

Read time: Approximately 2 minutes, 35 seconds

Visual	Voice Over / Testimonial
(logo)	
(Music intro. Camera pans over products in Discovery Kit and cuts to aspirational model)	
(Camera cuts to Noel Nichols)	<p>Noel Nichols</p> <p>Hi there, I'm Noel Nichols, a Hollywood makeup artist to the stars, and I'm going to show you how easy it is to get a look of flawless perfection using my favorite makeup, RAWMinerals.</p>
<p>(text + shot of foundation, Max. Coverage Foundation brush and Concealer brush)</p> <p>Step #1: Cover</p> <p>Active Mineral Foundation for flawless, radiant skin</p>	<p>V.O.</p> <p>Begin with cleansed, moisturized skin, and allow the moisturizer to fully absorb before application.</p>
(fades to Noel demonstrating it)	<p>Pour a small amount of foundation from the jar into the lid, just like this.</p>
<p>Touch</p> <p>Tap</p> <p>Blend</p>	<p>V.O.</p> <p>You'll see that by using the Touch, Tap and Blend Technique, you can transform your skin into natural, airbrushed perfection in just minutes!</p>
<p>(Overlay)</p> <p>Touch</p> <p>(Noel demonstrating)</p>	<p>First, touch your Maximum Coverage Foundation brush to the minerals, and swirl it around until the brush "takes up" the minerals.</p>
<p>(Overlay)</p> <p>Tap</p> <p>(Noel demonstrating)</p>	<p>Tap off any excess powder back into the lid.</p> <p>This densely packed, natural bristle brush allows for full, concentrated coverage ... so a little goes a long way!</p>

(Overlay) Blend (Noel demonstrating on model)	To blend, start at the perimeter of your face and work inward. Move the brush in a circular motion over the forehead, cheeks, nose and around the mouth. It's better to start at the perimeter in case your brush picks up too much powder.
(static) Tip: Press a damp tissue to skin to remove extra foundation	V.O. If you apply too much powder, just press a damp tissue or sponge to your skin.
(Noel demonstrating) (Overlay) Spot-Cover Problem Areas	Next, cover up any problem areas using the Concealer brush. <i>Touch</i> it to the foundation, <i>tap</i> off the excess, and <i>blend</i> . Start by dabbing the foundation onto areas such as under-eye circles, broken capillaries and blemishes, and blend it in using your fingertip just like this.
(text + shot Mineral Glow and Multi-Tasking brush) Step 2: Glow Mineral Glow for a natural, sun-kissed appearance	V.O. Now it's time to add a wash of warmth using Mineral Glow.
(fades to Noel showing the product as she's talking)	I love this one because it's so versatile; you can use it as a bronzer, highlighter and eye-shadow to get that natural, sun-kissed glow all year round. That's what's so great about RAWMinerals. You can do so much with so few products, which is really important to me as a makeup artist. The fewer products I have to use to make my clients look amazing, the better! You'll never find me on a set without this stuff.
(Overlay appears on the screen in the timing of the application) Touch, Tap and Blend (Noel demonstrating)	Pour a small amount of Mineral Glow into the jar lid. <i>Touch</i> your Multi-Tasking Retractable brush to the powder, <i>tap</i> off the excess and <i>blend</i> it into areas where the sun naturally hits your face.
(demo) (Overlay) Tip: Add contour by applying Mineral Glow in	Help frame your face by adding contour. Draw an imaginary "3" on each side of your face with the brush, beginning on your forehead, down to your cheeks and then your chin.

the shape of a “3”	
(zooms in on Noel adjusting the Retractable brush)	You can also adjust your Retractable brush so that the bristles are tightly packed, and use it to contour under the cheekbones.
(text + stylistic shot of Active Veil and Multi-Tasking Retractable brush) Step 3: Set Active Veil SPF 18 for airbrushed perfection	V.O. Now you’re ready to finish off with Active Veil SPF 18. These sheer, translucent minerals help set the foundation and infuse skin with a soft glow for a picture-perfect look that lasts all day. It also shields your skin from sun damage.
(Overlay appears on the screen in the timing of the application) Touch, Tap and Blend (Noel demonstrating)	Just pour a small amount of Active Veil into the lid. <i>Touch</i> the fully-extended Retractable brush to the powder. <i>Tap</i> off any excess and <i>blend</i> it all over the face for a luminous, airbrushed look.
(previous text fades to this) Tip: Apply Active Veil before foundation application for extra oil control. (Camera still on Noel talking/demonstrating)	If you tend to have oily skin, lightly dust Active Veil all over your face before applying foundation to absorb the excess oil.
(Noel talking to camera)	There ... that’s all there is to it! In just 3 quick and easy steps using the Touch, Tap and Blend technique, you’ve seen how easy it is to get a radiant, flawless complexion ... for a complete look day <i>and</i> night.
(Music plays. Cuts to series of aspirational models)	
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