting gravity do its job. Storing your My Shiny Hiney Brush upright, will allow the water drain away from the head of the brush. You want The brush to air dry thoroughly. Make sure the My Shiny Hiney Brush has access to good air circulation, and doesn't suffocate in small drawers or cabinets when not in use.

## Are there differences in the cleansing creams?

All the cleansing creams have the same benefits and features of the quality ingredients they are Formulated with. The differences between the three cleansing creams are the unique scents each offer.

- Lemon Verbena: All natural extract of verbena aids in calming skin; orange, geranium and lemon tree essential oils leave a delicious and fresh aroma.
- Citrus Ginger: Citrus and ginger are infused into the conditioning cream to create a relaxing and soothing effect as well as leaving a clean and fresh aroma.
- Passion Fruit: This vibrant and juicy fragrance features a tropical passion fruit. The sexy pairing of conditioning cleansing cream and exotic scents is like a tropical escape for your hiney.

## Does the My Shiny Hiney work for women or men?

The My Shiny Hiney is designed for use of both men and women alike. With two different types of brushes available, choosing between soft or medium bristles is a personal preference.

## How does My Shiny Hiney compare to other home cleansing and whitening systems?

My Shiny Hiney is the only home cleansing kit that is guaranteed to give you an effective and refreshing clean. The ergonomically designed curved applicator is the only brush on the market that allows for easy accessibility to you're your most hard to reach personal places. My Shiny Hiney Complete Kit is the only comprehensive kit that offers cleansing tools, creams and whiteners all in one!



# CLEANSING CREAMS

**Available in 3 scents**

- Citrus Ginger
- Passion Fruit
- Lemon Verbena



Give your rear a well-deserved treat with the My Shiny Hiney Cleansing Cream. The My Shiny Hiney Cleansing Cream removes odors and impurities while also conditioning skin with moisture from its rich enriching formula.

**Key Product Features:**

- Helps skin retain moisture
- Reduces inflammation
- Gives skin a soft and smooth appearance
- Gently cleanses while conditioning skin
- Long lasting fragrance

The ingredients used in My Shiny Hiney Cleansing Creams meet or exceed all cosmetic quality standards, including those of the US Food & Drug Administration (FDA).

**Directions:** Wet the area with lukewarm water. Dip your My Shiny Hiney Applicator Brush into the cleansing cream, thoroughly coating the applicator bristles. Brush cleansing cream onto skin with a gentle, circular motion. Rinse.

SKU	DESCRIPTION	UPC	MSRP
HB-00534-2	MSH Passion Fruit Cleansing Cream - 1.7 oz	857664005342	\$12.99
HB-00535-9	MSH Lemon Verbena Cleansing Cream - 1.7 oz	857664005359	\$12.99
HB-00536-6	MSH Citrus Ginger Cleansing Cream - 1.7 oz	857664005366	\$12.99



# CLEANSING CREAMS

## Unique Selling Propositions

Retains moisture

Reduces inflammation

Gives skin a soft and smooth appearance

Gently cleanses while conditioning skin

Long lasting fragrance

My Shiny Hiney Cleansing Creams use the same quality ingredients as found in top-line products like: Crme De La Mer, Neutrogena, Avon, Murad, Clinique, and more.

The ingredients used in My Shiny Hiney Cleansing Creams meet or exceed all cosmetic quality standards, including those of the US Food & Drug Administration (FDA).

## About the Scents

**Passion Fruit:** This vibrant and juicy fragrance features a tropical passion fruit. The sexy pairing of conditioning cleansing cream and exotic scents is like a tropical escape for your hiney.

**Citrus Ginger:** Citrus and ginger are infused into the conditioning cream to create a relaxing and soothing effect as well as leaving a clean and fresh aroma.

**Lemon Verbena:** All natural extract of verbena aids in calming skin; orange, geranium and lemon tree essential oils leave a delicious and fresh aroma.

## FAQ'S

**Q:** What does the cleansing cream do?

**A:** The My Shiny Hiney© Cleansing Cream removes odor and impurities while also conditioning skin with moisture from its rich enriching formula.

**Q:** Do I have to use the cleansing cream?

**A:** We suggest using the My Shiny Hiney© Cleansing Cream with the My Shiny Hiney Brush Set for the most desirable results. However, should you choose to use the cleansing cream or brush set separately, each will yield a clean and fresh effect.

