

HYDROPURE COLOR CORRECTING SERUM FREQUENTLY ASKED QUESTIONS

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GENERAL

What is HydroPure Color Correcting Serum?

An ultra-hydrating color-correcting serum that uses a sheer green tint to visually neutralize the appearance of mild-to-moderate skin redness.

How does HydroPure Color Correcting Serum work?

Because green and red are opposite one another on the color wheel, mixing the two creates neutrality. Applying our sheer green HydroPure Color Correcting Serum on top of skin redness helps to create more even, neutral appearance.

Will HydroPure Color Correcting Serum eliminate my redness?

HydroPure Color Correcting Serum is a hybrid makeup product that instantly visually corrects the appearance of mild-to-moderate skin redness using a sheer green tint while delivering meaningful skincare benefits. It is not intended to treat or cure any disease or skin condition.

FORMULA & INGREDIENTS

Is HydroPure Color Correcting Serum good for skin?

HydroPure Color Correcting Serum is formulated with a number of powerful skincare ingredients. Hyaluronic Acid delivers hydration for an instant smoothing and firming effect. CoQ10 is a powerhouse antioxidant that helps boost the skin's free radical-fighting abilities, reducing the appearance of fine lines and wrinkles. Olive Squalane helps support the skin's moisture barrier by preventing trans epidermal water loss and impeding environmental irritants from penetrating skin. The unique encapsulated liposomes contain mineral pigments and are fortified with Beeswax to help prevent active ingredients from degrading.

How would you describe the texture of HydroPure Color Correcting Serum?

Creamy, hydrating, lightweight.

Is HydroPure Color Correcting Serum the same as HydroPure Tinted Serum?

HydroPure Color Correcting Serum shares the same base formula as HydroPure Tinted Serum and contains all of the same skin-loving ingredients you know and love.

What are the colorants that create the green tint?

Chromium Oxide Greens (CI 77288), Ultramarines (CI 77007), Iron Oxide (CI 77492).

Is HydroPure Color Correcting Serum noncomedogenic?

Yes.

Is HydroPure Color Correcting Serum water-resistant?

HydroPure Color Correcting Serum has not been tested for water-resistance.

Does HydroPure Color Correcting Serum offer SPF protection?

HydroPure Color Correcting Serum does not have a rated SPF. We recommend topping with Powder-Me SPF Dry Sunscreen or your favorite *jane iredale foundation* for sun protection.

Is HydroPure Color Correcting Serum vegan or wheat free?

HydroPure Color Correcting Serum is not vegan. The encapsulated liposomes are fortified with beeswax to help prevent active ingredients from degrading.

While HydroPure Color Correcting Serum is not formulated with wheat or wheat byproducts and the likelihood of cross-contamination is low, we cannot guarantee that the Avena Sativa (Oat) Kernel Extract in the formula is not a potential source of cross-contamination with wheat, as they can be processed in the same facility.

What is the fill of HydroPure Color Correcting Serum? How many application are in a bottle?

The Net Wt. of HydroPure Color Correcting Serum is 30 ml/1 fl. oz. Depending on usage, you can expect a bottle of HydroPure to last ~6-8 weeks.

Do you offer samples of HydroPure Color Correcting Serum?

We do not offer samples of HydroPure Color Correcting Serum. The unique pump design breaks down the encapsulated liposomes, making it difficult to replicate in a single use sample.

USAGE & APPLICATION

What is the difference between HydroPure Tinted Serum and HydroPure Color Correcting Serum?

HydroPure Tinted Serum uses skin-tone-based pigments to help even the appearance of skin tone. HydroPure Color Correcting Serum uses a sheer green tint to help neutralize the appearance of skin redness and create a more neutral base for foundation.

Can HydroPure Color Correcting Serum replace my regular skincare?

HydroPure Color Correcting Serum will not replace but rather complement your regular skincare.

Can HydroPure Color Correcting Serum replace my daily moisturizer?

HydroPure Tinted Serum is very hydrating, but it is not a moisturizer. Our serum works best when applied to clean, moisturized skin.

What skin type is HydroPure Color Correcting Serum best for?

