

TRAINING MANUAL & APPLICATION GUIDE

Fall 2019 update



mission statement

We pledge to provide a product line that has the utmost integrity and the ability to enhance the lives of women through its effectiveness, simplicity and beauty. We believe that our activities should be governed by the requirements of our customers and our concern for the environment.

Our mission statement has guided the principles of our philanthropic giving, so we have directed our attention primarily towards women and the environment although we've also found room for other causes, because there is always something in need.

We live and work in a beautiful part of Massachusetts, the Berkshire Hills in Great Barrington where we are continually reminded of the wonder of nature and the need for protecting this fragile planet. We do our best to make a positive contribution. We want our products to be part of that mission and for you to feel good about your association with us as we take this journey together.

For information on our philanthropic activity, visit our commitments page on janeiredale.com.

Jane Iredale (pronounced like Ireland with a 'dale' on the end)

Jane Iredale was born in England and moved to the United States as a young woman. She first attended New York University, then obtained her master's degree in English and Philosophy at the University of Albany-SUNY. During her undergraduate studies she started her career in the entertainment industry, working first as a casting director and then as a writer and producer in both New York and Los Angeles. She moved on from film, television and theater to create her eponymous makeup line, *jane iredale*. With the launch of the mineral foundation Amazing Base, in 1994, she introduced a makeup line that would nurture skin, not irritate it; a makeup line that she could feel good about producing, and women could feel good about wearing. She currently runs her independently-owned business from the charming town of Great Barrington, MA where the company's campus comes complete with organic gardens and direct access to a riverside walking path. She lives in town with her husband and her dog, Cookie.

In 2014, Jane was honored with the Visionary Award by The International SPA Association (ISPA). The ISPA Visionary Award is presented each year to someone in the spa industry who has made significant contributions to both the definition and positive movement of health and wellness over the lifetime of their career. ISPA President Lynne McNees said, "Jane has been a supporter and leader of the spa industry since day one. She has made great strides in reaching women of all ages and nationalities and working to improve their self-confidence."

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HOW IS OUR MAKEUP DIFFERENT?

We confidently offer:

QUALITY FORMULAS WITH SKINCARE BENEFITS

MULTI-TASKING PRODUCTS that are often FOUR-IN-ONE

SUPERIOR COVERAGE

NON-COMEDOGENIC FORMULAS

BROAD SPECTRUM SUN PROTECTION

ADHERENCE TO THE SKIN FOR DAY-LONG COVERAGE

MINIMAL ALLERGY RISK

SKIN CALMING FORMULAS

NATURALLY PRESERVATIVED PRODUCTS

ONLY MICRONIZED PARTICLES, NO NANO

A RANGE OF FOUNDATION SHADES sufficient to satisfy the demands of over 40 countries.

FOUNDATION FINISHES that range from sheer to full, from luminescent to velvety.



*The Skin Cancer Foundation recommends PurePressed® Base Mineral Foundation, Amazing Base® Loose Mineral Powder, Glow Time® Full Coverage Mineral BB Cream, Powder-Me SPF® Dry Sunscreen, Dream Tint® Tinted Moisturizer, LipDrink® Lip Balm and HandDrink® Hand Cream as effective broad spectrum sunscreens.



is mineral makeup natural?

All substances can be divided into two categories:

- a) Organic – that which contains organs to support life and will eventually rot (humans and plants, for example). (Not to be confused with “certified organic” labelling on food and personal care products.)
- b) Inorganic – without the organs necessary for life (rocks, for example)

Generally what people mean when they ask if minerals are organic is: “Are they natural?” That’s a hard question to answer because there isn’t a satisfactory definition of “natural” in the personal care product industry. Perhaps a better question would be: “Do they occur naturally?” The answer to that would be “yes and no.”

There is a misconception that all minerals used in mineral powders come directly from the earth. Even minerals such as Titanium Dioxide and Zinc Oxide that originate in natural rocks have to be processed when they are extracted and later in laboratories. A number of minerals such as Iron Oxides and Mica are manufactured wholly under strict laboratory conditions. In nature, these minerals would be contaminated with heavy metals and other toxins and would, therefore, be prohibited from cosmetic use. This doesn’t make them less mineral.

“Clean” rather than “natural” is a better word to describe products that are attempting to eliminate toxins and questionable ingredients. Clean has been the mineral makeup pioneers’ quest from the start. Because the category is so much more extensive than it once was, it has opened the door to compromise. Now, there are mineral powders with Talc, Parabens, Synthetic Fragrance and other undesirable ingredients. However, there are still a few purist brands around.

what is mineral makeup?

The quality, quantity, particle size and type differ from brand to brand, but a good mineral powder should comprise a combination of any of the following ingredients: Titanium Dioxide, Zinc Oxide, Iron Oxides, Mica, Bismuth Oxychloride or Boron Nitride. (Because some people find Bismuth Oxychloride to be irritating to the skin, we have chosen not to use it in any of our powders or foundations.)

In a true mineral powder formulation, bulking agents such as Talcum, Nylon and Starch such as corn and rice, should not appear. (Talc is an inferior ingredient for makeup use. Its chemical structure is closest to asbestos. Talc is drying to the skin, accentuates fine lines and pores, and is what leads to makeup creping.) Apart from additions such as antioxidants and botanicals, our powders (loose and pressed) are pure mineral pigment which is what provides such versatile coverage, sun protection and benefits for the skin. This concentrated pigment also gives the mineral powder superior adherence so that it rarely transfers or needs touching up. All of our makeup goes through sensitivity testing on 50 human subjects and all of our sunscreen products and those products containing citrus extracts also undergo phototoxicity testing. This ensures that there is minimal allergy risk. We have also taken special care to use natural preservatives and to avoid using synthetic preservatives such as parabens.

micronized or nano?

Micronized minerals are minerals that are finely milled to a small size. Our micronization process results in minerals that are sheer and smooth and provide natural-looking coverage. However, micronized should not be confused with nano-sized (100nm or less) which is considerably smaller than micronized. The use of nano-sized particles in cosmetics is controversial because some believe that there is a lack of evidence as to their safety, while others feel that this is not a concern. At *jane iredale* we have chosen not to use nano particles in our products. All of our products, including our sunscreen products, are nano-free.

coverage

Apply with a brush or a sponge for coverage that it would normally take three products to achieve. The result should look sheer and luminescent and feel weightless.

First-time wearers commonly apply too much product because they are used to applying makeup that has large amounts of filler and not a lot of “pay-off.” With our minerals, less is more.

Generally, our minerals will last all day with minimal need for touch-ups.

Our pigments are made from micronized minerals only – no diluters like talc.

The reason our powders work so well as a natural-looking beauty makeup and/or a camouflage is because the concentrated pigment masks color but also reflects and refracts light (matte finishes absorb light). This results in a soft-focus effect.

A surprisingly small amount of our minerals will cover most types of redness including acne, rosacea and erythema (redness).

sun protection

what is an SPF rating?

Sun Protection Factor (SPF) indicates the level of protection against ultraviolet B (UVB), the rays primarily responsible for burning. The SPF number indicates how long it will take for UVB rays to redden your skin when you use a sun protection product, compared to how long the skin would take to redden without the product. So, the SPF number gives you some idea of how long you can stay in the sun without burning. For example, if you normally burn in 10 minutes without sunscreen and you’ve applied a liberal dose of a sunscreen with an SPF number of 15, you should be protected from sunburn for 150 minutes.

