



jane iredale
THE SKINCARE MAKEUP®

SKU: 66312B

DERMATOLOGIST & ALLERGY TESTED. #THESKINCAREMAKEUP JANEIREDALE.CO.UK



jane iredale

Smooth Affair®

**Mattifying
Matifiant**

Face Primer
Base pour le visage

Net 50 mL/1.7 fl. oz.

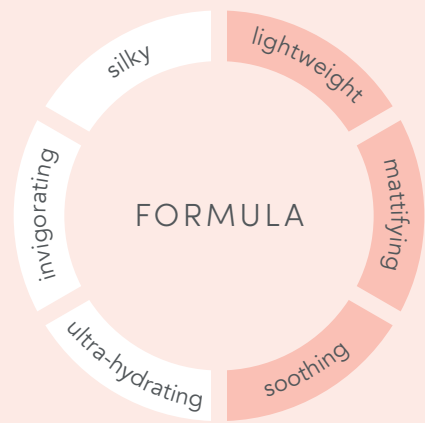
Smooth Start. Matte Finish.

NEW! Smooth Affair® Mattifying Face Primer

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THE SKINCARE MAKEUP®

NEW
Smooth Affair
Mattifying
Face Primer

A mattifying face primer designed to instantly mattify skin, help balance oil production and blur the appearance of pores and fine lines for smooth makeup application and a long-lasting, naturally matte finish.



£53.00 | €63.50 RRP | Net 50 mL/1.7 fl. oz.
 SKU: 12422 | Tester SKU: 72422



More Skin-Nourishing Ingredients



More Shine Control.

RED ALGAE EXTRACT

helps regulate sebum production and supports the skin's natural oil-moisture ratio for a smooth, visibly matte appearance.



More Elasticity.

HIBISCUS BARK EXTRACT

helps support skin elasticity, prevent water loss and promote the skin's natural repair process for a lifted, more youthful appearance.



More Protection.

ROSE GERANIUM LEAF EXTRACT

helps protect and repair damage caused by UV light and delivers powerful antioxidant protection.



BEFORE



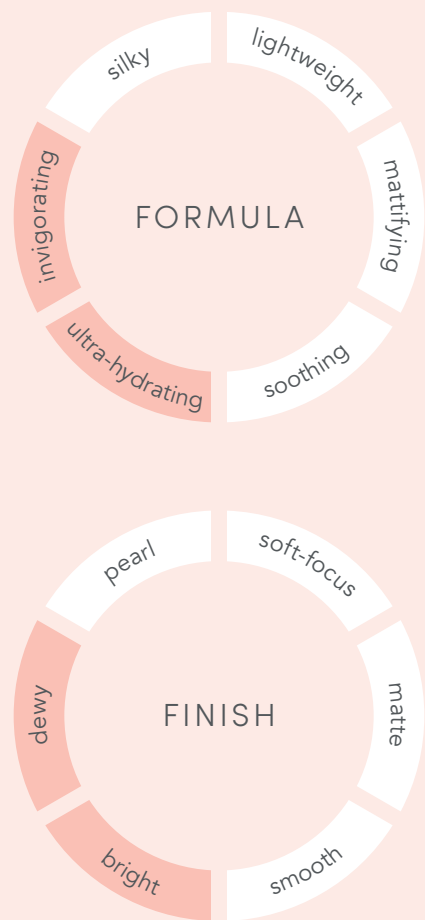
PRIMED
with Smooth Affair



AFTER
with full makeup

Smooth Affair Brightening Face Primer

A skin-quenching face primer designed to brighten skin by minimizing the appearance of pores and fine lines; hydrate; and firm for a more youthful appearance.



£53.00 | €63.50 RRP | Net 50 mL/1.7 fl. oz.
SKU: 12408 | Tester SKU: 72408

More Skin-Nourishing Ingredients



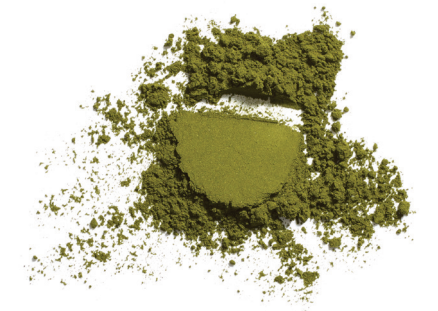
More Vitality.

APPLE EXTRACT
helps maintain skin's youthful elasticity.



More Moisture.

