

# Nu Colour®

## Custom Colour MoisturShade®

### Wet/Dry Pressed Powder

#### BRINGING THE BEST OF NU SKIN TO COLOR



#### Positioning Statement

A long-wearing pressed powder that can be used either wet or dry to finish and set makeup and supply maximum coverage.

#### Concept

Dual-finish matte color. This versatile, long-wearing pressed powder acts as a silky finishing powder by day and a beautiful matte foundation by evening. Nu Colour® Custom Colour MoisturShade® Wet/Dry Pressed Powder is excellent for quick touch-ups, yet its wet/dry capabilities allow it to act as either a powder or a foundation. Apply dry to set makeup and reduce shine, or sponge on damp for maximum coverage to create a flawless finish. MoisturShade® Wet/Dry Pressed Powder works especially well for those with oily skin.

#### Target Audience

Women who desire a dry or wet pressed powder for quick touch-ups and/or maximum coverage. Works especially well for oily skin types.

#### Product Claims

- Can be applied dry or wet, for two types of coverage.
- Buildable, blendable smooth coverage from special powder blends.
- Long wearing.
- Oil absorbing.
- Talc-free.

#### Key Ingredients

- **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

**Dry:** Apply dry to set makeup and anytime throughout the day to reduce shine. Using a Nu Colour® Powder Brush or puff, dust evenly on face, moving across the forehead and down the cheeks in gentle strokes.

**Wet:** Apply wet for maximum coverage and a flawless finish. Using a dampened sponge, smooth product over face and neck area, blending at the jawline.

#### Complementary Products

- **Pure Cleansing Gel**—this soap-free, foaming face cleansing formula helps control oil without over drying. Use to cleanse and help control shine along with MoisturShade® Wet/Dry Pressed Powder.
- **pH Balance Mattefying Toner**—this alcohol-free formula diminishes the appearance of pores and reduces shine with oil-absorbing mineral powders to give an instant matte finish. Use after cleansing to help control shine along with MoisturShade® Wet/Dry Pressed Powder.
- **Moisture Restore™ Day Protective Lotion SPF 15 Combination to Oily**—a high-performance lotion formulated for combination to oily skin types helps fight against premature aging caused by the sun. Use after cleansing and toning to help control shine along with MoisturShade® Wet/Dry Pressed Powder.
- **Epoch® Glacial Marine Mud™**—a highly absorbent skin renewing mud mask that draws out impurities, removes dead skin cells, and nurtures skin with more than 30 skin beneficial minerals. Use regularly to reduce oil and renew skin.
- **Tru Face™ Line Corrector**—features revolutionary pro-collagen peptide that helps soften lines and wrinkles around mouth and eyes. Helps minimize the appearance of moderate to deep lines in just four weeks, and is gentle and safe for all skin types. Perfect to use along with MoisturShade® Wet/Dry Pressed Powder for a youthful looking and flawlessly finished complexion.

# Nu Colour® Custom Colour MoisturShade® Wet/Dry Pressed Powder

- **NaPCA Moisture Mist**—a light spray that refreshes and hydrates skin with instant moisture. Use NaPCA Moisture Mist to dampen a sponge and apply Nu Colour® MoisturShade® Wet/Dry Pressed Powder to face for maximum coverage and flawless finish.

## Frequently Asked Questions

*Can the Nu Colour® Wet/Dry Pressed Powder be used in addition to the Nu Colour® Liquid Finish or Nu Colour® Tinted Moisturizer?*

Yes, Nu Colour® Wet/Dry Pressed Powder is a perfect finish for your foundation products to add additional coverage to your skin as well as leave your skin with a shine-free appearance.

*Can I use my powder brush with the Nu Colour® Wet/Dry Pressed Powder?*

Yes, using a powder brush to apply the Nu Colour® Wet/Dry Pressed Powder will give the skin a light dusting of the powder for a soft powdered look.

## Ingredients

Mica, Dimethicone, Silica, Magnesium Myristate, Rice Starch, Zinc Stearate, Methicone, Squalane, Nylon-12, Bisabolol, Tocopherol, Ascorbyl Palmitate, Methylparaben, Propylparaben, Sodium Dehydroacetate. May Contain: Titanium Dioxide, Iron Oxides, Ultramarines, Bismuth Oxchloride.

Discover the ideal foundation for achieving the look and coverage you desire.

Product	Finish	Coverage	Benefits	Featured Ingredients
Dual Active Color Correctors	Natural, weightless finish	Smooth coverage, light to full	<b>Green:</b> corrects red skin tones and improves the appearance of broken capillaries <b>Yellow:</b> corrects bluish skin tones associated with puffy undereye circles	<b>Green:</b> green tea, aloe, oregano, and ginseng <b>Yellow:</b> aloe, chamomile, ginkgo biloba, vitamin C, and watercress
Skin Beneficial™ Concealer	Natural, weightless finish	Smooth coverage, light to full	Superior blendability, buildable coverage, light-diffusing, calming, soothing, long-wearing, reduces the appearance of puffiness	Vitamins A and E for antioxidant protection; free of talc, petrolatum, and mineral oil
Skin Beneficial™ Tinted Moisturizer SPF 15	Ultra-natural, fresh finish	Sheer, weightless coverage	Reflects natural skin tone, natural weightless feel, healthy glow, long-wearing, transfer-resistant, provides barrier to the elements	Vitamins A and E for antioxidant protection; botanical extracts; oil-free moisture; UVA/UVB SPF 15; free of talc, petrolatum, and mineral oil
MoisturShade® Liquid Finish SPF 15	Radiant, moisturizing finish	Medium coverage, velvety smooth	Light-reflecting for radiant skin, hydrating, smoothing, softens the look of fine lines and wrinkles	Lecithin, sodium PCA, and phospholipids help maintain the skin's natural moisture barrier; UVA/UVB SPF 15; free of talc, petrolatum, and mineral oil
Custom Colour MoisturShade® Wet/Dry Pressed Powder	Smooth, matte finish	Full coverage when used wet, medium powder finish when used dry (especially good for oily skin)	Silky powder, versatile finish, wear wet or dry, easy touch-ups, shine control, finishing powder, portable	Vitamin E for antioxidant protection; free of talc, petrolatum, and mineral oil