

# TRUE COVER™

## Ultimate Coverage Foundation

*True Cover™ Ultimate Cover Foundation Net Wt. 21g (0.75 oz)*

Light Skin Tone Collection contains Fair & Natural  
Medium Skin Tone Collection contains Natural & Rich  
Dark Skin Tone Collection contains Rich & Coffee

**Fair, Rich, and Coffee INGREDIENTS:** Aqua (Water), Talc, Aloe Barbadensis Leaf Juice, Lanolin Alcohol, Cyclopentasiloxane, Petrolatum, Cetearyl Alcohol, Glyceryl Stearate SE, Isododecane, Phenoxyethanol, Xanthan Gum, Polyglyceryl-4 Oleate, Methylparaben, Disodium EDTA, Anthemis Nobilis Flower Extract, Lavandula Angustifolia (Lavender) Extract, Glycine Soja (Soybean) Oil, Butylparaben, Tocopheryl Acetate, Ethylparaben, Propylparaben, Retinyl Palmitate. **May Contain:** CI 77891 (Titanium Dioxide), CI 77492, 77491, 77499 (Iron Oxides)

**Natural INGREDIENTS:** Aqua (Water), Aloe Barbadensis Leaf Juice, Talc, Lanolin Alcohol, Cyclopentasiloxane, Petrolatum, Cetearyl Alcohol, Glyceryl Stearate SE, Isododecane, Phenoxyethanol, Xanthan Gum, Polyglyceryl-4 Oleate, Methylparaben, Disodium EDTA, Anthemis Nobilis Flower Extract, Lavandula Angustifolia (Lavender) Extract, Glycine Soja (Soybean) Oil, Butylparaben, Tocopheryl Acetate, Ethylparaben, Propylparaben, Retinyl Palmitate. **May Contain:** CI 77891 (Titanium Dioxide), CI 77492, 77491, 77499 (Iron Oxides)

*True Cover™ Make-up Remover & Cleanser Net Wt. 43g (1.5 oz)*

**INGREDIENTS:** Aqua (Water), Cetearyl Alcohol, Glyceryl Stearate SE, Paraffinum Liquidum (Mineral Oil), Propylene Glycol, Aloe Barbadensis Leaf Juice, Disodium Lauryl Sulfosuccinate, Cetareth-20, Isopropyl Myristate, Glycerin, Caprylic/Capric Triglyceride, Petrolatum, Phenoxyethanol, Methylparaben, Butylparaben, Ethylparaben, Propylparaben, Tocopheryl Acetate, Parfum (Fragrance), Anthemis Nobilis Flower Extract, Lavandula Angustifolia (Lavender) Extract, Glycine Soja (Soy Bean) Oil, Retinyl Palmitate.

*True Cover™ Exfoliating Scrub (Sold separately) Net Wt. 43g (1.5 oz)*

**INGREDIENTS:** Aqua (Water), Pumice, Paraffinum Liquidum (Mineral Oil), Propylene Glycol, Aloe Barbadensis Leaf Juice, Caprylic/Capric Triglyceride, Stearic Acid, Cetearyl Alcohol, Petrolatum, Glyceryl Stearate SE, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Prunus Armeniaca (Apricot) Kernel Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Cetareth-20, Citrus Aurantium Dulcis (Orange) Peel Oil, Phenoxyethanol, Methylparaben, Butylparaben, Ethylparaben, Propylparaben.

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MADE IN USA

# TRUE COVER™

## Ultimate Coverage Foundation

## Application Guide



- *Water-Resistant*
- *Smudge-Resistant*
- *Natural Look*

## Reveal Your True Beauty™

Camouflage embarrassing age spots, birthmarks, dark circles under eyes, freckles, varicose veins, and other skin imperfections!

TRUE  COVER™  
Ultimate Coverage Foundation

~Water-Resistant ~Smudge-Resistant ~Natural Look

Camouflage embarrassing age spots, birthmarks, dark circles under eyes, freckles, varicose veins, and other skin imperfections!

Thank you for choosing True Cover™ Ultimate Coverage Foundation, your best choice of cosmetics for optimal coverage with the most natural skin-perfecting results.

