



MakeSense® Silk Primer & Pore Minimizer with SenePlex+™



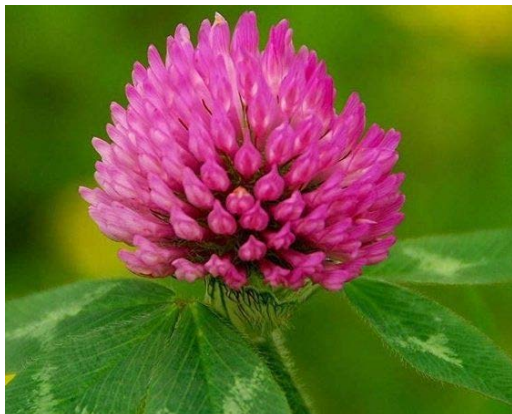
The perfect base for a flawless face, MakeSense Silk primes skin by diminishing the appearance of enlarged pores, absorbing excess oil, blurring fine lines and imperfections for a quick fix, and offers anti-aging benefits. Use alone for naturally beautiful skin, or use as primer before MakeSense Foundation for a perfect finish.

The Science Behind the Product

MakeSense Silk Primer & Pore Minimizer is formulated to create the perfect canvas for a flawless finish by hydrating, mattifying and blurring imperfections while providing anti-aging benefits, resulting in firmer-looking and smoother skin.

How does it work?

- Primes the complexion and hydrates the skin before foundation application
- Diminishes the appearance of enlarged pores
- Help to blur fine lines and imperfections for a quick fix
- Helps to control oil by mattifying the complexion
- Helps to minimize the appearance of pores & wrinkles



A key ingredient in MakeSense Silk is a highly advanced pore-minimizing complex, Miniporyl™. This complex includes red clover flower extract, a plant native to Europe, western Asia and northwest Africa. One of the most active compounds of red clover is Biochanin A, which helps to reduce and minimize the appearance of enlarged pores. It also has strong antioxidant properties and helps to calm and soothe the skin.



Miniporyl works to diminish the appearance of pores in two ways:

1. It fills in pores, giving you a primer-like, cosmetics-ready canvas.
2. Acts as an astringent and reduces oil-and shine, mattifying the complexion.

This powerful complex provides long term pore-minimizing benefits for more even and smoother-looking skin over time.

Additionally, the active ChronOline™ provides powerful anti-aging protection. This peptide-rich complex works effectively to reduce the appearance of fine lines and wrinkles with continued use. This results in firmer and younger-looking skin.



As important as these actives which provide long-term skin benefits, are the ingredients in MakeSense Silk which give instant filling and blurring benefits, for skin perfecting results before makeup application.



The inclusion of smooth silicone ingredients helps to fill fine lines, wrinkles and imperfections, perfectly priming your face before you apply your MakeSense Foundation. This gives the skin a smooth, velvety feel that allows makeup to glide

over evenly. Additionally, glycerin, a humectant, helps to draw moisture to skin – a key factor in achieving smooth makeup application.



Natural green tea extract also provides antioxidant protection, while Sodium Hyaluronate and Nangai oil provide light, non-greasy moisturization. Additional botanicals packed in the formula for hydrated, healthy-looking skin include shea butter, aloe vera, orchid and arnica flower extracts, as well as vitamins A, B and E.



Key Benefits

- Instant filling and blurring effects for flawless appearance
- Minimizes the appearance of pores, shine and imperfections for smooth makeup application
- Helps to reduce the appearance of fine lines and wrinkles
- Non-greasy, velvety feel helps makeup glide over evenly
- Formulated without Parabens, Gluten, or Animal by-products
- Non- comedogenic

Key Ingredients

MakeSense Silk contains many beneficial ingredients, including:

SenePlex+™ Complex: Powerful proprietary complex that helps to reduce the signs of aging.

Miniporyl™: Contains clover extract that leaves the skin more mattified and looking healthier. It also reduces the appearance of enlarged pores, resulting in a smoother texture.

ChroNOline™: contains Caprooyl Tetrapeptide-3, a peptide which helps to reduce the appearance of fine lines and wrinkles, resulting in firmer looking and smoother skin.

Dimethicone/Vinyl Dimethicone Crosspolymer: silicones which help to fill fine lines and imperfections for a perfectly primed, smooth face.

Glycerin: A humectant that helps to draw moisture into skin and retain it.



Camellia Sinensis (Green Tea) Leaf Extract: Effective antioxidant that helps protect skin.

Canarium Indicum (Nangai) Seed Oil: a natural oil derived from the Nangai nut that helps skin maintain moisture, with a non-greasy feel.

Butyrospermum Parkii (Shea Butter): a plant lipid and effective moisturizer.

Sodium Hyaluronate: A powerful humectant and moisturizing ingredient.

Aloe Barbadensis (Aloe Vera) Leaf Juice and Arnica Montana Flower Extract: natural plant extracts which are soothing and hydrating.

Orchis Masculina (Orchid) Flower Extract: used as a preparation of emollient products. This powerful anti-oxidant provides maximum moisturization.

Vitamins A, B, and E: Help to protect skin and provide hydration.

Additional Supporting Ingredients

Magnesium PCA, Copper PCA and Zinc PCA: skin-loving minerals that help to condition and moisturize skin.

Directions for Use

After moisturizing with SeneGence DayTime Moisturizer, apply a thin layer to face to help skin appear smoother. Use alone or as a primer before MakeSense Foundation for a flawless finish.

FAQ's

Q: Are silicones safe for skin?

A: Topically applied silicones are considered safe. Any claims that silicones can be problematic or dangerous for the skin when used topically have not been substantiated with scientific research. Silicone is both hypoallergenic and non-comedogenic and is not known to sensitize the skin. MakeSense Silk contains Dimethicone/Vinyl Dimethicone Crosspolymer for the purpose of filling and creating a smooth complexion before makeup application. This ingredient is permeable and allows the skin to breath.

Q: How does this new formula differ from the previous one?



A: The new & improved formula boasts improved performance due to the addition of highly advanced active complexes that help minimize the appearance of pores, offer a smooth, mattified complexion before foundation application, and offer more long-term advanced anti-aging protection.

Q: How long will this product last if I use it every day?

A: At 1 pump per application daily, this product will last about 2 months. This of course depends upon how much product you are using daily.