



Cosmetic Soft Label

The Health, Beauty & Cosmetic (HBC) Sheet Label delivers merchandise protection using proven Sensormatic technology to fit the narrowest of merchandise. This AM EAS label design secures items small enough to quickly hide or those that may be taken without attracting attention. The HBC label provides consistent deactivation at the point-of-sale (POS) and reliable detection performance.

Available for in-store hand application, this label can also be applied to merchandise at the point of manufacturing. This allows retailers to receive floor-ready merchandise with consistent label placement to help expedite receiving and selling floor fulfillment.

Retailer Values

- // Utilizes proven Sensormatic AM technology and manufacturing processes
- // Protects cylindrically-shaped merchandise too narrow for traditional EAS labels such as cosmetics, skin care and oral health products
- // Permits open merchandising while still combatting theft

Suggested Solution Application

Cosmetics, Skin Care, Oral Health Products, Pain Relief

Product Codes

Code: F03000101

Technology

AM

Product Compatibility

Sensormatic AM detection and deactivation devices

Environmental Constraints

Temperature

Maximum storage temperature not to exceed 50°C (122°F) for 96 hours at 80% RH.

Humidity

Unaffected by 80% humidity at 50°C (122°F), up to 96 hours.

Shelf Life

Two years from date of manufacture when labels are stored between 15°C-32°C (60°F-90°F), 30-80% RH.

Mode of Application

Hand

Materials of Construction

Plastic Substrate

Polystyrene/Polyethylene 0.254mm (0.010in) thickness

Materials of Construction (con't)

Magnetic Acoustic Resonator

Proprietary resonant magnetic material. Amorphous alloy based on iron, containing nickel, cobalt, boron and silicon

Laminate

Low Density Polyethylene/Polyester Polyethylene 0.101mm (0.004in)

Bias

Proprietary semi-hard magnetic material containing iron and nickel

Adhesive

Double-coated, rubber-based adhesive:

// 2.4 mil thick per side

// Minimum peel strength of 2.27kg/5lbs

Release Liner

Double-sided, silicon-coated 80 lb bleached Kraft liner 0.114mm (0.0045in)

Dimensions

Color White, Black

Length 45.21mm + 0.5mm
(1.78 + 0.020in)

Width 6.0mm + 0.25mm
(0.236in + 0.010in)

Label Thickness

(excluding liner) Maximum
1.6mm (0.063in)

(including liner) Maximum
1.8mm (0.070in)

Labels Per Sheet 192