

Nu Colour®

Defining Effects® Smooth Eye Liner

BRINGING THE BEST OF NU SKIN TO COLOR



Positioning Statement

A gentle glide-on eye lining pencil for smooth controlled application to accent around eyes.

Concept

Gentle, creamy consistency lays down the perfect amount of rich long wearing color for gorgeous emphasis. Defining Effects® Smooth Eye Liner glides right on, smooth and easy, giving you complete control. Any makeup effect is easy to do—try fine, precise lines; softly blended lines; or a smokey, smudged evening look.

Target Audience

Women who want a gentle and smooth easy-glide eye liner to accentuate their eyes.

Product Claims

- Long wearing color stays true for hours.
- Glides on easily, doesn't pull or tug the delicate eye area.
- Creamy consistency promotes either fine, precise, or softly blended lines.
- Fragrance-free, hypo-allergenic.

Key Ingredients

Defining Effects® Smooth Eye Liner features a special blend of oils and emollients that smooth, soothe, and moisturize. Say goodbye to dry makeup pencils that pull and tug repeatedly at delicate eye tissue—which causes irritation and stress and can lead to premature signs of aging.

Also formulated with skin beneficial ingredients that mimic the skin's natural lipids to provide beneficial moisture and rich, long lasting color.

Usage/Application

Using a sharpened Nu Colour® Defining Effects® Eye Liner, line eyelids along top lashes beginning at inner corner and move out-

ward, staying as close as possible to the base of the lashes. Line half-way across the bottom lash line beginning at the center and move outward.

Complementary Products

- **Nu Colour® Defining Effects® Mascara**—specially formulated to lengthen and separate lashes without clumping and without harmful ingredients. Use with Defining Effects® Smooth Eye Liner to make your eyes more noticeable.
- **Nu Colour® Desired Effects™ Eye Shadow**—velvet-soft shadows blend smoothly to accentuate and enhance your eyes. Available in a range of classic, customizable shades from pastel highlights to deep, smoky hues, Desired Effects™ Eye Shadow lets you choose the look you want. Use with Defining Effects® Smooth Eye Liner to further accent and emphasize eyes.
- **Nu Colour® Defining Effects® Brow Liner**—this powdery soft formula glides on gently, looks natural, and perfectly defines brows. With Defining Effects® Brow Pencils, you get easy, gorgeous emphasis and gentle rich color. Use as a brow liner with Defining Effects® Smooth Eye Liner.
- **Nu Colour® MoisturShade® Liquid Finish Foundation**—a velvety smooth formula that delivers medium coverage and soft radiant color. Liquid Finish blurs imperfections and evens skin tones while providing SPF 15 for environmental protection. Use foundation before applying Defining Effects® Smooth Eye Liner.
- **Nu Colour® Skin Beneficial™ Tinted Moisturizer SPF 15**—provides SPF 15 and vital UVA/UVB protection while enhancing natural skin tone with sheer color. Use on face before applying Defining Effects® Smooth Eye Liner.

Frequently Asked Questions

How should I apply eyeliner if I have small eyes or eyes that are set close together?

Concentrate eyeliner at the outer third of the top and bottom lash lines. Soften and blend eyeliner with the Nu Colour® Eye Liner

Nu Colour® Defining Effects® Smooth Eye Liner

Brush. Lining your eyes all the way around will make small eyes look even smaller. Try to avoid harsh or sharp-edged lines. Soft blended lines are more natural looking and flattering.

How should I apply eyeliner if I have wide-set or prominent eyes?

Line the top and bottom eyelids all the way from the inner corner to the outer corner, blending and softening the outer third of the line. Lining the eyes across the top lid and adding smudged liner half way across the bottom lid will make prominent eyes less apparent.

Ingredients

Hydrogenated Palm Kernel Glycerides, Hydrogenated Palm Glycerides, Hydrogenated Vegetable Oil, Caprylic/Capric Triglyceride, Rhus Succedanea Fruit Wax, Tocopherol, Ascorbyl Palmitate. May Contain: Iron Oxides, Mica, Titanium Dioxide, Ultramarines, Chromium Hydroxide Green, Carmine, Ferric Ferrocyanide.