



MATERIAL SAFETY DATA SHEET Finished Product.

SECTION 1 - CHEMICAL SUBSTANCE/PRODUCT AND COMPANY IDENTIFICATION

- **Finished Product Name:** Max Factor Vivid Impact Basecoat Mascara (95335568, 95365935, 95335571, 95335572)
- **Company Identification:**
The Procter & Gamble Company
11050 York Road
Hunt Valley, Maryland 21030-2098

Contact Information: Consumer Relations at 1-800-526-8787
- **In case of medical emergencies, please contact your local poison control center.**
- **Transportation emergency (24 hour), contact:**
CHEMTREC - Phone # 1-800-424-9300 (U.S. and Canada) or 1-703-527-3887 (for calls originating elsewhere).
- **DATE: June 2007**

SECTION 2 - HAZARDS IDENTIFICATION

EMERGENCY OVERVIEW:

This is a personal care or cosmetic product that is safe for consumers and other users under intended and reasonably foreseeable use. Additional information on toxicological endpoints is available from the supplier upon request.

POTENTIAL HEALTH EFFECTS:

- **Eye:** Not expected to be irritating to the eye.
- **Skin:** Not expected to be irritating, sensitizing, photoallergenic or phototoxic when used as intended. If irritation occurs following intended use or prolonged contact it is expected to mild and transient.
- **Inhalation:** Not expected to be irritating to the respiratory system. Limited inhalation exposure anticipated for this product form.
- **Ingestion:** Product used as intended is not expected to cause gastrointestinal irritation. Accidental ingestion of undiluted product may cause mild gastrointestinal irritation with nausea, vomiting, and diarrhea.

SECTION 3 - COMPOSITION AND INGREDIENTS

The complete ingredient list for the finished product(s) is as follows:

Water, Glyceryl Stearate, Ammonium Acrylates Copolymer, Distearidimonium Hectorite, Propylene Glycol, Stearic Acid, Copernicia Cerifera (Carnauba) Wax, Triethanolamine, Synthetic Wax, Acrylates Copolymer, Polyvinyl Alcohol, Lecithin, Propylene Carbonate, Oleic Acid, Alcohol Denat., Dimethicone, Methylparaben, Propylparaben, Sodium Laureth Sulfate, Panthenol, Trisodium EDTA, Benzyl Alcohol, Glycerin, Xanthan Gum, Phenoxyethanol, Ethylparaben, Iron Oxides, May Contain: Ultramarines, Titanium Dioxide

The product(s) does not contain ingredients considered hazardous as defined by OSHA, 29 CFR 1910 WHMIS under the HPA.

SECTION 4 - FIRST AID MEASURES

- **Eye:** Thorough rinsing for 15-20 minutes of the affected eye with water is recommended. If discomfort or irritation persists, consult a physician. If the eye is accidentally scratched with a mascara brush, consult a physician immediately.
- **Skin Problem:** Discontinue use of product. Apply cold compresses to affected areas to relieve any discomfort. If discomfort persists, consult a physician.
- **Inhalation:** If respiratory irritation occurs, remove individual to fresh air.
- **Ingestion:** Accidental ingestion of product may necessitate medical attention. In case of accidental ingestion dilute with fluids (water or milk) and treat symptomatically. Do not induce vomiting. Note: After first aid treatment, the caller should be advised that 1) a hospital emergency room or family physician should be consulted if anything unusual occurs or appears necessary in the judgment of the caller, & 2) that the subsequent management of the accident should be dictated by any persistent symptoms and under the direction of the physician.

SECTION 5 - FIRE FIGHTING MEASURES

- **Flash Point:** >212°F (>100°C) (Cleveland Open Cup (USP 24)).
- **Extinguishing Media:** Use chemical foam, dry chemical, carbon dioxide or water.
- **Explosion Hazard:** No applicable information has been found.
- **Fire Fighting Instructions:** Contact emergency personnel. Use self-contained breathing apparatus and full protective gear if large quantities of product are involved. Hazardous decomposition products may be released. Thermal degradation may produce oxides of carbon and/or nitrogen; hydrocarbons and/or derivatives.

SECTION 6 - ACCIDENTAL RELEASE MEASURES

- **Procedures for Spill/Leak Clean-up:**

For Household Settings: No applicable information.

For Non-Household Settings: Use safety glasses or safety goggles if splash hazards exist; use gloves and other protective clothing (apron, boots, etc.) to prevent skin contact.

SECTION 7 - HANDLING AND STORAGE

- **Precautions for Safe Handling:**

For Household Settings: No applicable information has been found.

For Non-Household Settings: No unusual handling or storage requirements. Storage in large quantities (as in warehouses) should be in a well-ventilated, cool area.

- **Conditions for Safe Storage:**

For Household Settings: Avoid extreme temperatures. Close container after each use.

For Non-Household Settings: No unusual handling or storage requirements. Storage in large quantities (as in warehouses) should be in a well-ventilated, cool area.

- **Other Recommendations:** None.

SECTION 8 - EXPOSURE CONTROLS, PERSONAL PROTECTION

For Household Settings: This is a personal care or cosmetic product that is safe for consumers and other users under normal and reasonably foreseen use.

For Non-Household Settings: Use safety glasses or safety goggles if splash hazards exist; use gloves and other protective clothing (apron, boots etc.) to prevent skin contact. Always follow good hygienic work practices. Avoid prolonged contact with skin and clothing.