SPF does not indicate protection against ultraviolet A (UVA), the rays primarily responsible for premature skin aging. A broad spectrum sunscreen is required to give protection in the UVA range as well. Our sunscreen products pass the new US FDA “Broad Spectrum” test which measures a product’s UVA protection in relation to its UVB protection. Only sunscreen products that pass the Broad Spectrum test and have an SPF of greater than 15 may be labeled “Broad Spectrum” and make the additional claims: “decreases the risk of skin cancer and early skin aging if used as directed with other sun protection measures.”

Seven *jane iredale* products have earned The Skin Cancer Foundation’s Seal of Recommendation. To earn this seal, a manufacturer must provide scientific data showing that its products sufficiently and safely **aid in the prevention of sun-induced damage to the skin.***

Our sunscreen products are also tested pursuant to various international requirements, testing methodologies and rating systems, including those established in the EU (European Union) and by the JCIA (Japan Cosmetic Industry Association).

- Our testing pursuant to EU requirements has resulted in a “UVA/UVB” claim which indicates that the UVA and UVB protection of the sunscreen are provided in a minimum 1 to 3 ratio. So, for example, a product with a UVB SPF of 30 requires a UVA rating of 10.
- Our SPF products have undergone laboratory-controlled UVA testing pursuant to the JCIA PA rating system (also known as the “Protection Grade of UVA” rating system), which reflects a sunscreen’s ability to protect against UVA rays. The PA rating system designates a PA+, PA++, PA+++ to indicate lowest to highest UVA protection. The more plus symbols the label has, the more protection the sunscreen provides against UVA rays. Our testing pursuant to the PA rating system has resulted in a PA+++ rating for our Powder-Me SPF and a PA++ rating for all of our other sunscreens.

Not all mineral powders have an SPF rating. If they do, the SPF rating must be specified on the label.

are jane iredale sunscreen products water resistant?

Yes, all *jane iredale* sunscreen products are water-resistant up to 40 Minutes. The new FDA final rule on the labeling and testing of sunscreen products, does not permit the labeling of sunscreen as “waterproof” or “sweatproof,” and allows “Water Resistance” claims only if the sunscreen remains effective for 40 or 80 minutes while you are swimming or sweating. The new testing techniques have resulted in a 40-minute designation for all of our sunscreen products.

what's the difference between a sunscreen and a sunblock?

Under the new FDA final rule on the labeling and testing of sunscreen products the word “sunblock” is no longer allowed, since no sunscreen blocks out 100% of UV rays. The FDA is trying to eliminate any confusion the public may have or sense of false security. However, the Titanium Dioxide and Zinc Oxide in our bases does physically block UV rays by acting like tiny mirrors on the skin reflecting and refracting the rays. Most chemical sunscreens have highly efficient absorption capabilities through the UVB, partly the UVA, and in some instances infrared wavelengths. Once the chemicals have absorbed their limit, the sunscreen ceases to be effective. (Absorption is the process in which light is “lost” when it falls on a material. The light is not actually lost, but is converted into some other energy, such as heat.)

In *Sunscreens: Development, Evaluation, and Regulatory Aspects*, Nicholas J Lowe (Editor), renowned dermatologist and Clinical Professor of Dermatology at UCLA School of Medicine, takes a closer look at mineral UVA blockers, stating that a new subclass of physical blockers, micronized reflecting powders, have more recently been made available from a variety of manufacturers. Unlike traditional physical blockers, micronized reflecting powders are less visible, yet provide broad-spectrum protection against UVR. These should prove useful in UVR-sensitive patients resistant to older physical blockers for cosmetic reasons. An additional benefit is that they do not cause photosensitivity.

how much sunscreen must be applied to get the protection advertised?

According to the American Academy of Dermatology you should use enough sunscreen to generously coat all skin that will not be covered by clothing. One ounce, enough to fill a shot glass, is considered the amount needed to cover the exposed areas of the entire body. You should apply our sunscreen liberally and evenly over face and body 15 minutes before sun exposure and re-apply approximately every two hours or after swimming or sweating heavily according to packaging directions. *jane iredale* sunscreen products are water-resistant up to 40 Minutes. This means that the sunscreen remains effective for 40 minutes while you are swimming or sweating.

which are the most damaging rays?

UVB rays were once thought to be the major culprits because they penetrate and affect the epidermis, but UVA rays are now known to be equally if not more damaging since they penetrate the skin more deeply than UVB rays. According to the late Dr. Madhu Pathak at the Harvard Medical School: Many lines of evidence indicate that the primary biological actions of UVA radiation involve DNA damage. According to The Skin Cancer Foundation, studies over the past two decades have shown that UVA damages skin cells in the basal layer of the epidermis, where most skin cancers occur, and even reach deeper into the dermis.

UVA rays contribute to and may even initiate the development of skin cancers (Skin Cancer Foundation, <http://www.skincancer.org/prevention/uva-and-uvb/understanding-uva-and-uvb>).

UVB emissions from the sun undergo significant seasonal variations; the UVA emissions, however, do not appreciably change over the course of the year. The overall amount of solar UVA reaching the earth's surface is much greater than that of UVB. Also, UVA penetrates most window glass and many plastics that do not

transmit UVB. Always check to make sure your sunscreen protects from both UVB and UVA, but be aware that regardless of the advertising no sunscreen product screens out all UV rays. The best defense is to try to minimize your exposure between the hours of 10 a.m. and 4 p.m., to seek shade and wear sun-protective clothing. The effects of infrared rays (felt by the body as heat) are not fully known, but according to Drs. Lorraine and Albert Kligman from the University of Pennsylvania; They cannot be ignored in connection with photoaging.

Is there such a thing as a safe tan?

No! A tan is a sign of injury. It is the body's attempt to increase sun protection after the skin is already permanently damaged by an overdose of ultraviolet radiation! More than 90% of the visible signs of aging are

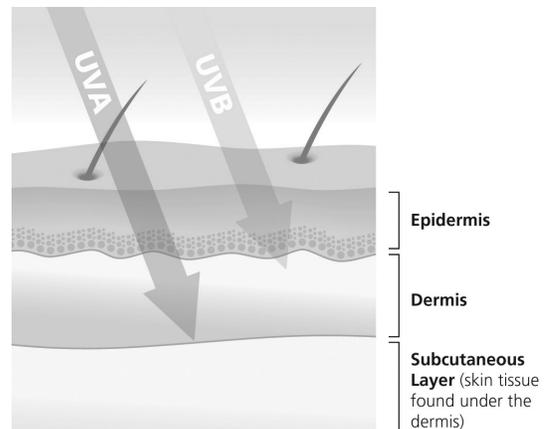
due to sun exposure. And that means all sun exposure, because ultraviolet radiation damage is cumulative. Walking to the mailbox, getting in your car, and sitting by the window all count! Unprotected exposure to the sun is like sitting in a time machine on fast-forward.

didn't I just hear that sunscreens aren't effective against melanoma?

