



unveiling the cosmetics that unveil the true, beautiful you

True Touch™ Defining Eye Shadow Duos

Accentuate your eyes

Description

No matter what your eye color is, no matter what shape, the right shadow can create the perfect look. Neways' True Touch™ Defining Eye Shadow Duos come in 10 pre-selected palette duos that blend effortlessly for the appearance you want—and they won't crease in the lid fold.

Formulated with Soft Blend™ Technology, these shadows offer weightless application with blendable, pigment-drenched colors. You get beautiful, silky color payoff and healthy skin because these shadows also provide special moisturizers and protective ingredients.

Accentuate your eyes in velvety, creamy color that lasts with Defining Eye Shadow Duos.



Benefits

- Defines and accentuates eyes
- Creates versatile looks with effortless application
- Will not crease in lid fold

Recommended Use

Using sponge applicator or eye shadow brushes, apply highlight color to the brow bone and lid and the darker contour color in the lid crease and lightly over lower lash line, softly accentuating and defining eyes.

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True Touch™ Defining Eye Shadow Duos (continued)

Key Ingredients

- *Bisabolol*—An ingredient with soothing properties
- *Boron nitride*—A powdery ingredient that helps create a smooth flow in the product.
- *Zinc stearate*—Used in the coloring of the product; also aids in creating a product that flows evenly without caking.
- *Caprylyl glycol*—A skin conditioner that improves feel and appearance.
- *Chromium oxide greens*—Pigments used to create color.
- *Dimethicone*—Aids in preventing excess foam from forming in the product; helps keep skin moist; helps create a protective barrier for the skin.¹
- *Disodium EDTA*—A chelating agent commonly found in foods and personal care products, used to promote product shelf life and stability.
- *Ethylhexyl palmitate*—A wonderful emollient, it has medium feel and excellent spreadability. This ester is a skin conditioner that helps the skin look and feel healthier.
- *Hydrogenated polyisobutene*—A synthetic polymer that conditions the skin and increases the viscosity of the product.
- *Iron oxides*—Inorganic compound used for color pigmentation.
- *Isopentyldiol*—An alcohol that is used as a solvent.
- *Mica*—A color additive.
- *Phenoxyethanol*—An aromatic ether alcohol that acts as a preservative.
- *Polyglyceryl-3 diisostearate*—Helps maintain a uniform product.
- *Silica*—Helps remove unwanted dead skin cells; helps maintain a free-flowing, non-caking product.
- *Sodium dehydroacetate*—An organic salt used to maintain the quality of the product by preventing microbial growth.
- *Titanium dioxide*—A coloring agent that supports skin against the environment.²
- *Ultramarines*—Used as a colorant.
- *Vinyl dimethicone/methicone silsesquioxane crosspolymer*—Aids in increasing the viscosity of the product.
- *Zea mays (corn) starch*—Used to increase viscosity and aids in protecting³ the skin.
- *Caprylic/capric triglyceride*—An ester used for conditioning and moisturizing the skin.

Ingredients: Ethylhexyl palmitate, silica, zinc stearate, boron nitride, vinyl dimethicone/methicone silsesquioxane crosspolymer, zea mays (corn) starch, dimethicone, caprylic/capric triglyceride, hydrogenated polyisobutene, polyglyceryl-3 diisostearate, caprylyl glycol, bisabolol, sodium dehydroacetate, disodium EDTA, phenoxyethanol, isopentyldiol, mica (CI77019).

May Contain: Iron oxides (CI77491, CI77492, CI77499), carmine (CI75470), bismuth oxychloride (CI77163), chromium oxide greens (CI77288), titanium dioxide (CI77891), manganese violet (CI77742), ultramarines (CI77007).

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References

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3. Leyden JJ. Corn Starch, Candida Albicans, and Diaper Rash. *Pediatr Dermatol* 1984 Apr; 1(4):322–5.



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