



March 3, 2011

Material Safety Data Sheet (MSDS)
OSHA 174 Material Safety Data Sheet U.S. Department of Labor

PRODUCT IDENTITY: RevitaLash Perfect Primer

Section I - Company Identification

Manufacturer's Name: Dimensional Merchandising Inc. Emergency Telephone Number: (973) 328-1600

Address: 86 N. Main St., Wharton, NJ 07885 Telephone Number for Information: (973) 328-1600

Date Prepared: 12/18/09
Signature of Preparer (optional):
Geraldine Molina, R&D

Section II - Hazardous Ingredients/ Identity Information

HAZARDOUS COMPONENTS (SPECIFIC CHEMICAL IDENTITY; COMMON NAME(S))

This product does not contain any hazardous substances as defined under OSHA's Hazard Communication Standard (29 CFR 1910.1200)

Section III - Hazards Identification

EMERGENCY OVERVIEW:

POTENTIAL HEALTH EFFECTS:

Route(s) of Entry: Inhalation? Not known to occur.
Route(s) of Entry: Skin Contact? Non-irritating.
Route(s) of Entry: Eye Contact? May cause irritation or injury due solely to mechanical action.
Route(s) of Entry: Ingestion? Non-toxic. Ingestion may cause irritation and/or gastrointestinal distress.

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Section IV - First Aid Measures

Inhalation: N/A

Skin: Wash skin thoroughly with soap and water.

Eyes: Flush eyes thoroughly with water. Get medical attention.

Ingestion: Ingestion of large amounts may cause abdominal distress.

Section V - Fire Hazard Data and Fire Fighting Measures

Combustible: N/A

Flash Point: N/A

Extinguishing Media: N/A

Unusual Fire and Explosion Hazards: N/A

Special Fire Fighting Procedures: N/A

Section VI - Accidental Release Measures

Personal Precautions: No special precautions are needed.

Environmental Precautions: Dispose of in accordance with Federal, State and local non-hazardous waste disposal regulations.

Clean-up Method: Not reportable as a leachable substance. Pick up and place into suitable containers for disposal. Clean area thoroughly.

Section VII - Precautions for Safe Handling and Use

Precautions to be taken in handling: None.

Precautions to be taken in storing: None.

Other Precautions: None.

Section VIII - Control Measures

Engineering Control: None

Respiratory Protection (Specify Type): None

Protective Gloves: None

Eye/Face Protection: None

Other Protective Clothing or Equipment: None

Work/Hygienic Practices: None

Section VIII - Physical/Chemical Characteristics

Boiling Point: N/A

Specific Gravity (H₂O = 1): Approximately 1.00

Melting Point: N/A

Vapor Pressure (mm Hg.): N/A

Vapor Density (AIR = 1): N/A

Evaporation Rate (Butyl Acetate = 1): N/A
Solubility in Water: soluble
Appearance: Highly viscous.
Odor: Characteristic, slight.
Taste: Characteristic, slight.
PH: 7.0-8.1
Weight per Gallon: Approx. 8 lbs. per gallon
Viscosity: Approx. 1,000,000cps-3,200,000cps

Section X - Stability and Reactivity Characteristics

Stability: Stable and Non-Reactive
Hazardous Polymerization: Will Not Occur
Incompatibility (Materials to Avoid): None
Hazardous Decomposition or Byproducts: N/A
Conditions to Avoid: N/A

Section XI - Toxicological Information

General: Based upon industry-wide experience over many years of manufacturing and published toxicological studies, the ingredients used in the manufacture of this product are considered to be practically non-toxic.

Section XII - Ecological Information

General: This product has not been evaluated for ecotoxicity.

Section XIII - Disposal Considerations

General: Dispose of in accordance with Federal, State and local non-hazardous waste disposal regulations.

Section XIV - Transportation Information

This product is non-hazardous and non-regulated as defined by 49 CFR 172.101 by the U.S. Dept. of Transportation.

Section XV - Regulatory Information

TSCA The ingredients in this product are not listed on the TSCA Inventory

SARA, Title III, Section 313: This product is not subject to reporting requirements.

California Proposition 65: This product and the ingredients therein are not known to cause cancer.

CERCLA/ RECRA No reportable ingredients, not regulated.

Section XVI - Other Information

For more information contact:

Dimensional Merchandising Inc.
Research and Development Department
86 N. Main St.
Wharton, NJ 07885
(973) 328-1600
Christopher Baker, R&D

This product being a "Manufactured Article", DMI is not required by law to produce a Material Safety Data Sheet. This Material Safety Data Sheet is provided as customer service information.

The recommendations and data presented are believed to be correct, however no warranty is expressed or implied regarding the accuracy of the data or the results obtained from the use of this information.

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