



# Matte Finishing Loose Powder



Specially formulated to give a flawless finish to the complexion, the Matte Finishing Loose Powder has a unique patented formula that absorbs sebum excess, reduces shine and blurs imperfections.

Multi-purpose, its light-weight formula mattifies without drying out the skin, it also helps to set and perfect make up. Its combination of natural powders blends effortlessly without leaving weight or texture to the skin.

The Matte Finishing Loose Powder can be used directly on bare skin or on top of makeup. Developed in a single universal and translucent shade, it is suitable for all skin tones.

MOISTURIZING  
MATTIFYING



FRAGRANCE FREE  
PRESERVATIVE FREE

TALC FREE\*  
MICA FREE\*  
SILICA FREE\*  
TITANIUM DIOXIDE FREE\*

99,9% natural origin  
ingredients

(according to ISO16128  
regulation)



COSMOS NATURAL  
certifiable

Vegan formula

Made In France



## COMPOSITION

The Matte Finishing Loose Powder contains the following active ingredients :

### KAOLIN



White clay, also known as kaolin, is a natural mineral with a white powder form. Its natural effectiveness comes from its specific chemical structure : rich in minerals and silica, essential for cell renewal. As green clay, kaolin captures positively charged molecules like toxins and impurities on the skin surface<sup>[1]</sup>. In addition, its balancing properties helps to absorb excess sebum and mattify the skin.

### LITHOTHAMNE



Lithothamne is a red seaweed from the North Sea, once fossilized, it concentrates two interesting minerals : calcium and magnesium. The cutaneous application of magnesium is known for its anti-inflammatory effects, helping the skin to fight against external aggression's<sup>[2]</sup>. In addition, Lithothamne has purifying, mattifying properties and helps to strengthen the cutaneous barrier function<sup>[3]</sup>.

### RICE STARCH



Extracted from rice flour, Rice Starch is an ultra-fine silky white powder, it reduces shine and the pores appearance without drying out the skin. Thanks to its great absorption capabilities, it helps to provide a long-lasting matte and smooth finish.

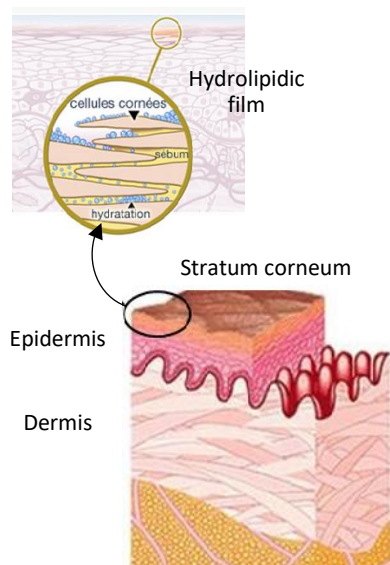


### AVOCADO OIL

Extracted from Kenyan avocado, this oil is rich in monounsaturated fatty acids. Thanks to this unique composition, avocado oil is known for its regenerating and hydrating properties. It also helps restoring and keeping the hydrolipidic film on the epidermis, bringing it comfort, suppleness and protection from external aggressions such as wind, cold...<sup>[4]</sup>

## PROPERTIES

NUWEN has conducted clinical studies to demonstrate the mattifying and moisturizing effectiveness of the Matte Finishing Loose Powder.



### Focus on the hydrolipidic film

The epidermis is the most superficial skin layer, composed of several layers. Among them, stratum corneum is the most superficial one and is in contact with the external environment. Stratum corneum is protected thanks to an invisible film called the hydrolipidic film. It continuously renews itself and is present all over our body.

The hydrolipidic film is a homogeneous mixture of an aqueous phase (sweat) and a lipid phase (sebum and cell lipids). These 2 phases play a role in maintaining the skin in good condition by, regulating the cutaneous pH (at 5,5) in one hand and by controlling the level of hydration on the other hand (by regulating the natural phenomenon of insensible water loss).

The balance between these two phases is essential and can be disturbed throughout life (temperature, diet, age, pollution, etc.).