No, Dr. Marianne Berwick said that it is not safe to rely only on sunscreens to prevent melanoma. This doesn't mean stop using them. Skin cancer, which includes basal cell carcinoma (BCC), squamous cell carcinoma (SCC) and melanoma, is the most common form of cancer in the United States. Each year in the US, an estimated 2.8 million cases of basal cell carcinoma, 700,000 cases of squamous cell carcinoma, and 76,250 cases of invasive melanoma are diagnosed (The Skin Cancer Foundation, <http://www.skincancer.org/skin-cancer-information/skin-cancer-facts>). Most dermatologists feel that it can take over 20 years for melanoma to develop. Many of those with this cancer today were exposed to the sun's damage two decades ago before effective sunscreens had been developed. Dr. Roger Ceilley, former president of the American Academy of Dermatology, states *Sun protection should begin in childhood and continue throughout life. Overwhelming evidence supports the beneficial effect of sunscreen usage, not only in preventing painful sunburn, but also in preventing photo-aging and skin cancer, including melanoma. We believe it would be irresponsible to recommend that regular use of sunscreen be discontinued.*

Melanoma – the most aggressive form of skin cancer – is currently the most common type of cancer diagnosed in young adults. Many experts believe that this trend is due, in part, to the popularity of indoor tanning among this group. According to the Melanoma Research Foundation, Melanoma is the most common form of cancer for young adults 25–29 years old and the second most common form of cancer for young people 15–29 years old. *Melanoma is the leading cause of cancer death in women 25–30 years old and the second leading cause of cancer death in women 30–35 years old. As many as 90% of melanomas are estimated to be caused by ultraviolet (UV) exposure. This includes UV exposure from the sun and from artificial sources, such as tanning beds. The World Health Organization's International Agency for Research on Cancer (IARC) classifies tanning beds and tanning lamps into its highest cancer risk category — carcinogenic to humans, the same category as other hazardous substances such as plutonium and certain types of radium.*

Numerous individual studies, including an analysis of several studies combined (meta-analyses), have consistently shown that indoor tanning increases the risk of developing all forms of skin cancer, including melanoma.



The above graphic suggests the different levels of penetration into the skin by UVB and UVA rays.

can sun damage be reversed?

We are told that some of it can be if the skin is routinely protected from the sun. The excellent skin care products on the market today can help aid the skin in reversing sun damage. But they do little good if they aren't combined with sun protection. Months of hard work can be undone in one morning working in the garden with no sunscreen, hat or gloves on.

The graphic on page 7 suggests the different levels of penetration into the skin by UVB and UVA rays.

what are some of the effects of sun exposure?

Lines, wrinkles and sagging are the direct result of sun damage to the underlying collagen and elastin fibers. Hyperpigmentation can be caused or exacerbated by sun irritation to the melanocytes (the pigment producing cells), which in turn causes over-production of melanin, the body's attempt to protect itself. Add in hypo-pigmented macules, telangiectasias and raised, rough precancerous actinic keratoses (the most common skin pre-cancers) and the result of tanning is not pretty.

benefits for the skin

Under a microscope, the mineral crystals look like overlapping fish scales. These crystals form a filter that allows the free exchange of gasses (oxygen and carbon dioxide). In other words, minerals allow the skin to breathe and function normally. Our minerals have all been tested for comedogenicity. We have many accounts from acne sufferers testifying to improvement in their skins since using our makeup.

Titanium Dioxide and Zinc Oxide will help to calm and soothe redness. Zinc Oxide is a natural antiseptic.

We use the highest grade of antioxidants and botanicals in our makeup, often with sophisticated delivery systems such as liposomes in order to nurture the skin.

All of our bases, with the exception of Liquid Minerals, have physical broad spectrum sun protection.

concentrated pigment

Traditional color cosmetics contain between 70–90% Talc. This dilutes the actual pigment which minimizes coverage and payoff. Apart from ingredients added to benefit the skin, e.g. antioxidants, our powders are pure pigment.

adherence

Because of the micronization process our mineral particles undergo, they bind together on application.

When applied to clean, moisturized skin, the surface tension this creates overcomes gravity and holds the minerals tightly to the skin. The result is that they resist running, creasing and smearing and will only come off with a cleanser or our Magic Mitt. No special cleanser is required.

minimal allergy risk

Allergies and sensitivities are usually caused by substances that are irritants to the skin. Reactions are mostly localized and include redness, itching, swelling, burning, stinging and occasional blistering. These reactions are often called contact dermatitis. Another type of reaction, known as allergic contact dermatitis, involves the immune system and can cause redness, swelling, itching and hives. It is rare that cosmetics cause a systemic allergic reaction, although it can happen. Common irritants found in personal care products are:

- Chemical sunscreens
- Chemical preservatives such as Parabens
- Phthalates commonly listed as DBP
- Synthetic fragrance
- Synthetic Dyes – particularly D&C Yellow #11, FD&C Blue #1, FD&C Yellow #5
- Synthetic fragrance
- Surfactants such as sodium lauryl sulfate

Our cosmetics contains none of these sensitizers. We formulate with ingredients that calm and nurture the skin. All of our products have been safety, allergy and clinically tested. Refer to **Tests** below for more information.

colorants

We traditionally use iron oxides, mica and carmine as colorants in our cosmetics. These work well except for the difficulty in getting brighter, fashion colors. Recently we have heard from our consumers who are vegan and Kosher that they can't use products with carmine. We have made the decision to find a substitute where possible. Our choices were FD&C dyes, D&C dyes or D&C lakes.

FD&C dyes are soluble dyes approved by the FDA for food, drugs and cosmetics. D&C dyes are the same thing but only approved for drugs and cosmetics. They are mostly derived from petroleum seed stock but the final products are rigorously tested to make sure they contain no traces of the original petroleum. These dyes can be comedogenic and irritants. D&C Lakes are dyes bonded to a substrate of either barium sulfate, aluminum hydroxide, aluminum oxide or calcium sulfate which makes them insoluble. We decided to use a limited number of D&C Lakes in some of our products where we could substitute them for carmine and where we needed brighter, fashion colors. The Lakes we have chosen are natural dyes like indigo bonded to a calcium substrate. They are non-comedogenic and have all been tested for sensitivity.

natural preservatives

We use a combination of natural preservatives while avoiding parabens and phenoxyethanol. We acknowledge how crucial it is to have effective preservative systems. Many of our products are used in the area of the eyes where real damage could occur from contamination. We conduct exhaustive Stability Testing and Preservative Efficacy Testing to ensure there is no bacteria, yeast or mold activity. For more information on this, refer to **Tests**.

tests conducted by Iredale Mineral Cosmetics

required testing

sunscreen testing

jane iredale conducts extensive testing of its sunscreen products to determine their efficacy in terms of UVA and UVB protection in compliance with both US FDA (Food and Drug Administration) and international requirements and testing methodologies.

US FDA Our sunscreen products are tested pursuant to all FDA requirements for the testing of OTC sunscreen products. As per the FDA's June 2011 rule, all of our sunscreens have been tested and passed the new FDA Broad Spectrum test which measures a product's UVA protection in relation to its UVB protection. Only sunscreens that have an SPF 15 or greater and pass the new Broad Spectrum test may be labeled "Broad Spectrum" and make the additional use claims: "decreases the risk of skin cancer and early skin aging if used as directed with other sun protection measures."

Our sunscreen products have also been tested for their water resistancy pursuant to the new rule which only allows "Water Resistance" claims if the sunscreen remains effective after a very strenuous testing protocol. Under the new rule our sunscreens can claim "Water Resistance — 40 Minutes" which is the amount of time the user can expect to get the claimed SPF level of protection while swimming or sweating.

