



unveiling the cosmetics that unveil the true, beautiful you

## True Touch™ Perfecting Concealer

*Hide those little imperfections*

### Description

Blemishes, under-eye circles, age spots, redness, even scars—everyone has flaws that can detract from the skin's natural beauty. Now there's an easy, effective way to hide those little imperfections. Introducing the most flaw-forgiving concealer ever created: Neways' True Touch™ Perfecting Concealer.

This soothing formula hides not only under-eye circles but under-eye puffiness as well. It also covers blemishes, scars, and age spots, creating a brighter, more alert appearance.

Perfecting Concealer is created with Soft Blend™ Technology, a unique combination of scientifically advanced ingredients that provide optimal skin benefits for an ideal complexion. What you'll notice is excellent coverage with a weightless effect.

Awaken to a more refreshed, perfected look with True Touch Perfecting Concealer. Use it alone or with foundation to create even skin tones and a flawless finish.

### Benefits

- Fights the appearance of under-eye puffiness
- Covers under-eye circles
- Hides blemishes
- Conditions delicate skin
- Blends perfectly into the skin
- Brightens the eyes and complexion
- Creates a more energized and rested look

### Recommended Use

Twist up concealer stick, and apply under eyes and to other areas needing correction. Lightly dab with finger tip to blend in. Follow with the True Touch Foundation of your choice.



*(continued on next page)*



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## True Touch™ Perfecting Concealer (continued)

### Key Ingredients

- *Acrylates crosspolymer*—An absorbent.
- *Ascorbyl palmitate*—An ester form of vitamin C used for its antioxidant properties.
- *Bis-diglyceryl polyacyladipate-2*—An emollient used to provide aesthetic feel and moisturizing properties.
- *Boron nitride*—A powdery ingredient that helps create a smooth flow in the product.
- *Caprylyl glycol*—A skin conditioner that improves feel and appearance.
- *Ceresin*—A natural wax used to increase viscosity.
- *Copernicia cerifera (carnauba) wax*—Used to give consistency and feel to the final formula.
- *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>
- *Dipentaerythryl hexacaprylate/hexacaprate*—An ester used for skin conditioning and moisturization.
- *HDI/trimethylol hexyllactone crosspolymer*—An anti-caking ingredient used to prevent the clumping or agglomeration of cosmetic particles.
- *Iron Oxides*—Inorganic compound used for color pigmentation.
- *Isopentyldiol*—An alcohol that is used as a solvent.
- *Isostearyl neopentanoate*—An ester that helps condition the skin.
- *Methicone*—A polysiloxane that helps the skin stay hydrated.
- *Mica*—A color additive.
- *Microcrystalline wax*—Used to improve the feel and viscosity of the product.
- *Phenoxyethanol*—An aromatic ether alcohol that acts as a preservative.
- *Polyethylene*—This synthetic polymer helps remove excess dead skin cells and enhance the product's pigments and overall feel.
- *Tridecyl trimellitate*—An ester that helps keep the skin hydrated.
- *Polymethylsilsesquioxane*—An ingredient that helps make the product more opaque.
- *Silica*—Helps remove unwanted dead skin cells; helps maintain a free-flowing, non-caking product.
- *Silica silylate*—Prevents the formation of foam; aids in conditioning the skin.
- *Tocopherol*—A heterocyclic compound known as vitamin E. Conditions the skin by preventing excessive water loss, and supports skin against the environment.
- *Tridecyl stearate*—An ester that conditions the skin.
- *Polyglyceryl-6 polyricinoleate*—A surfactant that helps condition the skin.

**Ingredients:** Dipentaerythryl hexacaprylate/hexacaprate, tridecyl trimellitate, tridecyl stearate, isostearyl neopentanoate, microcrystalline wax, polyethylene, copernicia cerifera (carnauba) wax, boron nitride, acrylates crosspolymer, silica, polymethylsilsesquioxane, bis-diglyceryl polyacyladipate-2, neopentyl glycol dicaprylate/dicaprate, polyglyceryl-6 polyricinoleate, HDI/trimethylol hexyllactone crosspolymer, ceresin, silica silylate, dimethicone, methicone, caprylyl glycol, phenoxyethanol, tocopheryl acetate, isopentyldiol, ascorbyl palmitate, iron oxides (CI77491, CI77492, CI77499), mica (CI77019). **May Contain:** titanium dioxide (CI77891), ultramarines (CI77007), chromium oxide greens (CI77288), manganese violet (CI77742), chromium hydroxide green (CI77289). Mfd for Newways Inc. Salem, Utah 84653 | www.newways.com Newways International (UK) Ltd. PE28 0NN | www.newways.co.uk | Newways GmbH D-65187 | www.newwaysonline.de Made in USA | BOX-0348/1

### References

1. 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.