## Water

### Decyl Oleate

**What it is:** Decyl Oleate is derived from Decyl Alcohol and Oleic Acid, a naturally occurring fatty acid.

**What it does:** Decyl Oleate is a lubricant: it creates a film on the skin that gives it a soft and smooth appearance.

**Other products that use this ingredient:** Creme De La Mer

### Cetyl Alcohol

**What it is:** Cetyl Alcohol, one of the components of Cetearyl Alcohol, is a fatty acid that occurs naturally in plants and animals but can also be made synthetically.

**What it does:** Cetyl Alcohol is an emollient that makes skin soft and smooth. Cetyl Alcohol is also thickener agent. It gives body to a product and increases or stabilizes foaming capacity.

**What it does :** It is used in conditioners to make them rich and creamy and it also helps lift sebum off hair. In addition, it is an emulsifier: it keeps the oils and water in a product from separating.

**Other products that use this ingredient:** Cetaphil Gentle Skin Cleanser

### Cetearyl Isononanoate

**What it is:** Isononanoic acid

**What it does:** Added to cosmetic products to help softens, smooth or lubricates the skin

**Other products that use this ingredient:** Avon Products

### Glyceryl Stearate

**What it is:** Glyceryl Stearate SE is a "Self-Emulsifying" form of Glyceryl Stearate.

**What it does:** Glyceryl Stearate is an emulsifier: it prevents the oily and liquidy parts of a formula from separating.

**Other products that use this ingredient:** EpicŽ Skin Care

### Butylene

**What it is:** Butylene Glycol is a clear and colorless liquid.

**What it does:** Butylene Glycol is a solvent. It is very used in makeup removers to dissolve any traces of makeup on your face. In addition, this ingredient is also used to decrease the thickness of liquid products.

**Other products that use this ingredient:** Clinique Smart Custom Repair Serum



# OUR INGREDIENTS

## Sodium PCA

**What it is:** It is the sodium salt of Pyroglutamic Acid, a naturally occurring Amino Acid known as Proline, that is found in proteins.

**What it does:** Retains moisture, anti-aging, preventing our skin cells from losing water and drying out, reduces inflammation,

**Other products that use this ingredient:** Baume de Rose by Terry

**Fragrance:** Each offer different scents

## Glycerin

**What it is:** Glycerin, also called Glycerine and Glycerol, is a substance present in all human and animal fats. It can be derived naturally by the fermentation of sugars or hydrolysis (decomposition of a chemical compound by reaction with water) of fats, but it can be also synthetically made in a lab.

**What it does:** Glycerin is a humectant: it has the ability to draw water from the environment and the dermis (the lower layers of skin) into the outer (surface) layers of the skin. It also helps keep the skin's natural barrier intact. Because of this, Glycerin helps keep skin moisturized and soft, preventing dryness. And it doesn't just work on skin; it has the same benefits on hair too.

**Other products that use this ingredient:** Almost all moisturizers

## Ceteareth-20

**What it is:** A fatty alcohol.

**What it does:** This ingredient is one of the most common emollients used in cosmetics,

**Other products that use this ingredient:** Perricone MD

## Ceteareth – 12

**What it is:** A fatty alcohol.

**What it does:** Emulsifying

**Other products that use this ingredient:** Neutrogena Extra Gentle Eye Makeup Remover Pads

## Cetearyl Alcohol

**What it is:** Cetearyl Alcohol is a fatty alcohol that can be derived synthetically or from coconut oil.

**What it does:** Cetearyl Alcohol is an emollient: it makes skin soft and smooth. It is also used as an emulsifier to prevent the oil and liquid parts of a product from separating, and as a thickener, to change the consistency of liquid products.

**Other products that use this ingredient:** Ojon Dry Recovery Intensive Hydrating 2 Minute Hair Mask

## Cetyl Palmitate

**What it is:** Pure vegetable lipid derived from cetyl alcohol & palmitic acid.

**What it does:** Great skin-conditioning and emollient ingredient, also used as occlusive and masking ingredient, enhances emulsion stability, excellent film former, reduces greasy feel of oil systems, improves payoff characteristics in stick cosmetics.

**Other products that use this ingredient:** EstŽe Lauder Self Tan

## Peg-100 Stearate

**What it is:** PEG-100 Stearate is made by combining natural oils (oftentimes palm or coconut) with Stearic Acid to form a water-soluble ester.

**What it does:** PEG-100 Stearate is primarily used by the cosmetics and beauty care industry as an emollient, an emulsifier and a moisturizer, although PEG Stearates in general are also known to clean the skin and hair by helping water to mix with oil and dirt so that they can be rinsed away.

