

T.I.P.P. Sheet



Name:	Enriched Foundation (Custom Foundation System)
Item Code:	Varies by Shade/Size
Package:	8 oz. and 16 oz.
Available Shades:	7 (Ivory, Porcelain, Beige, Tan, Deep, Hazelnut, Espresso)

Selling phrases:	<ul style="list-style-type: none"> • Paraben Free • For dry and/or mature skin • Non-comedogenic/talc free and fragrance free • Mineral based, infused with botanicals • Smooths and softens skin • Protects and nourishes dry and/or mature skin • SPF 6-8
Reference phrases:	<ul style="list-style-type: none"> • Talc free & fragrance free • Non-comedogenic • Calendula & Cornflower extracts have antibacterial properties • Linden Extract & Vitamin E (antioxidants) • Contains Roman Chamomile & German Chamomile extracts which are soothing to skin (anti-irritants) • Contains Jojoba Oil which is an emollient and closest to skin's natural emollients • Contains St. John's Wort (restoration)
Usage:	<ul style="list-style-type: none"> • Create a sheer to full-coverage moisturizing foundation in any skin tone • Excellent treatment for dry, sensitive and/or mature skin

Ingredient	Function
Aqua (Water)	Moisture
Propylene Glycol	Humectant
Hydrogenated Polybutene	Lubricant
Steareth-20	Emulsifier
C12-C15 Alkyl Benzoate	Emollient, moisturizer
Cetyl Esters	Emulsifier, emollient
Stearic Acid	Emulsifier
Calendula Officinalis Flower (Calendula) Extract	Antibacterial properties
Anthemis Nobilis Flower (Chamomile) Extract	Anti-irritant, soothing to skin
Tilia Cordata Flower (Linden) Extract	Antioxidant
Centaurea Cyanus (Cornflower) Extract	Antibacterial properties
Chamomilla Recutita (Matricaria) Flower Extract	Anti-irritant
Hypericum Perforatum (St. John's Wort) Extract	Promotes well-being
Steareth-2	Emulsifier
Simmondsia Chinensis (Jojoba) Seed Oil	Emollient
Kaolin	French clay, absorbs oil
Cetyl Ricinoleate	Emulsifier binding agent, derivative of castor oil
Triethanolamine	Emulsifier
Magnesium Aluminum Silicate	Absorbing properties
Carboxymethyl Cellulose	Stabilizer
PEG-40 Stearate	Emulsifier
Caprylyl Glycol	Skin conditioner, humectant
Hydrogenated Ricinus Communis (Castor) Seed Oil	Barrier agent, imparts shine
Lecithin	Antioxidant, emollient, emulsifier
Sorbitan Laurate	Emulsifier
Propylene Glycol Stearate	Lubricating agent, emulsifier
Propylene Glycol Laurate	Emulsifier
Natural Fragrance	Fragrance
Tocopherol (Vitamin E)	Antioxidant
Disodium EDTA	Chelating agent
Citric Acid	Sequestering agent
Xanthan Gum	Thickener, emulsifier, stabilizer

May Contain (+/-): Micronized Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Ultramarines (CI 77007), Chromium Oxide Green (CI 77288), Mica (CI 77019).