



unveiling the cosmetics that unveil the true, beautiful you

## True Touch™ Contouring Eyeliner

*Identify your eyes*

### Description

You can define the uniqueness of your eyes with just the right lines. Neways True Touch™ Contouring Eyeliner makes it easy. This safe, effective, smooth-gliding formula comes in a precision mechanical pencil for easy, mistake-proof application and the perfect effect.

Contouring Eyeliner features Soft Blend™ Technology, a unique combination of scientifically advanced ingredients that provide optimal skin benefits for an ideal look and a flawless finish.

Define and accentuate the outline of your eyes. With five beautiful True Touch Contouring Eyeliner shades, you're sure to find one that's perfect for you.

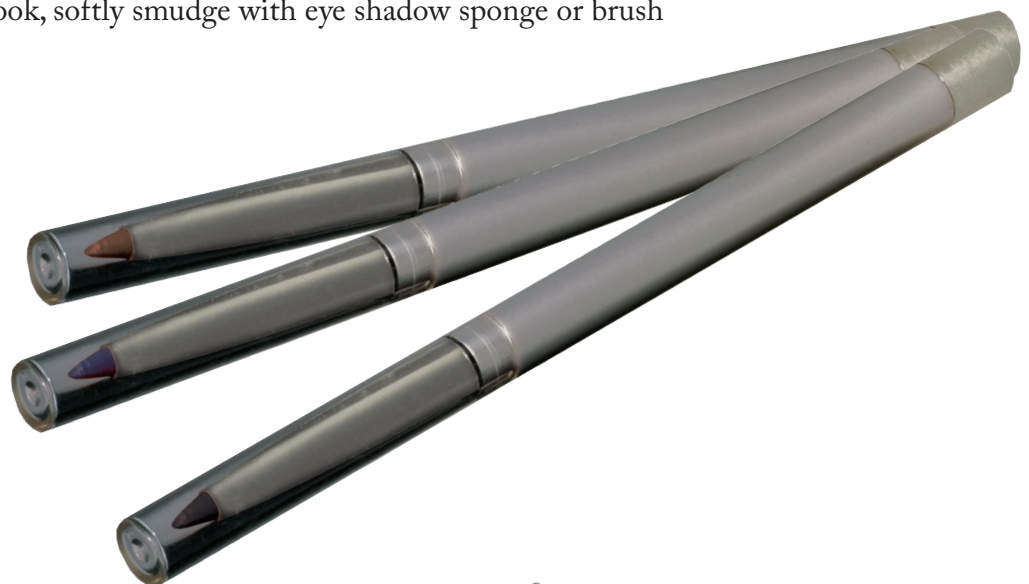
### Benefits

- Defines and accentuates the eyes
- Helps give the eyes a more dramatic look
- Convenient applicator makes creating dramatic eyes quick and easy

### Recommended Use

Pencil along upper and lower lash lines with short strokes. Add more pencil to upper lashes, using diagonal downward strokes. For a smokey look, softly smudge with eye shadow sponge or brush applicator.

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## True Touch™ Contouring Eyeliner

(continued)

### Key Ingredients

- *C12-15 alkyl benzoate*—Conditions the skin.
- *Ceresin*—A natural wax used to increase viscosity.
- *Beeswax*—Produced by honeybees; used in this product for its skin-conditioning<sup>1</sup> properties and the stability it gives to the product.
- *Polyethylene*—This synthetic polymer helps remove excess dead skin cells and enhance the product's pigments and overall feel.
- *Copernicia cerifera (carnauba) wax*—Used to give consistency and feel to the final formula.
- *Ricinus communis (castor) seed oil*—A natural oil that conditions and moisturizes skin.
- *Cetyl alcohol*—An emulsifier derived from coconut oil.
- *Silica silylate*—Prevents the formation of foam; aids in conditioning the skin.
- *Caprylyl glycol*—A skin conditioner that improves feel and appearance.
- *Phenoxyethanol*—An aromatic ether alcohol that acts as a preservative.
- *Tocopherol*—A heterocyclic compound known as vitamin E. Conditions the skin by preventing excessive water loss. Supports skin against the environment.
- *Isopentyl diol*—An alcohol used as a solvent.
- *Ascorbyl palmitate*—An ester form of vitamin C used for its antioxidant properties.
- *Iron oxides*—Inorganic compound used for color pigmentation.

**Ingredients:** C12-15 alkyl benzoate, ceresin, beeswax (cera alba), polyethylene, copernicia cerifera (carnauba) wax, ricinus communis (castor) seed oil, cetyl alcohol, silica silylate, caprylyl glycol, phenoxyethanol, tocopherol, isopentyl diol, ascorbyl palmitate, iron oxides (CI77491, CI77492, CI77499). **May Contain:** Carmine (CI75470), titanium dioxide (CI77891), ultramarines (CI77007), chromium oxide greens (CI77288), manganese violet (CI77742), chromium hydroxide green (CI77289), mica (CI77019).  
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Neways GmbH D-65187 | www.newaysonline.de  
Made in USA | BOX-0352/1

### References

1. Al-Waili NS. Topical Application of Natural Honey, Beeswax and Olive Oil Mixture for Atopic Dermatitis or Psoriasis: Partially Controlled, Single-Blinded Study. *Complement Ther Med.* 2003 Dec; 11(4):226–34.