



# *Clear Foundations*

Natural Luminous Beauty  
Chemical-Free Skin Health®

# Clear Foundations

## Background



Keys has developed a very simple line of a few products that create an illusionary soft-focus effect on the skin and restore skin health. Designed with the help of Hollywood makeup artists, these products trick the eye and high definition cameras creating smooth even tone skin that looks radiant and glowing. All of this is accomplished with whole natural ingredients that outperform conventional cosmetic products. Restoring natural skin health by using pharmaceutical grade ingredients in therapeutic proportions, our Clear Cosmetics are simple and effective.

Keys was founded by Wendy Steele a former Coca-Cola executive and Melanoma survivor. Keys began making chemical-free natural skin care products because of her reaction to chemicals in prescription and cosmetic products. Hollywood and the emergence of high definition cameras created a need for an entire new concept in cosmetics. Our Eye Butter and Luminos were born and are now used on many TV shows, films and on the red carpet for a soft focus effect on the skin. From this origin, the entire Clear Cosmetics Regime was developed to provide natural smooth even glowing skin as quickly as one week. All without chemicals.

Keys designs and manufactures all-natural, chemical-free skin care and natural skin therapies for people of all ages. Keys products are clean, green, vegan and gluten-free.

## Simple Steps

### Night Time

- ✓ Island Rx Cleanser Toner
- ✓ Luminos Moisturizer
- ✓ Eye Butter

### Daytime

- ✓ Island Rx Cleanser Toner
- ✓ Solar Rx Moisturizer  
Sunblock
- ✓ Eye Butter

Simplicity of use, functionality and efficacy are the hallmarks of the Keys Clear Cosmetics Regime.

The purest natural ingredients provide the foundation and do the work. A total of three steps at night and three steps for daytime create a clear luminescent foundation that you can build on. Then all you have to do is add color to your eyes, cheeks and lips...or not!

*Four products and three steps for daytime and night time glowing skin.*



## Clear Foundations

## Under The Hood

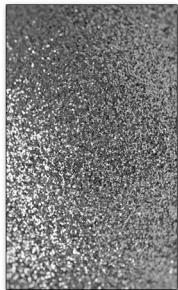


Since Cleopatra, makeup has been opaque and glittery minerals. Traditionally, even ground insects have been used as an effect on the skin that causes light to reflect like tiny little mirrors. The effect is called Pearlescence and resembles holiday glitter on the skin. It can come in the form of a slight sparkle to the extreme of highly reflective mirror-like accents.

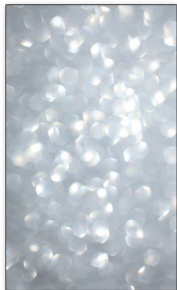
When Keys was first called on to create a natural plant based moisturizer for film and television, we had to invent a new way to produce smooth even toned skin that shimmered. The simple challenge was to create a soft-focus effect on the skin that would create the illusion of radiance...a glow! The intent was to trick the high definition camera and the side benefit is that it also tricks the eye. The quantum mechanics term for what we did is called Photoluminescence or as we call it, Luminos Effect.

Here are two pictures that demonstrate the difference between traditional opaque pearlescent highly reflective makeup and the Keys translucent Luminos 3D soft focus clear cosmetic foundation.

The pearlescent image is made from a substance used in many makeup products called mineral



*Mirrorized Mica*



*Keys Luminos*

mica covered by a thin layer of titanium dioxide. The photomicrograph of our Luminos photoluminescent organic crystals diffuse the light and refract it rather than reflecting it. At a macroscopic level, our Luminos Effect is like a 3D soft focus filter as opposed to a two dimension shiny mirror.

The Luminos Effect also uses the subtractive color pallet as opposed to the traditional additive color system. Subtractive color interacts with light by correcting it and refracting light to create a soft focus while muting color variations. Additive technology is opaque and absorbs

light reflecting back in primary colors. Additive technology is great for color on the lips, cheeks and eyes, where subtractive technology like the Luminos Effect is more suited for an illusionary foundation on the skin.

The benefit is the effect. Soft glowing skin that does not hide, but creates a soft focus 3D depth to the skin. The true person shines through because the skin is clear and glowing. Color then enhances the inner beauty.

The scientific effect is a clear foundation that has an illusionary factor.



