



unveiling the cosmetics that unveil the true, beautiful you

## True Touch™ Silky Pressed Powder

*Camouflage your age*

### Description

Look closely. This is true age camouflage. Neways' True Touch™ Silky Pressed Powder features light-diffusing pigments that help skin look radiant in any light.

This virtually weightless, silky-smooth pressed formula gives sheer, light-matte coverage that can be worn over liquid foundation or by itself. It creates a shine-free, smooth, even finish to your cosmetics and makes them more durable.

True Touch Silky Pressed Powder features Soft Blend™ Technology with 3-D powders that reflect light away from the skin, creating optical age camouflage. The brighter the light, the younger you look.

Make your skin look flawless and radiant. Neways True Touch™ Silky Pressed Powder comes in six colors to match skin tones, foundation, and concealer for a blended natural look.



### Benefits

- Evens out skin tone for a flawless finish
- Creates the appearance of instant youth
- Gives the complexion a delicate, light-matte finish
- Controls moisture and shine
- Easy application for on the go

### Recommended Use

Glide the True Touch Silky Pressed Powder cosmetic puff across the skin. To set cosmetics, apply the powder to the entire face.

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(continued)

### Key Ingredients

- *Bisabolol*—An ingredient with soothing properties.
- *Boron nitride*—A powdery ingredient that helps give a smooth flow to the product.
- *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 the skin.
- *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>
- *Disodium EDTA*—A chelating agent commonly found in foods and personal care products.
- *Ethylhexyl palmitate*—An emollient with medium feel and excellent spreadability. This ester is a skin conditioner that helps the skin look and feel healthier.
- *Hydrogenated polyisobutene*—A synthetic polymer that conditions the skin and increases the viscosity of the product.
- *Zinc stearate*—Used in the coloring of the product; also aids in creating a product that flows evenly without caking.
- *Isopentyl diol*—An alcohol that is used as a solvent.
- *Mica*—A color additive.
- *Phenoxyethanol*—This aromatic ether alcohol helps preserve the quality of the product.
- *Polyglyceryl-3 diisostearate*—Helps maintain a uniform product.
- *Silica*—Helps remove unwanted dead skin cells; also helps maintain a free-flowing, non-caking product.
- *Sodium dehydroacetate*—An organic salt used to maintain the quality of the product by preventing microbial growth.
- *Titanium dioxide*—A coloring additive that supports skin against the environment.<sup>2</sup>
- *Vinyl dimethicone/methicone silsesquioxane crosspolymer*—Aids in increasing the viscosity of the product.
- *Zea mays (corn) starch*—Used to increase viscosity, and aids in the protection<sup>3</sup> of the skin from environmental influences.
- *Iron oxides*—Inorganic compound used for color pigmentation.

**Ingredients:** Boron nitride, silica, zinc stearate, ethylhexyl palmitate, vinyl dimethicone/methicone silsesquioxane crosspolymer, zeo mays (corn) starch, hydrogenated polyisobutene, caprylic/capric triglyceride, dimethicone, caprylyl glycol, polyglyceryl-3 diisostearate, sodium dehydroacetate, bisabolol, isopentyl diol, phenoxyethanol, disodium EDTA, iron oxides (CI77491, CI77492, CI77499), titanium dioxide (CI77891), mica (CI77019).  
**May Contain:** Ultramarines (CI77007).

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D-65187 | www.newaysonline.de  
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### References

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2. 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.
3. Leyden JJ. Corn Starch, Candida Albicans, and Diaper Rash. *Pediatr Dermatol* 1984 Apr; 1(4):322–5.

