

Nu Colour®

Dual Active Color Correctors

COVER WHILE YOU CORRECT



Positioning Statement

Yellow and green skin beneficial concealer creams—each aimed to correct and cover different types of skin discoloration.

Concept

Color correct and perfect with these unique colour correctors. Dual Active Color Correctors normalize skin discoloration through the use of opposing colours. Featuring skin beneficial ingredients that help alleviate imperfections while masking them, Dual Active Color Correctors are available in two shades—green and yellow—for flawless, healthy looking skin.

Target Audience

Women aged 30+ or anyone concerned with facial discoloration, under eye circles, redness, or other visual skin imperfections.

Product Claims

Green Dual Active Color Corrector

- Corrects red skin tones and broken capillaries.
- Calms and soothes reddened, troubled skin.

Yellow Dual Active Color Corrector

- Corrects bluish skin tones often associated with puffy, dark under-eye circles.
- Reduces signs of puffiness and minimizes the appearance of dull, dark under-eye circles.

Key Ingredients

Green Dual Active Color Corrector

- **Green Tea**—powerful antioxidant to sooth and calm the skin.
- **Oregano**—soothes and calms troubled skin.
- **Ginseng**—supplies vital amino acids and minerals to refresh skin.

Yellow Dual Active Color Corrector

- **Gingko biloba** and **vitamin C**—for powerful antioxidant benefits.
- **Watercress**—a rich source of amino acids to revitalize the skin.

Usage/Application

- Using your Nu Colour® Concealer Brush, ring finger, or wedge sponge, gently blend a small amount of **green colour corrector** and apply to blemishes, redness around the nose, and other areas of reddish discoloration. Follow with Nu Colour® Skin Beneficial™ Concealer and the foundation of choice.
- Using your Nu Colour® Concealer Brush, ring finger, or wedge sponge, gently blend a small amount of **yellow colour corrector** to under-eye circles, and other areas of bluish discoloration. Blend thoroughly for invisible coverage. Follow with Nu Colour® Skin Beneficial™ Concealer and the foundation of choice.

Complementary Products

- **Nu Colour® Skin Beneficial™ Concealer**—a solid cream concealer that smoothly covers imperfections on skin. Works well over Yellow or Green Dual Active Color Correctors to visually enhance the look of your skin.
- **Nu Skin Clear Action™ System**—a comprehensive system of products designed to manage the full range of effects acne can have on the skin. Green Dual Active Color Corrector can be used to cover and help correct blemishes and redness associated with acne.
- **Epoch® Blemish Treatment**—a spot treatment to specifically help diminish the discomfort of pimples and clear up troubled complexions. Green Dual Active Color Correctors can be used with Epoch® Blemish Treatment to cover and help correct reddened areas.
- **IdealEyes®**—minimizes the appearance of dark circles and puffiness with a revitalizing combination of vitamins C and A.

Frequently Asked Questions

What colour does the Green Dual Action Color Corrector minimize the appearance of?

Applying the Green Dual Action Color Corrector over any red skin

Nu Colour® Dual Active Color Correctors

will minimize the appearance of redness.

What colour does the Yellow Dual Action Color Corrector minimize the appearance of?

Applying the Yellow Dual Action Color Corrector over the bluish areas under the eyes will minimize the appearance of dark circles.

What is the dual action in the Green Dual Action Color Corrector?

Green Dual Action Color Corrector uses a green colour to conceal the appearance of red skin tones and uses green tea, panax ginseng, and oregano to soothe and calm the skin.

What is the dual action in the Yellow Dual Action Color Corrector?

Yellow Dual Action Color Corrector uses a yellow colour to conceal the appearance of dark circles and uses ginkgo biloba and watercress to reduce the signs of puffiness under the eyes.

Ingredient

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 (Ylang Ylang) Flower Oil, Santalum Album (Sandalwood) Oil, Prunus Armeniaca (Apricot) Kernel Oil, Aloe Barbadosensis Leaf Juice, Chamomilla Recutita (Matricaria) Flower Extract, Camellia Oleifera (Green Tea) Seed Extract,* Panax Ginseng Root Extract,* Origanum Vulgare (Oregano) Flower Extract,* Ginkgo Biloba Leaf Extract,** Nasturtium Officinale (Watercress) Extract,** Ascorbyl Palmitate, Zea Mays (Corn) Oil, Retinyl Palmitate, Methylparaben, Butylparaben, Ethylparaben, Propylparaben, Phenoxyethanol. **May Contain:** Iron Oxides, Titanium Dioxide, Mica, Chromium Oxide Greens.

*Contained in Green Color Corrector only.

**Contained in Yellow Color Corrector only.

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