



unveiling the cosmetics that unveil the true, beautiful you

True Touch™ Mascara Primer

Enhance the effect

Description

You already know how to thicken and lengthen your lashes. But there's more to emphasizing and defining the eyelashes than meets the eye.

With Neways True Touch™ Mascara Primer, you can enhance the effect of mascara while increasing the healthy appearance, length, and thickness of your lashes. Made to define eyelashes, Mascara Primer comes in white to bring out the color of your mascara.

This safe, effective, eye-friendly lash pretreatment is formulated with Soft Blend™ Technology to strengthen and thicken lashes, enhancing the color and efficacy of True Touch™ Lengthening Mascara.

With True Touch™ Mascara Primer, you can create a more dramatic look that will last longer than mascara alone.

Benefits

- Creates long and luxurious-looking lashes with beautiful volume
- Enhances mascara color
- Extends mascara wear
- Helps give the eyes a more dramatic look

Recommended Use

Apply to clean, dry lashes. Using applicator brush, apply below and above upper and lower lashes until completely coated. Allow to dry, and reapply until desired thickness is achieved. Follow with True Touch™ Lengthening Mascara.

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Key Ingredients

- *Beeswax*—Produced by honeybees; used in this product for its conditioning¹ properties and the stability it gives to the product.
- *Acrylates copolymer*—A polymeric thickener commonly used in personal care products.
- *PVP*—A polymer that is used to hold hair.
- *Silica*—Helps maintain a free-flowing, non-caking product.
- *Stearic acid*—A natural emulsifying and opacifying agent. Neways uses only non-bovine stearates derived from vegetable sources.
- *Copernicia cerifera (carnauba) wax*—Used to give consistency and feel to the final formula.
- *Caprylyl glycol*—A skin conditioner that improves feel and appearance.
- *Hydrolyzed wheat protein*—A protein derivative from wheat, with conditioning properties.
- *Squalane*—A hydrogenated oil that conditions skin by preventing water loss.
- *Hydroxyethylcellulose*—A water-soluble thickener derived from cellulose.
- *Polyquaternium-10*—A quaternized polymer made from natural cellulose. Acts to condition the hair.
- *Aloe barbadensis leaf juice*—Used to soothe and calm the complexion.
- *Panthenol*—The viscous precursor of vitamin B5. Functions as a superb moisturizer of skin and hair.
- *Disodium EDTA*—A chelating agent commonly found in foods and personal care products, used to promote product shelf life and stability.
- *Sodium dehydroacetate*—An organic salt used to maintain the quality of the product by preventing microbial growth.
- *Phenoxyethanol*—An aromatic ether alcohol that helps prevent microbial growth.

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Neways International (UK) Ltd. PE28 0NN | www.neways.co.uk | www.newaysonline.de
Made in USA | BOX-0375/1

Ingredients: Water (aqua), beeswax (cera alba), acrylates copolymer, PVP, silica, stearic acid, sucrose polystearate, arginine, copernicia cerifera (carnauba) wax, behenyl alcohol, polysorbate 80, caprylyl glycol, hydrolyzed wheat protein, sorbitan sesquioleate, squalane, hydroxyethylcellulose, polyquaternium-10, aloe barbadensis leaf juice, panthenol, disodium EDTA, sodium dehydroacetate, phenoxyethanol, isopentylidol. **May Contain:** mica (C177019), bismuth oxychloride (C177163).

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.