**Other products that use this ingredient:** Murad Time Release Retinol Concentrate For Deep Wrinkles:

## Disodium EDTA

**What it is:** Disodium EDTA, also called Ethylenediaminetetraacetic Acid, is a crystalline powder.

**What it does:** Disodium EDTA is a chelating agent: it prevents the trace elements, such as minerals, that are present in water from binding with the ingredients present in a product.

**What it does:** This is useful because otherwise these trace elements could change the texture, odor or consistency of a product, causing it to look opaque and dirty, smell rancid and even make it go bad. It also prevents these trace elements from depositing on our skin and hair. In addition, Disodium EDTA can improve the cleaning and foaming abilities of a product and also helps to stabilize formulations.

**Other products that use this ingredient:** Clinique Aromatics Elixir Body Smoother

## Sodium Hydroxide

**What it is:** White solids which occur in several forms, including powders

**What it does:** Sodium Hydroxide is used to control the pH of cosmetics and personal care products.

**Other products that use this ingredient:** Redken For Men Clean Brew Extra Cleansing Shampoo

## Carbomer

**What it is:** Carbomer is a term used for a series of polymers primarily made from acrylic acid. The Carbomers are white, fluffy powders but are frequently used as gels in cosmetics and personal care products.

**What it does:** The Carbomers help to distribute or suspend an insoluble solid in a liquid. They are also used to keep emulsions from separating into their oil and liquid components. Carbomers are often used to control the consistency and flow of cosmetics and personal care products.

**Other products that use this ingredient:** Clinique Aromatics Elixir Body Smoother

## Phenoxyethanol

**What it is:** Phenoxyethanol, also known as Ethylene Glycol Monophenyl Ether, is a glycol ether and bactericide (that functions as a disinfectant, antiseptic or antibiotic)

**What it does:** that is primarily used as a preservative in cosmetics and beauty products. It is also seen as a fragrance additive, a fixative for perfumes, an insect repellent ingredient in sunscreens, a topical **antiseptic ingredient, and solvent.**

**Other products that use this ingredient:** Bamboo Smooth Kendi Oil Dry Oil Mist

## Caprylyl Glycol

**What it is:** Caprylyl Glycol has 8 carbons in the carbon chain.

**What it does:** Ingredients that prevent or retard bacterial growth, and thus protect cosmetic products from spoilage.

**Other products that use this ingredient:** Some Clinique Products: Clinique Smart Custom Repair Serum

## Sorbic Acid

**What it is:** Sorbic Acid is a white, free-flowing, crystalline powder. Potassium Sorbate, the potassium salt of Sorbic Acid, occurs as a white crystalline powder, white granules, or pellets. In cosmetics and personal care products, Sorbic Acid and Potassium Sorbate are used primarily in the formulation of facial and eye makeup and skin care and hair products.

**What it does:** Sorbic Acid and Potassium Sorbate kill microorganisms, or prevent or retard their growth and reproduction, and thus protect cosmetics and personal care products from spoilage.

**Other products that use this ingredient:** Diorskin Nude Foundation

## Titanium Dioxide

**What it is:** Titanium Dioxide is a white mineral.

**What it does:** Titanium Dioxide is often used in sunscreens because it reflects and scatters UV radiation, protecting from all UVB and short UVA rays. In sunscreens, it can be used in concentrations up to 25%. Additionally, Titanium Dioxide gives opacity and a white color to cosmetics. It is also used as a thickener.

**Other products that use this ingredient:** Murad Time Release Retinol Concentrate For Deep Wrinkle

# LIGHTENING CREAM



The My Shiny Hiney Lightening Cream is blended with enhanced ingredients for a more glorious, dazzling and balanced complexion. My Shiny Hiney Lightening Cream can be applied twice a day to lighten dark skin.

### Key Features:

- Fades dark skin for a more even skin tone
- Moisturizers condition the skin, leaving it soft and smooth
- Blended with soothing and gentle ingredients to leave skin calm

**Directions:** For best results, apply 1-2 times per day on clean, dry, hairless skin. Spread a thin layer onto the skin area you wish to lighten, letting the My Shiny Hiney Lightening Cream absorb for 10 minutes before putting on clothes.

