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Everwear Makeup Line A Life Proof Makeup

Major Consumer Benefits:

Foundation:

- ♦ Natural look with high coverage
- ♦ No transfer to clothes
- ♦ 18 hr perfect wear
- ♦ Water, tear, sweat, and oil Resistant

Concealer:

- ♦ Stay in place, no crease.
- ♦ Resistant to water, tear sweat, and oil.
- ♦ Optional spot treatments for acne or dark circles

Color Set:

- ♦ Stay all days with vibrant and true color
- ♦ Allow large amount of pearls



Life Proof Makeup

The Product:

Everwear makeup, a life proof makeup for women in all occasions and special memorable moments: wedding, graduation, running, swimming, laughing, crying, partying, and many more.

The makeup stays where it should stay, looks perfect throughout the day after crying, laughing, swimming, a fun day, or a hard working day.

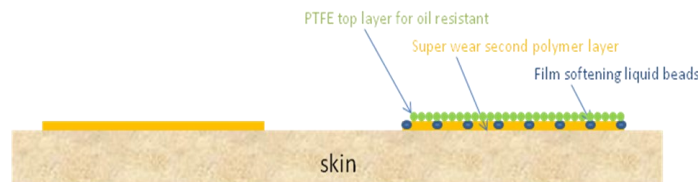
A revolutionary natural look foundation that breaks up the natural look and high coverage dilemma. Thanks to the new Colorguard technology, the makeup looks so natural on the skin, and yet with tremendous coverage power.

- **Transfer-proof liquid foundation**, SPF 20 UVA/UVB
- **Transfer-proof treatment concealer** for dark circle, wrinkles, and/or acne
- Extra-wear eye shadow, eye brow, bronzer and highlighter **Color Set**

ColorGuard technology:

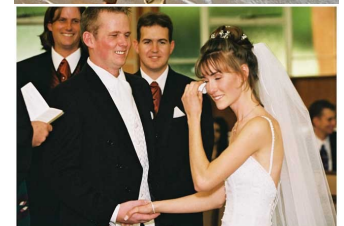
A proprietary multi-layer film formation system that delivering superior natural look and wear on skin with both water and oil resistant, and yet soft and silky in touch.

The technology comes from the inspiration of the transdermal medi-



Traditional film technology:
Continuous film on skin

New Multi-layer film technology:



Water, sweat, tear & activity resistant

Key Ingredients:

- ♦ **The ColorGuard Polymers:** A proprietary engineered PTFE and silicone hybrid polymers
- ♦ **Hydrogenated Polydecene**
- ♦ **Multi-vitamins**

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