### The True Cover Difference™

True Cover™ is a self-setting concealer and foundation all in one, offering a long-lasting, uniform coverage to your skin. With True Cover™ you take control, hiding those once annoying and even embarrassing imperfections. At last you can have a light feeling and natural looking foundation that easily covers, conceals, and camouflages minor to major skin discolorations and imperfections. This quick-drying, smudge-resistant, versatile formula allows you to cover not only facial problems but imperfections on arms, legs or any area of your body. Freckles, dark under eye circles, port wine stains, birthmarks, uneven skin tones, spider veins, varicose veins, and even tattoos are concealed.

Although True Cover™ gives you excellent coverage, it feels light and looks natural. Plus your coverage stays fresh-looking throughout the day so you rarely need touch-ups. True Cover™ is water resistant, giving you the freedom to swim, work out in the gym or tackle your favorite outdoor activity with complete confidence.

Each True Cover™ Collection comes with two specially selected shades for your skin tone.

Light Collection	Medium Collection	Dark Collection
Fair	Natural	Rich
Natural	Rich	Coffee

Choose the shade that best suits the particular skin area you want to cover, or blend the shades together for a customized color using our easy blending directions.

## Frequently Asked Questions

**My skin looks dry and cakey when I apply the foundation, even when I use a moisturizer. What's wrong?**

No matter how good your foundation is, it will only look as good as your skin does. The buildup of dead, dry skin cells causes your makeup to look cakey. Exfoliation is the answer! Use True Cover™ Exfoliating Scrub at least 2 to 3 times a week followed by a good moisturizer. If you don't have a daily skin conditioning routine in place, start today!

**Why does my kit contain two very different shades? I only need one.**

With True Cover™, we want you to be in control! Each kit contains specially selected shades as the most likely match for people on each end of your skin tone range. However, if one doesn't match your skin tone or if your tone changes with the seasons due to increased or decreased outdoor activity, these contrasting colors give you more options for blending so that you can always create a customized color to match your tone perfectly.

**I just can't get enough coverage to conceal my discoloration. What do I do?**

First apply a light and even base coverage. Using your fingers blend downwards to minimize facial or body hairs. Remember this is just the base, so don't worry about the discoloration at this point. Next go back and lightly pat and dab a thin layer of color on the area that you need to conceal. Be sure to gently blend into the surrounding areas for a natural looking finish. Keep applying your True Cover™ color in thin layers using the same pat and dab motion until you achieve the coverage you desire, blending as you go. Use your brush for more precise or smaller areas such as around the nose.

## Tips for Longer Wear

True Cover™ formulas have passed both water and smudge resistance testing so you can feel confident that any imperfections will stay concealed longer with only moderate touch-ups needed throughout the day. Please note that constant rubbing over the product from your clothing or toweling dry after swimming will result in some product residue coming off onto your clothes or towel.

**After swimming or perspiring, always gently pat (never rub) to minimize the amount of product residue.**

If you still need a little more coverage, just lightly touch-up to keep your True Cover™ look uniform and beautiful. Also note that using heavy and oily moisturizers (especially items such as petroleum jelly, body oils, etc.) underneath your color foundation will break down the product and can make it smudge or rub off during wear.

## Camouflaging Problem Areas

These dramatic Before and After pictures show how you can use True Cover™ to easily help hide all types of skin discolorations and imperfections.

Freckles



Under Eye Circles



Tatoos



Age Spots



Port Wine Stain



Spider Veins



True Cover's Got it Covered™

## Color Blending and Application

True Cover™ makes it so easy to match your skin tone, even if your color changes as the seasons due to increased or decreased sun exposure. You received two different shades to provide for perfect color blending.

These colors have been specially created to achieve the closest skin tone matches possible. We specially selected these shades to most likely match the skin tones on each end of your color collection range. For those in-between, the two colors can be mixed together to create your own customized color for a perfect match every time! Also, with True Cover™ you don't have to buy a new color just because you've spent a few days in the sun. Just remix, and voila, you have a perfect skin tone match again! It's easy, flexible and gives you full control.



### True Cover Sets You Free™

True Cover™ Collections are available in Three Skin Tones: **Light, Medium, Dark**

Each collection comes with the following products:

- 1x True Cover™ Makeup Remover & Cleanser 43g (1.5 oz)
- 2x True Cover™ Foundation Shades 21g (0.75 oz) each
- 1x Spatula
- 1x Customized Color Jar
- 1x Makeup Brush
- 1x Compact Magnifying Mirror
- 1x Application Guide
- 1x Instructional DVD

Also available: True Cover™ Exfoliating Scrub may be purchased separately

**BEFORE YOU BEGIN:** True Cover™ Foundations are safe to use on the face. If you have skin sensitivities, conduct a 24 hour test patch on an inconspicuous area before using product.

