

**SAFETY DATA SHEET**  
**ID Optimizing Serum**

**SECTION 1 - PRODUCT AND COMPANY IDENTIFICATION**

**Product:** ID Optimizing Serum

**General Product Type:** Cosmetic Body Lotion

**Medical Emergency #:** (800) 633-0069  
Press 2 for Customer Service  
Monday – Friday 8 AM – 5 PM EST

**Manufacturer:** New Sunshine, LLC  
8001 Woodland Drive  
Indianapolis, IN 46278  
(480) 966-1688

**SDS Info**

**Date:** 09/2016

**Revision#:** 00

**SECTION 2 – HAZARDS IDENTIFICATION**

**Emergency Overview:**

This is a personal care / cosmetic product that is safe for consumers and other users under intended usage. It is non-hazardous.

**Potential Health Effects:**

**Eye**

Contact may cause mild, transient irritation. Some redness and / or stinging may occur.

**Skin**

Not expected to be irritating, sensitizing, photoallergenic or phototoxic when used as intended.

**Inhalation**

Not expected to be irritating to the respiratory system. Not volatile, therefore limited inhalation exposure anticipated.

**Ingestion**

Product used as intended is not expected to cause gastrointestinal irritation. Accidental ingestion of undiluted product may cause mild irritation with nausea, vomiting and diarrhea.

**SECTION 3 – COMPOSITION AND INGREDIENTS**

The product does not contain ingredients considered hazardous as defined by OSHA, 29 CFR 1910.1200, by WHIMIS, or GHS System of Classification & Labelling of Chemicals.

**SECTION 4 – FIRST AID MEASURES****Eye**

Thorough rinsing for 15 – 20 minutes is recommended. If irritation persists, contact a physician.

**Skin**

Discontinue use of product. Apply cold compresses to affected areas to relieve discomfort. If discomfort persists, contact a physician.

**Inhalation**

If respiratory irritation occurs, remove individual to fresh air.

**Ingestion**

Accidental ingestion of product may require medical attention. In case of accidental ingestion dilute with water. Do not induce vomiting. If discomfort persists, contact a physician.

**SECTION 5 – FIRE FIGHTING MEASURES**

**Extinguishing Media:** Use chemical foam, dry chemical, carbon dioxide or water.

**Explosion Hazard:** Not applicable.

**Fire Fighting Info:** Contact emergency personnel. Use self-contained breathing apparatus and 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 / derivatives.

**SECTION 6 – ACCIDENTAL RELEASE MEASURES****Procedures for Spill / Leak Clean-up:**

**Household Settings:** Absorb liquid and scrub the area. Dilute with water until surface is no longer slippery.

**Non-Household Settings:** Use safety glasses if splash hazard exist. Use gloves and other protective clothing to prevent skin contact.

**SECTION 7 – HANDLING AND STORAGE****Precautions for Safe Handling:**

**Household Settings:** Avoid contact with eyes.

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

**Conditions for Safe Storage:**

**Household Settings:** Normal household storage.

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

## SECTION 8 – EXPOSURE CONTROLS / PERSONAL PROTECTION

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

**Non-Household Settings:** Use safety glasses if splash hazards exist, use gloves and other protective clothing to prevent skin contact. Always follow good hygienic work practices. Avoid prolonged contact with skin and clothing.

## SECTION 9 – PHYSICAL AND CHEMICAL PROPERTIES

Physical State	Viscous liquid body lotion.
Appearance	Various colored viscous liquid.
Odor	Fragrant.
Odor Threshold	Not available
pH	3.5 – 7.5
Melting Point/Freezing Point	Not Applicable
Boiling Point	>212 F / 100 C
Flash Point	>212 F / 100 C
Evaporation Rate	Not Applicable
Flammability	Not Applicable
Upper/Lower Flammability	Not Applicable
Vapor Pressure	Not Applicable
Vapor Density	Not Applicable
Relative Density	Not Available
Specific gravity at 25C	Not available.
Solubility in water at 20C	Slightly Insoluble
Partition coefficient	Not Applicable
Auto-ignition Temp	Not Applicable
Decomposition Temp	Not Available
Viscosity	20,000 – 150,000 cps.
Volatile %	Complies with Federal and State VOC regulations.

## 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 / cosmetic product that is safe for consumers and other users under intended and reasonably foreseeable use.

**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.

### SECTION 13 – DISPOSAL CONSIDERATIONS

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

**Household Settings:** The following instructions are for consumer usage only. Do not discharge product into natural waters without pre-treatment or adequate dilution.

**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 CRF 261). Disposal should be in accordance with local, state, provincial and federal regulations.

### SECTION 14 – TRANSPORT INFORMATION

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

### SECTION 15 – REGULATORY INFORMATION

#### US

- Finished product is not considered hazardous as defined in 29 CFR 1910.1200. This product is regulated under the Federal Food Drug and Cosmetic Act and is safe to use as per directions.
- All chemical substances are included or exempt from listing on the TSCA Inventory of Chemical Substances.
- SARA 302, 304, 311, 312, 313 = none

#### Canada

- All ingredients are CEPA approved. This is a cosmetic and is not regulated by WHMIS.
- All ingredients are listed or exempt for DSL.

#### EU

- All ingredients are listed, exempt or notified for EINECS.

#### Other

- Fragrance contained within the product complies with IFRA guidance.

### SECTION 16 – OTHER INFORMATION

Hazard Rating:	HMIS	NFPA
Health	1	1
Flammability	0	0
Reactivity	0	0
PPE	X	

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Prepared by: New Sunshine Regulatory Affairs