

Nu Colour®

Defining Effects® Smooth Lip Liner

BRINGING THE BEST OF NU SKIN TO COLOR



Positioning Statement

A gentle glide-on lip lining pencil that easily defines lips with rich creamy color.

Concept

Lining your lips has never been so easy. This unique formula glides on gently to let you easily and accurately define your lips with rich, creamy color. Nu Colour® Defining Effects® Smooth Lip Liners treat your lips right with special ingredients that smooth, soothe, and moisturize even the most delicate skin.

Target Audience

Women who want a sleek, easy-glide lip liner to define and enhance their lips.

Product Claims

- Glides on easily, doesn't pull or tug on delicate lip tissue.
- Color stays rich and true for hours.
- Creamy consistency offers easy definition.
- Fragrance-free, hypo-allergenic.

Key Ingredients

Defining Effects® Smooth Lip Liner features a special blend of emollients and oils that smooth, soothe, and moisturize. Say goodbye to dry pencils that pull and tug on delicate lip tissue, which causes stress and can lead to premature signs of aging.

They also contain skin beneficial ingredients that mimic the skin's natural lipids to provide beneficial moisture and rich long-lasting color.

Usage/Application

Line lip starting at the center of the lip, working toward corners. For long-lasting lip color, fill in the entire lip area with the same pencil. Follow by applying Nu Colour® Replenishing Lipstick. To create a solid glossy finish, apply Nu Colour® Shining Effects™ Lip Gloss.

Complementary Products

- **Nu Colour® Replenishing Lipstick**—this remarkable lipstick provides rich, creamy color with the added protection of patented hydroxytyrosol—a powerful antioxidant that delivers anti-aging benefits, helps prevent chapping, and retexturizes your lips to look and feel smooth, soft, and hydrated. Use Defining Effects® Smooth Lip Liner before applying lipstick.
- **Nu Colour® Shining Effects™ Lip Gloss**—an ultra-shiny clear lip gloss that conditions while it delivers glassy shine. Perfect to use over Defining Effects® Smooth Lip Liner.
- **Tru Face™ Line Corrector**—features revolutionary pro-collagen peptides that help 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 for people who use Defining Effects® Smooth Lip Liner and who are concerned with fighting the appearance of lines and wrinkles around the mouth area.
- **Nu Colour® MoisturShade® Liquid Finish Foundation**—a 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 Defining Effects® Smooth Lip Liner.
- **Nu Colour® Skin Beneficial™ Tinted Moisturizer SPF 15**—provides SPF 15 and vital UVA/UVB protection while enhancing one's natural skin tone with sheer color. Use before applying Defining Effects® Smooth Lip Liner.
- **Nu Colour® Finishing Powder**—this ultra sheer powder sets your makeup and is suitable for all skin tones. Use Finishing Powder after using Defining Effects® Smooth Lip Liner to lock in the fresh look.

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Frequently Asked Questions

Which shade of Defining Effects® Smooth Lip Liner should I use?

Choose a color that matches or harmonizes with your lipstick color so the liner is not noticeable.

How do I apply a lip liner?

Begin by drawing an "X" in the center of the upper lip. Start at the high point of your lips on one side, bringing the line down to the "dip" in the center, and repeat on the other side. Following your natural lip line, draw a line from the high point of the "X" to the outer corner of your upper lip. Beginning at the center of your bottom lip draw a line to the outer corner. Repeat on the opposite side.

What is the purpose of wearing a lip liner?

A lip liner defines your lips, corrects imperfections, and helps prevent lipstick from bleeding or feathering.

How can I make my lips look more full?

To create the appearance of fuller lips, apply lip liner slightly outside the natural lip line. It is important to choose light or medium shades of lipstick to make the lips look fuller.

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Ingredients

Hydrogenated Palm Kernel Glycerides, Hydrogenated Palm Glycerides, Hydrogenated Vegetable Oil, Caprylic/Capric Triglyceride, Rhus Succedanea Fruit Wax, Tocopherol, Ascorbyl Palmitate.

May contain: Mica, Iron Oxides, Red 6, Red 7 Lake, Red 30, Manganese Violet, Carmine, Titanium Dioxide, Blue 1 Lake, Yellow 6 Lake, Yellow 5 Lake.