



unveiling the cosmetics that unveil the true, beautiful you

## True Touch™ Translucent Loose Powder

*Make your look last*

### Description

You've seen your makeup start to disappear before the day is even half over. But that's about to become a thing of the past. Introducing Neways' True Touch™ Translucent Loose Powder. Now you can create a shine-free, smooth, even finish to your cosmetics that helps your makeup last all day.



True Touch™ Translucent Loose Powder is a talc-free, finely milled finishing formula that features Soft Blend™ Technology. This lightweight powder delicately sets foundation and blush with silky-smooth application, while its unique light diffusers highlight skin tones and reduce the appearance of fine lines and wrinkles.

Get natural, flawless coverage. Translucent Loose Powder's single, color-neutral shade works for most skin tones to create a radiant glow.

### Benefits

- Sets foundation and helps makeup last longer
- Gives skin a flawless, radiant glow
- Reduces the appearance of fine lines and wrinkles
- Controls moisture

### Recommended Use

With a loose powder brush, lightly dust powder over complexion as the final step of your makeup application to set foundation and blush and to create a flawless finish.

*(continued on next page)*



unveiling the cosmetics that unveil the true, beautiful you

## True Touch™ Translucent Loose Powder (continued)

### Key Ingredients

- *Boron nitride*—A powdery ingredient that helps create a smooth flow in the product.
- *Caprylyl glycol*—A skin conditioner that improves feel and appearance.
- *Iron oxides*—Inorganic compound used for color pigmentation.
- *Isopentyl diol*—An alcohol that is used as a solvent.
- *Lauroyl lysine*—An amino acid that helps condition the skin.
- *Mica*—A color additive.
- *Phenoxyethanol*—An aromatic ether alcohol that helps prevent microbial growth.
- *Retinyl palmitate*—An ester that conditions the skin.
- *Titanium dioxide*—Helps maintain a free-flowing, non-caking product, and supports skin against environmental stresses.<sup>1</sup>
- *Tocopheryl acetate*—A form of vitamin E with antioxidant properties. Helps hydrate<sup>2</sup> the skin.
- *Zinc oxide*—Used as a pigment. Supports complexion health.<sup>3</sup>
- *Zinc stearate*—Aids in creating a product that flows evenly without caking.

**Ingredients:** Boron nitride, zinc stearate, lauroyl lysine, tocopheryl acetate, caprylyl glycol, phenoxyethanol, isopentyl diol, retinyl palmitate, mica (CI77019), zinc oxide (CI77947), iron oxides (CI77491, CI77492, CI77499), titanium dioxide (CI77891).

**May Contain:** Ultramarines (CI77007).

Mfd for Neways Inc. Salem, Utah 84653  
www.neways.com | Neways International (UK) Ltd.  
PE28 ONN | www.neways.co.uk | Neways GmbH  
D-65187 | www.newaysonline.de  
Made in USA | BOX-0381/1

### 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. Agren MS, Ostenfeld U, Kallehave F, Gong Y, Raffn K, Crawford ME, Kiss K, Friis-Moller A, Gluud C, Jorgensen LN. A Randomized, Double-Blind, Placebo-Controlled Multicenter Trial Evaluating Topical Zinc Oxide for Acute Open Wounds Following Pilonidal Disease Excision. *Wound Repair Regen.* 2006 Sep-Oct; 14(5):526-35.