Maybelline “Ultra-Liner” Liquid Waterproof Eyeliner

**HISTORY**

*Why I Started Wearing Liquid Eyeliner:

**Pros:**
- Stays on for a very long time. Could wear overnight and not smudge much. Never flaky. Bold look. Part of a “process” to put on—make me feel more experienced as a user.

**Cons:**
- Felt heavy on eyelids. Hard to remove properly. Applies onto eyelid in thick brush strokes. Brush easily lost (replaced with a normal paintbrush). Irritates eyes. "Flakey" sometimes too easy to remove. Irritates eyes. Applicator often gets gunky over time (therefore less "flakey").

**Similar Products:**

- Maybelline “Eyestudio” Waterproof Gel Eyeliner

**Pros:**
- Thin applicator, easy to apply a little, and build up to a bigger bolder look if desired. Not hard to remove. Brush does not come out just one part of the product (like the brush from the gel liner). Easy to use. Takes two to five days to dry the liner to get desired look.

**Cons:**
- Flaky. Sometimes too easy to remove. Irritates eyes. Applicator often gets gunky over time (therefore less "flakey").

**Maybelline “Ultra-Liner” Liquid Waterproof Eyeliner**

**Pros:**
- Thin applicator, easy to apply a little, and build up to a bigger bolder look if desired. Not hard to remove. Dries fast. Can’t lose just one part of the product (like the brush from the gel liner). Easy to use. Takes one to two dips in the liner to get desired look.

**Cons:**
- Flaky. Sometimes too easy to remove. Irritates eyes. Applicator often gets gunky over time (therefore less "flakey").

**About**

*Press fit cap is glued onto rod so the cap can be decorated in whatever way the company sees fit*

*Pellets are fed to a machine that slowly heats up the plastic. Injected into a steel mold, and then ejected when solidified. Makes very specific, intricate parts.*

*Brush made from stapling nylon fibers together, after assembled, buffered to a point (for a fine line during application)*

*Injection blow molding*

*Two step molding process—hollow injection molded pre-form is stuck into a mold cavity, and blown into. Takes shape as blow-molded part, but with a controlled neck.*

*Silkscreen*

*Label (“Deco”)

*Injection molding*

*Injection molding*

*Injection molding*
**Known Effects of Oil:**

**Oil Spills are a threat to the underwater species nearby to the area.** Oil spills can be ingested by birds and other marine life. Oil slicks can also make the water toxic and destroy coral reefs. Oil spills can also affect human health.

**These are many of the health effects that come from oil exposure.** Oil can cause respiratory problems and affect the skin. Oil can also cause nerve damage and liver damage.

**Known Effects of Oil:**

- **Global Climate Change**: A known effect of oil spills, due to the burning of oil products. Carbon dioxide emissions are byproducts of the burning of oil.
- **Ongoing Effects**: The ongoing effects of oil spills are not fully understood. However, it is known that oil spills can cause long-term harm to the environment.

**Maybelline “Ultra-Liner” Liquid Waterproof Eyeliner**

**Ingredients:**
- Aqua / Water / Eau,
- Styrene Acrylates Copolymer,
- Acrylates/Crotonates,
- Alumina Trihydrate,
- Erythryl Palmitate,
- HP-Gr Silica/Acrylate Polymer (polyglycol ether),
- FD&C Yellow No. 5 Lake,
- Phenoxyethanol,
- Sorbitan Sesquioleate,
- Simethicone,
- Ultramarine Blue (CI 77007),
- Titanium Dioxide (CI 77891),
- May Contain (+/-):,
- Iron Oxide (CI 77491),
- Sodium Dehydroacetate,
- PEG 75 Lanolin,
- Butylene Glycol,
- Carmine (CI 75470),
- Ultramarine Green (CI 77007),
- Chromium Oxide Green (CI 77849),
- Chromium Oxide Violet (CI 77510),
- Ferric Ammonium Ferrocyanide (CI 77510).

**Process Tree**

- **High Density Polyethylene (HDPE)**
- **Nylon**
- **Thermoplastic Elastomer (TPE)**
- **Silkscreen Decoration ("DECO")**

**Eyeliner Formula**

- **Process:**
  - *Estimation*
  - *UV Exposure*
  - *UV Exposure*
  - *Assembly*
  - *Trimming*
  - *Screening*
  - *Silkscreen decoration ("DECO")*

**Notes:**

- *Note that ends up on landfills and in the ocean can have horrible effects on animals and people alive.*
- *Shrimp die when exposed to oil spills, leading to coral bleaching.*
- *Coral bleaching is swift.*
- *When the water is not healthy, the organism that lives inside also dies.*
- *Coral bleaching can be a result of global climate change.*
- *Global climate change is a known effect of oil spills.**
- *Oil spills are a threat to the underwater species nearby to the area.**
- *Oil spills can be ingested by birds and other marine life. Oil slicks can also make the water toxic and destroy coral reefs. Oil spills can also affect human health.*

**Other Oil Spills:**

- **Known Effects of Oil:**
  - **Global Climate Change**: A known effect of oil spills, due to the burning of oil products. Carbon dioxide emissions are byproducts of the burning of oil.
  - **Ongoing Effects**: The ongoing effects of oil spills are not fully understood. However, it is known that oil spills can cause long-term harm to the environment.

**Process:**

- **High Density Polyethylene (HDPE)**
- **Nylon**
- **Thermoplastic Elastomer (TPE)**
- **Silkscreen Decoration ("DECO")**

**Eyeliner Formula**

- **Process:**
  - *Estimation*
  - *UV Exposure*
  - *UV Exposure*
  - *Assembly*
  - *Trimming*
  - *Screening*
  - *Silkscreen decoration ("DECO")*
**FRUIT AND VEGETABLE PIGMENTS**

**INTERCHANGEABLE PARTS**

**MAKING AS NEEDED**

**PROPOSALS**

**USBF BENEFITS**

**USER BENEFITS**

**SOURCES**