

INTRODUCING

POWERlips fluid

ULTRA-LONG-LASTING +
GOOD-FOR-YOU COMFORT COLOR
Finally, you **CAN** have it all!





Ultra-Long-Lasting Lip Color



BE SELFIE-READY ALL DAY

- Smudge-resistant.
- Drink-resistant.
- Kiss-resistant.
- Food-friendly.
- Less likely to feather or bleed into the lines above or around lips.



Rich, Quality Color

- Doesn't need a liner
- Ultra-pigmented color
- Manufactured by premier color cosmetics house in Italy
- Available in metallic or mattes
- Provides long-lasting, even color—up to the waterline
- Contains Kaolin—natural clay base to help support the rich color
- Layers beautifully for highlighting and contouring (can even use a brush!)
- Has a hip, fresh, fashion-forward, curated color palette
- Color family (set) is **exclusive** to Nu Skin.
- Range of colors offer shades for *all skin tones and ethnicities*



Less Drying than Others

- Won't peel
- Non-flake
- No long-term drying effects from harsh chemicals



Less Drying than Others

- No stinging
- No alcohol/solvent smell
- Non-separating (you don't have to shake it like some other brands)
- Light, imperceptible texture—not greasy or vinyl feeling.
- Non-sticky
- AND . . .



Introducing Powerlips Fluid Sueded Comfort Cushion!



- A flexible film layer that cushions your lips, leaving them feeling soft for hours.
- It also holds the color in place while you talk, drink, kiss, and live, with beautiful, good-for-you lip color.



Try the Sueded Comfort Cushion Swatch Test



1. Apply a liberal amount of Powerlips Fluid onto clean, dry, inner-arm skin.
2. Wait for it to thoroughly dry (it may take up to 6 minutes).
3. Run your finger across the swatch and feel the Powerlips Fluid Sueded Comfort Cushion in 3D!

Good Things Come to Those Who Wait



- Some other brands use ingredients that are also used in solvents and hairsprays to help the color dry quickly = “flashing off.”
- These ingredients can actually be drying/damaging to skin, when used over time.
- Powerlips Fluid DOESN'T USE THEM.
- This is why you have to *wait for the color to dry*. Dry time is longer, but the lip color is cushiony soft and better for your skin than quick-drying products.

mwah



You *Can* Have it All! Powerlips Fluid Contains Good-for-Your-Skin Ingredients!

Unlike some other brands, Powerlips Fluid contains skin-nourishing ingredients that can help soothe, smooth, and prevent dry-out or damage over time.



The Powerlips Fluid POWERHOUSE Ingredient Mix

Made in Italy, the Powerlips Fluid mix of smoothing, soothing ingredients like silicones, beeswax, vitamin E, and avocado oil work together in a recipe of skin-healthy color to:

- Hydrate and moisturize
- Nourish
- Prevent damage
- Give Powerlips Fluid a silky consistency so the color lays down perfectly—even on corners and Cupid's bows.



Easy, One-Step Application

- Apply to clean, bare lips
- Line *and* fill with soft doe-foot applicator
- Let dry
- Beware of oil—oily glosses, salad dressing, etc. can diminish the life of the color on lips





Create Beautiful Effects

Because Powerlips Fluid doesn't dry too quickly, and is a smooth, silky liquid, you can create a variety of lip effects with this powerhouse lip color product.

- For a sheer-effect, try using colors with a makeup brush (especially the shade Champagne).
- Contour and shape lips by applying a darker base layer. Let dry, then apply a lighter (or more metallic color) on top for a round, plump lip look.
- Or, go all out and create your own lip art!

Take the Powerlips Fluid Quiz!

THE QUESTIONS

Does your lip color offer . . .

THE ANSWERS

From Powerlips Fluid . . .

Ultra-long-lasting color?	Yes!
Sueded Comfort Cushion?	Yes!
A good-for-you ingredient complex to hydrate and nourish?	Yes!
Natural clay (Kaolin) to support color?	Yes!
Shades for all skin tones and ethnicities?	Yes!
Both mattes and metallics that nourish and soften?	Yes!
Color so liquid and layer-able that you can create lip illusions (e.g., contouring) and lip art?	You bet!
Harsh ingredients that “flash off” and can damage skin over time?	<i>Never!</i>

How does
your lip
color stack
up to
Powerlips
Fluid?



