

# COVER | FX

## PRIME

### WHY PRIME?

- Primer preps skin for an even foundation application
- Primer facilitates blending and extends wear
- Primer smoothes the skin's texture and reduces the appearance of lines and pores

### WHY COVER FX?

- Cover FX Primers are double duty
- Every Cover FX Primer is loaded with skincare ingredients that improve and protect the skin
- Prime with Purpose! Every Cover FX Primer formula offers solutions to target specific skin concerns

### APPLICATION

- Primer is best applied with clean fingertips to freshly moisturized skin\*
- While some advocate the benefits of brush application, fingers ensure the smoothest application while maximizing the product deposit to the face

\* Blemish Treatment Primer specifically targets blemishes and should be applied prior to application of regular face primer to seal and heal a blemish. The anti-microbial Blemish Treatment Primer Brush provides the most hygienic and even application of this primer.

#### ANTI-AGE SMOOTHING EYE PRIMER

Dark Circles, Fine Lines and Elasticity

*For All Skin Types*



#### ANTI-AGING PRIMER

Signs of Aging and Hydration

*For Normal to Dry Skin Types*



#### ILLUMINATING PRIMER

Radiance and Clarity

*For All Skin Types*



#### CALMING PRIMER

Sensitivity, Irritation, Redness

*For Sensitive Skin Types*



#### MATTIFYING PRIMER WITH ANTI-ACNE TREATMENT

Pores, Shine, and Blemishes

*For Combination to Oily Skin Types*



#### BLEMISH TREATMENT PRIMER

Blemishes

*For Blemish Prone to Acneic Skin Types*

