



unveiling the cosmetics that unveil the true, beautiful you

True Touch™ Satin Lipstick

Infuse some satin-smooth color

Description

The right look demands the right color. But not just any color will do; you need something that creates an appearance of fullness and shape, makes your lips look smooth and defined, and adds moisture and protection.

Neways' True Touch™ Satin Lipstick infuses lips with satin-smooth, rich color that gives durable wear while protecting lips with its advanced, moisture-rich formula complete with antioxidants. Each one of the 20 sumptuous shades glides smoothly onto lips and leaves creamy, rich, beautiful color that lasts.

Benefits

- Creates beautiful lips with rich color definition
- Nourishes lips with antioxidants and moisturizing ingredients
- Provides light, creamy yet durable wear
- Leaves lips feeling soft

Recommended Use

Beginning at center of upper lip, smooth lipstick along lip's edge, extending down to corner of mouth. Repeat on other side, then apply along bottom lip. Gently press lips together and, if needed, blot with tissue to remove excess.

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(continued)

Key Ingredients

- *Ricinus communis (castor) seed oil*—A natural oil that conditions and moisturizes skin.
- *Octyldodecanol*—An alcohol that conditions the skin.
- *Mica*—A color additive.
- *Barium sulfate*—A white pigment used to enhance the color of cosmetics.
- *Titanium dioxide*—A color additive that supports skin against the environment.
- *Euphorbia cerifera (candelilla) wax*—A natural wax derived from *Euphorbia cerifera* leaves, used to give consistency and feel to the final formula.
- *Copernicia cerifera (carnauba) wax*—This high-melting wax from Brazil is the major component in lipsticks. It gives the stick its structure and allows the transfer of color to lips at body temperature.
- *Myristyl lactate*—An ester that conditions the skin.
- *Microcrystalline wax*—Used to improve the feel and viscosity of the product.
- *Cetyl palmitate*—An emollient used for skin conditioning and feel in the final formula.
- *Tocopheryl acetate*—A form of vitamin E with antioxidant properties. This ingredient helps hydrate² the skin.
- *Hydrogenated castor oil*—Aids in conditioning the skin, and increases viscosity of the final product.
- *Hydrogenated polydecene*—A synthetic polymer that acts as an emulsifying agent, improving the uniformity of the product.
- *Beeswax*—Produced by honeybees; used in this product for its skin-conditioning³ properties and the stability it gives to the product.
- *Iron oxides*—Inorganic compound used for color pigmentation.
- *Myristyl alcohol*—This fatty alcohol stabilizes emulsions, conditions the skin, and increases viscosity.
- *Ascorbyl palmitate*—An ester form of vitamin C used for its antioxidant properties.
- *Tocopherol*—A heterocyclic compound known as vitamin E. Conditions the skin by preventing excessive water loss. Supports the skin against the environment.
- *Bis-diglyceryl polyacyladipate-2*—An emollient used to provide aesthetic texture properties and moisturize.

Ingredients:

Ricinus communis (castor) seed oil, octyldodecanol, barium sulfate, euphorbia cerifera (candelilla) wax, microcrystalline wax, myristyl lactate, copernicia cerifera (carnauba) wax, cetyl palmitate, bis-diglyceryl polyacyladipate-2, hydrogenated castor oil, hydrogenated polydecene, beeswax (cera alba), myristyl alcohol, ascorbyl palmitate, tocopherol, tocopheryl acetate.

carmine (CI75470), red 6 (CI15850), mica (CI77019), bismuth oxychloride (CI77163), yellow 5 lake (CI19140), blue 1 lake (CI42090), manganese violet (CI7742), red 30 (CI73360).

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May Contain: Iron oxides (CI77491, CI77492, CI77499), red 28 lake (CI45410), titanium dioxide (CI77891),

References

1. Loden M, Akerstrom U, Lindahl K, Berne B. Novel Method for Studying Photolability of Topical Formulations: a Case Study of Titanium Dioxide Stabilization of Ketoprofen. *J Pharm Sci* 2005 Apr; 94(4):781–7.
2. Gehring W, Fluhr J, Gloor M. Influence of Vitamin E Acetate on Stratum Corneum Hydration. *Arzneimittelforschung*. 1998 Jul; 48(7):772–5. PMID: 9706379.
3. 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.