## Instructions for Use

### Step 1: Selecting Your Color

Don't judge each color by its appearance in the jar. True Cover™ colors will look different on your skin.

- First, apply a very light amount of the first color to one cheek and the second color to the other cheek. Then wait for the colors to set as the shades may change slightly after drying.

- If you have a perfect match, proceed to the application directions (Step 3) using the color that matches your skin tone.
- If you do not have an exact match, follow the easy customized color blending techniques in Step 2 first. Once you blend your desired color, proceed with the application instructions.

**NOTE: Since your face and body will be a slightly different shade, be sure to test out each area (face, arm, leg, etc.) where you plan to use the product.**

## Step 2: Customized Blending

- Using the spatula, scoop out a small amount of the lighter color (about the size of nickel depending on the area to cover) and place in the customized color jar. Wipe the spatula with a cloth or tissue. Then scoop out a small amount of the darker color and mix it into the jar with the lighter color. Continue until you have reached your desired customized shade. Remember, it's not essential to use an equal amount of each color to reach your desired customized shade. To lighten skin use more of the lighter shade, and to darken the skin use more of the darker shade.
- Once you've mastered the amount of each color that best matches your skin tone, you'll find it's fast and easy to re-create your own customized color every time. The convenient Customized Color Jar allows you to create and store as much or as little as you desire so you don't have to blend daily, saving you time. With True Cover™, you are in control.

## Step 3: Application

True Cover™ foundations contain highly concentrated pigments which allow you to achieve the coverage you desire. So remember, because it's concentrated, a little goes a long way. Always start your application with a light amount. You can go back and add more, building your coverage so that your results always look natural and not overdone.

### FACE OR BODY:

- Be sure your skin is cleansed and your moisturizer is completely absorbed. Do not use heavy or oily moisturizers as they will cause your foundation to wear off more quickly.
- Create a base by applying a light amount of True Cover™ foundation with your fingertips in small downward strokes to minimize facial or body hairs.
- Using your finger, lightly dab a little more foundation over the area that needs additional coverage, gently blending the color to the surrounding area as you go. Remember to always apply in thin layers.
- Repeat this process using the pat and dab motion until you achieve the desired result.
- Use the enclosed make-up brush for more precise or smaller area application needs.
- Allow color to thoroughly set.

**NOTE: Foundation will dry quickly so work in small areas at a time, blending as you go. Securely replace lids on jars when not in use so your foundation stays moist and does not dry out. Stir with spatula before applying.**

### EYE AREA:

- Using your fingertip or makeup brush, dab a small amount of foundation under the eye and gently blend from inner to outer corners.
- Start with the darkest area first, then gently blend outwards
- Repeat on upper lid where lashes begin and extend upward to your eye crease.

**NOTE: Remember the eye area is delicate, so always place or pat your foundation on very gently. Never rub or tug.**

## Step 4: Removing Your Makeup

Since True Cover™ Ultimate Coverage Foundation is a water-resistant formula, you need a makeup remover that can quickly and easily remove your foundation without irritation. True Cover™ Makeup Remover & Cleanser is specially formulated to effectively remove all traces of your foundation while being very gentle on your skin. Just a small dab of this luxurious cream formula melts away makeup, while nurturing your skin with aloe, vitamins A & E, soy, chamomile and lavender. Your skin will feel refreshed and silky smooth.

- Start with a small dab of cream, a little goes a long way. Massage lightly over area where makeup needs to be removed, dampening fingers as you massage if you prefer. Wipe off with a damp washcloth. Repeat if necessary.



## Exfoliating Scrub - optional

Exfoliating Scrub prepares your skin for True Cover™ Foundation. Keeping your skin smooth is essential to achieve the best and most natural looking coverage. We suggest that you exfoliate on a regular basis to be sure your skin is free of dry, rough or flaky patches. Even if your skin is oily, exfoliation is important to keep the skin looking fresh. This will ensure your makeup goes on smoothly every time so your skin looks natural, even and beautiful. We recommend using True Cover™ Exfoliating Scrub (**sold separately**) two to three times per week to keep your skin soft and smooth.

After cleansing, moisten face or body again with warm water. Gently massage the scrub in a circular motion over your skin. Thoroughly rinse and follow with a good moisturizer.