INTERNATIONAL

Our sunscreen products are also tested pursuant to various international requirements, testing methodologies and rating systems, including those established in the EU (European Union) and by the JCIA (Japan Cosmetic Industry Association).

Our testing pursuant to EU requirements has resulted in a “UVA/UVB” claim which indicates that the UVA and UVB protection of the sunscreen are provided in a minimum 1 to 3 ratio. So, for example, a product with a UVB SPF of 30 requires a minimum UVA rating of 10.

The JCIA PA rating system (also known as the “Protection Grade of UVA” rating system) reflects a sunscreen’s ability to protect against UVA rays. The PA rating system designates a PA+, PA++, PA+++ to indicate lowest to highest UVA protection. The more plus symbols the label has, the more protection the sunscreen provides against UVA rays. Our testing pursuant to the PA rating system has resulted in a PA+++ rating for our Powder-Me SPF and a PA++ rating for all of our other sunscreens.

testing of sunscreen actives

Each batch of our SPF products is tested to ensure that the sunscreen active it contains, either Titanium Oxide and/or Zinc Oxide, is present at its stated amount.

stability testing – best used by date or PAO (period after opening)

All of our products have undergone stability testing, which includes various tests that measure a product’s shelf life. This testing helps to determine a product’s “best used by” date or PAO or Period After Opening date.

Products with a shelf life of 30 months or less include a “best used by” date. Currently, the only *jane iredale* products that bear a “best used by” date are our Hydration Sprays.

Products with a shelf life of more than 30 months include the PAO or Period After Opening, which is the number of months the consumer can expect to use the product at its optimal performance after opening the product. The PAO is indicated by the PAO symbol, an open jar and the lifespan of the product contents in months (indicated by a number followed by “M”).

PET – preservative efficacy testing

Preservative Efficacy Testing also known as Preservative Challenge Testing is performed on each product to prove the efficacy of the product’s preservative system to stop and prevent the growth of microorganisms. In a laboratory, the product’s preservatives are challenged by introducing microorganisms, including various bacteria, yeast and mold, into the product.

Over a period of time, samples are tested at different intervals to determine the survival of the organisms.

When the testing of our products is concluded no microbial activity is detectable.

voluntary testing

human repeat insult patch test (HRIPT)

We voluntarily test our products for irritancy and sensitivity using the Human Repeat Insult Patch Test (HRIPT). The claims we can make are: dermatologist tested, non-irritating formula, allergy tested, clinically tested, and hypoallergenic.

The HRIPT is a two-phase test conducted on fifty people per product. During the first phase, the test is repeated three times on the same subject within a week. There is a ten to fourteen day break and then the subject is patch-tested for three consecutive days. There is a 24-hour evaluation and 48-hour evaluation.

In every case, the results of being tested with our products were negative. No sensitivity recorded to any product. The claims we can make are:

- dermatologist tested
- non-irritating formula
- allergy tested
- clinically tested

comedogenicity testing

All of our products, except for lip and eye makeup, have undergone comedogenicity testing and shown to be non-comedogenic. Non-comedogenic products are less likely to clog pores and cause acne and are more suitable for sensitive skin.

Like the HRIPT test, comedogenicity testing is not required. We choose to perform this testing to ensure that our products are suitable for sensitive and acneic skin.

heavy metal testing

We do not add lead or other heavy metals to our products as ingredients. Heavy metals are ubiquitous in the environment and may be found in low amounts, known as trace levels, in raw materials that are naturally sourced. We test our products for heavy metals, including lead and mercury, and more recently have begun to test some products for nickel due to an increased concern of nickel related allergies. Our products comply with limits established by international regulations, and if any trace amounts of heavy metals are detected they are below permissible levels.

phototoxicity testing

All of our sunscreen products and those products containing citrus extracts have been tested for phototoxicity. The phototoxicity testing we have conducted has confirmed that our products are non-phototoxic. The test results have shown that no adverse effects or unexpected reactions of any kind were observed on test subjects.

In the U.S. phototoxicity testing of products is voluntary.

Phototoxicity, also known as photosensitization, is a toxic reaction brought on by a phototoxic substance exposed to sunlight. It causes the skin to be more sensitive to ultra violet light and usually appears as a very deep sunburn. Most common phototoxic ingredients in cosmetics are citrus-based. The actual agents causing this sun sensitivity are known as furocoumarins. We use distilled citrus based extractions in our products except for our lemon peel oil which is cold pressed.

systems

power of 3 systems

normal to dry skin



option 1 – luminous finish



option 2 – dewy finish

normal to oily skin



option 1 – semi-matte finish



option 2 – light finish

all skin types



velvety finish

All foundations can be applied in layers or combined with other products to obtain desired coverage.

feed fortify finish™

1 FEED
Feed the skin with the right nutrition and it can affect just as much change as topical treatments.

2 FORTIFY
Fortify the skin with the appropriate skincare and together they form a dynamic duo that can speed the process towards clear, younger-looking skin.



3 FINISH
Finish with a makeup that is good for the skin, and experience how Feed, Fortify, Finish can affect real and lasting change to the look, feel and appreciation of your skin. Choose the Power of 3 makeup solution that's right for you using the charts below.

PRIMER

	SMOOTH AFFAIR® FACIAL PRIMER & BRIGHTENER	SMOOTH AFFAIR® FOR OILY SKIN	ABSENCE® OIL CONTROL PRIMER
SKIN TYPE	normal to dry	combination to oily	extremely oily & acneic
HELPS WITH	hydrating while minimizing pores	controlling oil & shine in a lightweight formula	smoothing out texture & controlling oil

FOUNDATION

	AMAZING BASE® SPF 20	PUREPRESSED® BASE SPF 20*	LIQUID MINERALS® NO SPF	DREAM TINT® SPF 15	GLOW TIME® SPF 25**	BEYOND MATTE™ NO SPF
DESIRED FINISH	luminous	semi-matte	dewy	light	velvety	semi-matte
DESIRED COVERAGE	sheer to full	sheer to full	sheer to medium	sheer to medium	full	medium to full
SHEER COVERAGE					Mix with Smooth Affair of choice.	
MEDIUM COVERAGE	Layer for more coverage.	Layer for more coverage.				
FULL COVERAGE			Finish with PurePressed Base or Amazing Base.	Finish with PurePressed Base or Amazing Base.	Finish with PurePressed Base or Amazing Base.	

