



NU SKIN®



Name

Nu Colour® Replenishing Lipstick

Tag Line

The More You Wear It, the
Better Your Lips Will Look

Positioning

Treat your lips to extra beneficial care. Nu Colour® Replenishing Lipstick enhances the appearance of your lips by providing rich, nonfeathering color and the added protection of hydroxytyrosol—the key ingredient in Celltrex® Ultra. This patented ingredient provides powerful antioxidant, tissue-nurturing benefits for smooth, youthful looking lips.

Product Benefits

- **Keeps lips looking younger, longer:** Every time you use Replenishing Lipstick you protect your lips on a cellular level. Because delicate lip tissue is more prone to environmental damage, Replenishing Lipstick features powerful antioxidant protection from skin-aging free radicals.
- **Retexturizes lip tissue:** Restructures the texture of your lips. Alleviates cracking and dryness. Keeps lips feeling hydrated, healthy, and smooth.
- **Nonfeathering formula:** Delivers creamy color that doesn't bleed into lip lines. Created to make lips look younger.
- **Smooth glide application:** Unique formula feels velvety smooth going on and delivers an even and continuous layer of color. Keeps lips feeling soft and moist throughout the day.

Key Ingredients

Hydroxytyrosol: Key nurturing component found in Mediterranean olive oil; also featured in Celltrex® Ultra Recovery Fluid. Provides cellular protection and anti-aging benefits in the form of a powerful antioxidant.

Dipalmitoyl Hydroxyproline: Moisturizes dry, chapped lips and helps prevent water loss.

Clinical Data

In clinical tests, 76 percent of participants said they experienced a substantial improvement in lip texture after only seven days.

Leading Competitor



Feathering

Nu Colour® Replenishing Lipstick



Nonfeathering



Dry and Chapped



Smooth and Hydrated

For Lipstick that Lasts

1. First, apply foundation and powder. Then, using a liner that matches your lipstick, dot just along the outside lip borders. Connect the dots to form an outline. Fill in entire lip with liner.
2. Next, swipe on lipstick. Press top lip to bottom lip for even color.
3. Last, line your mouth again (yes, on top of the lipstick). Blot lightly with a tissue and smile. That color isn't going anywhere!

Keep Lipstick Off Your Teeth

After applying lipstick, fold a facial tissue around your finger, and then purse your lips around the tissue. Any excess lipstick on the inside of your lips will be removed and your smile will be lipstick free!

FAQ

Why is Replenishing Lipstick not a long-wearing lipstick?

Long-wearing lipstick formulas leave out the nurturing and nourishing ingredients your lips crave. Nu Colour® Replenishing Lipstick conditions and protects with a creamy, beneficial formula that will help your lips look younger and feel better. Your lips will thank you in the long run.

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