CUSHION SPECIAL EDITION STORY

Packaging

Design Pack Primer & Unit Box

Actual piece

MEANINGFUL PROGRESS
REFLECT, RECONNECT, REBLOOM

Instaperfect
The Radiance (Of Journey)

Signifies the luminous beauty that emerges from embracing the process of change, challenges, and self-discovery.

The swirling pattern with soft pearl metallic finish that shifts with light implies the dynamic phase of her life, the cycle of renewal, where she reflects, reconnects and rebloom into her most radiant self.

Iridescent pearl color mirrors her reblooming spirit, shining brighter with every challenge she overcomes, each renewal adding depth to her radiance.

As she holds this compact, it's companion that **celebrates her journey and inspire her to embrace every reflection with confidence.**

Formula

Before: RealSkin Filter™ Technology – Micro-coated Particles (makin menyatu), Flexible Layers (nyaman, natural)

CUSHION PAD WITH PERFECT TOUCH SYSTEM

The cushion pad's micro-porous texture ensures each press picks up the ideal amount of product for a RealSkin™ Coverage – for flawless payoff with minimal effort. NO streaks, NO uneven patches.

Before: Hydrating & Fresh Feel

INSTAPERFECT'S SKIN-BOOSTER FORMULA

Skincare components with Hyraluronic Acid to boost the skin's balanced skin barrier for a youthful glow.

SOOTHING COMPLEXION [SOOTHING > MOISTURIZING]

Smooth, even-toned skin with Allantoin to calm redness and irritation. Free from harsh ingredients and sensitive-skin friendly*.

Before: Urban Skin Veil – skin barrier, Ectoin for skin barrier, UVA UVB protection

PROTECTIVE ECTOIN, SUNPROOF – SCREEN PROOF SPF50/PA++++

Protects & Repairs the skin from UVA, UVB, Digital Screen Exposure, and Harmful Pollution. Reduces the visible signs of city-life, urban stress.

Product Knowledge

	Instaperfect Skincover Air Cushion
Produk	
Price	Rp 185.000 /30 gr
Main Benefit	- Real Skin Buildable Coverage Powered by Skin-Flex™ technology - Transfer-Resistant - SPF 50 PA++++ & Ectoin for Urban Skin Veil
Additional Benefit	- Dermatologically tested - Non acnegenic, Non comedogenic, Hypoallergenic - Cruelty Free & Halal
Key Ingredients	- Hyaluronic Acid - Ectoin
Finish	Semi matte finish ★★★★★ Medium to full coverage
Review	Coverage ★★★★☆ Moist Feel ★★★★☆ Soft Focus★★★★☆

UNDERTONE | LEVEL	Warm		Neutral	Cool
FAIR (1)	NEW! W14 Fair Pearl		NEW! N12 Fair Silk	C11 Fair Pink
LIGHT (2)	NEW! W24 Light Marigold		22 Light Ivory	NEW! C21 Light Petal
LIGHT TO MEDIUM (3)	NEW! W34 Warm Beige	33 Olive Beige	32 True Beige	NEW! C31 Cool Beige
MEDIUM (4)	NEW! W44 Golden Sand	43 Creme Sand	NEW! N42 Sienna Sand	
TAN (5)			52 Almond	