

Nu Colour®

Skin Beneficial™ Tinted Moisturizer

BRINGING THE BEST OF NU SKIN TO COLOR



Positioning Statement

A lightweight tinted moisturizing foundation with skin beneficial ingredients and SPF 15.

Concept

Naturally sheer color. Mirror and reflect your natural skin tone with Skin Beneficial™ Tinted Moisturizer. This lightweight tinted moisturizer uses microprism powders to impart an even, healthy glow. While highlighting your true color, it also delivers skin-beneficial vitamins A and E, oil-free moisture, and SPF 15 to help prevent environmental damage.

Target Audience

Women who prefer to have a fresh natural “no makeup” look and who are concerned with protecting their skin from skin damaging and aging elements.

Product Claims

- Sheer tinted coverage reflects an even, natural skin tone.
- Weightless finish.
- Oil-free moisture keeps skin feeling soft and supple.
- Beneficial ingredients help protect skin and fight aging.
- Long-wearing, talc-free, petroleum-free formula.
- SPF 15 protects against skin-damaging UVA and UVB rays.

Key Ingredients

- **Micro-prism powders**—reflect skin’s natural tone, creating an even, healthy glow.
- **Vitamins A and E**—offer antioxidant protection to help fight the signs of aging.
- **Essences of lavender, lime, orange, tree moss, and frankincense**—offer soothing effects to the skin.

Usage/Application

Smooth over face and neck area, blending at the jawline. Seal with a light dusting of powder.

Complementary Products

- **Tru Face™ Skin Perfecting Gel**—combats early signs of environmental aging and helps maintain skin clarity; minimizes the formation of fine lines and wrinkles, and restores your skin’s radiance. Ideal for people who use Skin Beneficial™ Tinted Moisturizer and who are concerned with fighting the early signs of aging.
- **Tru Face™ Revealing Gel**—a nonirritating gel containing poly-hydroxy acids to stimulate cell renewal, and improve skin texture, and refine pore size, revealing a smooth, more youthful-looking complexion. Clinically proven to be as effective as traditional AHAs and more, PHAs chelate excess iron in the skin, bind to water for added hydration, and provide powerful antioxidant protection.
- **Celltrex® Ultra Recovery Fluid**—provides skin nurturing benefits and features patented hydroxytyrosol, a powerful antioxidant component that protects the skin by fighting against skin aging free radical damage. Use a few drops daily before Skin Beneficial™ Tinted Moisturizer to create a younger, more radiant appearance.

Frequently Asked Questions

How is Nu Colour® Skin Beneficial™ Tinted Moisturizer beneficial to my skin?

Nu Colour® Skin Beneficial™ Tinted Moisturizer delivers lightweight, oil-free, moisturizing coverage and contains pure vitamins A and E to fight against free radical damage and reduce the signs of aging, along with SPF 15 to help protect against environmental damage.

Nu Colour® Skin Beneficial™ Tinted Moisturizer

Ingredients

Active Ingredients: Ethylhexyl Methoxycinnamate 5%, Ethylhexyl Salicylate 2%

Other Ingredients: Hamamelis Virginiana (Witch Hazel) Water, Cyclomethicone, Titanium Dioxide, Butylene Glycol, Phenyl Trimethicone, Nylon-12, Hexyl Laurate, Polyglyceryl-4 Isostearate, Cetyl PEG/ PPG-10/1 Dimethicone, Dimethicone Crosspolymer, Sodium Chloride, Aloe Barbadensis Leaf Juice, Retinyl Palmitate, Dimethicone, Tocopheryl Acetate, Tetrahexyldecyl Ascorbate, Methicone, Quaternium-18 Hectorite, Propylene Carbonate, Disodium EDTA, Fragrance (Parfum), Phenoxyethanol, Methylparaben, Propylparaben.

May Contain: Iron Oxides.

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 under-eye 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