# Clear Foundations Step 1: Island Rx Cleanser Toner



- Deep Mild Cleanser
- Light Alkaline Toning
- Skin Conditioning
- Anti-Acneic
- Antiseptic
- Smoothing

236 ml (8 oz.)

Island Rx Foaming Wash is a deep mild cleanser, light toner and skin conditioner in one product. The cleanser is a soap that modifies traditional Castile soap formulation. Rather than using only olive oil to make the soap, we created a special blend of jojoba, coconut and a small amount of olive oil to create a facial cleanser that has a lower pH value. This combination creates a unique cleanser that is the first step in a clear foundation.

Island Rx is slightly alkaline by design. We then add avocado oil after the soap making process to create a monolithic conditioner for the skin. Pharmaceutical grade blood orange essential oil and Clary sage essential oil are added for the astringent skin affecting properties. The Clary sage essential oil also helps skin conditions like acne and dryness. Clary sage has been used by herbalists and naturopaths for various skin conditions. The combination of the blood orange and Clary sage also have anti-inflammatory properties. Our customers report that they have seen clearing and smoothing of the skin using Island Rx. This foaming version is identical to our Island Rx Classic original soap recipe.

Keys uses whole ingredients that are not synthesized. Island Rx uses the minimum amount of ingredients that has a positive effect on the skin.

## Wendy's Tip!

For best results, wet your face first. Pump one or two times into wet hands. Gently wash using your finger tips. Then rinse with warm water followed by a cool water rinse. Pat dry or let your skin air dry naturally.

As a night time option, while your face is moist after rinsing, massage a small amount of Luminos on to your skin. Air dry. This action will deep moisturize your skin and will exfoliate without need for scrubs or masks.

## Therapy Facts™

Organic Content >85%		
100% Natural, Vegan, Gluten-Free & Biodegradable		
Pharmaceutical Grade Ingredients in Therapeutic Proportions		
Ingredient		Benefits
Purified Water	Dilution for pH reduction	
Saponified Natural Jojoba, Coconut & Olive Oil	Castile conditioning soap	
Avocado Fruit Oil	Hydrator conditioner humectant	
Blood Orange EO	Anti-inflammatory, antiseptic	
Clary Sage EO	Antiseptic, astringent, bactericidal	
Purpose: Therapeutic healing deep cleaning facial cleanser for all skin types.		
Instructions: Wet skin. Lather on skin with fingers. Rinse. Not for eyes.		
If contact with eyes flush with water.		
No Animal Testing	Good For All Skin Types	
Made in USA	info@keys-soap.com	

*Ingredients from product label*

# Clear Foundations Step 2 Night: Luminos Moisturizer



- Moisturizer
- “Soft Focus” Effects
- Luminescent
- Skin Conditioning
- Clear Foundation
- Makeup Enhancer
- Smoothing
- Anti-Aging

100 ml (3.4 oz.)

Luminos was developed specifically for high definition film and television to provide a soft focus effect on the skin while creating a clear foundation for makeup. The role of Luminos is to provide a clear pallet that “grabs” liquid or mineral makeup in a way that enables a smaller amount to be used in a much thinner layer. As Luminos dries, it pulls the makeup onto the skin surface and smoothes. It adds a dewy glow to normally flat makeup. The color enhancing properties add intensity to colored makeup around the eyes, cheeks and lips. This intensity creates an illusion both on and off camera.

The luminescent properties enable Luminos to be a true clear foundation simplifying your daily regime. The formulation of whole natural ingredients creates small crystalline facets on the skin as described earlier. These crystals refract light instead of reflecting or matting the light. This produces a glow and radiance instead of a contrasty or flat matte appearance. Adding makeup on the eyes, cheeks and lips accents the face punctuating a luminescent foundation. For those that do not use makeup, Luminos provides enhancement of natural skin colors by creating a soft focus effect while amplifying natural skin tones and colors. Like all Keys Products, Luminos is rated as one of the safest products by Safe Cosmetics Skin Deep database.

## Wendy’s Tip!

Luminos “Power Users” apply Luminos to skin after washing. They let their skin dry naturally and while slightly moist to the touch, they begin to apply makeup in light even strokes often using their fingers instead of brushes. As Luminos dries it will smooth the makeup more evenly as the makeup mixes with the luminescent properties. For those that want some opaque foundation, they mix Luminos and their favorite mineral makeup before applying. Luminos is very effective as an all-natural tattoo color enhancer.

