

TrueTouch[®] **Skin Care**




NEWAYS[®]



THE SAFETY CONSCIOUS COMPANY

Neways is THE alternative choice

Neways products offer consumers an alternative. Since its humble beginnings nearly 20 years ago, Neways has strived to provide its customers the safest, most effective consumer products in the world. Today our exclusive products deliver on this promise more deeply than ever before. As Neways has grown, we have cultivated advanced manufacturing practices and incorporated the latest technologies into our operations. All of our products undergo rigorous testing in every phase of development, from research and development to quality control.

A perfect blend of science and nature

At Neways, we help you maximise your health and beauty while minimizing your exposure to potentially harmful ingredients. With safety and effectiveness in mind, our experts combine the best of science and nature to formulate our advanced nutritional, personal care, and household products.

Being the safety-conscious company, throughout the course of researching and manufacturing our products, we take extra special care in the selection of ingredients, currently we avoid using over 3,000 controversial ingredients in our products, instead opting to use, in our opinion, safer and more effective alternatives.



Respond to your skin's needs

TrueTouch is a brand synonymous with beauty, and, because it is from Neways it also synonymous with safety and quality. TrueTouch Skin Care is a simple everyday skincare regimen that is suitable for men and women. Whatever your skin type – we have a product for you. If you simply wish to cleanse and moisturise or tackle specific skincare issues then we have the right product for you.

Beauty, balance and brilliance

The TrueTouch precision-engineered formulas feature the perfect ratios of active ingredients, TrueTouch Skin Care controls the delivery of compounds that help to moisturise, nourish, and protect your skin. Each formula — *targeted for your specific skin type* — gently re-orientates your skin. Whatever your age you can benefit from communicating frequently with your skin.

Four simple steps

It really doesn't have to be complicated. TrueTouch Skin Care can be broken down into four regimen steps :

- › **Step 1 - Cleanse.** Whether it's removing your make-up or lifting the day's accumulated dirt and impurities, cleansing is the essential start to your TrueTouch Skin Care regimen.
- › **Step 2 - Clarify.** An often neglected step, clarify and tone your skin by gently removing dead skin cells and impurities.
- › **Step 3 - Target.** Got a problem area to address? We've got a range of products designed to target and tackle problem areas.
- › **Step 4 - Moisturise.** The final step. Treat your skin to lashings of essential moisturiser, to help you maintain a fresher and youthful looking complexion.

Follow the steps let Neways do the rest.

TrueTouch Skin Care products:

- › Avoid over 3,000 controversial ingredients including parabens, phthalates, propylene glycol, sodium laureth sulphate and sodium lauryl sulphate.
- › Are Dermatologist tested.
- › Are not tested on animals.
- › Feature EU allergen free fragrance blend with no controversial ingredients.
- › Are suitable for all skin types.

TrueTouch®

Eye Makeup Remover

For effortless makeup removal.

A unique, liquid formula perfectly crafted for powerful and thorough eye makeup removal. It provides an "oil phase" to gently dissolve waterproof eye makeup minimising unnecessary tugging on delicate eye tissue, and a "water phase" to eliminate water soluble eye makeup while conditioning eyelashes and surrounding skin.

Use this duo-phase eye makeup remover prior to cleansing. Shake well before use. Apply to cotton pad. Gently remove eye makeup. Follow with cleanser. Suitable for all skin types.

110 ml | Item Code 2364

TrueTouch®

Clarifier

A mild exfoliator that leaves skin smooth and luminous.

A mild exfoliator that gently sweeps away dead skin cells and surface impurities, leaving skin smooth and luminous. Featuring a unique blend of natural bamboo, jojoba beads, and prickly pear, this natural, new-generation clarifier conditions, tones, and tightens pores, reorienting the complexion and rejuvenating the skin.

Use 2-3 times each week. Apply generous amounts onto wet, clean hands. Massage into face and neck. Rinse thoroughly. Suitable for all skin types.

50 ml | Item Code 2331

Take A.I.M at beautiful, balanced skin

The Action Ingredient Matrix [A.I.M] is the calculated combination of action ingredients, selected by our Research and Development scientists for specialised properties and based on powerful clinical studies. This matrix of ingredients operates synergistically for augmented performance with an enhanced ability to target your skin's needs effectively. We've created A.I.M to help you hit the target of beautiful, balanced skin. Enjoy.

