

# PURE COLORS

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## THE PURE COLORS DIFFERENCE

What PURE COLORS is .... 100% Natural Foundations, Blush, Eye Shadows, Brows, and Lip Products.

## WHAT MAKES PURE COLORS DIFFERENT?

- ☑ BISMUTH FREE – Bismuth Oxychloride is an toxic “arsenic” like skin irritant, that is commonly used as a filler in cosmetics to make inexpensive powders feel soft. Can cause acne.
- ☑ GLUTEN FREE – Gluten can be a skin irritant and also cause internal gastric distress to some individuals.
- ☑ VEGAN (mostly) – No animal products used
- ☑ CRUELTY FREE – PURE COLORS does NOT test on animals.
- ☑ PARABEN FREE – Parabens are preservatives found in cosmetics and other beauty products that are known to be endocrine disruptors.
- ☑ TALC FREE – Talc is an inexpensive filler that clogs pores.
- ☑ RICE POWDER FREE – Rice Powder is an inexpensive filler that clogs pores.
- ☑ ARROW ROOT FREE – Arrow Root is an inexpensive filler
- ☑ KAOLIN CLAY FREE – Natural but inexpensive filler that dries out skin



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- ☑ OIL FREE – including free of essential oils, makeup slides off skin, not a high performance ingredient
- ☑ BUTTER FREE – Free of Butters like Shea or Cocoa that are not high performance ingredients
- ☑ MINERAL OIL FREE – Mineral Oil is a toxic ingredient, that is a cancer causing, flammable petroleum product that is found in most makeup and skincare. (Refined bleached car oil)
- ☑ NO POLYMERS OR PLASTICS – Polymers and Plastics suffocate the skin and prevent it from breathing.
- ☑ Makeup is NOT skincare! Makeup should be designed to enhance great skin and not irritate. Makeup can be long wearing, high-performance and healthy! DISCOVER THE **PURE COLORS** DIFFERENCE FOR YOURSELF!!!



occasions, but nor for every day wear. Skin suffocates and the waterproof mascara is known to dry out your eyelashes.

**PURE COLORS** strives to use safe, non-toxic chemical ingredients if non-natural ingredients are needed for a product.

- ☑ Global shade range that works for all ethnicities and skin types and undertones. Specifically developed shade ranges to suit the proper undertones of women of color which is rarely found in foundations.