

InstaPlump™ Series

Patented lip plumping ingredients with immediate results



Two optimized ingredients for *instant lip plumping* effect. Within minutes of application a noticeable warming effect with slight tingling is observed, followed by improvement in lip volume which lasts about 2-4 hours. Results may vary based on formulation and use level. Lips may also gain more color from increased circulation.

These ingredients are covered under US Patent # 5,571,794. DCI offers the InstaPlump™ Lip Series on a *royalty-free* basis to manufactures and marketers of consumer lip products.

Applications: Lip gloss, lipstick, lip creams or any lip formulations where instant plumping activity is desired.

Recommended use level: 4-8%.

Panel testing is suggested for optimizing product performance.

Instaplump™ VA a gelled mixture of vasodilators in an easy to formulate gel offers maximum lip plumping function.

INCI Name: Quaternium-90 Bentonite (and) Octyldodecanol (and) Propylene Carbonate (and) Methyl Nicotinate (and) Caffeine (and) Niacin

Instaplump™ LQ a liquid alternative for thin formulations containing a mixture of plumping ingredients.

INCI Name: Hydrogenated Polyisobutene (and) Capsicum Frutescens Fruit Extract (and) Glycine Soja (Soybean) Oil (and) Zingiber Officinale (Ginger) Root Oil (and) Methyl Nicotinate