



unveiling the cosmetics that unveil the true, beautiful you

True Touch™ Lengthening Mascara

Emphasize your eyes

Description

If you attend to each eyelash individually and add color, volume, and length, you can change the entire appearance of your eyes.

Neways True Touch™ Lengthening Mascara lets you lengthen, thicken, darken, and beautify your lashes with a water-resistant, smudge-proof formula. And because this mascara features Soft Blend™ Technology, you get conditioned lashes that look silky-smooth.

Whether you go for black, brown, or navy, you'll get excellent coverage and dramatically beautiful lashes.

Benefits

- Lengthens and thickens lashes
- Adds rich color and abundant volume
- Wears long
- Won't smudge or smear; water-resistant
- Conditions lashes

Recommended Use

After applying mascara primer, brush lightly below and above upper and lower lashes. Wait one minute, and apply second application for a more dramatic look.

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(continued)

Key Ingredients

- *Acrylates copolymer*—A polymeric thickener commonly used in personal care products.
- *Beeswax*—Produced by honeybees; used in this product for its skin-conditioning¹ properties and the stability it gives to the product.
- *Butylene glycol*—Used commonly in personal care products as a humectant and as a solvent for botanical extracts.
- *Copernicia cerifera (carnauba) wax*—Used to give consistency and feel to the final formula.
- *PVP*—A polymer that is used to hold hair.
- *Stearic acid*—A natural emulsifying and opacifying agent. Neways uses only non-bovine stearates derived from vegetable sources.
- *Arginine*—Supports optimum hydration, creating a youthful appearance.
- *Silica*—Helps maintain a free-flowing, non-caking product.
- *Trimethylsiloxysilicate*—Gives the product an ultra-smooth and consistent application.
- *Caprylyl glycol*—A skin conditioner that improves feel and appearance.
- *Dimethicone*—Aids in preventing excess foam from forming in the product; helps keep skin moist; helps create a protective barrier for the skin.²
- *Squalane*—Supports a supple feel in the product.
- *Phenoxyethanol*—Helps prevent microbial growth.
- *Sodium dehydroacetate*—An organic salt used to maintain the quality of the product by acting as a preservative.
- *Disodium EDTA*—A chelating agent commonly found in foods and personal care products, used to promote product shelf life and stability.
- *Isopentyl diol*—An alcohol used as a solvent.
- *Panthenol*—The viscous precursor of vitamin B5. It functions as a superb moisturizer of skin and hair.
- *Tetrahexyldecyl ascorbate*—A form of vitamin C with antioxidant properties.
- *Tocopheryl acetate*—A form of vitamin E with antioxidant properties.
- *Iron oxides*—Inorganic compound used for color pigmentation.

Ingredients: Water (aqua), acrylates copolymer, beeswax (cera alba), butylene glycol, copernicia cerifera (carnauba) wax, PVP, stearic acid, tribehenin, arginine, glyceryl stearate, hydrogenated cottonseed oil, silica, trimethylsiloxysilicate, caprylyl glycol, dimethicone, squalane, phenoxyethanol, sodium dehydroacetate, disodium EDTA, isopentyl diol, panthenol, tetrahexyldecyl ascorbate, tocopheryl acetate, iron oxides (CI77491, CI77492, CI77499).
May Contain: Ultramarines (CI77007), titanium dioxide (CI77891), mica (CI77019) bismuth oxychloride (CI77163).
Mfd for Neways Inc. Salem, Utah 84653 | www.neways.com | Neways International (UK) Ltd. PE28 ONN | www.neways.co.uk
Neways GmbH D-65187 | www.newaysonline.de
Made in USA | BOX-0354/1

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.
2. Ingram RJ, Bartlett A, Brown MB, Marriott C, Whiffield RJ. Dimethicone Barrier Cream Prevents Infection of Human Skin by Schistosome Cercariae: Evidence from Franz Cell Studies. *J Parasitol* 2002 Apr; 88(2):399–402.