

# Best-Selling bareMinerals BAREPRO Performance Wear Foundations, Now Optimized

FULL OF SKIN-IMPROVING LONGWEAR

With all day wear, full coverage and skincare-like benefits, bareMinerals BAREPRO Performance Wear Liquid and Powder collections are now optimized and expanded to include 35 expertly-calibrated true-to-you shades. The best-selling, high-performing formulas, which are enriched with skin-enhancing minerals and nourishing ingredients, promise an experience that is truly CLEAN WITHOUT COMPROMISING PERFORMANCE.

Using data obtained from over 100,000 consumers through the bareMinerals MADE-2-FIT App\*, as well as research conducted by our global innovation center across four continents, bareMinerals has developed a more inclusive shade range that accurately reflects and flatters unique skin tones found around the world.

“The data we collected from exclusive artificial intelligence technology helped us better understand the needs of our diverse and devoted customers,” said bareMinerals President, Jill Scalamandre. “This, along with the findings from our international network, allowed us to refine our BAREPRO Performance Wear Foundation range and produce more nuanced shades within the range.”

Available in both liquid and powder formats, the new BAREPRO foundation range caters to 11 skin tone intensities (from fair to deep). For those seeking a custom shade-matching experience, BAREPRO Performance Wear Liquid Foundation is also available through our bareMinerals MADE-2-FIT App, which uses MATCHCo Technology to scan and analyze your skin tone for your own unique, freshly-blended foundation.

\*The bareMinerals MADE-2-FIT App scans and analyzes an individual's skin tone to create a unique, custom-blended foundation.

The result is good-for-skin foundation makeup that's truly made to match.

## BAREPRO Performance Wear Liquid Foundation Broad Spectrum SPF 20

### KEY BENEFITS

**A Good-For-Skin Foundation:** Broad Spectrum, non-chemical, mineral-based SPF 20 PA++ sun protection. Non-comedogenic, non-acnegenic, hypoallergenic and dermatologist-tested. This is **MAKEUP SO PURE AND CLEAN YOU CAN SLEEP IN IT.**

**Longwearing Coverage:** MINERAL LOCK Longwear Technology provides full coverage that lasts for 24 hours while clinically improving the appearance of skin texture, pore size and hydration levels over time. The foundation is sweat, water, humidity and heat-proof, as well as crease, smudge and transfer-resistant.

**True-to-You Shades:** Optimized by undertone, depth and intensity for an improved match, 35 newly calibrated shades range from Porcelain to Cocoa. The fan-favorite medium to full coverage formula instantly blurs pores and imperfections, leaving skin with a flawless, natural matte finish.



# bareMinerals

## FULL OF

### MINERAL LOCK LONGWEAR TECHNOLOGY

A blend of mineral pigments (Titanium Dioxide and Iron Oxides) and lipids, similar to those naturally found in skin, help makeup adhere to skin for long-lasting wear.

### PAPAYA ENZYMES

Visibly improve skin's texture immediately and over time.

### BAMBOO STEM EXTRACT

Blurs fine lines and pores for a soft-focus effect.

### MINERAL SUNSCREEN

Deflects and scatters damaging UV rays with Titanium Dioxide.

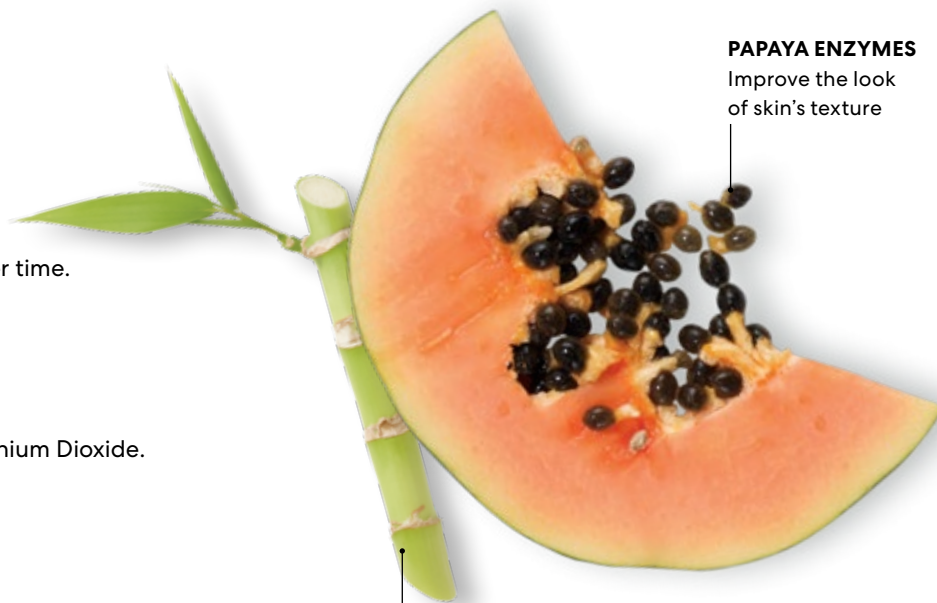
## CLINICALS AND CLAIMS

Lasts up to 24 hours without settling, fading, caking, or drying out skin.