HydroPure Color Correcting Serum is ideal for any individual who deals with mild-to-moderate skin redness. It is gentle and safe enough to use post-treatment or in your daily makeup regimen, post-exercise and even following sun exposure.

Can I wear HydroPure Color Correcting Serum alone?

We recommend pairing HydroPure Color Correcting Serum with Powder-Me SPF Dry Sunscreen or your favorite *jane iredale foundation* for skin-tone-based coverage and sun protection.

How long after an aesthetic skin treatment can I wear HydroPure Color Correcting Serum?

We recommend consulting with your skin professional about the unique needs and considerations of your specific treatment.

Can I wear HydroPure Color Correcting Serum under HydroPure Tinted Serum?

If layering with HydroPure Tinted Serum, we recommend applying the Color Correcting Serum in a very thin layer. We also recommend topping with Powder-Me SPF Dry Sunscreen or your favorite *jane iredale foundation* for skin-tone-based coverage and sun protection.

How does HydroPure Color Correcting Serum fit into my skincare and makeup regimen?

HydroPure Color Correcting Serum works best on clean, moisturized skin and should be applied after your usual skincare routine and following your primer. Top with your favorite *jane iredale foundation*. Otherwise, top with Powder-Me SPF Dry Sunscreen for sun protection.

Do I apply my SPF before or after HydroPure Color Correcting Serum?

HydroPure Color Correcting Serum may be worn over an SPF moisturizer. We recommend topping HydroPure with Powder-Me SPF Dry Sunscreen for sun protection.

What kind of coverage can I expect from HydroPure Color Correcting Serum? What is the finish?

HydroPure Color Correcting Serum visually corrects redness with a sheer green tint and leaves skin looking and feeling hydrated.

Do I need to wear a primer under HydroPure Color Correcting Serum?

HydroPure Color Correcting Serum is not a foundation and primer is not required, however, applying Smooth Affair Face Primer prior to HydroPure will enhance the dewy, fresh-faced finish and enhance the performance of your foundation.

Can I apply foundation over HydroPure Color Correcting Serum?

Yes, Amazing Base Loose Mineral Powder and PurePressed Base Mineral Foundation are commonly used over HydroPure Color Correcting Serum.

Do I have to set HydroPure Tinted Serum with Hydration Spray?

HydroPure Color Correcting Serum is not a foundation and setting is not required, however, Hydration Spray adds additional moisture to the skin and helps improve the look and longevity of any powder foundations applied on top.

How much HydroPure Color Correcting Serum should I use?

Depress pump twice and mix with fingers for sheer coverage.

How do I apply HydroPure Color Correcting Serum? Do I need a separate brush?

Depress pump twice and mix with fingers. Apply to face starting in the areas with the most redness. Blend with fingers or Blending/Contouring Brush.

What foundation pairs best with HydroPure Tinted Serum – liquid or powder?

Amazing Base Loose Mineral Powder and PurePressed Base Mineral Foundation are commonly used over HydroPure Tinted Serum.

HYDROPURE COLOR CORRECTING SERUM VS. CORRECTIVE COLORS

What is the difference between the Corrective Colors Kit and HydroPure Color Correcting Serum?

The Corrective Colors Kit is a full-coverage, four-shade concealer palette that delivers custom corrective camouflage for bruising and severe discoloration. HydroPure Tinted Serum Color Correcting Serum is an ultra-hydrating tinted serum that visually neutralizes all-over redness using a sheer green tint.

Corrective Colors Kit

- Concealer
- Camouflages and brightens redness
- Yellow shade is ideal for smaller areas and concentrated redness.

HydroPure Color Correcting Serum

- Tinted Serum
- Neutralizes redness
- Ideal for all-over mild-to-moderate redness.

How do I choose between HydroPure Color Correcting Serum and Corrective Colors Kit?

Concentrated redness and bruising > Corrective Colors Kit

All-over mild-to-moderate redness > HydroPure Color Correcting Serum

SUSTAINABILITY

Is the product carton made from recyclable material? Is it recyclable?

HydroPure Color Correcting Serum is packaged in a recyclable paper carton made from Forest Stewardship Council certified paper.

Is the HydroPure Color Correcting Serum bottle recyclable?

The HydroPure Color Correcting Serum bottle is not recyclable.