Cleanse & Clarify

Whether its removing your make-up or lifting the day's accumulated dirt and impurities, cleansing is the essential start to your TrueTouch Skin Care regimen.



TrueTouch®

Cleanser for Dry Skin

Gently washes dry skin.

Featuring a combination of gentle herbs and a harmonious blend of exotic mushrooms, this creamy cleanser gently washes away dirt and debris, leaving behind a delicate veil of moisture for soft skin that is ready for enrichment.

Use morning and night. Apply generous amount onto wet, clean hands. Massage into face and neck. Rinse thoroughly.

125 ml | Item Code 2315

TrueTouch®

Protect AM for Dry Skin

Moisture and protection for dry skin's daytime needs.

Provides essential hydration for dry skin while shielding it from further environmental exposure, repelling the drying environmental assault, and delivering protective compounds to the skin's surface. This product provides broad-spectrum SPF 15 sunscreen coverage featuring zinc oxide. It offers UVA and UVB protection, as well as vitamins, antioxidants, and liposomes that assist with hydro protection.

Apply liberally to cleansed face and neck. Rub in thoroughly until absorbed.

50 ml | Item Code 2318AU

TrueTouch®

Renew PM* for Dry Skin

Moisture and protection for dry skin's night-time needs.

A concentrated cream formula that supplies crucial hydration for dry skin's night-time needs. This product contains a diverse selection of natural oils, vitamins, antioxidants, and essential fatty acids. This formula acts to recharge dry, tired, and sallow-looking skin overnight. Enriched with anti-ageing factors that can help minimise the signs of ageing and visibly rejuvenate the skin, this sumptuous formula delivers moisture and reinvigorates dry-looking skin while you sleep for a radiant, touchable complexion.

Apply liberally to cleansed face and neck. Rub in thoroughly until absorbed.

60 ml | Item Code 2319

*Available October 2010





TrueTouch[®] for Dry Skin

As we age, a combination of factors can cause the skin to become dehydrated.

Your Dry Skin Care Regimen

Dry skin is characterised by tight, flaky skin and a dull/reddish complexion due to a lack of moisture.

Step 1

Eye Makeup Remover
Cleanser for Dry Skin

Step 2

Clarifier

Step 3 (Select products for your individual needs:)

Hydrating Activator
Retention Essence
Dual Action Eye Gel
Brightening C Complex
Wrinkle Garde

Step 4

Protect AM for Dry Skin
Renew PM for Dry Skin

TrueTouch® for Normal Skin

Even normal skin can experience fluctuations. This range supports the skin by maintaining an adequate moisture balance across a wide range of normal and combination skin variations.

Your Normal Skin Care Regimen

Normal skin has a smooth, youthful, and even texture. Combination skin has occasional oiliness in the T-zone, medium pores throughout the T-zone, and occasional blemishes.

Step 1

- Eye Makeup Remover
- Cleanser for Normal Skin

Step 2

- Clarifier

Step 3 (Select products for your individual needs:)

- Hydrating Activator
- Retention Essence
- Dual Action Eye Gel
- Brightening C Complex
- Wrinkle Garde

Step 4

- Protect AM for Normal Skin
- Renew PM for Normal Skin



TrueTouch®

Cleanser for Normal Skin

An extremely mild apple amino acid based cleanser.

Formulated with our exclusive Fruit Fusion blend to condition the skin this light, aqueous gel accommodates a wide range of normal skin variations and preserves skin's delicate moisture balance to create a perfectly clean complexion ready for nourishment.

Use morning and night. Apply generous amount onto wet, clean hands. Massage into face and neck. Rinse thoroughly.

125 ml | Item Code 2330

TrueTouch®

Protect AM for Normal Skin

Moisture and protection for normal skin's daytime needs.

A velvety lotion imbues normal skin with necessary moisture from multiple natural emollient sources for daytime nourishment and a touchable feel. This product provides broad-spectrum SPF 15 sunscreen coverage featuring zinc oxide. It offers UVA and UVB protection, as well as vitamins, antioxidants, and liposomes that assist with hydro protection

Apply liberally to cleansed face and neck. Rub in thoroughly until absorbed.

