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## Liquid to Powder Mineral Foundation

### Major Consumer Benefits:

- ♦ Pure & Clean, mineral foundation
- ♦ Natural powdery luminance look
- ♦ Oil control and moisturize the dry skin
- ♦ 18 hr perfect wear
- ♦ Water, tear, sweat, and oil Resistant
- ♦ Buildable coverage



### The Product:

Pure & Clean. A perfect foundation platform technology ideal for Asia Pacific and the acne skin.

The revolutionary liquid foundation is made without emulsifiers, oils, and any other potential skin irritants. Upon drying, the only things left on the skin are crushed minerals from the earth, an earth mineral derived film to bind pigments preventing the clog of the pores, phospholipids to moisturize the dry skin, and very small amount of anti-microbial agents.

Apply as easy as a liquid, and become a powder foundation on your face in a few minutes. It is much more than a powder foundation:

- Lasts all day and yet easy to take off
- Buildable coverage and much higher coverage than a powder foundation
- Gives a natural powdery luminance look on skin
- Excellent oil control capability, and yet provides crucial moisturization to the dry acne skin caused by the acne treatments
- Easy incorporation of salicylic acid with better bioavailability than a powder foundation

### The Technology:

The high-shear energy process for mineral crushing and emulsification allows the fine dispersion of the minerals in the media without the need of an emulsifier.



### Ingredients on skin after drying:

Titanium Dioxide, Iron Oxidizes, Bentonites, Trimethylsiloxysilicate, Bismuth Oxychloride, Phospholipids, Sodium Chloride, and Caprylyl Glycol/Phenoxyethanol/Hexylene Glycol (anti-microbial agents)