

# T.I.P.P. Sheet

<b>Name:</b>	<b>Hydrator (Custom Foundation System)</b>
<b>Item Code:</b>	FM4
<b>Package:</b>	1 oz.

<b>Selling Phrases:</b>	<ul style="list-style-type: none"><li>• Paraben Free</li><li>• Adds hydration to foundation</li><li>• Reduces surface dehydration</li></ul>
<b>Reference Phrases:</b>	<ul style="list-style-type: none"><li>• Sodium PCA which is a natural occurring component of human skin that's responsible for its moisture binding capacities</li><li>• Ginseng extract which is a stimulant that will bring water to surface in order to increase effects of sodium PCA</li></ul>
<b>Usage:</b>	<ul style="list-style-type: none"><li>• Add .5 ml to any foundation to increase hydration without adding oil</li><li>• A water based serum to add more hydration to custom foundation</li></ul>

<b>Ingredient</b>	<b>Function</b>
Aqua (Purified Water)	Carrier
Sodium PCA	Humectant, naturally occurring component of human skin responsible for its moisture-binding capacity. Highly water absorbing, increases softness of skin.
Xanthan Gum	Thickener, emulsifier
Natural Fragrance	Fragrance
Citric Acid	Sequestering agent
Disodium EDTA	Stabilizer