



unveiling the cosmetics that unveil the true, beautiful you

## True Touch™ Corrective Makeup Primer

*Prepare for a perfect look*

### Description

The perfect finish depends on a perfect start: good texture, even skin tone, and level pores. Neways' True Touch™ Corrective Makeup Primer does it all.

Corrective Makeup Primer is a velvety-smooth formula that moisturizes the skin and eases the application of foundation. It evens skin tones, levels large pores, fills in fine lines, absorbs oil, and makes cosmetics more durable. Corrective Makeup Primer prevents foundation from setting into fine lines, and its light-reflecting powders help skin look great in any light.

This tone-correcting, skin-perfecting formula creates perfect skin texture and enhances the performance of True Touch foundation products. Using Soft Blend™ Technology, Corrective Makeup Primer's ingredients create a beautiful complexion and a flawless finish.

Make your look last longer and appear smoother with Neways True Touch™ Corrective Makeup Primer.

### Benefits

- Prepares the complexion for foundation
- Creates perfect skin texture and tonality
- Blends effortlessly onto skin
- Boosts the performance of other True Touch complexion products

### Recommended Use

Choose the appropriate color, and apply a desired amount onto fingertips. Gently smooth over entire complexion, making sure to cover under eyes and eyelids. Follow with the True Touch foundation of your choice.

Select the right makeup primer color:

- Use Cream to even/level out the palette of the complexion and tone; Cream is color neutral.
- Use Mint to cancel out blueness in dark under-eye circles or dark colors while evening/leveling out the complexion.
- Use Pink if your skin tone is too yellow or sallow.



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### Key Ingredients

- *Cyclopentasiloxane*—This emollient evaporates at body temperature without a cooling or warming effect. Assists with ultra-smooth application without oiliness or lingering heaviness.
- *Dimethicone crosspolymer*—Aids in preventing excess foam from forming in the product; helps keep skin moist; helps create a protective barrier for the skin.<sup>1</sup>
- *Hydrogenated polydecene*—A synthetic polymer that acts as an emulsifying agent, improving the uniformity of the product.
- *Caprylyl glycol*—A skin conditioner that improves feel and appearance.
- *Phenoxyethanol*—An aromatic ether alcohol that acts as a preservative.
- *Tocopheryl acetate*—A form of vitamin E with antioxidant properties. This ingredient helps hydrate<sup>2</sup> the skin.
- *Methicone*—A polysiloxane that helps the skin stay hydrated.
- *Isopentyldiol*—An alcohol that is used as a solvent.
- *Silica*—Helps maintain a free-flowing, non-caking product.
- *Iron oxides*—Inorganic compound used for color pigmentation.
- *Titanium dioxide*—A color additive that supports skin against the environment.
- *Mica*—A color additive.

**Ingredients:** Cyclopentasiloxane, dimethicone/vinyl dimethicone crosspolymer, dimethicone crosspolymer, hydrogenated polydecene, caprylyl methicone, polyglyceryl-3 polyricinoleate, caprylyl glycol, phenoxyethanol, tocopheryl acetate, methicone, isopentyldiol, silica, iron oxides (CI77491, CI77492, CI77499), titanium dioxide (CI77891), mica (CI77019).

**May Contain:** Ultramarines (CI77007), chromium oxide greens (CI77288).

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### References

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2. Gehring W, Fluhr J, Gloor M. Influence of Vitamin E Acetate on Stratum Corneum Hydration. *Arzneimittelforschung*. 1998 Jul; 48(7):772–5. PMID: 9706379.