

demand more than makeup

TRUE protective collection



what is it?

This collection of advance color cosmetics combines the best in anti-aging technology and proven natural ingredients to protect and Perfect skin—all with a little magic. Whether powered by super antioxidant Idebenone for its Environmental Protection Factor (EPF) of 95, natural sun defending minerals or skin enhancing botanicals, these multi-taskers take action.

what's the difference?

Not all products are created alike. Specifically designed to deliver choice and results, mineral technology unites with science to deliver a new level of protection. Refined textures are created to mimic skin with a modern range of color that coordinates to undertones—forward thinking for all skins.

who is it for?

Ideal for all. Non-irritating, clinically and allergy tested, beneficially calm by nature. These skin perfectors are equally beneficial to acne-prone and sensitive skin, even post-procedure. All in a wide range of modern skin tones, *BeingTRUE* to all.

application simplified

prep

Hydrate skin and under eye area with appropriate skin care regime.

prime

Conceal under eye darkness with the Protective Illuminating Concealer. Optional—for normal to dry skin looking for a little magic, apply Transforming Skin-Tint with the Foundation Brush as a primer before mineral foundation.

perfect

Dip brush into mineral foundation and tap off excess. Smooth onto skin beginning at the center of the face and blend outwards in a circular motion. Cover all areas of the face and reapply for desired coverage.

finish

Spray Transforming Mineral Mist 4-6 times over the mineral foundation. Press and roll finishing sponge over the contours of the face to make mineral makeup instantly one with the skin. Opt. control. Layer mineral foundation over

finish

Spray Transforming Mineral Mist 4-6 times over the mineral foundation. Press and roll finishing sponge over the contours of the face to make mineral makeup instantly one with the skin. Spot control—layer mineral foundation using the Finishing Sponge directly atop blemishes, broken capillaries and hyperpigmentation. Lightly press and roll over the area until desired coverage is achieved.

Nothing's more modern than demanding more from your makeup than just coverage. Forward-looking rather than just a fix, the *BeingTRUE* Protective Collection creates ideal skin while it's on—and better skin when it's off. These concealers, primers, and foundations deliver a new level of skin protection and perfection along with dramatic anti-aging benefits.



prime

protective shadow primer

A second skin that creates a brighter bare eye or an ideal. No-crease shadow base. Hides and heals telltale signs of cosmetic procedure. Contains skin-brightening Vitamin K to help undo damage and super antioxidant idebenone to protect.



shadow primer brush

Taklon brush designed precisely for the eye area, to evenly and expertly apply Protective Shadow Primer.

To use: Apply primer sparingly with the Primer Brush. Pat over the eye area from lashes to brow. Keep application to a sheer veil. Set with mineral foundation or follow with base shadow.



protective illuminating concealer

Protection and coverage customizes to the challenge with these tri-component compacts. Two shades of concealer to customize shade or go alone atop a micro-illuminating neutralizer that color corrects and deflects fine lines. Skin brighteners actively undo the dark.



concealer brush

Taklon brush designed to apply concealer with a light touch.

To use: apply illuminator under the eye using the concealer brush. Mix concealers creating a color one shade lighter than your skin tone. Pat atop the illuminator to camouflage. Less is always more.



transforming skin-tint

Prepare for a little magic with this liquid foundation. Stressed skin instantly transforms back to youthful, even toned complexion, while age defying benefits protect. Visibly firm smooth skin appears from an elixir of luxe minerals and essential vitamins. Even toned and sheer to undetectable coverage leaving skin aglow. Wear alone or prime under mineral foundation for added benefits. Ideal for normal to dry skin.



foundation brush

Taklon brush applies liquid foundation evenly with an airbrushed effect.

To use: pat and smooth on liquid foundation using the side of the brush. Set with protective mineral foundation for added coverage and protection.



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perfect

protective mineral foundation SPF17—powder

Behold the most elegant texture and true-skin finish of any mineral foundation. Powered by Idebenone, a new level of protection from the environment shields skin with an EPF 95. The dynamic duo of Titanium and Zinc deliver a natural SPF 17. Each shade is customizable between sheer to full coverage and adorns skin with a natural radiant finish.



protective mineral foundation SPF 17—compact

Delivers every benefit and attribute of *BeingTRUE* Protective Mineral Foundation Powder— in a convenient compact. Shades uniquely coordinate between formulas as the compact provides a natural matte finish— perfect for mid-day touch ups.



BeingTRUE powder brush

Natural extra soft hair brush expertly designed for a stress-less application of mineral foundation. Perfects without a trace, leaving a sheer to medium coverage.



mineral foundation brush

Natural hair brush expertly designed to apply a polished medium to full coverage of mineral foundation.

To use: smooth mineral foundation onto skin with the brush and blend in a circular motion. Begin at the center of the face working outwards.



finish

transforming mineral mist

Transforms *BeingTRUE* Mineral Foundation into a perfect-skin finish. This unique hydrating mist combines colloidal Gold and Silver plus the *BeingTRUE* Antioxidant Complex, bathing skin in anti-aging benefits. Our *BeingTRUE* Signature Aroma turns daily stress into positive purpose. Spray alone to refresh skin anytime, especially in-flight. SPRAY, BREATHE, BETTER.



finishing sponge

Blending specialist. Designed with precise angles to fit the natural contours of the face. Latex-free.

To use: With skin moist from Transforming Mineral Mist, press and roll Finishing Sponge over the contours of the face blending mineral foundation into a seamless finish.



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