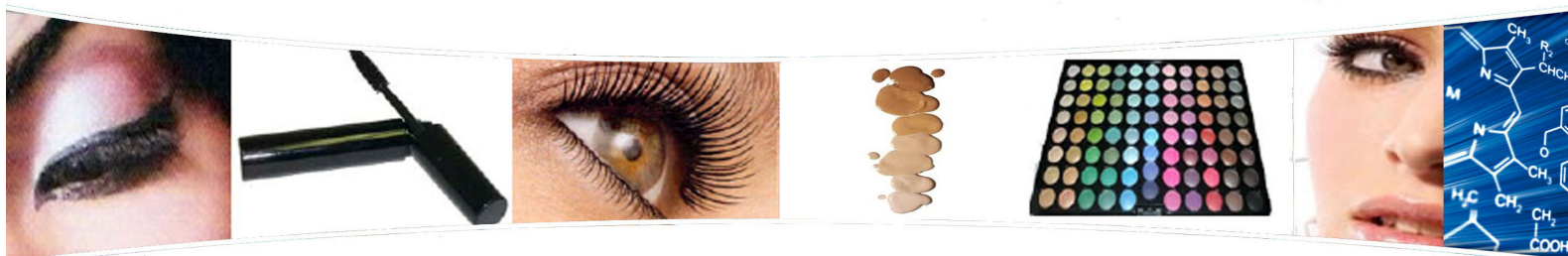


Distinctive[®] Color Chips AQ

February 11, 2011 rev.

Formulating with Color Made Easy

Introducing **Distinctive[®] Color Chips AQ** patented color dispersion technologies. These easy to handle, non-agglomerating, color concentrates disperse readily in water to render uniform opacity and full color development, making the incorporation of high loads of pigment easier and faster than ever before.



Compared to standard aqueous color dispersions, Distinctive[®] Color Chips AQ provide more uniform color distribution, better color intensity, and better formulation stability at lower use levels. Since they are provided in a dry form, Distinctive[®] Color Chips AQ can help reduce the potential for microbial contamination typically associated with water-based products.

BENEFITS

- ◆ Provides truest color
- ◆ Easy handling
- ◆ Preservative-free
- ◆ Increases transfer resistance
- ◆ Non-dusting
- ◆ Cost effective manufacturing
- ◆ Improved dispersibility and stability
- ◆ High purity
- ◆ Fully developed
- ◆ Can be removed with warm water

AVAILABLE COLORS*

Product Name	Composition (INCI)	Pigment
Distinctive [®] Iox Black Chip AQ	CI 77499 (Black Iron Oxide) (and) Polyester-5 (and) PVP	65%
Distinctive [®] Iox Red Chip AQ	Iron Oxides (and) Polyester-5 (and) PVP	60%
Distinctive [®] Iox Yellow Chip AQ	Iron Oxides (and) Polyester-5 (and) PVP	60%
Distinctive [®] Iox Brown Chip AQ	Iron Oxides (and) Polyester-5 (and) PVP	60%
Distinctive [®] Ultramarine Blue Chip AQ	Ultramarines (and) Polyester-5 (and) PVP	60%
Distinctive [®] RON Ti-12 Chip AQ	Titanium Dioxide (and) Polyester-5 (and) PVP	63%

*Custom colors available upon special request

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