

# A MAKEUP BRUSH CAN MAKE ALL THE DIFFERENCE

Enhance the Customer Application Experience with a Well-Designed Beauty Tool

## SUPERIOR FIBER = SUPERIOR APPLICATION

Brush fiber is a critical component of makeup application. As the conduit for your product, the fiber controls how it is picked up and applied, blended or smoothed onto the skin.



### Natural

Sourced from goats, ponies and badgers

- Superior pickup
- Ethically controversial
- Harder to clean and less hygienic option
- Inconsistent quality
- Familiar to consumer

### Synthetic

Basic human-engineered, synthetic brush fiber

- Made of thermoplastic polymer
- Smooth surface does not pick up powder as well
- Crimps easily

### Tafre

Patented, high-performance fiber designed to mimic animal fiber

- Superior pickup and payoff
- 100% cruelty-free & animal-free
- Dense fiber holds product better
- 28% renewable resin
- Great for powder, cream & liquid
- Consistent shape and memory
- Antimicrobial treatment option prevents bacteria growth

## SHAPED FOR PERFECTION

Head shape design can set apart your application experience. Select the right shape to pick up product using the tip of the brush—not the sides—for more precise application.

Many Shapes. Many Application Uses.



## DISTINCTIVELY UNIQUE MATERIALS

Complete the experience by creating a piece of art, not just a standard makeup brush. From unique ferrules to decorative designs, build a beauty tool your customers will love.

## FUNCTION & CONSTRUCTION

A brush that is properly designed should also be comfortable and work well in the consumer's hand. Work with a partner that will take the time to identify your customers' need, determine the best materials and engineer a brush that enhances your makeup products.



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## THE TAIKI ADVANTAGE

- ✓ INNOVATION
- ✓ EXPERTISE
- ✓ CONSISTENCY
- ✓ COMPLIANCE
- ✓ SUPPLY CHAIN

TaikiUSA is a global leader in cosmetic and skincare tools, products and dispensers. From materials and design to delivery, Taiki is your partner for delivering innovative application solutions that address your customers' needs and enhance the consumer experience.