50 ml | Item Code 2333AU

TrueTouch®

Renew PM* for Normal Skin

Moisture and protection for normal skin's night-time needs.

This rich cream formula provides adequate balance, ample hydration, and moisture retention for normal and combination skin's night-time needs. With a diverse selection of natural oils, vitamins, antioxidants, and essential fatty acids, this formula acts to revitalise skin overnight. Working in conjunction with anti-ageing factors, it can decelerate the signs of ageing and visibly rejuvenate the skin. This dynamic formula reinvigorates tired-looking skin, returning it to a youthful glow with important botanical extracts that improve skin vitality while you sleep so your complexion appears rejuvenated and rested.

Apply liberally to cleansed face and neck. Rub in thoroughly until absorbed

60 ml | Item Code 2334

*Available October 2010



TrueTouch®

Cleanser for Oily Skin

Captures dirt and excess oils in an energetic lather.

Including vitamins and an infusion of invigorating natural botanicals, this foaming gel cleanser captures dirt and excess oils in an energetic lather while managing the skin's oily environment to reveal a fresh complexion ready for nourishment.

Use morning and night. Apply generous amount onto wet, clean hands. Massage into face and neck. Rinse thoroughly.

125 ml | Item Code 2345

TrueTouch®

Protect AM for Oily Skin

Conditioning and protection for oily skin's daytime needs.

Re-models appearance of skin texture while controlling oil and shine through the day with our Skin Conditioning Complex that won't clog pores, for daytime nourishment and a touchable feel. Providing a broad-spectrum SPF 15 sunscreen coverage featuring zinc oxide, it offers UVA and UVB protection as well as vitamins and antioxidants.

Apply liberally to cleansed face and neck. Rub in thoroughly until absorbed.

50 ml | Item Code 2348AU

TrueTouch®

Renew PM* for Oily Skin

Conditioning and protection for oily skin's night-time needs.

Combined with oil-controlling agents, this sheer conditioning emulsion provides light hydration to meet oily skin's nighttime needs. Featuring a unique blend of skin conditioners, this formula smoothes and softens the skin, enhancing both its texture and appearance, to revive and refresh oily skin overnight, by delivering the proper moisture control for a clean and supple complexion. Enriched with anti-ageing factors which minimise the signs of ageing, it revitalises the skin while you sleep so your complexion appears visibly rejuvenated and rested.

Apply liberally to cleansed face and neck. Rub in thoroughly until absorbed.

60 ml | Item Code 2349

*Available October 2010





TrueTouch[®] for Oily Skin

Oily skin craves products that assist in controlling the excess sebum produced by overactive sebaceous glands. The TrueTouch oily skin regimen uses invigorating plant extracts to help control oil levels.

Your Oily Skin Care Regimen

Oily skin is characterised by enlarged pores, shiny texture, frequent blackheads or blemishes

Step 1

Eye Makeup Remover
Cleanser for Oily Skin

Step 2

Clarifier

Step 3 (Select products for your individual needs:)

Hydrating Activator
Retention Essence
Dual Action Eye Gel
Brightening C Complex
Wrinkle Garde

Step 4

Protect AM for Oily Skin
Renew PM for Oily Skin

TrueTouch® Hydrating Activator

Moisturises and tones the skin.

Featuring *Haberlea rhodopensis*, a plant with unique rejuvenating properties, this hydrating spray creates a pathway to the skin, transporting moisture and nutrients while supporting skin's Natural Moisturising Factor. TrueTouch Hydrating Activator works well in conjunction with other TrueTouch Skin Care products and is engineered to promote the delivery of action ingredients that enrich your skin.

Mist a moderate amount on clean face, hands, and other desired areas. Gently rub into skin. Additional mist can be applied after treatment products. Suitable for all skin types.

130 ml | Item Code 2366GB

TrueTouch® Retention Essence

Supports the appearance of firm, taut, resilient skin.

