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| DESCRIPTION | |
| GENERAL INFO | VSC Product Page |

LOCALIZATION X\_US X\_UK \_\_FR \_\_NL \_\_BE \_\_DE

DELIVERABLES X\_ Custom Product Page

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| PRODUCTS | |
| SKU | 178 |
| PRODUCT NAME | Velvet Skin Coat |

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| MARKETING-US | |
| HEADLINE | Velvet Skin Coat  Instant Matte Perfection |
| INTRO | It’s the ultimate primer with benefits. Layered over moisturizer, it locks in your look, keeping your makeup fresh all day. Blurs imperfections to help you achieve the look of flawless skin. Unique Japanese formula reduces shine while nourishing with botanicals. Its clear, powder-gel texture glides on under foundation, or can be worn alone as an all-day skin mattifier.  Badge: 4.9 star rating out of 805 reviews |
| INTRO CTA | Buy Now |
| INTRO CTA URL | https://www.dhccare.com/velvet-skin-coat.html |
| TESTIMONIALS | [5 stars graphic]  Love this product!  My skin really does feel like velvet.  Jen C., Florida  [5 stars graphic]  Best Primer Ever!  Hides pores and blemishes like no other primer.  Jean111, Pennsylvania  [5 stars graphic]  Great Product  This is the BEST primer I’ve ever used.  Nisi44, New Jersey  [5 stars graphic]  Use daily!  I apply this daily all year long! It helps control shine and makes makeup application so much easier.  Munttel, Michigan  [5 stars graphic]  This product is magical  Perfection. As a base for makeup or it can be worn alone. It’s that good!  Toddy, North Carolina  [5 stars graphic]  EXCELLENT ON THE SKIN  Absolutely LOOOOVE this product. It gives a very smooth appearance… this is for sure A KEEPER.  Letha, Maryland |
| BENEFITS | Primer with a Boost  It’s not every day that a primer gives you something extra. Velvet Skin Coat is more than a mattifier—it helps your makeup last all day and smoothes out the appearance of pores and fine lines.  Locks in Your Look  Long-lasting, satiny coverage for all-day wear  Protects  Nourishing olive oil formula fights free-radical damage  Mattifies  Absorbs facial oil and sweat to reduce shine  Glows  Minimizes the look of fine lines, pores and imperfections |
|  | Make Your Masterpiece Last  Discover the difference. See how Velvet Skin Coat perfects, smoothes and mattifies your look under makeup. [slider of Husna’s face] |
| BLOG TIE-IN | REVEALED: Velvet Skin Coat Tricks  Try These 6 Ways to Hack Your Primer |
| BLOG TIE-IN CTA | Read More |
| BLOG TIE-IN CTA URL | URL TBA |
| REGIMEN | Find Your Perfect Primer |
| REGIMEN CTA | Shop Now |

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| MARKETING-UK | |
| HEADLINE | Velvet Skin Coat  Instant Matte Perfection |
| INTRO | It’s the ultimate primer with benefits. Layered over moisturiser, it locks in your look, keeping your make-up fresh all day. Blurs imperfections to help you achieve the look of flawless skin. Unique Japanese formula reduces shine while nourishing with botanicals. Its clear, powder-gel texture glides on under foundation, or can be worn alone as an all-day skin mattifier.  Badge: 4.9 star rating out of 802 reviews |
| INTRO CTA | Buy Now |
| INTRO CTA URL | https://www.dhcuk.co.uk/velvet-skin-coat.html |
| TESTIMONIALS | [5 stars graphic]  Love this product!  My skin really does feel like velvet.  Jen C., Florida  [5 stars graphic]  Best Primer Ever!  Hides pores and blemishes like no other primer.  Jean111, Pennsylvania  [5 stars graphic]  Great Product  This is the BEST primer I’ve ever used.  Nisi44, New Jersey  [5 stars graphic]  Use daily!  I apply this daily all year long! It helps control shine and makes application so much easier.  Munttel, Michigan  [5 stars graphic]  This product is magical  Perfection. As a base for make-up or it can be worn alone. It’s that good!  Toddy, North Carolina  [5 stars graphic]  EXCELLENT ON THE SKIN  Absolutely LOOOOVE this product. It gives a very smooth appearance… this is for sure A KEEPER.  Letha, Maryland |
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