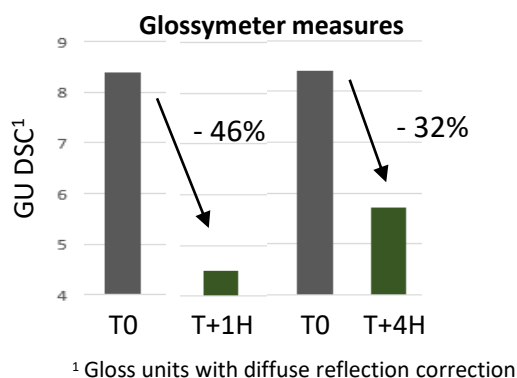
## RESULTS

### Mattifying effect :

- Matte effect lasts up to 4 hours
- - 46% shine after 1 hour\*
- - 32% shine after 4 hours\*
- Absorbs sebum excess for 100% of users

### Moisturizing effect:

- Moisturizing effect for 90% of users
- The skin is not dry for 95% of users
- Protects the skin from dehydration for 90% of users



Use test carried out in France in an independent laboratory on 21 volunteers after 21 days of daily use..

Instrumental test carried out in France in an independent laboratory on 10 volunteers. Measurement of skin shine on the forehead before application, then 1h and 4h after application of the powder.

\* Average values over the 10 volunteers

***Thanks to its balanced formulation in mattifying and moisturizing agents, the loose powder helps to maintain the balance of the hydrolipidic film by absorbing sebum excess, while limiting skin dryness.***

## RESULTS



### Very good tolerance and satisfaction with the product

- Dermatologically tested
- No sign of intolerance observed
- **95%** overall user satisfaction
- The product is pleasant to use for **100%** of users
- The product is easy to apply for **95%** of users
- The complexion is unified for **100%** of users
- The skin is velvety for **100%** of users
- The product gives a natural look for **95%** of users
- The complexion is luminous for **95%** of users
- The product does not cause skin tautness for **95%** of users
- The product improves the overall appearance of the skin for **90%** of users
- The product easily blends into skin for **90%** of users
- The product conceals skin imperfections for **80%** of users
- The product lasts for a long time for **80%** of users

*Use test has been carried out in France in an independent laboratory on 21 volunteers after 21 days of daily use.*

## DIRECTIONS FOR USE

- Turn the powder pack upside down (lid screwed) and slightly tap it so the powder adheres to the sifter.
- Flip the powder pack over and unscrew the lid.
- Pick up the powder with the brush.
- Remove excess powder by tapping the brush handle over the sink or the powder pack.
- Apply on bare skin or on top of makeup, focus on shiny areas (T-Zone : forehead, nose, chin)
- Reapply if needed

## UNIQUE PATENTED FORMULA

TALC FREE\*  
MICA FREE\*  
SILICA FREE\*  
TITANIUM DIOXIDE FREE\*

FRAGRANCE FREE  
PRESERVATIVE FREE



Yellow



Neutral

\* Indicative quantities, used for toxicological evaluation

Information given in this product sheet is indicative and based on bibliographic data. It cannot in any way be used as product claims within the meaning of article 20 of the Regulation (EC) N°1223/2009. It is the responsibility of the person placing the product on the market or of the importer to justify claims used in relation to cosmetic products in accordance with Regulation (EU) No 655/2013.

\*This information is indicative on the basis of the patent and constitute the formulation rules applied by Nuwen.

[1] Viseras, C. et al. (2007) 'Uses of clay minerals in semisolid health care and therapeutic products', Applied Clay Science, 36(1–3), pp. 37–50.

[2] N. Chandrasekaran, C. Weir, S. Alfraji, J. Grice, M. Roberts, R. Barnard. The University of Queensland & University of Melbourne. Effects of magnesium deficiency- More than a skin deep. Experimental Biology and Medicine 2014.

[3] Test In Vitro NUWEN – Bioalternatives, Mars 2019

[4] D. Fontanel.(2012).Univeristés d'Angers, de Rennes.Huile et beurres de pulpes de fruits: revus des principales sources exploitées, teneurs en insaponifiables, propriétés et usages traditionnels d'intérêt cosmétique.

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