

Nu Colour®

Defining Effects® Mascara

DEFINE YOUR LASHES AND EXTEND THEIR FUTURE



Positioning Statement

Nu Colour® Defining Effects® Mascara is specially formulated to separate lashes, giving them length and definition without clumping and without any harmful or irritating ingredients.

Concept

Define your lashes and extend their future. This advanced mascara features a unique brush designed to lengthen and separate without clumping or smudging so your lashes look longer and more noticeable. Formulated to meet Nu Skin's high standard of ingredient specifications, this product contains only beneficial ingredients and delivers high performance results. Features pro-vitamin B5 and a special blend of plant-based ingredients that condition, strengthen, and protect delicate lashes. Defining Effects® Mascara is free of irritating and harmful ingredients like petrolatum and tar. Take your lashes to new lengths with Defining Effects® Mascara.

Target Audience

Women who desire long, separated lashes.

Product Claims

- Separates and defines lashes—unique brush design separates each and every lash and lays down color evenly.
- Lengthening benefits—new formula makes lashes look longer and more noticeable.
- No smudging or clumps—stays beautiful all day without smudging or clumping.
- No harmful ingredients—doesn't contain harmful or irritating ingredients like most popular mascaras.

Key Ingredient

Panthenol pro-vitamin B5—this humectant is proven to fill gaps, holes, and breakages in the hair shaft, adding thickness and conditioning benefits for soft, hydrated, and healthy lashes.

Usage/Application

- Rotate the wand inside the tube to load the brush without pumping. Pumping the wand forces unnecessary air into the tube, making the product dry out quickly.
- Start at the base of the lashes and slowly roll the brush as you apply the product, making sure you cover each lash from root to tip. Then swipe the brush over the backside of lashes to give complete coverage. Apply one or two coats for a natural look or additional layers for more dramatic appeal.
- Replace with a fresh new tube within six months of opening.

LASH TIPS:

- To instantly open and brighten the eye, before applying mascara, use a lash curler—the professional makeup artist's best friend.
- To emphasize top lashes, forgo using any mascara on the bottom; then apply an extra coat or two on the top center lashes using long upward strokes for dramatic contrast and maximum lengthening.
- To coat every last lash in the outside corner of your eye, use one hand to lift the outer lid gently. This opens the eye wide and exposes tiny hidden lashes for easy access. You can also try holding the wand vertical and using just the tip of the brush for more precision.

Clinicals

Consumer use proved Nu Colour® Defining Effects® mascara performed as well or better than other leading, competitive, high-end mascaras.

FYI

Before applying Nu Colour® Defining Effects® Mascara, coat and condition lashes with Nutriol Eyelash. When used to pre-treat lashes, Nutriol® Eyelash provides visible lengthening and thickening benefits.

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Testimonials

“The thing I love most about the new mascara is that I don’t have to play with it a lot in order to get the results I want. The brush and formula work great together to give me just the right amount of product on my lashes. It separates and lengthens my lashes within one to two strokes.” —AMY, USA

“It’s a great formula—thickens and separates well and lengthens. Doesn’t smudge. Lasts a long time. What else can I say?”

—SANDRA, EUROPE

Complementary Products

- **Nutriol® Eyelash**—combine the lengthening power of Nu Colour® Defining Effects® Mascara with the nourishing power of Nutriol® Eyelash for double the volume and double the benefits. Before applying Nu Colour® Defining Effects® Mascara, coat and condition lashes with Nutriol® Eyelash—a strengthening lash treatment containing mucopolysaccharides (glycosaminoglycans) and other high-performance ingredients.
- **Nu Colour® Replenishing Lipstick**—complements Defining Effects® Mascara as a staple cosmetic and is beneficial to your lips. Sophisticated shades provide rich nonfeathering color while patented hydroxytyrosol protects and keeps lips looking younger longer.

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Frequently Asked Questions

What makes Defining Effects® Mascara different?

This is a high-performance product without irritating ingredients, such as petrolatum and tar. The unique brush grabs every lash and lays down beautiful color, creating definition and helping your lashes look longer. It also contains a special blend of conditioning ingredients to protect the future of your lashes.

Is Defining Effects® Mascara water-resistant?

No. However, it wears all day without smudging or clumping.

Ingredients

Water, Copernicia Cerifera (Carnauba) Wax, Stearic Acid, Oryza Sativa (Rice) Bran Wax, Beeswax (Cera Alba), Acacia Senegal Gum, Euphorbia Cerifera (Candelilla) Wax, Triethanolamine, Butylene Glycol, PVP, Aminomethyl Propanol, Sodium Polymethacrylate, Panthenol, Hydroxyethylcellulose, Chlorphenesin, Methylparaben, Propylparaben, Dimethicone, Iron Oxide CI 77499.

