



KEYS



Clear Cosmetics

Natural Glowing Skin and Soft Focus Effects

Clean Green Vegan Chemical-Free Gluten-Free

www.keys-soap.com

Clear Cosmetics and the Illusion of Soft Focus

The hottest trend in makeup from LA to Ibiza is clear, clean glowing skin with touches of color. Radiant skin that looks fresh and that glows lets the true person shine through. It is an honest natural look that men and women alike aspire to attain.



People around the world trying for the look have thrust our company into the world of clear cosmetics.

Keys was founded by Wendy Steele a former Coca-Cola executive and Melanoma survivor. Our company 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 found makeup artists searching for our Luminos Moisturizer as a clear foundation. They learned of the illusion of how Luminos created a soft focus effect on the skin. From this, Wendy's Regimes were created offering a simple daily practice to get natural smooth even glowing skin as quickly as one week.

At its heart, Wendy's Regime begins with our Island Rx Foaming Daily Cleanser. A natural Castile soap made in a special way revitalizes and tones the most sensitive skin. Natural Aloe Vera and Avocado oil provide skin conditioning, daily light exfoliation and moisture. Then Luminos Moisturizer uses Ghana Shea Butter as well as natural oils to smooth and deep condition the skin providing a clear foundation. Aloe Vera Crystals are the secret to the illusion that creates a soft focus effect giving the skin that Luminos radiance. Keys Eye Butter uses the same Shea Butter, Aloe Crystals and adds Organic Cucumber extract that we make ourselves. The cucumber reduces fine lines around the eyes and the aloe provides the same soft focus for around the eyes. Eye Butter has a special timed effect that grabs makeup in a way to create a light even coat of color.

Keys designs, manufactures and sells all-natural, chemical-free skin care and natural skin therapies for people of all ages. Founded out of the desperation of a skin cancer survivor, Keys products are clean, green, vegan and gluten-free. Wendy Steele is a glowing example that natural and safe cosmetics without chemicals can be better than synthetic makeup that hides natural beauty.



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EWG Skin Deep Report Rated
www.Keys-Soap.com
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