



go bold and be seen

TrueTouch® Intensifying Liquid Eyeliner

Description

Be adventurous. Be daring. Explore more ways to define the beauty of your eyes.

Introducing TrueTouch® Intensifying Liquid Eyeliner, a smooth liquid formula to accentuate the eye with vivid, flowing color. Liquid Eyeliner's point-perfect applicator provides the ultimate in control for precision application instantly. The rich pigment provided by TrueTouch® Intensifying Liquid Eyeliner creates long-lasting looks for incredible eye definition.

Go bold and be seen. Let TrueTouch Intensifying Liquid Eyeliner create drama in your eyes and intensify your presence. No one will dare to look away.

Benefits

- Dramatically defines and accentuates the eyes for bold looks
- Fast-drying and smudge-resistant for vivid, long-lasting eye definition
- Provides outstanding control and detailed application with point-perfect applicator
- Soft Blend Technology™ provides ultra-smooth application and rich color payoff in a safety-conscious formula

Recommended Use

To apply start at the inner corner of eyelid and apply along entire lash line. For a more dramatic effect, apply slightly heavier at outer corners of the lid with a slight upturn on the end. Discard unused product 90 days after opening.

Key Ingredients

- *Acrylates Copolymer*—A water-proofing agent that decreases the possibility of the eyeliner coming off from natural perspiration or other moisture sources; also helps the cosmetic adhere to the skin.
- *Butylene Glycol*—Used to help the formula achieve optimum viscosity. Also functions as a mild humectant to keep the skin from becoming dry.
- *Caprylyl Glycol*—Provides wetting properties (humectants) to help liquid liner apply smoothly to the skin.
- *Glyceryl Stearate*—Derived from palm kernel, vegetable, or soy oil and also found naturally in the human body. It acts as an emulsifier and a lubricant to help the eyeliner have a soft and smooth appearance.
- *Iron Oxides*—Natural minerals that add color to the eyeliner and are ideal because they are non-toxic, do not run, and are moisture resistant.
- *Isododecane*—An ingredient most often used as an emollient. It has a low viscosity and density and high spreadability, which makes it especially ideal for eyeliner.



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- *Mica*—This mineral has sheer, translucent, skin-hugging properties that make it a popular ingredient in cosmetics. Mica reflects light from the face and can create the illusion of a smoother, softer look.
- *Phenoxyethanol*—This ingredient acts as a preservative and protects the product from microbial contamination that can result from using the applicator on the skin and dipping it back into the product. Phenoxyethanol helps ensure that organisms that live on the skin which are transferred into the product via the applicator do not grow quickly in the product causing spoilage of the product and possible skin blemish outbreaks.
- *Polyurethane-34*—Helps keep the product from separating because of the water and non-water based ingredients that are mixed in the formula.
- *Silica*—A natural mineral that thickens the eyeliner without causing caking.
- *Sodium Hydroxide*—Adjusts the pH of the product.
- *Stearic Acid*—Acts as an emulsifier and a skin-conditioning agent.
- *Titanium Dioxide*—Used as a colorant.
- *Tropolone*—A humectant and skin-conditioning agent.

Ingredients: Water (aqua), glyceryl stearate, butylene glycol, silica, isododecane, acrylates copolymer, stearic acid, polyurethane-34, xanthan gum, caprylyl glycol, 1,2-hexanediol, sodium hydroxide, tropolone, phenoxyethanol, iron oxides (CI 77499), mica (CI 77019), titanium dioxide (CI 77891).



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