SKU	DESCRIPTION	UPC	MSRP
HB-00573-1	MSH Whitening Cream w/Pump (1oz)	857664005731	\$24.99
HB-00533-5	MSH Whitening Cream - 1 oz	857664005335	\$19.99



## UNIQUE SELLING PROPOSITIONS

- Soothes while lightening dark skin
- Retains moisture
- Reduces inflammation
- Gives skin a soft and smooth appearance

My Shiny Hiney Lightening Cream uses the same quality ingredients as found in top-line products like: Nivea, Elizabeth Arden, Tom's of Maine, Creme De La Mer, Clinique, L'Oreal, Crabtree & Evelyn and more.

The ingredients used in My Shiny Hiney Lightening Creams meet or exceed all cosmetic quality standards, including those of the US Food & Drug Administration (FDA).

## FAQ'S

**Q:** What does the whitening cream do?

**A:** The My Shiny Hiney Whitening Cream is blended with enhanced ingredients for a more glorious, dazzling and balanced complexion. My Shiny Hiney© Whitening Cream can be applied to lighten dark skin.

- Fades dark skin for a more even skin tone
- Moisturizers condition the skin, leaving it soft and smooth
- Blended with soothing and gentle ingredients to leave skin calm

**Q:** Do I have to use the whitening cream?

**A:** We suggest using the My Shiny Hiney© Whitening Cream with the My Shiny Hiney Complete Kit for the most comprehensive results. However, should you choose to use the whitening cream individually, the My Shiny Hiney© Whitening Cream will lighten dark skin.

**Q:** How often can I use the whitening cream?

**A:** For best results, apply 1-2 times per day on clean, dry, hairless skin.

# OUR INGREDIENTS



## Water

### Propylene Glycol

**What it is:** It is a colorless and odorless liquid and is completely water-soluble.

**What it does:** It is a very effective humectant, it is a solvent or carrier agent for fragrances and preservative, it can be used as an emulsifier or co-surfactant, it is used as a solvent for pigments in cosmetics, it can be used as a preservative due to its anti-fungal and anti-microbial properties, it is frequently used in deodorants and antiperspirants, it is found in hand cleansers and disinfecting gels, it is a common additive in shaving creams and gels.

**Other products that use this ingredient:** Tom's of Maine

### Mineral Oil (Paraffinum Liquidum)

**What it is:** Medicinal liquid paraffin, also known as paraffinum liquidum, is a very highly refined mineral oil used in cosmetics and for medical purposes.

**What it does:** Mineral Oil is used in many cosmetics and skincare products because it is inexpensive, rarely causes allergies or irritations and is considered to be one of the best moisturizing ingredients available. It creates a protective barrier on the skin that binds moisture in and prevents water loss, keeping skin hydrated. In addition, it has effective wound healing properties.

**Other products that use this ingredient:** Baby oil

### Cetearyl Alcohol

**What it is:** Cetearyl Alcohol is a fatty alcohol that can be derived synthetically or from coconut oil.

**What it does:** Cetearyl Alcohol is an emollient: it makes skin soft and smooth. It is also used as an emulsifier to prevent the oil and liquid parts of a product from separating, and as a thickener, to change the consistency of liquid products.

**Other products that use this ingredient:** Ojon Dry Recovery Intensive Hydrating 2 Minute Hair Mask

### Cetyl Alcohol

**What it is:** Cetyl Alcohol, one of the components of Cetearyl Alcohol, is a fatty acid that occurs naturally in plants and animals but can also be made synthetically

**What it does:** Cetyl Alcohol is an emollient that makes skin soft and smooth. Cetyl Alcohol is also a thickener agent. It give body to a product and increases or stabilizes foaming capacity. It is used in conditioners to make them rich and creamy and it also helps lift sebum off hair. In addition, it is an emulsifier; it keeps the oils and water in a product from separating.

**Other products that use this ingredient:** Elizabeth Arden Flawless Future Moisture Cream Broad Spectrum SPF 30

# OUR INGREDIENTS



## Butyrospermum Parkii (Shea) Butter

**What it is:** Shea Butter (*Butyrospermum parkii*) is a slightly ivory-coloured natural fat obtained by cold pressing the seeds of the karite tree.

**What it does:** Shea Butter is used in many rich moisturizers and creams because, being high in fatty acids, it is an excellent skin emollient that helps to keep skin soft, smooth, and moisturized. In addition, it has antioxidant properties.

