



THE NEW POREX® FIBER CUSHION

CHANGING THE FACE OF MAKEUP APPLICATION

POREX® Fiber Cushion Makeup Application

The key to this innovation is the gradient fiber design that pulls formula from the bottom of the POREX® Fiber Cushion to the top of the cushion using capillary action. This allows for consistent release of the formula and its compatibility with multiple formulas opens the doors for a wide variety of applications and formulas.

Touch-Driven Response

When pressing the POREX® Fiber Cushion, users receive the exact amount of product they want. With foam, the liquid formula can often over-dispense, not fully dispense or dispense unevenly, wasting product or creating a frustrating application experience for the customer. Throughout the life of the product, touch-driven technology ensures a consistent, uniform dispersion of formula and is not adversely affected if dropped or in motion.



**Works with all types of
makeup, skin care, and
fragrance formulas.**



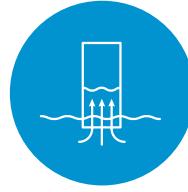
Apply

When pressing the fiber cushion, users receive a consistent amount of formula each time.



Absorb

The cushion absorbs the correct amount of formula, thereby keeping it from leaking even on the go.



Wick

The gradient fiber reservoir design is engineered to pull the formula to the surface, eliminating the need to flip the cushion.

Maximum formula release

The gradient fiber reservoir only releases the formula with compression. This allows for the maximum amount of formula to be used by the consumer and keeps the formula from leaking or releasing too much for a single application. It is clean and easy to use.

More design freedom and flexibility

The gradient fiber reservoir design is engineered to pull the formula to the surface in a measured, consistent way when compressed. There is no need for the consumer to flip the cushion to get the maximum amount of formula out of the compact and there is no leaking. The chemically stable fiber construction is durable and can be used for many types of formulas, including solvents, oils, water-based products and more. Gradient density

technology provides designers with more freedom and flexibility when developing their applications. The convenience and reliability to the consumer is unmatched.

Fiber vs. Foam

Foam pads have limited capabilities and can resemble an ink pad or sponge which lack the aesthetically pleasing appearance that many beauty brands prefer. The fiber technology is visually appealing and performs better than foam – customers simply dab the applicator on the cushion and a consistent amount of formula is delivered every time. As demand for mobile makeup continues to grow, Fiber Cushion technology will become the go-to choice due to its reliability and ease of use.