

NU COLOUR®

CONTOURING LIP GLOSS

THE MORE YOU WEAR IT,
THE BETTER YOUR LIPS WILL LOOK



PRODUCT OVERVIEW

Kiss thin, undefined lips goodbye with Nu Colour Contouring Lip Gloss for full, shapely, youthful looking lips. This ultra shiny gloss features an oligopeptide that defines and contours lips, focusing on the “cupid’s bow” that tends to fade with age. This peptide helps you achieve the full, shapely lips you desire. Ideal to wear alone or over your favorite shade of Nu Colour Replenishing Lipstick, this long-wearing formula glides on smoothly, delivering a sophisticated shine. With Nu Colour Contouring Lip Gloss, the more you wear it, the better your lips will look.

TARGET AUDIENCE

Women desiring full, shapely lips that look young and healthy.

PRODUCT BENEFITS

- Contours lips, giving shape and definition.
- Helps promote fuller looking lips.
- Provides ultra long-wearing shine.
- Supplies antioxidant protection for more youthful looking lips.

KEY INGREDIENTS

- **Palmitoyl oligopeptide**—an oligopeptide technology composed of three key amino acids that work together to target a key component of full lips, improve elasticity and smoothness, and enhance lip definition.

Sweet Pink and Tender Beige also contain:

- **Red raspberry (Rubus idaeus) seed oil**—an antioxidant that in its active form contains vitamin E, which protects lips against free radical damage to keep them looking healthy and youthful.

- **Dipalmitoyl hydroxyproline (DPHP)**—an amino acid synthesized in the body that fortifies lip tissue to increase moisture content, helping alleviate cracking and dryness for a smooth application.

USAGE/APPLICATION

Apply freely to lips as desired throughout the day. Can be worn alone or over your favorite shade of Nu Colour Replenishing Lipstick.

LIP TIPS

- To enhance fullness, add an extra dab of gloss to the center of your bottom lip.
- To prevent excess lip gloss from getting on your teeth, fold a paper towel or piece of paper in half. Place the folded edge in the crease of your mouth and lightly press down with lips. Excess color on the inside of your lips will be removed, keeping the gloss on your lips and not on your teeth.

TESTIMONIALS

“I love how full and glossy Nu Colour Contouring Lip Gloss makes my lips look. It also moisturizes, but it’s not sticky. I love using it every day.”—MICHELLE, U.S.A.

“I have been using Nu Colour Contouring Lip Gloss for months, and I completely love it. The look and feel of my lips have improved so much. Not only does this gloss keep my lips moisturized and protected, it also makes my lips look plump and full. Thank you for such a great product.”

—HEIDI, U.S.A.

NU COLOUR[®] CONTOURING LIP GLOSS

COMPLEMENTARY PRODUCT

- Nu Colour[®] Replenishing Lipstick—enhances the appearance of lips with rich, nonfeathering color and the added protection of hydroxytyrosol for smooth, youthful looking lips today and in the future.

FREQUENTLY ASKED QUESTIONS

How does Nu Colour[®] Contouring Lip Gloss make lips look better?

The high gloss creates an immediate contouring effect by increasing the appearance of definition. Ingredients also target a key component of fuller lips, so over time lips appear more youthful. This formula also includes moisture-replenishing ingredients and an antioxidant to smooth lip texture and protect lip tissue.

What is the key ingredient in Nu Colour[®] Contouring Lip Gloss that helps shape lips over time?

Nu Colour Contouring Lip Gloss is specially formulated with oligopeptide ingredient technology that defines and contours the lips, focusing on the “cupid’s bow” that tends to fade with age. This peptide helps you achieve full, shapely lips—in clinical studies, this ingredient improved and increased lip definition by 40 percent after 28 days of regular use.

What is an oligopeptide?

An oligopeptide is a molecule composed of a few amino acids linked together. The oligopeptide in Nu Colour Contouring Lip Gloss benefits a key component of full lips.

Which ingredient provides antioxidant protection?

Vitamin E, which protects against free radical damage to keep your lips looking healthy and youthful.

SWEET PINK AND TENDER BEIGE CONTAIN:

Red raspberry seed oil, which is a powerful antioxidant that also protects against free radical damage.

What does dipalmitoyl hydroxyproline (DHP) do?

DHP is an amino acid synthesized in the body that is essential for plump lips. It fortifies lip tissue to increase moisture content, helping alleviate cracking and dryness. Nu Colour Replenishing Lipstick also features DHP to promote a smoother application and healthier, younger looking lips over time.

How often should I apply Nu Colour[®] Contouring Lip Gloss?
For optimal lip benefits, apply Nu Colour Contouring Lip Gloss at least three times a day.

How does contouring differ from plumping?

Most lip plumping products increase lip volume by temporarily increasing blood flow to the lips. Nu Colour Contouring Lip Gloss contours and defines the outline of the lips immediately and over time by promoting a key component of fuller lips.

How many shades are available?

Nu Colour Contouring Lip Gloss is available in three shades: Crystal Clear, Sweet Pink, and Tender Beige.

INGREDIENTS

CRYSTAL CLEAR CONTAINS:

Hydrogenated Polyisobutene, Polybutene, Ethylhexyl Palmitate, Palmitoyl Oligopeptide, Tocopheryl Acetate, Tribehenin, Butylene/Ethylene/Styrene Copolymer, Ethylene/Propylene/Styrene Copolymer, Sorbitan Isostearate

SWEET PINK AND TENDER BEIGE CONTAIN:

Hydrogenated Polyisobutene, Polybutene, Tribehenin, Octyldodecanol, Silica Silylate, Polyglyceryl-3 Diisostearate, Dipalmitoyl Hydroxyproline, Mica (CI 77019), Rubus Idaeus (Raspberry) Seed Oil, Palmitoyl Oligopeptide, Tocopheryl Acetate, Tocopherol, Ethylhexyl Palmitate, Butylene/Ethylene/Styrene Copolymer, Ethylene/Propylene/Styrene Copolymer, Sorbitan Isostearate

Colors May Contain: Titanium Dioxide (CI 77891), Bismuth Oxychloride (CI 77163), Red 7 Lake (CI 15850), Red 30 Lake (CI 73360), Yellow 5 Lake (CI 19140), Iron Oxides (CI 77489, CI 77491, CI 77492)