**Other products that use this ingredient:** Jack Black Intense Therapy Lip Balm SPF 25

## Persea Gratissima (Avocado) Oil

**What it is:** Persea Gratissima (Avocado) Oil is obtained by pressing the fleshy pulp that surrounds the avocado pit.

**What it does:** Avocado oil is an occlusive skin-conditioning agent: it prevents the evaporation of water from the skin, thus helping to keep it hydrated. In addition, avocado oil helps protect skin against UV damage

**Other products that use this ingredient:** Crabtree & Evelyn Avocado Oil Body Lotion

## Tocopheryl Acetate (Vitamin E)

**What it is:** Tocopheryl acetate, also known as vitamin E acetate, is a common vitamin supplement with the molecular formula  $C_{31}H_{52}O_3$ . It is the ester of acetic acid and tocopherol.

**What it does:** Improves the skin texture and the moisture content in the skin, reduces the severity of sunburns, increases the effect of sunscreen ingredients, prevents of melanin deposits, potent anti-inflammatory ingredient, promotes hair growth, improves the stability of cosmetics.

**Other products that use this ingredient:** Creme De La Mer

## Lavandula Angustifolia (Lavender) Oil

**What it is:** Lavender oil is an essential oil obtained by distillation from the flower spikes of certain species of lavender.

**What it does:** Lavender oil, which has long been used in the production of perfume, can also be used in aromatherapy. The scent has a calming effect.

**Other products that use this ingredient:** Jean Paul Gaultier Le Male

## Glyceryl Stearate

**What it is:** Glyceryl Stearate SE is a "Self-Emulsifying" form of Glyceryl Stearate.

**What it does:** Glyceryl Stearate is an emulsifier: it prevents the oily and liquid parts of a formula from separating.

**Other products that use this ingredient:** Epicé Skin Care

# OUR INGREDIENTS



## Cetareth-20

**What it is:** A fatty alcohol.

**What it does:** This ingredient is one of the most common emollients used in cosmetics,

**Other products that use this ingredient:** Perricone MD

## Carbomer

**What it is:** Carbomer is a term used for a series of polymers primarily made from acrylic acid. The Carbomers are white, fluffy powders but are frequently used as gels in cosmetics and personal care products.

**What it does:** The Carbomers help to distribute or suspend an insoluble solid in a liquid. They are also used to keep emulsions from separating into their oil and liquid components. Carbomers are often used to control the consistency and flow of cosmetics and personal care products.

**Other products that use this ingredient:** Clinique Aromatics Elixir Body Smoother

## Sodium Polyacrylate

**What it is:** Sodium polyacrylate, also known as waterlock, is a sodium salt of polyacrylic acid with the chemical formula  $[-CH_2-CH(COONa)-]_n$  and broad application in consumer products.

**What it does:** Sodium Polyacrylate is also used in a variety of formulas because of its other properties, including as an absorbing agent, emulsion stabilizer, film former, emollient, and viscosity increasing agent. Sodium Polyacrylate is also used as a sequestering agent in cleansers and detergents because of its ability to bind to hard water elements like calcium and magnesium, allowing the surfactants to work more effectively.

**Other products that use this ingredient:** Eucerin Hyaluron Filler Concentrate

## Ethylhexyl Stearate

**What it is:** Ethylhexyl Stearate, is a yellow, oily substance.

**What it does:** Ethylhexyl Stearate is an emollient: it gives skin a soft and smooth appearance while preventing water loss. In addition, it is also a thickening agent.

**Other products that use this ingredient:** Pupa Viso Di Velluto 3 in 1

## Trideceth-6

**What it is:** Trideceth-6 is the polyethylene glycol (PEG) ether of tridecyl alcohol, with 6 units of ethylene oxide in the molecule it is sometimes derived from vegetable oil.

**What it does:** It is seen in a variety of cosmetics and personal care products as both a surfactant and emulsifier.

**Other products that use this ingredient:** L'Oreal Paris Advanced Haircare Total Repair 5 Damage-Erasing Balm

# OUR INGREDIENTS



## Disodium EDTA

**What it is:** Disodium EDTA, also called Ethylenediaminetetraacetic Acid, is a crystalline powder.

**What it does:** Disodium EDTA is a chelating agent: it prevents the trace elements, such as minerals, that are present in water from binding with the ingredients present in a product.

**Other products that use this ingredient:** Clinique Aromatics Elixir Body Smoother

## Sodium Hydroxide

**What it is:** White solids which occur in several forms, including powders

**What it does:** Sodium Hydroxide is used to control the pH of cosmetics and personal care products.

**Other products that use this ingredient:** Redken For Men Clean Brew Extra Cleansing Shampoo

## 4-N-Butylresorcinol

**What it is:** Liposome-encapsulated cream

**What it does:** Anti-inflammatory, anti-oxidative and skin-whitening effects is provided to reduce skin irritation and improve stability against oxygen.

