

Nu Colour®

Skin Beneficial™ Concealer

BRINGING THE BEST OF NU SKIN TO COLOR



Positioning Statement

Nu Colour® Skin Beneficial™ Concealer is a solid cream concealer that offers buildable coverage.

Concept

Nu Colour® Skin Beneficial™ Concealer is a skin perfecting concealer that veils flaws to perfect your look. Superior polymer technology creates a solid cream concealer that weightlessly offers smooth, long-lasting, buildable coverage without the use of petrolatum or heavy waxes. Supplements skin with beneficial vitamins and botanicals.

Target Audience

Women concerned with facial discoloration, under eye circles, redness, or other visual skin imperfections.

Product Claims

- Diminishes dark under-eye circles and skin flaws using light diffusing microprism powders.
- Reduces the appearance of puffiness and revitalizes tired skin.
- Delivers non-oily, nonirritating moisturizing benefits.
- Innovative polymer technology allows concealer to float over fine lines and wrinkles for buildable coverage.

Key Ingredients

- **Aloe vera and chamomile**—help soothe and calm the skin.
- **Vitamins C, E, and A**—provide antioxidant benefits to fight free radical damage.
- **Ylang ylang**—provides a light, fresh fragrance.

Usage/Application

Choose a shade that is slightly lighter than your skin tone. Using a concealer brush, ring finger, or wedge sponge, gently blend a small amount of concealer into under-eye circles, blemishes, and other areas of discoloration. Blend thoroughly for invisible coverage.

Complementary Products

- **Nu Colour® Dual Active Color Correctors**—yellow and green skin beneficial concealer creams aimed at correcting and covering different types of skin discoloration. Wear under Nu Colour® Skin Beneficial™ Concealer to help visually perfect your complexion.
- **Nu Skin Clear Action™**—a comprehensive system of products designed to manage the full range of effects acne can have on your skin.
- **Epoch® Blemish Treatment**—a spot treatment specifically designed to help diminish the discomfort of pimples and clear up troubled complexions.
- **Tru Face™ Revealing Gel**—polyhydroxy acids stimulate cell renewal to improve skin texture and refine pore size for a more radiant complexion. Recommended for those with sensitive skin.

Frequently Asked Questions

How do I choose the right shade?

Choose a shade that matches your skin tone or is slightly lighter in color than your skin tone.

Can I put Nu Colour® Skin Beneficial™ Concealer on a blemish?

Yes, Nu Colour® Skin Beneficial™ Concealer will neither clog a pore nor make a pimple worse.

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

Nu Colour® Skin Beneficial™ Concealer offers superb weightless coverage and contains pure vitamins A, C, and E to fight free radical damage and the signs of aging, and chamomile and aloe to help fight puffiness and soothe your skin. Nu Colour® Skin Beneficial™ Concealer is also nonirritating and non-oily so it won't clog your pores.

Nu Colour® Skin Beneficial™ Concealer

Ingredients

Hydrogenated Polyisobutene, Polyethylene, Octyldodecanol, Tribehenin, Polymethyl Methacrylate, Glyceryl Dilaurate, Nylon-12, Silica, Butyrospermum Parkii (Shea Butter), Isopropyl Jojobate, Jojoba Alcohol, Isopropyl Titanium Triisostearate, Jojoba Esters, Carthamus Tinctorius (Safflower) Seed Oil, Tocopherol, Cananga Odorata Flower Oil, Santalum Album (Sandalwood) Oil, Aloe Barbadensis Leaf Juice, Chamomilla Recutita (Matricaria) Flower Extract, Ascorbyl Palmitate, Zea Mays (Corn) Oil, Retinyl Palmitate, Methylparaben, Butylparaben, Ethylparaben, Propylparaben, Phenoxyethanol.

May Contain: Iron Oxides, Titanium Dioxide, Mica.

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 |