



unveiling the cosmetics that unveil the true, beautiful you

## True Touch™ Hydrating Cream to Powder

*Look velvety smooth*

### Description

You need the lasting moisture of a liquid foundation, but you like the fresh look of powder. Neways' True Touch™ Hydrating Cream to Powder gives you the best of both worlds.

True Touch Hydrating Cream to Powder is a safe, effective creamy pressed foundation that applies as a liquid and dries to a flawless powder finish. Formulated with Soft Blend™ Technology, this foundation gives you a velvety-smooth application, lasting moisture, and a beautiful translucent medium-coverage finish.

So go for the smooth, dewy look you want, and rest easy knowing you're getting moisturizers and protection for your skin as well. With seven beautiful shades to choose from, it's easy find the Hydrating Cream to Powder that matches your natural skin tone.



### Benefits

- Leaves the complexion looking dewy-fresh
- Provides a smooth, medium-coverage finish
- Leaves skin looking flawless and young

### Recommended Use

Using sponge applicator, apply to face in light brushing motion until the desired coverage is achieved. Reapply as needed.

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### Key Ingredients

- *C18-21 Alkane*—A solvent used in color cosmetics.
- *Dimethicone*—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>
- *Iron oxides*—Inorganic compound used for color pigmentation.
- *Isocetyl Alcohol*—Helps condition the skin.
- *Isononyl isononanoate*—An ester that conditions the skin.
- *Methicone*—A polysiloxane that helps the skin stay hydrated.
- *Tocopheryl acetate*—A form of vitamin E with antioxidant properties. Helps hydrate<sup>2</sup> the skin.
- *Polyethylene*—This synthetic polymer helps remove excess dead skin cells and enhance the product's pigments and overall feel.
- *Polyglyceryl-6 polyricinoleate*—A surfactant that helps condition the skin.
- *Retinyl palmitate*—A form of vitamin A with antioxidant properties. Conditions the skin, helping the skin look and feel better.
- *Titanium Dioxide*—A color additive that supports the skin against the environment.
- *Methyl methacrylate crosspolymer*—A synthetic polymer that helps support wonderful-feeling skin, useful in color cosmetics.

**Ingredients:** Isononyl isononanoate, C18-21 alkane, methyl methacrylate crosspolymer, polyethylene, isocetyl alcohol, dimethicone, polyglyceryl-6 polyricinoleate, methicone, retinyl palmitate, tocopheryl acetate, iron oxides (CI77491, CI77492, CI77499), titanium dioxide (CI77891).  
**May Contain:** Mica (CI77019), bismuth oxychloride (CI77163).

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www.neways.com  
Neways International (UK) Ltd. PE28 0NN  
www.neways.co.uk | www.newaysonline.de  
Made in USA | BOX-0356/1

### 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