

# Nu Colour®

## Custom Colour Desired Effects™

### Eye Shadow



#### Positioning Statement

Silky, blendable, long-lasting shades of eye shadow in a sophisticated range of colours.

#### Concept

Send a message without saying a word. These velvety-soft shadows blend smoothly to accentuate and enhance your eyes. The smooth, easy to blend texture comes from jojoba, conditioners, and combined micropowders. Available in a range of classic shades from pastel highlights to deep, smoky hues, Custom Colour Desired Effects™ Eye Shadow lets you mix and match shades to customize the look you want. Fade and crease-resistant formula.

#### Target Audience

Women who want a smooth, silky, powder eye shadow offered in a range of classic shades to accentuate their eyes.

#### Product Claims

- Sophisticated shade palette.
- Smooth, even application that's buildable and blendable.
- Crease and fade resistant.
- Talc-free.

#### Key Ingredients

- **Jojoba**—a moisturizing emollient that helps provide a long-lasting, fade resistant finish.
- **Rice starch**—contributes to gentle application and oil absorption.
- **Nylon**—a powder that promotes smooth glide and blendability.
- **Silica**—a powder that helps deliver a silky feel.

#### Usage/Application

Swipe the small eye shadow brush across the colour palette, then gently apply to closed eyelids. Use one or more colours, depending on the desired look. Apply lighter toned shades from your lid to brow for highlighting effects. Use medium tones along

the natural crease of your eye for contouring. Blend carefully to create uniform shading.

#### Complementary Products

- **Nu Colour® Defining Effects® Smooth Eye Liner**—a gentle, creamy eye lining pencil for fine, precise lines; softly blended lines; or smoky, smudged lines. Perfect for accentuating the eyes.
- **Nu Colour® Defining Effects® Brow Liner**—a powdery-soft formula that glides on gently to naturally define brows and enhance the eye area.
- **Nu Colour® Custom Colour Subtle Effects® Blush**—features micropowders for a silky, blendable texture that lets you define a variety of gorgeous looks. The long-lasting, fashion-conscious colours in cool and warm shades complement any skin tone.
- **Nu Colour® MoisturShade® Liquid Finish Foundation SPF 15**—a velvety-smooth formula that delivers medium coverage and soft radiant colour with light-reflecting powders and moisturizers. This foundation blurs imperfections and evens skin tone while providing SPF 15 for environmental protection.
- **Nu Colour® Skin Beneficial™ Tinted Moisturizer SPF 15**—a lightweight, tinted moisturizer that uses microprism powders to impart an even, healthy glow.

#### Frequently Asked Questions

##### *How do I use different shades of eye shadow together?*

Eye shadow can be used to highlight, contour, and accent the eyes in the following ways:

- **Highlighting**—flesh-toned, light, or pastel shades can be applied from lid to brow for an even, natural look or to accentuate the lid and the brow bone when darker shades are used to contour or accent your eyes.
- **Contouring**—medium-toned shades are a darker version of the highlighting shade. They should be applied to the natural crease of the eye and carefully blended with the highlighting shade above to accentuate the contour of your eyes.

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- **Accenting**—accent shades are dark and dramatic. They should be used sparingly to create smoky and evening looks. When used with highlighting and contouring shades, they must be carefully blended to create uniform shading.

## *How can I help my small eyes appear larger?*

Apply a highlighting shade on the entire eye area, from lid to brow. It's important to highlight the inner corner of your eye next to your nose. Next, choose soft (not too dark) contouring shades, concentrating the colour on the outer third of the crease to widen and enlarge your eyes. Blend with the highlighting shade. Place the contouring shade slightly above the crease, not in it. Carefully blend with the highlighting shade.

## *How can I help my wide-set eyes appear closer together?*

Apply the highlighting shade on your eyelid and brow bone. You may choose to use two different light shades such as a nude colour on the brow bone and a pastel shade for the contouring shade on the lid. Blend the contouring shade across the entire length of the crease, including the area close to your nose. By accentuating the colour over the inner corner of the eye, you're creating the appearance of less space between your eyes.

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## *How can I help my deep-set eyes appear less receded?*

It is important to avoid contouring colours that are too dark. Choose a medium contouring shade to avoid making your eyes appear to recede even more. Apply the highlighting shades from the lid to the brow bone and inner corner of the eye next to your nose.

## **Ingredients**

Mica, Dimethicone, Magnesium Myristate, Rice Starch, Silica, Zinc Stearate, Squalane, Jojoba Esters, Nylon-12, Bisabolol, Methicone, Tocopherol, Ascorbyl Palmitate, Methylparaben, Butylparaben, Propylparaben, Sodium Dehydroacetate. May Contain: Bismuth Oxochloride, Titanium Dioxide, Iron Oxides, Ultramarines, Manganese Violet, Chromium Oxide Green, Chromium Hydroxide Green, Ferric Ferrocyanide, Ferric Ammonium Ferrocyanide, Carmine, Blue 1 Lake, Yellow 5 Lake, Bronze Powder.