



unveiling the cosmetics that unveil the true, beautiful you

True Touch™ Radiant Blush

Look radiant in any light

Description

A little splash of color can add a more energized, youthful appearance while emphasizing the cheekbones. Now you can do just that with a calming, skin-conditioning powder formula that will help your skin look radiant in any light.

Neways True Touch™ Radiant Blush is featherweight, natural color with excellent blendability. This talc-free powder glides smoothly over cheeks or wherever a little extra color is needed. Infused with micro light-reflecting powders, Radiant Blush deflects flaws and brings out a natural-looking glow.

True Touch Radiant Blush features Soft Blend™ Technology, an exclusive combination of scientific ingredients that provides optimal skin benefits and adds radiant color to cheeks. Choose any of the five long-wearing, natural-looking shades, and enjoy an ideal complexion and flawless finish.



Benefits

- Provides radiant, beautiful color to cheeks
- Blends perfectly
- Calms and conditions the complexion
- Diffuses light to create a flawless, youthful glow
- Brightens and accentuates facial features

Recommended Use

While smiling, lightly brush in upward, outward motions beginning at apples of cheeks and extending upward along the cheekbone. To add a warm healthy glow, lightly brush across forehead and chin.

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True Touch™ Radiant Blush (continued)

Key Ingredients

- *Bisabolol*—An ingredient with soothing properties
- *Bismuth oxychloride*—A pigment used for color purposes.
- *Caprylic/capric triglyceride*—An ester used for conditioning and moisturizing the skin.
- *Caprylyl glycol*—Ingredient used commonly in personal care products as a skin conditioner; it improves the feel and appearance of your skin.
- *Disodium EDTA*—A chelating agent commonly found in foods and personal care products.
- *Iron oxides*—Inorganic compound used for color pigmentation.
- *Isopentyl diol*—An alcohol that is used as a solvent.
- *Zinc stearate*—Used in the coloring of the product; also aids in creating a product that flows evenly without caking.
- *Mica*—A color additive.
- *Oryza sativa (rice) starch*—Helps enhance the color pigments in the product.
- *Phenoxyethanol*—An aromatic ether alcohol that acts as a preservative.
- *Silica*—Helps maintain a free-flowing, non-caking product.
- *Sodium dehydroacetate*—An organic salt used to maintain the quality of the product by acting as a preservative.
- *Titanium dioxide*—A color additive that support the skin against the environment.
- *Lauroyl lysine*—An amino acid the helps condition the skin.

Ingredients: Caprylic/capric triglyceride, zinc stearate, silica, lauroyl lysine, oryza sativa (rice) starch, caprylyl glycol, phenoxyethanol, sodium dehydroacetate, bisabolol, isopentyl diol, disodium EDTA, mica (CI77019).

May contain: Titanium dioxide (CI77891), iron oxides (CI77491, CI77492, CI77499), carmine (CI75470), red 30 (CI73360), bismuth oxychloride (CI77163), red 28 lake (CI45410), red 36 (CI12085), red 6 (CI15850), red 33 (CI17200), ultramarines (CI77007), red 21 lake (CI45380), yellow 5 lake (CI19140), manganese violet (CI77742), blue 1 lake (CI42090), chromium oxide greens (CI77288).

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