



unveiling the cosmetics that unveil the true, beautiful you

True Touch™ Moisturizing Foundation

Create a flawless look

Description

You not only want a blended look, but you also want to protect your skin. You want moisture levels balanced. And you want to control oil, because the last thing you need is more skin imperfections.

Protect your skin, and let your true natural beauty show through. With Neways' True Touch™ Moisturizing Foundation, you get excellent light-to-medium coverage without the cover-up feel or cover-up ingredients. This easy-to-apply liquid absorbs into the skin and blends with natural skin tones, while optical diffusers minimize the appearance of fine lines and wrinkles.

Soft Blend™ Technology gives this foundation optimal skin benefits: Daylight protection, vitamins and antioxidants, and effortless blendability. This non-clogging formula allows your complexion to thrive and evens out skin tones for a soft, natural finish.

Let your natural beauty shine. With a variety of shades to choose from, it's easy to find the perfect True Touch Moisturizing Foundation color for you and create a flawless look.



Benefits

- Protects skin from daylight stresses and the environment
- Helps diminish the appearance of fine lines and wrinkles
- Moisturizes, evens, and corrects the complexion
- Supports a more youthful complexion

Recommended Use

Place a small amount of True Touch Moisturizing Foundation on a cosmetic sponge, an applicator, or fingertips. Dab onto the forehead, nose, chin, around the eyes, and onto both cheeks. Gently blend in upward strokes.

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TRUE TOUCH™

color cosmetics



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Key Ingredients

- *Butylene glycol*—Used commonly in personal care products as a solvent for botanical extracts and as a humectant.
- *Ethylhexyl methoxycinnamate*—An ingredient that helps protect the skin from daylight. This ingredient is commonly used in products containing sunscreen.
- *C12-15 alkyl benzoate*—Acts as an emollient and conditions the skin.
- *Stearic acid*—A natural emulsifying and opacifying agent. Neways uses only non-bovine stearates derived from vegetable sources.
- *Microcrystalline wax*—Used to improve the feel and viscosity of the product.
- *Arginine*—A common amino acid vital in many functions, including skin hydration.
- *Cellulose gum*—A colloid gum used to control the viscosity and structure of the final formula.
- *Glyceryl stearate SE*—An emulsifier and skin-conditioning agent.
- *Polyglyceryl-10 pentastearate*—Helps maintain a uniform product.
- *Polymethyl methacrylate*—A polymer used as a film former.
- *Behenyl alcohol*—An emulsifier with a light, silky feel.
- *Caprylyl glycol*—A skin conditioner that improves feel and appearance.
- *Phenoxyethanol*—An aromatic ether alcohol that helps prevent microbial growth.
- *Xanthan gum*—Increases the feel and viscosity of the product, and aids in conditioning the skin.
- *Sodium stearyl lactylate*—An organic salt used as a surfactant.
- *Bisabolol*—The primary component of German chamomile essential oil. It is an anti-irritant and has wound-healing properties.
- *Isopentyl diol*—An alcohol that is used as a solvent.
- *Sodium dehydroacetate*—An organic salt used to maintain the quality of the product by acting as a preservative.
- *Tocopheryl acetate*—A form of vitamin E with antioxidant properties.
- *Disodium EDTA*—A chelating agent commonly found in foods and personal care products.
- *Allantoin*—This botanical extract of the comfrey plant offers soothing and calming properties.
- *Mica*—A color additive.
- *Titanium dioxide*—A color additive that helps protect the skin!
- *Iron oxides*—Inorganic compound used for color pigmentation.
- *Boron nitride*—A powdery ingredient that provides slip and light diffusion.

- *Caprylyl methicone*—A silicone that gives play and feel to the final formula.
- *Chromium oxide greens*—Pigments used to create the color of the final formula.
- *Cyclopentasiloxane*—A silicone common to cosmetic products.
- *Dimethicone/vinyl dimethicone crosspolymer*—A silicone polymer blend used for its texture.
- *Hydrogenated lecithin*—A glycerol ester that conditions the skin, acts as a surfactant, and helps suspend other ingredients in the product.
- *Hydrogenated polydecene*—A synthetic polymer that acts as an emulsifying agent, improving the uniformity of the product.
- *Zinc stearate*—This ingredient is used in the coloring of the product; it also aids in creating a product that flows evenly without caking.
- *Methicone*—A polysiloxane that aids the skin by preventing excessive water loss, helping the skin stay hydrated.
- *Polyglyceryl-3 polyricinoleate*—This ingredient helps to give the product stability and the desired consistency.
- *Retinyl palmitate*—This ester conditions the skin.
- *Tocopherol*—A heterocyclic compound known as vitamin E, this antioxidant conditions the skin by preventing excessive water loss. Topical treatments of vitamin E have been shown to be effective at replenishing levels lost to UV degradation.
- *Ultramarines*—Used as a colorant.
- *Vinyl dimethicone/methicone silsesquioxane crosspolymer*—This ingredient aids in increasing the viscosity of the product.

Ingredients: Water (aqua), butylene glycol, ethylhexyl methoxycinnamate, C12-15 alkyl benzoate, ethylhexyl salicylate, stearic acid, microcrystalline wax, arginine, cellulose gum, glyceryl stearate SE, polyglyceryl-10 pentastearate, polymethyl methacrylate, behenyl alcohol, caprylyl glycol, phenoxyethanol, xanthan gum, sodium stearyl lactylate, bisabolol, isopentyl diol, sodium dehydroacetate, tocopheryl acetate, disodium EDTA, allantoin, mica (CI77019), titanium dioxide (CI77891), iron oxides (CI77491, CI77492, CI77499).

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Neways GmbH D-65187 www.newaysonline.de
Made in USA | BOX-0360/1

References

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