

SPF15

asap  
pure



Combining natural  
ingredients with the  
latest in skin technology

ASAP Skin Products have offered scientifically formulated and proven skin care solutions for women and men of varying skin types and conditions for over a decade. ASAP's commitment to helping clients achieve beautiful, radiant skin has led to the development of an exciting new cosmeceutical range of mineral make-up, **asap pure**, designed to complement ASAP's simple, effective and affordable cosmeceutical skin care range.

**asap pure** mineral make-up combines natural ingredients derived from the earth, with the latest in skin technology. Using revolutionary skin brightening active, chromabright™ and Hyaluronic Acid Microspheres to help reduce the appearance of fine lines and wrinkles, **asap pure** cosmeceutical mineral make-up ensures sheer, flawless coverage, SPF 15 protection and beautiful luminosity for all skin types.

Does not contain:

- talc
- artificial colour
- artificial fragrance



# Key Ingredients

**asap pure** mineral make-up contains the highest quality natural ingredients combined with the latest skin technology.

## New generation hydrafilling Hyaluronic Acid

**Microspheres** – which combined with the skin's own natural moisture reserves, visibly plumps and smoothes wrinkles and fine lines, resulting in firmer, younger looking skin.

**chromabright™** – a new active ingredient for safe skin brightening which has a significant lightening effect on the skin, while fighting against photoageing. Unlike skin lighteners that can cause irritation and sensitivity, chromabright™ helps to prevent skin damage caused by UV radiation and inhibits tyrosinase activity, which plays a crucial role in controlling the production of melanin.

# Application

Best coverage and application of mineral make-up is achieved by using an **asap pure** Kabuki brush, specifically designed to create the most natural, flawless finish. The **asap pure** Kabuki brush is made from the highest quality natural hair and is tapered to prevent wastage and over application.



# Technique

For even coverage, always ensure skin is dry and moisturiser has been absorbed, before applying mineral make-up. For a shine free, translucent complexion that stays fresh all day, prepare skin with a light cover of **asap pure** base and follow with desired coverage of **asap pure** mineral make-up.

Tap a small amount of powder into the lid. Swirl and rotate the **asap pure** Kabuki brush firmly into the loose minerals and tap off any excess. Starting on the outside of the face, buff the minerals in a swirling motion over the face and neck.



## Shades

With four shades to suit any skin tone and age, **asap pure** mineral make-up blends easily into the skin giving excellent natural looking coverage, while still allowing skin to breathe.

**pureone**  
Fair



**puretwo**  
Medium



**purethree**  
Medium Tan



**purefour**  
Deep



- Concealer, make-up and sunscreen in one, easy application.
- Light weight formulation ensures flawless coverage that leaves a natural, radiant finish, while still allowing skin to breathe.
- Highest quality pigments derived from the earth's minerals with no harmful added chemicals or dyes.
- UVA & UVB broad spectrum protection from ageing free radical damage.
- Anti-inflammatory ingredients help calm and soothe the skin and are suitable for sensitive skin types including acne, rosacea, pigmented and allergy prone skin.
- Ideal for application post microdermabrasion or peel, to reduce the appearance of redness, without risk of infection or irritation.
- Not tested on animals
- Australian made and owned



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