



unveiling the cosmetics that unveil the true, beautiful you

True Touch™ Shaping Brow Liner

Perfect your brow line

Description

Your natural brow arch creates just the right frame for your eyes. But who says it couldn't use a little boost? You can add shape, color, and fullness while maintaining a natural appearance with Neways True Touch™ Shaping Brow Liner.

This smooth-gliding formula comes in a mechanical pencil for mistake-proof precision. Formulated with Soft Blend™ Technology, Shaping Brow Liner delivers vitamins and skin moisturizers as well as other ingredients that protect and condition.

Fill in and define your brows for a delicately enhanced appearance. Neways True Touch™ Shaping Brow Liner comes in three beautiful shades, so you can select the look that's most natural for you.

Benefits

- Defines the brows
- Accentuates eyes
- Make the eyebrows appear fuller, thicker, and darker
- Helps give the eyes a more dramatic look

Recommended Use

Apply Neways True Touch™ Shaping Brow Liner to the natural brow arch for the most natural look. Lightly outline the natural arch of the eyebrow. Continue applying brow liner in light, feathery strokes throughout the eyebrow and in sparse areas. If the desired appearance is bigger eyebrows, then apply the liner just outside the natural brow arch.



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True Touch™ Shaping Brow Liner (continued)

Key Ingredients

- *C12-15 alkyl benzoate*—Conditions the skin.
- *Ceresin*—A natural wax used to increase viscosity.
- *Beeswax*—Produced by honeybees and used in this product for its skin-conditioning¹ properties and the stability it gives to the product.
- *Polyethylene*—This synthetic polymer helps remove excess dead skin cells and enhance the product's pigments and overall feel.
- *Copernicia cerifera (carnauba) wax*—Used to give consistency and feel to the final formula.
- *Euphorbia cerifera (candelilla) wax*—A natural wax derived from the leaves of *Euphorbia cerifera*, used to give consistency and feel to the final formula.
- *Ricinus communis (castor) seed oil*—A natural oil that conditions and moisturizes skin.
- *Pentaerythrityl rosinat*e—Helps condition skin. Lends viscosity to the product.
- *Dimethicone*—Aids in preventing excess foam from forming in the product; helps keep skin moist; helps create a protective barrier for the skin.²
- *Cetyl alcohol*—A common emulsifier derived from coconut oil.
- *Tocopherol*—A heterocyclic compound known as vitamin E. Conditions the skin by preventing excessive water loss. Supports the skin against the environment.
- *Silica silylate*—Prevents the formation of foam; aids in conditioning the skin.
- *Ascorbyl palmitate*—An ester form of vitamin C used for its antioxidant properties.
- *Caprylyl glycol*—A skin conditioner that improves feel and appearance.
- *Phenoxyethanol*—An aromatic ether alcohol that acts as a preservative.
- *Isopentyl diol*—An alcohol that is used as a solvent.
- *Iron oxides*—Inorganic compound used for color pigmentation.
- *Titanium dioxide*—Used as a colorant. Supports the skin against the environment.

Ingredients: C12-15 alkyl benzoate, ceresin, beeswax (cera alba), polyethylene, trimethylsiloxy silicate, copernicia cerifera (carnauba) wax, euphorbia cerifera (candelilla) wax, ricinus communis (castor) seed oil, pentaerythrityl rosinat, dimethicone, cetyl alcohol, tocopherol, silica silylate, ascorbyl palmitate, caprylyl glycol, phenoxyethanol, isopentyl diol, iron oxides (CI77491, CI77492, CI77499), titanium dioxide (CI77891). **May Contain:** Mica (CI77019).
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Neways GmbH D-65187 | www.newaysonline.de
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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.
2. 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.