SPRAY

SPRITZ TO SET	All skin types: POMMISST™ Normal/Dry skin: D ₂ O™ Oily/Combination Skin: Balance or Lemongrass Love					
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speedmatch

FOUNDATION COLOR MATCHING

	SKIN TONE	AMAZING BASE, PUREPRESSED BASE, LIQUID MINERALS	DREAM TINT	GLOW TIME	COMING AUGUST 2019 BEYOND MATTE		
FAIR LIGHT LIGHT TO MEDIUM MEDIUM MEDIUM TO DARK DARK DEEP DEEPER		<p>NEUTRAL</p>  IVORY <small>Ivory is available only in PurePressed and Amazing Base.</small>	<p>WARM GOLD/YELLOW UNDERTONES</p>  BISQUE	<p>COOL PINK/BEIGE UNDERTONES</p>  LIGHT BEIGE	 LIGHT	 BB1	  M1 M2
		<p>NEUTRAL</p>  RADIANT	<p>WARM GOLD/YELLOW UNDERTONES</p>  WARM SILK	<p>COOL PINK/BEIGE UNDERTONES</p>  LIGHT BEIGE	 LIGHT	  BB3 BB4	  M2 M3
		<p>NEUTRAL</p>  SATIN	<p>WARM GOLD/YELLOW UNDERTONES</p>   AMBER WARM SIENNA	<p>COOL PINK/BEIGE UNDERTONES</p>  NATURAL	 MEDIUM LIGHT	  BB5 BB6	   M4 M5 M6
		<p>NEUTRAL</p>  SUNTAN	<p>WARM GOLD/YELLOW UNDERTONES</p>   GOLDEN GLOW SWEET HONEY	<p>COOL PINK/BEIGE UNDERTONES</p>  HONEY BRONZE	 MEDIUM	 BB7	   M6 M7 M8
		<p>NEUTRAL</p>  RIVIERA <small>Riviera and Teakwood are available only in PurePressed Base.</small>	<p>WARM GOLD/YELLOW UNDERTONES</p>   LATTE GOLDEN TAN	<p>COOL PINK/BEIGE UNDERTONES</p>  TEAKWOOD	 MEDIUM DARK	  BB7 BB8	  M9 M10
		<p>NEUTRAL</p>  CARAMEL	<p>WARM GOLD/YELLOW UNDERTONES</p>   AUTUMN FAWN <small>Fawn and Autumn are available only in PurePressed Base.</small>	<p>COOL PINK/BEIGE UNDERTONES</p>	 DARK	  BB9 ^{''} BB11 ^{''}	   M11 M12 M13
		<p>NEUTRAL</p>  VELVET [']	<p>WARM GOLD/YELLOW UNDERTONES</p>   COGNAC ['] WARM BROWN ['] <small>All deep shades are available only in PurePressed Base.</small>	<p>COOL PINK/BEIGE UNDERTONES</p>	 DARK	 BB12 ^{''}	  M14 M15
		<p>NEUTRAL</p>  MAHOGANY [']	<p>WARM GOLD/YELLOW UNDERTONES</p>  BITTERSWEET	<p>COOL PINK/BEIGE UNDERTONES</p>  COCOA [']			  M15 M16   M17 M18 <small>All deeper shades are available only in PurePressed Base.</small>

*All six deep and deeper shades of of PurePressed Base have an SPF 15.
 **All three shades of Glow Time ranging from dark to deep have an SPF 17.

Usage of this document expires 12/31/2021

SKIN

Beauty Prep

We have developed three products that ensure that our makeup looks and feels its best. They literally prepare the skin. Cleanse, tone and moisturize, with certified natural BeautyPrep.

BeautyPrep™ Face Cleanser

features and benefits:

- Contains a proprietary micellar water with dual Cucumber Extracts in liposome form that gently hydrate, smooth and protect the skin.
- Removes environmental pollutants and is antioxidant and vitamin rich to help reduce free radical damage.
- Provides a deep pore cleanse with nourishing Oat Amino Acids.
- Ideal for removing makeup and cleansing skin prior to toning and moisturizing.
- May be used with or without water, leaves no oily residue on the skin.
- Awarded Ecocert's Natural Cosmetics certification.
- Also available in a 281 ml/9.5 fl oz refill size bottle.

ingredients:

Aqua/Water/Eau, Cucumis Sativus (Cucumber) Seed Extract*, Cucumis Sativus (Cucumber) Fruit Extract, Leuconostoc/Radish Root Ferment Filtrate, Glycerin, Sodium Lauroyl Oat Amino Acids, Spirulina Platensis (Algae) Extract, Alcohol

99.99% of the total ingredients are from natural origin.
5.75% of the total ingredients are from Organic Farming.

Natural and Organic Cosmetic certified by Ecocert Greenlife according to Ecocert Standard available at <http://cosmetics.ecocert.com>

key ingredients:

Cucumber Seed Extract and Cucumber Fruit Extract:

- Hydrate
- Sooth
- Protect

Algae Extract:

- Soothes
- Nourishes
- Hydrates



net wt. 90 ml/3.04 fl oz
Refill – net wt. 281 ml/9.5 fl oz
PAO 12 months



*Ingredients from organic farming
**Made using organic ingredients

BeautyPrep™ Face Toner

features and benefits:

- Infused with Herbasome, a Fruit Extract infused water, which provides deep skin hydration and contains organic Lemongrass, Apple, Pear, Carrot and Coconut Water to balance pH and restore the surface of the skin.
- Refines the appearance of pores and moisturizes with organic botanical liposomes.
- Awarded Ecocert's Natural Cosmetics certification.
- Scented with organic Lemongrass Extract.
- Prepares skin for layering moisturizer and makeup.

ingredients:

Aqua/Water/Eau, Leuconostoc/Radish Root Ferment Filtrate, Pyrus Malus (Apple) Fruit Water, Pyrus Communis (Pear) Water, Daucus Carota Sativa (Carrot) Root Water, Cocos Nucifera (Coconut) Water, Glycerin**, Rosa Canina (Rosehips) Fruit Extract*, Camellia Sinensis (White Tea) Leaf Extract*, Calendula Officinalis (Calendula) Flower Extract*, Chamomilla Recutita (Matricaria) Flower Extract*, Cymbopogon Flexuosus (Lemongrass) Oil*, Citrus Aurantium Dulcis (Orange) Oil*, Helianthus Annuus (Sunflower) Seed Oil*, Lecithin, Tocopherol, Lavandula Angustifolia (Lavender) Oil*, Alcohol**

100% of the total ingredients are from natural origin.

5.17% of the total ingredients are from Organic Farming.

Natural and Organic Cosmetic certified by Ecocert Greenlife according to Ecocert Standard available at <http://cosmetics.ecocert.com>

key ingredients:

Rose Extracts:

- Hydrate
- Protect from trans-epidermal water loss
- Brighten
- Calm and soothe
- Help tighten pores
- Help restore suppleness

Lemongrass Oil:

- Revives
- Refreshes



net wt. 88.7 ml/3 fl oz
PAO 12 months



VEGAN



NO WHEAT

*Ingredients from organic farming

**Made using organic ingredients

BeautyPrep™ Hyaluronic Serum

features and benefits:

- Delivers long-lasting hydration.
- Lightweight formula is non-greasy.
- Reduces the appearance of fine lines and redness.
- Improves the appearance of dull skin.
- Smooths uneven skin texture due to dryness.
- Minimizes the appearance of pores.
- Protects, calms and soothes.

ingredients:

Aqua/Water/Eau, Hydrolyzed Ulva Lactuca (Sea Lettuce) Extract, Sargassum Muticum (Japanese Wireweed) Extract, Sodium Hyaluronate, Glycerin, Glyceryl Polymethacrylate, Magnesium Aspartate, Zinc Gluconate, Copper Gluconate, Hydrolyzed Collagen, Raphanus Sativus (Radish) Root Extract, Spirulina Platensis (Algae) Extract, Hamamelis Virginiana (Witch Hazel) Water, Avena Sativa (Oat) Bran Extract, Tripleurospermum Maritimum (Sea Mayweed) Extract, Cucumis Sativus (Cucumber) Fruit Extract, Propanediol

key ingredients:

Hyaluronic Acid (as Sodium Hyaluronate):

- Holds up to 1,000 times its weight in water
- Adds hydration and locks in moisture
- Reduces the appearance of fine lines
- Creates a protective barrier

