

Nu Colour®

Custom Colour Subtle Effects® Blush

BRINGING THE BEST OF NU SKIN TO COLOR



Positioning Statement

Silky, blendable, long lasting shades of blush in both warm and cool selections.

Concept

Create a subtle glow. A natural blush looks healthy, while dramatically contoured cheek bones create sophistication. Subtle Effects® Blush features blended micropowders, which create a silky, blendable texture that lets you define a variety of gorgeous looks. Features long lasting, fashion conscious colors in both cool and warm shades to complement any skin tone.

Target Audience

Women who want natural or sophisticated silky blendable blushing powder offered in a variety of shades to complement every skin tone.

Product Claims

- Shades to complement every skin tone.
- Smooth, even application that's buildable and blendable.
- Fade resistant.
- Talc-free.

Key Ingredients

- **Jojoba**—a moisturizing emollient to help provide a long lasting fade resistant finish.
- **Rice Starch**—contributes to gentle application and oil absorption.
- **Nylon**—a powder that promotes smooth glide and blendability.
- **Silica**—a powder that helps deliver a silky feel.

Usage/Application

Brush the apple of the cheeks with the Nu Colour® Blush Brush or a contour brush. Reapply according to desired effect.

Complementary Products

- **Nu Colour® MoisturShade® Liquid Finish Foundation SPF 15**—velvety smooth formula that delivers medium coverage and soft, radiant color. Liquid Finish blurs imperfections and evens skin tones while providing SPF 15 for environmental protection. Use before applying Subtle Effects® Blush.
- **Nu Colour® Skin Beneficial™ Tinted Moisturize SPF 15**—provides SPF 15 and vital UVA/UVB protection while enhancing natural skin tone with sheer color. Use before applying Subtle Effects® Blush.
- **Nu Colour® Finishing Powder**—this ultra sheer powder sets your foundation (Nu Colour® Liquid Finish or Nu Colour® Skin Beneficial™ Tinted Moisturizer) and is suitable for all skin tones. Use Finishing Powder to allow other powders like Subtle Effects® Blush to glide on smoothly.
- **Nu Colour® Desired Effects™ Eye Shadow**—velvet-soft shadows blend smoothly to accentuate and enhance your eyes. Available in a range of classic shades from pastel highlights to deep, smoky hues. Mix and match Desired Effects™ Eye Shadows to customize the look you want. Use with Subtle Effects® Blush.

Frequently Asked Questions

If I have yellow (warm) skin tones, should I wear pink (cool) blush shades?

No. For the most flattering and natural results, you should wear blush shades that match your skin tone. For instance, if you have yellow or warm skin tones, you will look better in warm blush shades.

Which shades are cool (rosy tones) colors?

Icy Pink, Aura, Primrose, and Blushed are all cool colors.

Which shades are warm (earth tones) colors?

Honey Buff, Natural Glow, and Allspice are all warm colors.

Nu Colour[®] Custom Colour Subtle Effects[®] Blush

Ingredients

Mica, Phenyl Trimethicone, Nylon-12, Silica, Zinc Stearate, Rice Starch, Octyl Palmitate, Squalane, Jojoba Esters, Bisabolol, Aloe (Aloe Barbadensis) Extract, Tocopherol, Ascorbyl Palmitate, Methylparaben, Butylparaben, Propylparaben, Sodium Dehydroacetate. *May Contain:* Titanium Dioxide, Iron Oxides, Ultramarines, Manganese Violet, D&C Red No. 7 Calcium Lake, D&C Red No. 30 Lake, D&C Red No. 6 Sodium Salt, FD&C Yellow No. 5 Aluminum Lake, FD&C Yellow No. 6 Aluminum Lake