## Therapy Facts™

Organic Content >87%  
100% Natural, Vegan, Gluten-Free & Biodegradable

Pharmaceutical Grade Ingredients in Therapeutic Proportions	
Ingredient	Vitamins/Actions
Avocado Oil 3%	A, B-Complex C, E
Shea Butter 10% (> 2.4 Fatty Acid Level)	A, F & E, Moisturizer, antioxidant
Carrot Seed Oil	A, C, B1 B2
Black Seed Oil	A, B1, B2, C, Niacin
Agave Aloe Vera	Polysaccharide Antioxidant
Blood Orange, Clary Sage & Ylang-Ylang EO	Anti-inflammatory, antiseptic, bactericidal
Purified Water	Balancer
Vegetable Glycerin	Humectant
Vegetable Wax	Emulsifier
Rosemary Extract	Stabilizer

Purpose: Hydrating moisturizer  
Instructions: Pump and apply a small amount and smooth evenly.  
Not for use in eyes.  
No Animal Testing      Good For All Skin Types  
Made in USA      info@keys-soap.com

*Ingredients from product label*

# Clear Foundations Step 2 Day: Solar Rx Sun Protection



- SPF 30+ Moisturizer
- Broad Spectrum UVA-UVB Protection
- Daytime “Soft Focus” Effects
- Luminescent
- Skin Conditioning
- Clear Foundation
- Makeup Enhancer
- Smoothing
- Therapeutic
- Anti-Aging

100 ml (3.4 oz.)

Solar Rx is a daytime version of Luminos that adds broad spectrum UVA and UVB protection for use as an everyday sunblock foundation. It has the same luminescent properties of Luminos with the same soft focus effect. It is a great clear foundation for makeup and all-in-one moisturizer with sun protection.

The hard reality! 90% of all visible skin aging comes from UV exposure. Solar Rx uses a base very similar to Luminos and adds a zinc oxide that is transparent to visible light, but blocks UVA-UVB radiation from the sun. The combination of moisturizer and UV protection begins to reverse sun damage while adding a clear foundation for makeup. Solar Rx is not for sports. It is an everyday sunblock providing protection from direct sun exposure, reflected exposure, car windows and the office. It is a light moisturizer that will not block pores, feel heavy or look like you are wearing a sunblock.

Keys uses only zinc oxide as a broad spectrum protector combined with whole natural ingredients. Solar Rx also has a redness reducing therapeutic factor because of the uncoated zinc oxide. At 20% zinc oxide level, the pharmaceutical grade zinc oxide will work like other zinc treatments, without the white cast. Solar Rx is ranked as one of the safest and most effective cosmetic sunblocks by the Environmental Working Group Sunscreen Report for three consecutive years.

## Wendy's Tip!

As a Melanoma survivor, I wear Solar Rx every day rain or shine. My anti-aging secret is to apply an even coat of Solar Rx to my face, neck and hands before venturing outdoors or when I am traveling. My secret is to also follow a very simple regime. I wear a big hat that is UV rated with a 5”+ big brim. Basically, I make my own shade. I wear UV rated clothing that covers me head to toe. I also wear UVA-UVB rated sunglasses to protect my eyes from aging and melanoma. Follow this regime and you will never look your age.

Therapy Facts™	
Organic Content >80%	
100% Natural, Vegan & Partially Biodegradable	
Pharmaceutical Grade Ingredients in Therapeutic Proportions	
Ingredient	Benefits
Nano Zinc-Oxide 20.0%	UVA, UVB & UVC physical block
Purified Water	Balancer
Shea Butter 10%	Moisturizer, antioxidant
Avocado Fruit Oil	Hydrator, mild sunscreen
Carrot Seed Oil	Analgesic, Toning
Black Seed Oil	Restorative, anti-aging
Vegetable Glycerin USP	Humectant
Keys Vegetable Wax (red palm)	Emulsifier
Blood Orange	Astringent, antiseptic
Clary Sage	Astringent, antiseptic
Rosemary Extract	Stabilizer
<b>Purpose:</b> Daily use sun protection	
<b>Instructions:</b> Apply and blend into skin. Reapply every 2 hours or as needed based on skin type and UV conditions.	
<b>Not Waterproof</b> Not for use in eyes	
No Animal Testing	
Made in USA info@keys-soap.com	

*Ingredients from product label*

## Clear Foundations Step 3: Eye Butter Eye Cream



- 100% Natural Eye Cream
- Soft Tissue Toning
- Skin Conditioning
- Cooling “Real” Cucumber
- Reduces Fine Lines
- Soothes Eye Tissue
- Intensifies Makeup
- Fast Lip Therapy

15 ml (0.51 oz.)