Avena Sativa Kernal Extract (Beta Glucan):

- Powerful antioxidant
- Minimizes the appearance of fine lines
- Promotes healthy skin
- Protects and soothes

Hydrolyzed Ulva Lactuca:

- Calms and protects

Sargassum Muticum:

- Minimizes the appearance of pores



NO WHEAT



NO SOY

BeautyPrep™ Face Moisturizer

features and benefits:

- Moisturizes skin and helps prevent trans-epidermal water-loss.
- Protects the skin from airborne pollutants.
- Prepares the skin's surface so makeup goes on smoother and lasts longer.
- Creates a bright and revitalized appearance with Eyebright plant extract.
- Contains four organic Rose Stem Cell Extracts:
 - White Rose supports natural cell regeneration and the skin barrier. Also helps to restore suppleness.
 - Damask Rose helps to tighten pores, purify and smooth the skin.
 - Rosa Canina (Rosehips) calms and brightens skin and helps prevent trans-epidermal water-loss.
 - Pale Rose helps to rebuild the moisture barrier and provide skin suppleness for the appearance of newer, softer skin.
- Scented with organic Lemongrass Extract.



ingredients:

Aqua/Water/Eau, Rosa Damascena Flower Water, Coconut Alkanes, Coco-Caprylate/Caprates, Jojoba Esters, Glyceryl Stearate, Stearic Acid, Glycerin, Raphanus Sativus (Radish) Root Extract, Rosa Centifolia Extract, Rosa Canina (Rosehips) Fruit Extract, Persea Gratissima (Avocado) Butter, Butyrospermum Parkii (Shea Butter), Isostearyl Neopentanoate, Euphrasia Officinalis (Eyebright) Extract, Pyrus Malus (Apple) Fruit Extract, Rubus Fruticosus (Blackberry) Fruit Extract, Helianthus Annuus (Sunflower) Seed Oil, Sodium Hyaluronate, Citrus Aurantium Dulcis (Orange) Oil, Cymbopogon Flexuosus (Lemon Grass) Oil, Carthamus Tinctorius (Safflower) Seed Oil, Xanthan Gum, Chondrus Crispus (Carrageenan) Extract, Rosa Alba Flower Extract, Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Simmondsia Chinensis (Jojoba) Seed Oil

100% of the total ingredients are from natural origin.

5.17% of the total ingredients are from Organic Farming.

key ingredients:

Rose Extracts:

- Hydrate
- Protect from trans-epidermal water loss
- Brighten
- Calm and soothe
- Help tighten pores
- Help restore suppleness

Eyebright Extract:

- Calms
- Moisturizes
- Reduces appearance of under-eye puffiness

Magic Mitt®

CLICK HERE to learn how to use the Magic Mitt.

features and benefits:

- A knitted micro-fiber cleansing cloth that quickly and completely removes makeup using water only.
- Promotes the health of the skin because it does not affect the acid mantle. When this beneficial barrier is intact, it aids the skin in protecting itself from harmful and invasive bacteria.
- Made from a new generation of specially knitted micro-fibers many times thinner than a human hair and which are able to penetrate oil films.
- This hydro-mechanical process breaks the surface tension of the oils that bond makeup to the skin while the fibers gently exfoliate.
- The combination of warm water and micro-fibers turn the makeup into an emulsion that is easily swept away by the mitt. It will even remove mascara!

how to clean:

Wash Magic Mitt in warm water with hand-soap until all makeup residue is gone. Rinse thoroughly and hang it up to dry. Do not store in anything that does not allow it to dry completely. Because these unique micro-fibers slough off all organic residue and dry completely, they ensure that nothing is left on the Mitt to culture bacteria or fungi.



primers

Primers are key to getting the best look from makeup. Smooth Affair does that and is also a hydrating skin care. Multi-tasking at its best.

Smooth Affair® Facial Primer & Brightener

all-over primer

CLICK HERE to learn how to apply Smooth Affair.

suggested tools:

Blending Brush or fingers

features and benefits:

- A skin-quenching primer that prepares the skin so makeup goes on more easily and lasts longer.
- Anti-aging, firms the skin and prevents moisture loss.
- Anti-aging benefits. Helps to prevent trans-epidermal water loss.
- Minimizes the appearance of pores and visibly reduces the appearance of wrinkles.

ingredients:

Aqua/Water/Eau, Coconut Alkanes (and) Polysilicone 11, Dimethicone/Vinyl Dimethicone Crosspolymer, Cyclopentasiloxane, Glycerin, Dimethicone/PEG-10/15 Crosspolymer, Pyrus Malus (Apple) Fruit Extract, Pectin, Chlorella Vulgaris/Lupinus Albus Protein Ferment, Maltodextrin, Camellia Sinensis (White Tea) Leaf Extract, Camellia Sinensis (Green Tea) Leaf Extract, Aloe Barbadensis Leaf Juice, Citrus Paradisi (Grapefruit) Fruit Extract, Citrus Aurantium Amara (Bitter Orange) Fruit Extract, Malus Domestica Fruit Cell Culture Extract, Raphanus Sativus (Radish) Root Extract, Lecithin, Palmitoyl Tripeptide-1, Olea Europaea (Olive) Leaf Extract, Ascorbyl Glucoside, Zinc PCA, Sodium Ascorbate, Royal Jelly, Tocopherol, Citrus Grandis (Grapefruit) Peel Extract, Citrus Aurantium Dulcis (Orange) Peel Extract, Helianthus Annuus (Sunflower) Seed Oil, Caprylic/Capric Triglyceride, Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Lonicera Japonica (Honeysuckle) Flower Extract, Xanthan Gum

key ingredients:

Grapefruit Extract:

- Promotes luminosity and skin radiance

Apple Extract:

- Acts as a skin-smoothing antioxidant
- Helps maintain skin's youthful appearance

Green and White Tea Leaf Extracts:

- Anti-aging properties
- Soothes and calms skin

Royal Jelly:

- Anti-aging properties
- Soothes and calms skin

Aloe Leaf Juice:

- Soothes and calms skin

Algae Extract (Chlorella Vulgaris):

- Anti-aging properties
- Firms the skin
- Prevents moisture loss

Coconut Alkanes (and) Polysilicone 11:

- Enhances the skin
 - Improves texture
 - Creates a silky feel
 - Provides soft-focus appearance

Olive Leaf Extract:

- Promotes epidermal cell renewal



net wt 50 ml/1.7 fl oz
PAO 12 months



Smooth Affair® for Oily Skin Facial Primer & Brightener

CLICK HERE to learn how to apply Smooth Affair.

suggested tools:

Blending Brush or fingers

features and benefits:

Uses revolutionary PoreAway™ technology along with state-of-the-art mineral science that:

- Visibly reduces shine to create the ideal makeup canvas.
- Noticeably reduces the appearance of pores.
- Creates a smooth, matte finish for an even skin tone.
- Employs advanced mineral technology that color-adjusts to your skin.

ingredients:

