



NU SKIN®

Name

Nu Colour® Defining Effects® Mascara

Tag Line

Define Your Lashes and Extend Their Future

Positioning

Define your lashes and extend their future with Nu Colour® Defining Effects® Mascara. Featuring a unique brush designed specifically to lengthen and separate without clumping or smudging, Nu Colour® Defining Effects® Mascara makes your lashes look longer and more noticeable. This exclusive conditioning formula contains panthenol to strengthen and protect delicate lashes without adding harmful, irritating ingredients such as petrolatum and tar. Define your lashes as beautiful with Nu Colour® Defining Effects® Mascara.

Product Benefits

- **Separates and defines lashes:** Unique brush design separates every lash and lays down color evenly.
- **Lengthening benefits:** New formula adds length to each lash.
- **No smudging or clumps:** Moisturizing formula stays beautiful all day without smudging or clumping.
- **No harmful ingredients:** Doesn't contain harmful or irritating ingredients like most brands. Won't irritate or redden delicate eye area.

Lash Companion

Combine the lengthening power of Nu Colour® Defining Effects® Mascara with the nourishing power of Nutriol® Eyelash for double the volume and double the benefits. Before applying Nu Colour® Defining Effects® Mascara, coat and condition lashes with Nutriol® Eyelash—a strengthening lash treatment containing mucopolysaccharides and other high-performance ingredients.

Lash Tips

- To coat every last upper lash in the outside corner of your eye, lift the outer lid, then place the wand at the base of lashes, and move the wand back and forth several times quickly.
- To instantly open and brighten the eye, use a lash curler—the professional make-up artist's best friend.
- To emphasize top lashes, forgo mascara on the bottom lashes, and then apply an extra coat to top lashes for a dramatic contrast.

Keep It Fresh

- You should replace mascara three to six months after opening to ensure freshness and efficacy.
- If you store mascara laying down instead of standing up, it will be easier to load the brush without pumping, which forces unnecessary air into the tube, making it dry out quickly. Simply swivel the applicator inside the tube to load the brush.

Time for a New Favorite

Most women can't live without their mascara. More than any other cosmetic, mascara seems to foster the fiercest brand loyalty. Now is the time to break from the past and try something new. Discover Nu Colour® Defining Effects® Mascara and you'll discover a mascara truly worthy of your loyalty!

www.nuskin.com

FAQs

Is Defining Effects® Mascara water-resistant?

Although it wears all day without smudging or clumping, it is not water-resistant, making it easy to remove without extra wear and tear on delicate lashes.

Why would I buy Nu Colour® Defining Effects® Mascara over my current brand?

Studies prove Defining Effects® Mascara performs as well as or better than most leading brands, and Defining Effects® Mascara does not contain harmful or irritating ingredients such as petrolatum and tar.