

AVEDA

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MAKEUP

inner light™ liquid foundation spf 12



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POSITIONING STATEMENT

Buildable, medium coverage liquid foundation for all skin types that balances and refines complexion with visible radiance and a smooth natural finish.

ELEMENTAL NATURE™: All Natures

PRODUCT BENEFITS

- Provides smooth medium coverage with a semi-matte finish
- Increases radiance by 16% upon application
- Mineral-derived SPF 12 protects from UVA and UVB rays (claimed in U.S. only)
- Reveals an immediate 32% improvement in skin softness
- Creamy, smooth and moisturizing formula
- Formula lasts eight hours with non-caking, mineral color that stays true
- Non-acnegenic
- Glass bottle with flax infused cap, packaged in a 100% post-consumer recycled unit carton

INGREDIENT BENEFITS

- Tourmaline—complexion with instantly noticeable radiance
- Malachite—a finely-ground mineral with light-reflective properties brightens skin, creating a naturally healthy-looking complexion that appears to glow from within
- Iron oxides, naturally derived pigments—provide flawless coverage
- Mica—a talc alternative, creates a weightless, silky texture that lets skin show through. Diffuses light, optically minimizing fine lines, pores and imperfections

- Murumuru butter—a derivative of an Amazonian palm tree that's highly emollient—is a potent moisturizer that keeps skin soft and hydrated
- Resveratrol—an anti-oxidant derived from Japanese knot weed that's more potent than vitamin E—helps protect against free radicals that can cause damage to skin
- Titanium dioxide—a mineral-derived sunscreen, helps protect against UVA and UVB rays

PARTNERS WITH

- Inner Light™ Concealer
- Inner Light™ Pressed Powder
- Inner Light™ Loose Powder
- Tourmaline Charged skin care or any other Aveda skin care

USAGE/APPLICATION

- With clean fingertips, lightly dot on brow, nose, cheeks and chin. Blend gently and evenly moving in a slow downward motion. Blend over jaw line and onto neck.
- For a matte finish, gently dust with Inner Light Loose Powder.
- Apply following moisturizer and over Inner Light Concealer.