



24HR

ALWAYS 24HR FULL COVER LONG-WEAR FOUNDATION

Broad Spectrum SPF 15 Sunscreen

Your Skin Deserves To Look Flawless All Day

Always Full Cover 24HR Long-Wear Foundation Broad Spectrum SPF 15 combines the strength of a long-wear formula with the comfort of a soft matte finish and the visible care your skin needs.

With Niacinamide, an ingredient known to help even skin tone and improve its appearance over continuous use, this base helps your skin look smooth, fresh, and redefined.

Its soft matte finish feels natural and sophisticated, giving your skin a lightweight sensation. Resistant to heat, water, and long days because when your skin feels good, your confidence lasts even longer.

JAFRA ALWAYS MAKEUP 24HR:
impeccable coverage, comfort that stays.



JAFRA INNOVATION:

Ultra Ink Technology Bold Color No Touch-Ups Needed

ADVANCED HOLD TECHNOLOGY

A technology powered by functional ingredients that extend wear and enhance color intensity, keeping facial skin looking flawless and comfortable for longer. Its water-resistant formula protects pigments against heat and sweat.



ZINC OXIDE

A mineral filter that helps protect against skin damage caused by UV light.



NIACINAMIDE

An ingredient that helps moisturize, soften, and even out skin tone.



VEGETABLE GLYCERIN

A vegan ingredient that helps retain moisture to keep the skin hydrated.



PRODUCT HIGHLIGHTS

24HR

- Up to 24HR of color**
- High coverage
- Resilient wear*
- Humidity-resistant**
- SPF 15
- Designed to hold up in heat/humidity**
- Contains 1% Niacinamide
- Soft matte finish



JAFRA
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*Independent consumer test. **Independent clinical test.

17 SHADES AVAILABLE



110 Very fair skin with balanced cool and warm undertones.

121 Fair skin with pink or bluish undertones.

132 Fair skin with warm undertone.

140 Neutral fair with slightly more depth.

151 Deeper cool tone within the fair range, ideal for more pronounced rosy skin tones.

212 Medium shade with warm undertone. Ideal for soft tan or naturally golden skin.

221 Medium shade with cool undertone, ideal for skin with a pink base.

232 Deeper medium shade with warm undertone.

241 Deeper medium shade with cool undertone.

250 Deep medium with balanced undertones. Highly versatile for olive or combination skin tones.

320 Medium tan with neutral undertone. Ideal for naturally golden skin.

331 Deep shade with cool undertone, ideal for skin with a redder base.

342 Deeper shade with warm undertones.

351 Deep shade with cool undertone.

421 Dark skin with a cool undertone. Bluish veins.

430 Deep neutral tone, for chocolate skin without a strong cool/warm dominance.

442 Very deep skin with a warm, golden undertone. Strongly bronzed appearance.

FIND YOUR SHADE IN 4 STEPS

1

Identify your base skin tone:

1. Fair 2. Medium 3. Tan 4. Deep

2

Choose the intensity of your base tone:

From 1 to 5 – higher the number, deeper the shade.

3

Determine your undertone:

0. Neutral: Balanced hints of warm and cool.

1. Cool: Skin with pink or bluish hues.

2. Warm: Skin with golden or yellow hues.

4

Combine the 3 numbers to get your perfect shade

Example: Base skin tone Medium=2, intensity 3=3, undertone warm=2. Your shade is 232.





24HR

**Your skin deserves to
look flawless all day.**

*Ready to identify your base skin tone and find your
perfect 24H Foundation match?*

Try it, match it, and wear it with confidence.

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