**AFTER 1 WEEK:** 100% of women saw significant improvement in skin texture\*

**AFTER 3 WEEKS:** 100% of women tested saw a significant improvement in the appearance of pore size\*

\*Based on a six-week U.S. clinical study of 31 women.



### PAPAYA ENZYMES

Improve the look of skin's texture

### BAMBOO STEM EXTRACT

Helps blur imperfections

## SHADES

### BAREPRO Performance Wear Liquid Foundation Broad Spectrum SPF 20

PORCELAIN	FAIR	IVORY	SATEEN	ASPEN	CASHMERE	WARM LIGHT	SHELL	SILK	LIGHT NATURAL
GOLDEN NUDE	GOLDEN IVORY	FLAX	NATURAL	WARM NATURAL	SANDALWOOD	COOL BEIGE	LINEN 10.5	BUTTERSCOTCH	SANDSTONE
FAWN	PECAN	TOFFEE	OAK	SABLE	ALMOND	WALNUT	LATTE	MAPLE	CINNAMON
CHAI	ESPRESSO	TRUFFLE	MOCHA	COCOA					

## BAREPRO

### Performance Wear Powder Foundation

#### KEY BENEFITS

**A Good-For-Skin Foundation:** Formulated with 90% vitamins and minerals. Non-comedogenic, non-acnegenic, hypoallergenic and dermatologist-tested. This is **MAKEUP SO PURE AND CLEAN YOU CAN SLEEP IN IT.**

**Long-Lasting Coverage:** : Cake-free and breathable, the formula lasts 12 hours. This non-comedogenic, complexion-perfecting foundation helps reduce the appearance of pores and controls shine.

**True-to-You Shades:** Optimized by undertone, depth and intensity for the most accurate match, 35 newly calibrated shades range from Porcelain to Cocoa. An ultra-smooth, silky texture delivers buildable, medium-to-full coverage with a matte finish.



## FULL OF SILICA

Helps absorb excess oil and provides a soft-focus, matte finish.

## MICA

Provides a silky, soft-skin feel.

## CLINICALS AND CLAIMS

Lasts up to 12 hours without settling, fading, caking, or drying out skin.

**AFTER 1 WEEK:** Clinically shown to provide immediate and all-day hydration\*

**AFTER 2, 4, AND 6 WEEKS:** 100% experienced a reduction in skin oiliness\*\*

**AFTER 6 WEEKS:** 97% saw a reduction in the appearance of pore size\*\*

\* Based on a one-week U.S. clinical study of 32 women.

\*\* Based on a six-week U.S. clinical study of 32 women.

## SHADES

### BAREPRO Performance Wear Powder Foundation

PORCELAIN	FAIR	IVORY	SATEEN	ASPEN	CASHMERE	WARM LIGHT	SHELL	SILK	LIGHT NATURAL
GOLDEN NUDE	GOLDEN IVORY	FLAX	NATURAL	WARM NATURAL	SANDALWOOD	COOL BEIGE	LINEN 10.5	BUTTERSCOTCH	SANDSTONE
FAWN	PECAN	TOFFEE	OAK	SABLE	ALMOND	WALNUT	LATTE	MAPLE	CINNAMON
CHAI	ESPRESSO	TRUFFLE	MOCHA	COCOA					

## BAREPRO

Performance Wear Liquid Foundation  
Broad Spectrum SPF 20  
SRP: \$34

## BAREPRO

Performance Wear Powder Foundation  
SRP: \$31

### AVAILABILITY

BAREPRO Performance Wear Liquid Foundation is available in bareMinerals boutiques, bareMinerals.com, Sephora, Sephora.com, Sephora in JCPenney, Macy's, QVC, and fine salons and spas.

BAREPRO Performance Wear Powder Foundation is available in bareMinerals boutiques, bareMinerals.com, Sephora.com, Macy's, QVC, and fine salons and spas.

### ABOUT BAREMINERALS

bareMinerals is CLEAN WITHOUT COMPROMISE. All products are 100% Cruelty-Free + Free of Parabens, Phthalates, Formaldehyde, Chemical Sunscreens, Triclosan, Triclocarban, Propylene Glycol, Mineral Oil, Coal Tar and Microbeads.

Clean minerals are at the heart and soul of every bareMinerals product, and we remain committed to keeping potentially questionable ingredients off your skin and out of the environment. After two decades in the beauty industry, we continue to deliver high-performance formulas and extraordinary sensorial experiences. Our clean mineral makeup and skincare is tested and proven, while our 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.

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

Niya Illiparambil | nilliparambil@bareminerals.com  
@bareMinerals #CleanBeauty #PowerOfGood

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