Aqua/Water/Eau, Cyclopentasiloxane, Glycerin, Dimethicone/PEG-10/15 Crosspolymer, Coconut Alkanes (and) Polysilicone 11, Coco-Caprylate/Caprate, Stearoxymethicone/Dimethicone Copolymer, Camellia Sinensis (Green Tea) Leaf Extract, Raphanus Sativus (Radish) Root Extract, Pistacia Lentiscus (Mastic) Gum, Pyrus Malus (Apple) Fruit Extract, Pectin, Chlorella Vulgaris/Lupinus Albus Protein Ferment, Xanthan Gum, Citrus Paradisi (Grapefruit) Fruit Extract, Citrus Aurantium Dulcis (Orange) Peel Extract, Rubus Fruticosus (Blackberry) Fruit Extract, Helianthus Annuus (Sunflower) Seed Oil, Sodium Chloride, Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Simmondsia Chinensis (Jojoba) Seed Oil, Lecithin, Alcohol Denat., Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491), Mica, Sucrose, Ethylcellulose, Hydroxyethylcellulose, Citric Acid

key ingredients:

PoreAway™ :

- A complex of ingredients including Pistacia Lentiscus (Mastic) Gum, Glycerin, Lecithin and Alcohol Denat., which helps reduce shine, the appearance of pores and clogged pores, and create a smooth matte finish

Titanium Dioxide and Iron Oxides color spheres:

- Color capsules that color adjust to the skin

Grapefruit Extract:

- Promotes luminosity and skin radiance

Apple Extract:

- Acts as a skin-smoothing antioxidant
- Helps maintain skin's youthful elasticity

Coconut Alkanes (and) Polysilicone 11:

- Enhances the skin
- Improves texture
- Creates a silky feel
- Provides soft-focus appearance



net wt. 50 ml/1.7 fl oz
PAO 12 months



VEGAN



NO WHEAT

Absence® Oil Control Primer

oil control primer

CLICK HERE to learn how to apply Absence.

suggested tools:

Foundation Brush

features and benefits:

- A cream to powder primer that eliminates shine and controls oil, leaving skin with a perfectly smooth surface for the application of any of our mineral bases.
- Keeps color true by forming an attraction barrier between the skin and makeup so that makeup can stay on longer and skin stays shine-free.
- Reduces sebaceous hypersecretion with Hydrated Silica and also helps to regulate the pH balance of the skin; however, it does not affect the skin's moisture, only the oil. The interaction of oil and makeup is one of the principal causes of color change.
- Smooths the appearance of pores and fine lines.
- Calms and soothes.
- Reduces redness.
- Should be part of the daily routine of those with acne.



net wt. 10 g/.35 oz
PAO 12 months



ingredients:

Ethyl Macadamiate, Isostearyl Neopentanoate, Mica, Ozokerite, Cera Alba (Beeswax), Euphorbia Cerifera (Candelilla) Wax, Hydrated Silica, Boron Nitride, Triticum Vulgare (Wheat) Starch, Titanium Dioxide (CI 77891), Tribehenin, Caprylic/Capric Triglyceride, Macrocystis Pyrifera (Kelp) Extract, Punica Granatum (Pomegranate) Extract, Camellia Sinensis (Green Tea) Leaf Extract, Salix Alba (Willow) Bark Extract, Syringa Vulgaris (Lilac) Extract, Carthamus Tinctorius (Safflower) Seed Oil, Ascorbyl Palmitate, Bisabolol

key ingredients:

Hydrated Silica:

- Holds seven times its molecular weight in moisture
- Absorbs excess oil

Kelp Extract:

- Balances sebum

Green Tea Leaf Extract:

- Calms
- Protects
- Provides a natural antiseptic

Willow Bark Extract:

- Calms
- Soothes

tips:

If your lipstick feathers or bleeds, apply Absence with the Camouflage Brush to the outer edge of the lips. Apply a thin layer of minerals to set Absence. Cover the entire lip with a Lip Definer, then apply your lipstick.

"I have oily skin and have tried so many different products, nothing helped. The Absence is magic! It keeps a perfect balance and does not dry up my skin. I used it with the PurePressed Base and it looked great for the rest of the day." – jane iredale Customer Review

foundations

Our PurePressed Base is our number one selling product worldwide with shades that suit every skin tone.

PurePressed® Base Mineral Foundation

CLICK HERE to learn how to apply PurePressed Base.

suggested tools:

The Handi™ Brush or Flocked Sponge

features and benefits:

- A pressed mineral foundation that is slightly more sheer and matte than the loose powders.
- Made from micronized minerals, free of synthetic chemicals, oil free and weightless.
- An SPF foundation, powder and concealer with broad spectrum (UVA/UVB) sun protection. Either SPF 20 or SPF 15 depending on shade. *
- Water resistant to 40 minutes.
- A foundation, powder, concealer and broad-spectrum sunscreen.
- Contains antioxidants such as Pine Bark Extract and Pomegranate Extract (a potent antioxidant that aids in minimizing UV damage helps fight free radical production caused by sun exposure).
- Goes well with our Refillable Compact.

ingredients:

PurePressed Base Refill – All shades except *Cognac, Mahogany, Velvet, Bittersweet, Cocoa, Warm Brown*
Active Ingredients: Titanium Dioxide 14%, Zinc Oxide 3%. Ingredients: Mica, Boron Nitride, Dimethicone, Stearic Acid, Plankton Extract, Algae Extract, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain: Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Ultramarines (CI 77007), Chromium Oxide Greens (CI 77288))]

PurePressed Base Refill – *Cognac, Mahogany, Velvet* Active Ingredients: Titanium Dioxide 5%, Zinc Oxide 1%.
Ingredients: Mica, Boron Nitride, Dimethicone, Stearic Acid, Plankton Extract, Algae Extract, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain: Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288))]

PurePressed Base Refill – *Bittersweet, Cocoa, Warm Brown* Active Ingredients: Titanium Dioxide 3%, Zinc Oxide 0.6%.
Ingredients: Mica, Boron Nitride, Dimethicone, Stearic Acid, Plankton Extract, Algae Extract, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain: Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288))]



key ingredients:

Titanium Dioxide:

- Listed by the FDA as one of only two physical sunscreen actives
- Calms and soothes
- Provides coverage and color

Zinc Oxide:

- Listed by the FDA as one of only two physical sunscreen actives
- Calms and soothes
- Provides a natural antiseptic

Boron Nitride:

- Adheres
- Glides
- Diffuses light

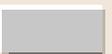
Extracts of Sea Minerals – Plankton Extract,

Algae Extract:

- Soothe
- Nourish
- Aid in hydration

Pomegranate Extract:

- Protects
- Aids in minimizing UV damage



Amazing Base® Loose Mineral Powder

CLICK HERE to learn how to apply Amazing Base.

suggested tools:

Chisel Powder Brush or Flocked Sponge

features and benefits:

- A loose mineral foundation that gives a sheer to medium coverage. Available in cool (pink undertone), warm (yellow undertone) and neutral shades.
- Made from micronized minerals, free of synthetic chemicals, oil free and weightless.
- A foundation, powder, concealer and broad spectrum sunscreen with SPF 20 UVB/UVA.
- An SPF20 foundation, powder and concealer with broad spectrum (UVA/UVB) sun protection.
- Water resistant to 40 minutes.
- Contains Pomegranate Extract (a potent antioxidant that aids in minimizing UV damage helps fight free radical production caused by sun exposure).
- Conceals redness and diffuses appearance of fine lines and pores with soft focus effect.

ingredients:

Active Ingredients: Titanium Dioxide 14%, Zinc Oxide 6%. Ingredients: Mica, Boron Nitride, Zinc Stearate, Dimethicone, Stearic Acid, Plankton Extract, Algae Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Ultramarines (CI 77007), Chromium Oxide Greens (CI 77288)]

key ingredients:

