

NU COLOUR® POWERLIPS FLUID



PRODUCT OVERVIEW

Finally, you CAN have it all! Give your lips the attention and care they deserve with Powerlips Fluid. This ultra-long-lasting lip color contains a special blend of good-for-you, skin-nourishing ingredients to help soothe, smooth, and prevent dry-out over time. And infused with our Sueded Comfort Cushion, Powerlips Fluid's high-performance, weightless formula cushions your lips, leaving them feeling soft for hours. Plus, with its easy, one-step application, it's virtually foolproof and won't feather or bleed.

Enjoy intense, long-wearing lip color that won't smudge or budge all day—through work and play. Seriously powerful. Simply wow! Powerlips Fluid.

TARGET AUDIENCE

Individuals looking for longwearing lip color that nourishes, hydrates, and helps their lips stay comfortably soft.

PRODUCT BENEFITS

- Creates a Sueded Comfort Cushion, a flexible film layer on the skin, that cushions your lips and leaves them feeling soft for hours.
- Comfortable on lips; does not sting or burn when applied.
- Has a light and silky, non-sticky consistency.
- Does not contain a harsh alcohol smell or taste.
- Is non-separating and does not require shaking to evenly distribute product prior to application.
- Weightless formula contains a blend of skin-nourishing ingredients, like avocado oil, beeswax, and vitamin E to hydrate, nourish, and prevent damage.
- Is smudge-resistant, drink-resistant, and kiss-resistant.

- Won't feather or bleed into lines around or above lips.
- Layers beautifully for highlighting or contouring.
- Doe-foot applicator both lines and fills lips for easy, one-step application.
- Features a set of beautiful matte and metallic colors exclusive to Nu Skin.
- Available in colors specially curated for all skin tones and ethnicities.

KEY INGREDIENTS

- **Vitamin E**—nourishes, softens, and moisturizes the skin while delivering anti-aging and antioxidant benefits.
- **Beeswax**—calms, soothes, and conditions skin while helping protect against irritants.
- **Avocado Oil**—hydrates and softens skin.
- **Kaolin**—natural clay base that supports rich, long-lasting color.
- **Silicones**—help maintain moisture and soften skin.

USAGE/APPLICATION

Apply to clean, bare lips anytime you want a splash of long-lasting, powerful lip color. Line lips with applicator and then fill in color.

LIP TIPS

- For longest wear, avoid oily foods and glosses.
- For a sheer effect, try applying colors with a makeup brush.
- Contour and shape lips by applying a darker base layer and letting it dry. Then, apply a lighter (or more metallic) color on top for a round, plump-lip look.

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COMPLEMENTARY PRODUCTS

- **Nu Colour® Skin Beneficial Concealer**—a solid cream concealer that weightlessly offers smooth, long-lasting, buildable coverage.
- **Pure Cleansing Gel**—a soap-free, foaming formula that breaks down the debris of dead cells, oil, makeup, and skin pollutants to free clogged pores.

FREQUENTLY ASKED QUESTIONS

What makes Powerlips Fluid different from other liquid lip colors?

Powerlips Fluid was specially formulated to be powerful, long-lasting lip color that also softens and soothes your skin. Unlike other long-wearing lip color products that use the same harsh chemicals found in solvents and hairsprays, Powerlips Fluid contains good-for-you, skin-nourishing ingredients. Powerlips Fluid is also formulated with our proprietary Sueded Comfort Cushion to cushion your lips, giving them a soft, suede-like texture. Dermatologist-tested, Powerlips Fluid keeps your lips looking and feeling great all day long.

Is applying Powerlips Fluid difficult?

Thanks to our weightless, no-stick, and transfer-resistant formula, Powerlips Fluid can be easily applied anywhere, anytime. The doe-foot applicator is also designed to effortlessly glide across the contours of your lips.

Do I need to use makeup remover to wash it off?

No, you do not need to use makeup remover to wash it off. You can use any facial cleanser to remove it. We recommend using Pure Cleansing Gel.

How long does it take Powerlips Fluid to dry once applied?

How long the product takes to dry will depend on how many layers you have applied, as well as the shade used. Light shades tend to dry faster than darker shades. If you're only using one color, it should take about two minutes for it to dry after application. If you're applying Powerlips Fluid to your arm for a demonstration, it should dry within six minutes.

Why should I avoid applying glosses and lip balms over Powerlips Fluid?

The ingredients commonly found in glosses and balms can cause the Powerlips Fluid barrier to break down and for the color to rub off.

INGREDIENTS

Isododecane, Dimethicone, Trimethylsiloxysilicate, Polybutene, Petrolatum, Cyclohexasiloxane, Kaolin, Disteardimonium Hectorite, Beeswax, Silica Dimethyl Silylate, Glyceryl Behenate/Eicosadioate, Propylene Carbonate, Silica, Tocopherol, Persea Gratissima (Avocado) Oil, Cyclopentasiloxane, Tin Oxide, Flavor. **May Contain:** Red 6, Red 7 Lake, Yellow 5 Lake, Red 22 Lake, Blue 1 Lake, Red 28 Lake, Iron Oxides, Titanium Dioxide, Mica.