

PHOTO FINISH PRIMER COLLECTION

“The Photo Finish Primer Collection offers a variety of priming essentials based on your skincare and makeup needs. They are created with the same formula you’ve always loved, just with a fresh, new look.”

- Lori Taylor-Davis, Smashbox Global Pro Lead Artist

THINK: Same favorite primers. Fresh new look!

WHAT IT IS: The #1 face primer collection got a makeover! After over 17 years in the primer business, we decided it was time for a smooth new look to match our amazing research results and glowing reviews. Every single primer in our line has a fresh new colorful look with clear benefits, so you can easily find the primer you simply can’t live without. Don’t worry, even though the packaging has changed, your favorite formulas haven’t. Each primer is formulated without parabens, sodium lauryl sulfate and phthalates to leave skin perfectly prepped!

WHY IT’S UNIQUE: Now it’s easier than ever to find a primer that’s perfect for your skin’s needs. This collection can help you create a flawless canvas for every kind of complexion!

Suggested Retail Price:

- Photo Finish The Original Smooth + Blur Primer: € 33,50
- Photo Finish Minimize Pores Primer: € 37
- Photo Finish Even Skintone Primer: € 33,50
- Photo Finish Super Light Smooth + Blur Primer: € 33,50
- Photo Finish Primer Oil Nourish: € 37,50
- Photo Finish Primer Water Set & Refresh Spray: € 33,50
- Photo Finish Radiance Primer: € 36,00
- Photo Finish Reduce Redness Primer: € 33,50
- Photo Finish Primerizer: € 38,50
- Photo Finish Mattify Primer Stick: € 36
- Photo Finish Protect SPF 20 Primer: € 37

The **Photo Finish Primer Collection** includes:

- **Photo Finish The Original Smooth + Blur Primer** – The first primer we ever created at Smashbox Cosmetics was designed to help makeup look better and last longer on-set. This makeup-artist must-have blend of vitamins A and E, grape seed extract and green tea instantly blurs fine lines and pores, leaving your skin with a velvety-smooth, even finish for hours and hours. This #1-selling product is lightweight and oil-free to glide over clean, moisturized skin to prep and protect against environmental stressors, making sure you have the best start to your makeup routine every day. You can even use in your hair to tame flyaway hairs!
- **Photo Finish Minimize Pores Primer** – Instantly boost your confidence on camera and off with this velvety-smooth pore-minimizing primer. This oil-free primer dramatically and visibly blurs flaws, reduces the appearance of imperfections and controls oil for up to eight hours! The sweat-resistant, mattifying formula smooths and preps the skin for makeup, without clogging pores or causing breakouts. Extend the blur to reduce the appearance of lines and creases on your neck.
- **Photo Finish Even Skintone Primer** – Hit delete on dark spots and instantly even your skin tone with this color correcting primer! The peach tones counteract discoloration, while the silky, lightweight blend of vitamins, lemongrass, soybean oil and orchid complex blur pores and fine lines so makeup looks better and lasts longer. Try it on any complexion to protect skin from pollutants, environmental damage and stress. Multi-prime by applying this over problem areas before finishing with another Photo Finish Primer that fits your skin’s needs for the ultimate camera ready look!
- **Photo Finish Super Light Smooth + Blur Primer** – Nothing breaks down makeup on set like oily skin. That’s why we developed this water-based, weightless primer gel to be insanely light, yet heavy on the good stuff! This super lightweight, oil-free primer is perfect for acne-prone and sensitive skin types and creates a soft-focus finish for flawless makeup application. The antioxidant blend of vitamin C and peptides protect from pollutants, damage and stress while leaving your skin silky smooth. Try it on your T-zone to fight off combination skin!
- **Photo Finish Primer Oil Nourish** – Our studio secret for glowing, luminous and perfectly primed skin! This ultra-light, fast-absorbing face oil doubles as a primer to prep the skin to reduce appearance of dry, fine lines for a seamless makeup application. Plant extracts and essential oils work together to strengthen the skin’s barrier and immediately leave skin soothed, moisturized and radiant. You can even apply a few drops to split ends, cuticles, elbows, clavicle and over makeup for an all-over dewy, youthful sheen!

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- **Photo Finish Reduce Redness Primer** – Say goodbye to redness with this color correcting primer. Ideal for all skin types, the formula works to blur pores, fine lines and prep for makeup. Infused with a silky lightweight blend of vitamins A and E, lemongrass, soybean oil and orchid complex, this green-toned formula helps to protect the skin against environmental pollutants, damage and stress, all while counteracting redness.
- **Photo Finish Primerizer** – Achieve 24-hour hydration plus powerful primer benefits! This 2-in-1 primer smooths, plumps and conditions skin with niacinamide, hyaluronic acid and vitamins. With 762 sextillion molecules of water per bottle, this weightless primer-and-moisturizer-in-one absorbs instantly to increase the skins moisture by 127%. This non-greasy quick-dry formula also acts as a makeup magnet that locks on foundation and makes it last. Apply one to two pumps to smooth the skin, soften dry, fine lines and prevent makeup from settling in pores.
- **Photo Finish Mattify Primer Stick** – Delete your retouching app thanks to this powerful mattifying stick! It's lightweight and non-drying formula blurs pores and imperfections while controlling shine for up to 12 hours. The unique, silky texture glides over skin with an easy, tug-free application to create the perfect canvas for makeup to look better and last longer.
- **Photo Finish Protect SPF 20 Primer** – Perfect and protect your skin from the set to the street! This invisible gel primer guards against harmful UVA/UVB rays with broad spectrum SPF 20. A blend of vitamin E and grape seed extract protects the skin from environmental pollutants, damage and stress. The weightless formula preps skin for seamless makeup application, leaving it feeling silky smooth without a white cast.

AVAILABLE: March 2018

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