ROYAL JELLY
helps hydrate and protect skin's upper layer and aids in raising skin's moisture level.



More Firmness.

ALGAE EXTRACT
helps to firm the skin and prevents moisture loss.



BEFORE



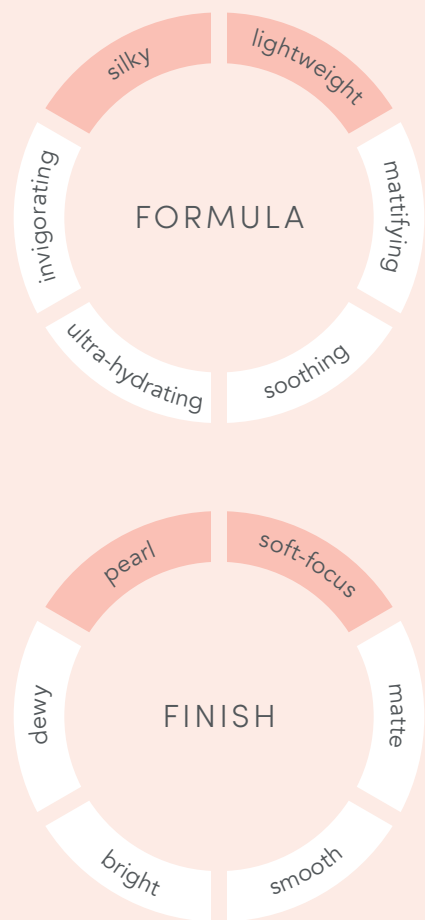
PRIMED
with Smooth Affair



AFTER
with full makeup

Smooth Affair Illuminating Glow Face Primer

An illuminating face primer that locks in moisture, minimizes the appearance of pores and blurs fine lines for a radiant pearl finish.



£53.00 | €63.50 RRP | Net 50 mL/1.7 fl. oz.
SKU: 12421 | Tester SKU: 72421

More Skin-Nourishing Ingredients



More Glow.

MICA

creates a subtle pearl finish for a glowing, blurred appearance.



More Hydration.

HYALURONIC ACID

delivers skin-quenching hydration and locks in moisture.



More Staying Power.

SHEA BUTTER

helps reduce trans-epidermal water loss and helps extend makeup wear.



BEFORE



PRIMED
with Smooth Affair



AFTER
with full makeup

More Staying Power

Smooth Affair Face Primer helps makeup adhere to skin for longer wear.



Smooth Affair Mattifying Face Primer



Smooth Affair Brightening Face Primer



Smooth Affair Illuminating Glow Face Primer



More Choices

Find the unique Smooth Affair formula that fits your needs.



NEW! Mattifying

Brightening

Illuminating Glow

SKIN TYPE	All skin types, Especially oily & acneic skin	All skin types, Especially aging & dull skin	All skin types, Especially dry & dull skin
FORMULA	Soothing, Mattifying	Hydrating, Invigorating	Silky, Lightweight
FINISH	Smooth, Matte	Bright, Dewy	Pearl, Soft-focus
IDEAL FOR	Clients looking to control oil and mattify skin	All clients looking to blur pores for a flawless look	Clients looking for a radiant, healthy glow
KEY BENEFITS	Helps regulate sebum production, Helps prevent moisture loss, Delivers antioxidant protection	Firms skin, Helps prevent moisture loss, Helps skin's elasticity	Hydrates, Illuminates, Helps prevent moisture loss



Cruelty-free



No mineral oil



Non-comedogenic



No synthetic fragrances



No synthetic preservatives

Dermatologist tested | Allergy tested | Sensitivity tested | Comedogenicity tested | Phototoxicity tested

The Skincare Makeup System

Make the most of your makeup routine with Smooth Affair Face Primer, the first in our three-step foundation system for radiant skin, flawless coverage and long-lasting performance.



1 Prep

Smooth Affair Face Primer hydrates skin, anchors makeup and minimizes the appearance of pores and lines to prep skin for smooth makeup application and improved foundation wear.

Why using a primer makes a difference:

- ◆ Enhances pigment vibrancy
- ◆ Boosts skincare performance
- ◆ Increases longevity of makeup



2 Perfect

Each *jane iredale* foundation offers flawless coverage and powerful skin benefits to help conceal concerns and nurture skin for a naturally radiant complexion.



3 Set

Hydration Spray works synergistically with foundation to help the minerals adhere to the skin for a long-wear effect without adding texture or additional coverage.

