

Nu Colour® Finishing Powder

BRINGING THE BEST OF NU SKIN TO COLOR



Positioning Statement

An ultra-sheer loose powder to finish and set makeup and help reduce shine.

Concept

Lock in your look. Applying Nu Colour® Finishing Powder sets your foundation (Nu Colour® Liquid Finish or Nu Colour® Skin Beneficial™ Tinted Moisturizer) and allows other powders like blush and eye shadow to glide on smoothly. Finishing Powder helps absorb excess oils and reduces shine on your face, ensuring a soft, flawless finish. This ultra-sheer powder is suitable for all skin types and is invisibly matte to work with all skin tones.

Target Audience

Women who want to set their makeup with a light finishing powder that also reduces shine.

Product Claims

- Good for all skin tones.
- Oil absorbent powder keeps skin shine-free.
- Ultra-sheer loose powder sets makeup.

Key Ingredients

- **Rice Starch**—contributes to gentle application and oil absorption.
- **Nylon**—a powder that promotes smooth glide application.
- **Silica**—a powder that helps deliver a silky feel.

Usage/Application

Dip the Nu Colour® Powder Brush or puff in the powder. Tap brush or puff on side of container to remove excess powder. Dust evenly on face, moving across the forehead and down the cheeks. Avoid pulling, wiping, or tugging the powder across the face.

Complementary Products

- **Nu Colour® MoisturShade® Liquid Finish Foundation SPF 15**—a velvety smooth formula that delivers medium coverage and soft radiant color. Liquid Finish blurs imperfections and evens skin tone while providing SPF 15 for environmental protection. Use before applying Finishing Powder.
- **Nu Colour® Skin Beneficial™ Tinted Moisturizer SPF 15**—provides SPF 15 for vital UVA/UVB protection while enhancing natural skin tone with sheer color. Use before applying Finishing Powder.
- **Nu Colour® Skin Beneficial™ Concealer**—this skin perfecting concealer veils flaws to perfect your look. Superior polymer technology creates a solid cream concealer that weightlessly offers smooth, long-lasting, buildable coverage without the use of petrolatum or heavy waxes. Supplements skin with beneficial vitamins and botanicals. Use on imperfections before setting with Finishing Powder

Frequently Asked Questions

Which skin tones can use Finishing Powder?

Finishing Powder is great for all skin types and skin tones.

When should I apply Finishing Powder?

Apply Finishing Powder at the end of applying foundation to the entire face. Finishing Powder sets your foundation in place for longer wear.

Should I use Finishing Powder without foundation?

No, Finishing Powder is designed to use after foundation and before using any blush or eye shadow. Finishing Powder sets the makeup and allows blush and eye shadow to glide on properly. Finishing Powder works well with any Nu Colour® foundation (see foundation chart).

Nu Colour® Finishing Powder

Ingredients

Rice Starch, Nylon-12, Phenyl Trimethicone, Squalane, Silica, Tocopherol, Methylparaben, Propylparaben, Sodium Dehydroacetate, Trisodium EDTA. May contain: Mica, Iron Oxides, Titanium Dioxide.

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	Green: corrects red skin tones and improves the appearance of broken capillaries Yellow: corrects bluish skin tones associated with puffy undereye circles	Green: green tea, aloe, oregano, and ginseng Yellow: 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