



unveiling the cosmetics that unveil the true, beautiful you

True Touch™ Luminous Mineral Foundation

Give your skin a sheer, radiant look

Description

Want sheer coverage that actually covers? How about daytime protection? You can get both in a natural mineral foundation offered exclusively by Neways.

Neways True Touch™ Luminous Mineral Foundation is a loose, radiant powder that creates a natural-looking, perfect complexion. This safe, effective formula features Soft Blend™ Technology for ultra-sheer yet comprehensive coverage.



The way it works is with naturally protective micro-milled minerals that promote a youthful complexion. This weightless foundation filters environmental damage and feels light, and it doesn't take a lot to cover skin imperfections.

Go for a youthful, natural glow. Luminous Mineral Foundation comes in three feather-light shades with natural complexion-matching pigments that enhance all skin tones.

Benefits

- Creates a natural-looking, perfect complexion
- Gives a velvety-soft, matte finish
- Enhances natural skin tone while soothing the complexion
- Promotes younger-looking, younger-feeling skin

Recommended Use

Remove cap, and lightly tap on corner of cap until sponge applicator is loaded with powder. In a circular motion, apply sponge applicator evenly to face until desired coverage is achieved. Layer as needed.

(continued on next page)



unveiling the cosmetics that unveil the true, beautiful you

True Touch™ Luminous Mineral Foundation (continued)

Key Ingredients

- *Boron nitride*—A powdery ingredient that helps create a smooth flow in the product and offers light diffusion.
- *Zinc stearate*—Used in the coloring of the product; also aids in creating a product that flows evenly without caking.
- *Vinyl dimethicone/methicone silsesquioxane crosspolymer*—Aids in increasing the viscosity of the product.
- *Lauroyl lysine*—An amino acid that helps condition the skin.
- *Hydrogenated lecithin*—Conditions skin, and lends uniformity to the formula.
- *Tocopheryl acetate*—A form of vitamin E with antioxidant properties.
- *Caprylyl glycol*—A skin conditioner that improves feel and appearance.
- *Phenoxyethanol*—An aromatic ether alcohol that acts as a preservative.
- *Isopentyldiol*—An alcohol that is used as a solvent.
- *Retinyl palmitate*—A form of vitamin A with antioxidant properties. A recent study concluded that retinyl compounds like vitamin A palmitate have a photo-protective effect.
- *Iron oxides*—Inorganic compound used for color pigmentation.
- *Zinc oxide*—Used as a pigment. Calms and supports skin against the environment.
- *Mica*—A color additive.

Ingredients: Boron nitride, zinc stearate, vinyl dimethicone/methicone silsesquioxane crosspolymer, lauroyl lysine, hydrogenated lecithin, tocopheryl acetate, caprylyl glycol, phenoxyethanol, isopentyldiol, retinyl palmitate, iron oxides (CI77491, CI77492, CI77499), zinc oxide (CI77947), mica (CI77019).
May Contain: Titanium dioxide (CI77891), ultramarines (CI77007).
Mfd. for Neways Inc. Salem, Utah 84653
www.neways.com | Neways International (UK) Ltd. PE28 0NN | www.neways.co.uk | www.newaysonline.de | Made in USA | BOX-0379/1