Eye Butter combines an ancient recipe, pharmaceutical grade ingredients with some very state-of-the-art technology. At the heart are three key ingredients that provide a very powerful all-natural anti-aging secret. We process our own natural organic cucumber juice. This unrefined secret process retains the highest polysaccharide levels. We then filter fair-trade Shea Butter from Ghana that has the highest fatty acid levels that we can find. Third is our estate grown Agave Aloe Vera that yields the highest crystalline polysaccharide levels.

At low temperatures, using an infrasonic blending process, we emulsify these ingredients with a pharmaceutical grade carrot seed, black seed and avocado oil blend that we developed. It’s called Eye Butter because of its soft smooth butter texture and feel with a slightly cool green color from the cucumber.

Eye Butter is equally popular with as many men buying it as women. What people notice quickly is how soft it makes the eye tissue look and feel. What friends and family notice is a brighter glowing radiant look around your eyes. What you will also notice is how eye makeup adheres and how the color intensifies. Eye Butter has many of the same luminescent properties that create the same soft focus effects as the other clear foundations products.

### Wendy’s Tip!

Eye Butter is by far the best eye cream I have ever used. It goes beyond eye creams that are priced three to four times more and without all the chemicals. Our nourishing ingredients are chosen for their efficacy and effect. What Eye Butter fans know is that it doubles as a healing lip cream therapy and is great for the décolleté. I wear very little makeup these days and what I notice is how Eye Butter on my lips before using a lip stain really brightens the color and seems to add a shimmer. The same is true around the eyes. Use Eye Butter over top of Luminos around the eyes for a more dramatic “soft focus” effect.

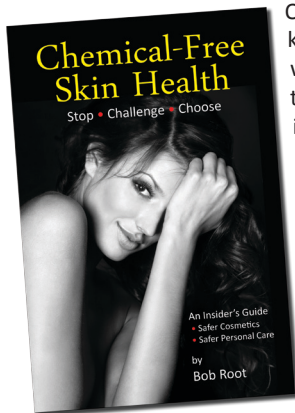


*Ingredients from product label*

## Keys Responsibility



The word responsibility means a lot to us. We take responsibility in our design using whole natural ingredients, no hidden chemicals and the finest quality ingredients in therapeutic proportions. We stand on the shoulders of many aboriginal healers as well as nationally renowned scientists and doctors to create products that solve problems and make people feel good. We are closer to being a natural topical medicine company with an ambition to produce natural products that outperform conventional products. We believe that using natural products should not be a compromise. We have an ecology focus as well as sustainable sourcing. We precycle! Meaning that we do not use extraneous paper and boxes that serve no purpose. Our limited literature uses recycled paper and soy based inks. Our packaging is fully recyclable as are our product labels. Perhaps our most powerful responsibility is our positive intention for our customers, their skin health and their well being.



Our responsibility extends to a passion for education. We believe that knowledge is both a responsibility and our currency. We share it freely with our supporting companies and our customers. We took responsibility to create the Clean Green Cafe that started as a chat forum and bloomed into a blog that aims to help our customers. Our founders are on the road 300+ days a year visiting stores, conducting seminars and helping people to understand that there is a natural way to skin health. Recently we expanded our educational efforts by authoring a book for people that are new to natural. Chemical-Free Skin Health has been a registered trademark of Keys since we started and now is the title of a book focused on helping people make healthy choices for their skin.

We receive hundreds of questions asking us why we don't use some ingredients while using others. They want to know how we can make great products with so few ingredients? Customers ask; "How do I protect my family and myself from all these chemicals in products? How do I find out more?" Our answers are always the same. It is core to our existence to produce effective products that will constantly evolve based on quality, not price at the sake of efficacy. When we use an ingredient it is the best available. We call that responsibility while others call it integrity. To us the words have the same meaning.

[www.Keys-Soap.com](http://www.Keys-Soap.com)  
[www.CleanGreenCafe.com](http://www.CleanGreenCafe.com)  
[www.SafeCosmetics.org](http://www.SafeCosmetics.org)



Chemical-Free • Clean • Green • Vegan • Gluten-Free • Therapeutic • Whole Natural Beauty

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