

HAILEY BIEBER LAUNCHES  
**NEW COMPLEXION RESCUE**  
Hydrating Foundation Stick SPF 25

The Clean Beauty Ambassador introduces the first clean, water-based liquid foundation in a stick with SPF 25

FULL OF FRESH, CLEAN COVERAGE  
FREE OF PORE-CLOGGING OILS

Makeup by Global Makeup Artist Nikki DeRoest. Shot on location in Los Angeles by photographer Zoey Grossman.



bareMinerals, the clean beauty brand that started a makeup revolution in 1995 with its best-selling mineral foundation, is breaking boundaries yet again with the launch of **COMPLEXION RESCUE** Hydrating Foundation Stick SPF 25. This innovative formula- which contains over 30% enhanced mineral water- is the first clean, water-based liquid foundation in a stick with SPF 25 protection. Available in 20 shades and designed to flatter every skin tone, this portable multi-tasking stick offers medium buildable coverage and a naturally radiant finish. **COMPLEXION RESCUE** Hydrating Foundation Stick SPF 25 has been clinically shown to improve skin's hydration by 118% immediately and 146% after just two weeks.\*

bareMinerals

## KEY BENEFITS

**Medium buildable coverage:** Designed for all skin types, this versatile foundation stick provides superior glide resistance to prevent any dragging, drying or caking.

**Lightweight and long-lasting:** Oil-free, non-comedogenic and suitable for acne-prone skin, this creamy, flashback-proof formula melts onto skin. Never mask-like or cakey,

**COMPLEXION RESCUE** Hydrating Foundation Stick SPF 25 delivers proven results with 12-hour wear.

**Vegan and cruelty-free:** Full of what's good and free of what's harsh, this foundation stick does not contain any animal-derived ingredients. bareMinerals never tests on animals nor does the brand work with any manufacturers who perform animal testing.



## TESTED RESULTS

The more you wear **COMPLEXION RESCUE** Hydrating Foundation Stick SPF 25, the better your skin looks.

### Hydrating

Clinically shown to improve skin's hydration by 118% immediately and 146% after just two weeks.\*

### Firming

Clinically shown to improve skin's firmness after four weeks.\*

### Radiance-Boosting

Formulated with powerful naturally-derived ingredients so skin glows with natural-looking radiance. After seven days of continual use, 94% of users reported a healthy glow.\*\*

\* Results obtained during a six-week clinical study of 31 women and men.

\*\* Results obtain during a one-week U.S. consumer study of 63 women and men.

## MULTIPLE WAYS TO WEAR:

**As a foundation:** Coverage level is determined by the number of swipes applied. For medium coverage, swipe the foundation stick one to two times on both cheeks and forehead.

Next, blend the foundation with your fingers starting from the center of the face outwards, using patting and circular motions.

**For more coverage,** swipe three to four times on both cheeks and forehead. Reach for the Smoothing Face Foundation Brush (sold separately) and buff the product into the skin using small, circular motions. Alternatively, use the new Dual-Sided Silicone Blender from bareMinerals (sold separately) for optimal application – as the silicone side helps to stipple and build coverage, while the sponge side offers a smooth, soft-focus velvet finish. Set with any bareMinerals **MINERAL VEIL** Finishing Powder.

**As a concealer:** Spot apply to camouflage dark circles, discoloration, blemishes or redness.

Swirl your ring finger on top of the stick to gently warm up the product and pat over any areas in need of coverage.

**As a contour:** Depending on the desired level of contrast, select a shade two to three levels deeper than your skin tone. Apply the formula directly below cheekbones, from the sides of forehead and temples, along the jawlines, down the sides of the nose and below the bottom lip. Stipple using upward motions with a foundation brush or a silicone blender. Blend in small circular motions using the Smoothing Face Foundation Brush or the sponge side of the Dual-Sided Silicone Blender for a seamless finish.

## FULL OF

### Volcanic Mineral Seawater

Filtered through volcanic rock and sourced from Jeju Island off the coast of South Korea, this mineral-rich seawater helps deliver a burst of hydration.

### Red Algae

Has been shown to possess better hydration properties than Hyaluronic Acid.

### Squalane

Derived from Olives, this nourishing ingredient helps to prevent moisture loss.

### Youth Boost Peptide

Helps firm and reveal younger-looking skin.

### Mineral-Based Sunscreen

Titanium Dioxide provides mineral-based SPF protection.

### Pollution Protection Complex

Protects against environmental aggressors, heavy metals and blue light.



OPAL 01	VANILLA 02	BIRCH 1.5	BUTTERCREAM 03	CASHEW 3.5*	BAMBOO 5.5	WHEAT 4.5	GINGER 06	SUEDE 04	NATURAL 05	DUNE 7.5	TAN 07	DESERT 6.5	SPICE 08	TERRA 8.5	CHESTNUT 09	SIENNA 10	CINNAMON 10.5*	CEDAR 11*	MAHOAGANY 11.5*
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**LAUNCH DATE:** March 2019

**COMPLEXION RESCUE** Hydration Foundation Stick SPF 25 **SRP:** \$32

**AVAILABILITY:** bareMinerals, bareminerals.com, Ulta, Sephora, Sephora in JCPenney, Macy's, Nordstrom, QVC, fine salons and spas.

**DUAL-SIDED SILICONE BLENDER SRP:** \$15

**AVAILABILITY:** bareMinerals, bareminerals.com, Macy's, Nordstrom, fine salons and spas.

#### **ABOUT BAREMINERALS**

Clean minerals are at the heart and soul of every bareMinerals product. Free of Chemical Sunscreens, Coal Tar, Formaldehyde, Mineral Oil, Microbeads, Parabens, Phthalates, Propylene Glycol, Triclosan, Triclocarban and always cruelty-free, bareMinerals remains committed to keeping potentially questionable ingredients off your skin and out of the environment. After two decades in the beauty industry, bareMinerals continues to deliver high performance formulas and extraordinary sensorial experiences. The brand's clean mineral makeup and skincare is tested and proven, while its exceptional customer testimonials, five-star ratings, rave reviews and clinical results speak for themselves.

Good for everyone, good for the world.

That's THE POWER OF GOOD

# bareMinerals

THE POWER OF GOOD

**FOR MORE INFORMATION, PRODUCT IMAGES OR SAMPLES:**

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