A nourishing serum to energise the look of surface vitality, supporting the appearance of tautness, firmness, resilience, and minimising the appearance of ageing. Lush with botanicals and added vitamins, the serum glides easily over the skin and absorbs quickly. This encourages the delivery of action ingredients where they are needed, while maximising potential benefits.

Apply Retention Essence to area of concern. Massage in well. Suitable for all skin types.

30 ml | Item Code 2363

TrueTouch® Dual Action Eye Gel

Minimises the appearance of dark circles, puffiness, and reduces the appearance of fine lines and wrinkles.

A dual-action formula that minimises the appearance of dark circles and addresses under-eye puffiness for a visibly brighter-looking eye. Featuring concentrated botanical extracts and proteins, this targeted eye gel protects the delicate skin around the eyes while promoting firmer, more resilient looking skin.

Gently apply small amount under eye. Use prior to Protect AM or Renew PM. Suitable for all skin types.

30 ml | Item Code 2362





A myriad of factors — environmental, genetic, and lifestyle — can determine how skin will age. Incorporating specific targeted products into your skin-care regimen can assist in minimising avoidable signs of ageing.



Brightening C Complex

Four seasons of antioxidant support for your skin.

Potent, vitamin C-enriched formula to improve texture and firmness, smooth fine lines and wrinkles, and brighten the skin tone for a radiant complexion. A satin-textured gel that glides smoothly onto your skin, it features a potent vitamin cocktail that improves texture and firmness.

Gently apply complex to the face, neck and décolletage twice daily after cleansing.

30 ml | Item Code 2054

Wrinkle Garde

Skin lotion to help nourish and protect the skin

Wrinkle Garde is an excellent combination of rose hip oil, vitamins and skin conditioners all expertly blended together. It is designed to nourish and protect, whilst leaving your skin soft and supple and with a healthy glow.

Massage a small amount all over face and neck and follow with Hydrating Activator for optimum results.

20 ml | Item Code: 2096GB

HYDRACIAL™



In addition to Neways TrueTouch Skin Care range for your everyday skin care solutions, Neways skin care range also features two brands for targeted skincare; Hydracial, our advanced anti-ageing brand and Clearscience, our gentle, yet effective Complexion Balancing System, suitable for oily and troublesome skin.

For more information on both the Hydracial and Clearscience range, visit us at www.neways.eu

Men can love TrueTouch too

Equally amazing for men as it is for women, the TrueTouch Skin Care range sends the right messages to the skin, bringing it into balance for a smooth, healthy appearance. Easy and convenient, this daily routine supports the skin's resistance to dryness and signs of ageing. For men of any age, a skin care routine can maintain a healthy, glowing appearance.

PRE-SHAVE – Cleanse your skin

Use TrueTouch Skin Care to prepare your skin for a better shave or just to start the day with that clean, touchable feeling.

- › Before shaving, cleanse the face and beard using the TrueTouch Cleanser for your skin type to soften and prepare facial hair.
- › Two to three times a week, instead of cleansing, use TrueTouch Clarifier for a smooth complexion and an easier shave.

SHAVE

- › For a smooth shave, apply Close Shaving Gel.

POST-SHAVE -

Hydrate and moisturise your skin

- › Spray TrueTouch Hydrating Activator all over the face to tone and hydrate the complexion and to rejuvenate the appearance of the facial skin.
- › Gently rub in TrueTouch Protect AM or Renew PM for your skin type. Apply liberally all over the face until it is absorbed.

Enjoy a perfect shave every time with TrueTouch Skin Care, and you'll get handsome, healthy-looking skin that feels terrific.





TrueTouch® Colour Cosmetics

Our TrueTouch Cosmetics range is the perfect accompaniment to the TrueTouch Skin Care range.

TrueTouch is true to you and true to Neways ideals, featuring clean formulas that meet our standards of excellence with safe and effective ingredients that adhere to our exacting product philosophy.

You'll love the feel of TrueTouch Cosmetics. It feels like you're not wearing makeup at all. With Soft Blend™ Technology, we delicately blend each cosmetic for a wonderfully touchable, light application that is almost weightless and camouflages the effects of ageing. You get a flawless look with long-lasting colour and it's kind to your skin too.

For more information on this sumptuous range,
visit our website www.neways.eu



colour cosmetics