

Nu Colour®

Defining Effects® Brow Liner

BRINGING THE BEST OF NU SKIN TO COLOR



Positioning Statement

An easy glide-on pencil and brow brush that softly fills in and defines brows.

Concept

For detail-oriented perfection. The Nu Colour® Defining Effects® Brow Liner lets you easily define your eye brows with rich, creamy, accentuating color. This powdery soft formula glides on gently, looks natural, and defines brows. With Nu Colour® Defining Effects® Brow Liner, you get easy, gorgeous emphasis and gentle rich color. Cap includes a handy brow brush to smooth and soften your look.

Target Audience

Detail-conscious women who want a smooth, easy-glide brow pencil for beautiful brow definition.

Product Claims

- Powdery soft formula glides on for easy control and smooth definition.
- Long-wearing color stays true and looks natural for hours.
- Convenient brow brush on cap helps smooth and soften your look.
- Fragrance-free and hypo-allergenic.

Key Ingredients

- Nu Colour® Defining Effects® Brow Liner features a special blend of conditioning emollients to smooth, soothe, and moisturize. Say goodbye to dry makeup pencils that pull and tug repeatedly on facial skin.

Usage/Application

Choosing the shade that most closely resembles the color of your natural brows, softly fill in and shape eyebrows by lightly applying color to the brows (in quick, short strokes to simulate actual hairs) from the inner corner of the eyebrows to the outer corner. Follow by brushing brows with the brow brush on cap.

FYI

Don't let your eyebrows go! Many people choose to ignore eyebrows, but taking the time to groom this important area will add strength and definition to your face and enhance your beauty.

- You should pluck eyebrows before bedtime so any redness will disappear overnight.
- In shaping your eyebrows, use your facial features.
- Use a pair of slant edge tweezers, which grip hairs easily. Comb hairs one way and then the other to remove loose hairs.
- You should pluck hairs between the brows and any stragglers. Never remove the hairs from above your eyebrows.
- Pluck each hair individually close to the root. Work in the direction of the growth.
- Always avoid over-plucking.
- When using Nu Colour® Defining Effects® Brow Liner, you should choose a shade similar to your natural hair color.
- Apply in small, feathered strokes, starting at the inner corner and working outward.
- Blend using the brow brush at the end of the pencil.
- To tame stray hairs, use Nutriol® Eyelash to comb through brows.

Complementary Products

- **Nutriol® Eyelash**—not only a lash conditioner, but also an excellent brow styling gel. After using Nu Colour® Defining Effects® Brow Liner and brush to achieve desired style, use Nutriol® Eyelash to “set” the look. Contains panthenol for extra conditioning benefits.
- **Nu Colour® Defining Effects® Mascara**—specially formulated to lengthen and separate lashes without clumping and without harmful ingredients. Use with Nu Colour® Defining Effects® Brow Liner to make your eyes more noticeable.
- **Nu Colour® Custom Colour Desired Effects™ Eye Shadow**—velvety-soft shadows blend smoothly to accentuate and enhance your eyes. Available in a range of classic, customizable shades from pastel highlights to deep, smoky hues, Nu Colour® Desired Effects™ Eye Shadow lets you choose the look you want. Use with

Nu Colour® Defining Effects® Brow Liner

Nu Colour® Defining Effects® Brow Liner to further accent your eyes.

- **Nu Colour® MoisturShade® Liquid Finish Foundation SPF 15**—a velvety smooth formula that delivers medium coverage and soft radiant color. Nu Colour® MoisturShade® Liquid Finish Foundation blurs imperfections and evens skin tones while providing SPF 15 for environmental protection. Use with Nu Colour® Defining Effects® Brow Liner.
- **Nu Colour® Skin Beneficial™ Tinted Moisturizer SPF15**—provides SPF 15 and vital UVA/UVB protection while enhancing natural skin tone with sheer color. Use before applying Finishing Powder.

Frequently Asked Questions

How do I choose a shade?

You should choose the shade that most closely resembles the color of your eyebrows and hair color.

Where should I accent my eyebrows?

The brows should begin above the inside corner of the eye, rise to a natural arch over the outer edge of the iris, and end in a graduating line diagonally above the outer corner of the eye.

Where should the highest point of the arch in my eyebrow be?

The highest point of the arch of the brow should be directly above the outer edge of your iris when you're looking straight into the mirror.

Ingredients

Hydrogenated Palm Kernel Glycerides, Hydrogenated Palm Glycerides, Hydrogenated Vegetable Oil, Caprylic/Capric Triglyceride, Rhus Succedanea Fruit Wax, Tocopherol, Ascorbyl Palmitate. May Contain: Iron Oxides, Ultramarines, Aluminum Powder, Bismuth Oxychloride, Carmine, Chromium Hydroxide Green, Chromium Oxide Greens, Ferric Ferrocyanide, Manganese Violet, Mica, Titanium Dioxide, Zinc Oxide.