SECTION 9 - PHYSICAL AND CHEMICAL PROPERTIES

- **Color, Odor and Appearance:**
Pigmented semi-solid varying in color and non-fragranced.

- **Melting Point:**
Not applicable.

- **Physical State:**
Semi-solid

- **Boiling Point:**
Not applicable.

- **pH:** 7.0-8.0

- **Solubility in Water:**
Soluble.

- **Flashpoint:** >212°F (>100°C) (Cleveland Open Cup (USP 24)).

- **% VOC:**
Complies with Federal and State regulations for VOC content.

- **Vapor Density:**
Not applicable.

- **Specific Gravity:**
1.01-1.09

SECTION 10 - STABILITY AND REACTIVITY

- **Conditions to Avoid:** No applicable information has been found.

- **Other Recommendations:** None.

SECTION 11 - TOXICOLOGICAL INFORMATION

This is a personal care or cosmetic product that is safe for consumers and other users under intended and reasonably foreseeable use. Additional information on toxicological endpoints is available from the supplier upon request.

To safeguard the purity of the product and applicator: (1) Always handle and apply in a careful and sanitary manner; (2) Do not share with others; (3) Do not add anything to the mascara; (4) Do not rest the applicator on any surface or use an old applicator in a new case; (5) Cap tightly to help prevent changes in odor or appearance (if change occurs, discontinue use).

Warning: Eye cosmetics in a scratched, infected or irritated eye and scratches from eye cosmetic applicators can lead to eye damage and in extreme cases even blindness. If your eye is scratched, infected or irritated, stop using all eye cosmetics and see an ophthalmologist (eye doctor) immediately.

Chronic Effects: Finished product is not expected to have chronic health effects.

Target Organs: No adverse health effects on target organs expected for finished product.

Carcinogenicity: Finished product is not expected to be carcinogenic.

NTP: No **IARC:** No **OSHA:** No

SECTION 12 - ECOLOGICAL INFORMATION

The product ingredients are expected to be safe for the environment at concentrations predicted under normal use and accidental spill scenarios. Packaging components are compatible with the conventional solid waste management practices. Additional information is available from the supplier on request.

SECTION 13 - DISPOSAL CONSIDERATIONS

Disposal should be in accordance with Federal, State/Provincial and Local regulations.

For Household Settings:

The following instructions are for consumer usage only.

Do not discharge product into natural waters without pre-treatment or adequate dilution.

For Non-Household Settings:

Products covered by this MSDS, in their original form, when disposed as waste, are considered non hazardous waste according to Federal RCRA regulations (40 CFR 261). Disposal should be in accordance with local, state and federal regulations.

California Waste Code: 331.

SECTION 14 - TRANSPORT INFORMATION

Finished packaged product transported by ground (DOT): Non hazardous.
Finished packaged product transported by vessel (IMDG): Non hazardous.
Finished packaged product transported by air (IATA): Non hazardous.

SECTION 15 - ADDITIONAL REGULATORY INFORMATION

EU DPD (Dangerous Products Directive) Classification (DPD 88/379/EEC).

Regulated as a Cosmetic and/or Drug by the FDA (U.S.), HPB (Canada), Cosmetics Directive (EU), MHW (Japan) and China (MOH).

While this finished product(s) is not considered hazardous as defined by OSHA in 29 CFR 1900.1200(d), this MSDS contains valuable information critical to the safe handling and proper use of the product.

US Federal

The product described in this Material Safety Data Sheet is regulated under the Federal Food, Drug, and Cosmetics Act and is safe to use as per directions on container, box or accompanying literature (where applicable).

CERCLA reportable quantity (RQ):

Ingredient	CAS #	Level	RQ
Ethyl alcohol	64-17-5	0.5-1.5%	100 lbs

SARA 313/302/304/311/312 chemicals:

None.

Canada

All ingredients are CEPA approved for import to Canada. This product has been classified in accordance with the hazard criteria of the Canadian Controlled Products Regulations (CPR) and this MSDS contains all information required by the CPR.

US States

CA Prop 65:

This product is not subject to warning labeling under California Proposition 65.

State Right-to-Know:

The following ingredients are present in the finished product and are listed on the following state right-to-know lists:

Ingredient	CAS #	Level	State				
Synthetic Wax	8002-74-2	1-5%	IL	MA		PA	RI
Triethanolamine	102-71-6	1-5%		MA		PA	RI
Propylene Glycol	57-55-6	1-5%				PA	RI
Iron Oxides	1309-37-1	3.0-7.0%	IL	MA	NJ	PA	RI

Other

Classified as a solid according for the purposes of 40 CFR 264.314 and 265.314.

SECTION 16 - OTHER INFORMATION

DISCLAIMER: This MSDS is intended to provide a brief summary of our knowledge and guidance regarding the use of this material. The information contained here has been compiled from sources considered by Procter & Gamble to be dependable and is accurate to the best of the Company's knowledge. It is not meant to be an all-inclusive document on worldwide hazard communication regulations.

This information is offered in good faith. Each user of this material needs to evaluate the conditions of use and design the appropriate protective mechanisms to prevent employee exposures, property damage or release to the environment. Procter & Gamble assumed no responsibility for injury to the recipient or third persons, or for any damage to any property resulting from misuse of the product.