**Other products that use this ingredient:** Nivea Extra Whitening Skin Therapy Serum SPF 33

## Phenoxethanol

**What it is:** Phenoxyethanol, also known as Ethylene Glycol Monophenyl Ether, is a glycol ether and bactericide (that functions as a disinfectant, antiseptic or antibiotic)

**What it does:** that is primarily used as a preservative in cosmetics and beauty products. It is also seen as a fragrance additive, a fixative for perfumes, an insect repellent ingredient in sunscreens, a topical antiseptic ingredient, and solvent.

**Other products that use this ingredient:** Bamboo Smooth Kendi Oil Dry Oil Mist

## Caprylyl Glycol

**What it is:** Caprylyl Glycol has 8 carbons in the carbon chain.

**What it does:** Ingredients that prevent or retard bacterial growth, and thus protect cosmetic products from spoilage.

**Other products that use this ingredient:** Some Clinique Products: Clinique Smart Custom Repair Serum

## Sorbic Acid

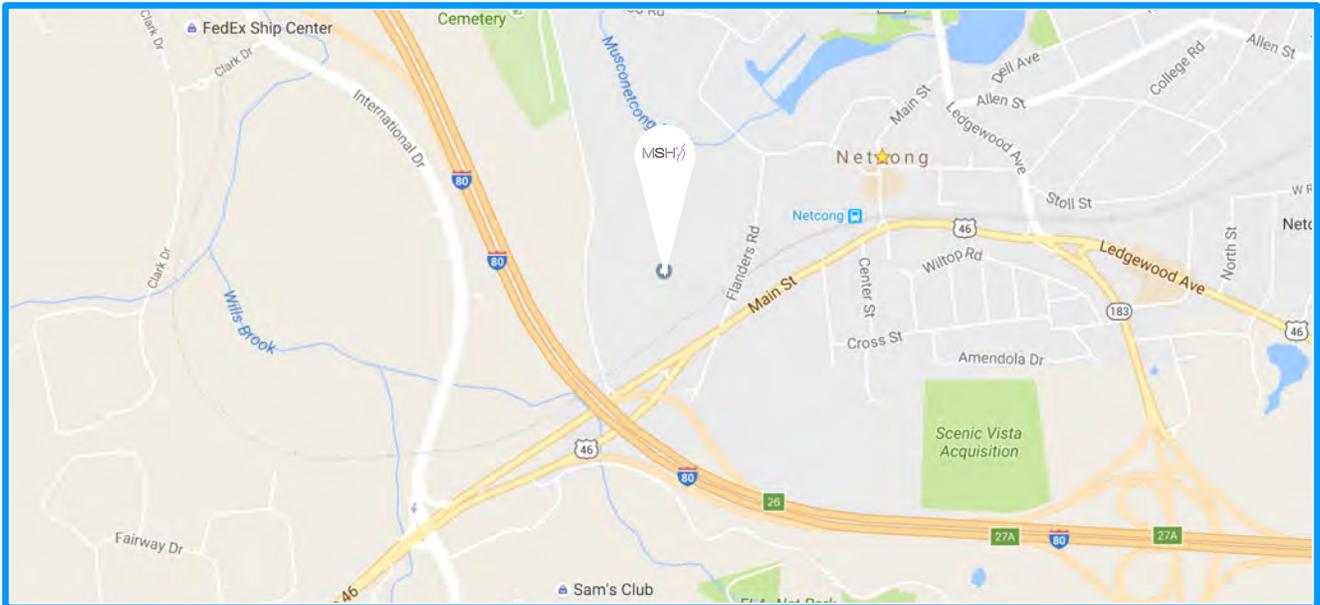
**What it is:** Sorbic Acid is a white, free-flowing, crystalline powder. Potassium Sorbate, the potassium salt of Sorbic Acid, occurs as a white crystalline powder, white granules, or pellets. In cosmetics and personal care products, Sorbic Acid and Potassium Sorbate are used primarily in the formulation of facial and eye makeup and skin care and hair products.

**What it does:** Sorbic Acid and Potassium Sorbate kill microorganisms, or prevent or retard their growth and reproduction, and thus protect cosmetics and personal care products from spoilage.

**Other products that use this ingredient:** Diorskin Nude Foundation

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