

NU COLOUR® MOISTURSHADE® LIQUID FINISH

BRINGING THE BEST OF NU SKIN TO COLOR.



POSITIONING STATEMENT

A medium coverage foundation with moisturizing properties that covers flawlessly and naturally. Also provides environmental protection.

CONCEPT

Nu Colour® MoisturShade® Liquid Finish Foundation provides soft radiant color. Give yourself the luminous look of youthful skin with this velvety-smooth, medium-coverage liquid foundation. Contains skin beneficial ingredients to protect the skin's moisture barrier. Nu Colour® MoisturShade® Liquid Finish blurs imperfections and evens skin tone while providing environmental protection.

TARGET AUDIENCE

Women who desire a moisturizing liquid foundation for smooth medium coverage and a flawless finish with skin beneficial ingredients.

PRODUCT CLAIMS

- Protects the skin's moisture barrier, keeping skin hydrated.
- Medium coverage for a radiant finish.
- Formulated with antioxidants, which scavenge free radicals, easing the effects of aging.

KEY INGREDIENTS

- **Lecithin**—an essential fatty acid included to protect the skin's moisture barrier.
- **Sodium PCA**—a powerful humectant to hydrate and maintain proper moisture levels in the skin.

USAGE/APPLICATION

Smooth over face and neck area, blending at the jawline. Seal with a light dusting of Nu Colour® Finishing Powder.

FREQUENTLY ASKED QUESTIONS

How do I know what shade is best for me?

Be sure to test the shade on your face instead of your hand or arm because face tones and body tones are not always the same. Place a small streak on your skin and blend part of it in. You will know you have found the right shade when the color blends unnoticeably with your skin color.

How should I apply MoistureShade® Liquid Finish?

Use a sponge or your fingers to spread the product on your skin, starting at the center of your face then moving to the outside of your face. Be sure to blend the product into your hairline for a natural, streak-free appearance.

INGREDIENTS

Ingredients: Octinoxate 5%, Octisalate 2%, Oxybenzone 3% Water, Glycerin, Butylene Glycol, Propylene Glycol, Oleic Acid, Cetyl Palmitate, Stearamide DEA, Propylene Glycol Stearate SE, Silica, Dimethicone, Lecithin, Retinyl Palmitate, Panthenol, Aloe Barbadensis Leaf Juice, Tocopheryl Acetate, Squalane, Jojoba Esters, Sodium PCA, Ascorbyl Palmitate, Bisabolol, Tocopherol, Zinc Glycinate, Cetyl Alcohol, Triethanolamine,

NU COLOUR® TINTED MOISTURIZER

Magnesium Aluminum Silicate, Barium Sulfate, Polysorbate 20, Cellulose Gum, Dimethicone Copolyol, Pyridoxine Dipalmitate, Simethicone, Methylparaben, Propylparaben, Disodium EDTA.

May Contain: Mica (CI 77019), Iron Oxide Yellow (CI 77492), Iron Oxide Black (CI 77499), Iron Oxide Red (CI 77491), Titanium Dioxide (CI 77891), Ultramarines (CI 77007).

DISCOVER THE IDEAL FOUNDATION FOR ACHIEVING THE LOOK AND COVERAGE YOU DESIRE.

PRODUCT	FINISH	COVERAGE	BENEFITS	FEATURED INGREDIENTS
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
Tinted Moisturizer	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; free of talc, petrolatum, and mineral oil
MoisturShade® Liquid Finish	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; 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