Titanium Dioxide:

- Listed by the FDA as one of only two physical sunscreen actives
- Calms and soothes
- Provides coverage and color

Zinc Oxide:

- Listed by the FDA as one of only two physical sunscreen actives
- Calms and soothes
- Provides a natural antiseptic

Boron Nitride:

- Adheres
- Glides
- Diffuses light

Extracts of Sea Minerals –
Plankton Extract, Algae Extract:

- Soothe
- Nourish
- Aid in hydration

Pomegranate Extract:

- Protects
- Aids in minimizing UV damage



net wt. 10.5 g/.37 oz

PAO 24 months



VEGAN



NO WHEAT



NO SOY



REEF-SAFE

Glow Time® Full Coverage Mineral BB Cream

[CLICK HERE](#) to learn how to apply Glow Time.

suggested tools:

Foundation Brush, Flocked Sponge or fingers

features and benefits:

- Contains SPF 25 broad spectrum (UVA/UVB) sun protection with exception to the following shades which have an SPF 17 rating: BB9, BB11 and BB12
- Water resistant to 40 minutes.
- Covers blemishes.
- Minimizes the appearance of pores and helps disguise fine lines and wrinkles.
- Smoothens and brightens skin.
- Non-comedogenic, hypoallergenic, sensitivity tested, clinically tested, dermatologist tested.

ingredients:

BB1, BB3, BB4, BB5, BB6, BB7 & BB8 Active Ingredient: Titanium Dioxide 17.5%. Ingredients: Aqua/Water/Eau, Coconut Alkanes, Coco-Caprylate/Caprate, Octyldodecyl Neopentanoate, Glycerin, Polysilicone 11, PEG-10 Dimethicone, Stearic Acid, Citrus Paradisi (Grapefruit) Fruit Extract, Citrus Aurantium Amara (Bitter Orange) Fruit Extract, Malus Domestica Fruit Cell Culture Extract, Pyrus Malus (Apple) Fruit Extract, Pectin, Chlorella Vulgaris/Lupinus Albus Protein Ferment, Sodium Ascorbate, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Camellia Sinensis (White Tea) Leaf Extract, Camellia Sinensis (Green Tea) Leaf Extract, Raphanus Sativus (Radish) Root Extract, Lecithin, Polyhydroxystearic Acid, Alumina, Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Lonicera Japonica (Honeysuckle) Flower Extract, Tamarindus Indica (Tamarind) Extract, Cymbopogon Citratus (Lemon Grass) Extract, Xanthan Gum. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288)]

BB9, BB11 & BB12 Active Ingredient: Titanium Dioxide 7%. Ingredients: Aqua/Water/Eau, Coconut Alkanes, Coco-Caprylate/Caprate, Octyldodecyl Neopentanoate, Glycerin, Polysilicone 11, PEG-10 Dimethicone, Stearic Acid, Citrus Paradisi (Grapefruit) Fruit Extract, Citrus Aurantium Amara (Bitter Orange) Fruit Extract, Malus Domestica Fruit Cell Culture Extract, Pyrus Malus (Apple) Fruit Extract, Pectin, Chlorella Vulgaris/Lupinus Albus Protein Ferment, Sodium Ascorbate, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Camellia Sinensis (White Tea) Leaf Extract, Camellia Sinensis (Green Tea) Leaf Extract, Raphanus Sativus (Radish) Root Extract, Lecithin, Polyhydroxystearic Acid, Alumina, Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Lonicera Japonica (Honeysuckle) Flower Extract, Tamarindus Indica (Tamarind) Extract, Cymbopogon Citratus (Lemon Grass) Extract, Xanthan Gum. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288)]

key ingredients:

Grapefruit Extract:

- Minimizes appearance of pores and wrinkles

Apple Extract:

- Is a skin-smoothing antioxidant
- Exfoliates, refines and rejuvenates the skin

Bitter Orange Extract:

- Perfumes and conditions

Sunflower Seed Oil:

Moisturizes

Aloe Leaf Juice:

- Soothes skin
- Calms skin

Iron Oxides:

- Provides color in a range of earth tones

Titanium Dioxide:

- Calms and soothes skin
- Gives excellent mineral UV protection



net wt 50 ml/1.7 fl oz
PAO 12 months



Beyond Matte™ Liquid Foundation

suggested tools:

Blending/Contouring Brush or fingers

features and benefits:

- 3-in-1 primer, concealer, foundation.
- Lightweight and long-wearing.
- Medium to full, buildable coverage.
- Semi-matte, photo-ready finish.
- Reduces the appearance of shine and creates the look of smooth, even skin.
- Minimizes the appearance of pores.
- Suitable for all skin types.
- 18 self-adjusting shades that adjust to match every skin tone.

ingredients:

Aqua/Water/Eau, Octyldodecyl Neopentanoate, Isononyl Isononanoate, Titanium Dioxide (CI 77891), PEG-10 Dimethicone, Glycerin, Stearic Acid, PEG/PPG-18/18 Dimethicone, Caprylic/Capric Triglyceride, Sorbitan Trioleate, Apium Graveolens (Celery) Seed Extract, Linum Usitatissimum (Linseed) Seed Extract, Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Lonicera Japonica (Honeysuckle) Flower Extract, Caprylic/Capric Triglyceride, Stearoxymethicone/Dimethicone Copolymer, Triethoxycaprylylsilane, Sodium Chloride, Tamarindus Indica (Tamarind) Extract, Tocopherol, [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288)]

key ingredients:

Proprietary blend of Celery Seed and Linseed

Extracts work synergistically to:

- Minimize the appearance of pores
- Smooth uneven texture
- Reduce the appearance of shine

Jojoba Seed Oil:

- Hydrates
- Resembles skin's natural sebum



net wt. 27ml/.9 fl oz
PAO 12 months



NO WHEAT



NO SOY

Liquid Minerals®

CLICK HERE to learn how to apply Liquid Minerals.

suggested tools:

Foundation Brush or Flocked Sponge

features and benefits:

- An anti-aging serum with pigment that provides sheer to medium coverage, plumps and hydrates, calms and soothes, diminishes the appearance of fine lines and wrinkles, minimizes the appearance of pores, evens out skin tone and adheres so well, there is minimal transference.
- Liquid Minerals has no rated SPF. If you apply a layer of Amazing Base or PurePressed Base over Liquid Minerals, you will be adding SPF 20 broad spectrum (UVA/UVB) sun protection as well as extra coverage.
- The beads or spheres visible in the airless pump are actually liposomes encapsulating liposomes.
- State-of-the-art technology prevents active ingredients from degrading and allows actives to time release into the skin.
- At the center of the visible spheres (encapsulated by seaweed lipids) lie:
 - Minerals (Mica, Titanium Dioxide, Boron Nitride, Iron Oxides)
 - Olive Squalane
 - L-Sodium Hyaluronate Acid (Hyaluronic Acid)
- Floating around these larger spheres, like planets around the sun, are microscopic liposomes that individually encapsulate:
 - Coenzyme Q10
 - Calendula
 - White Tea Extract
 - Willow Bark Extract
 - Seaweeds (Algin, Agar, Carrageenan)
 - Magnesium Ascorbyl Phosphate (Vitamin C)
- The spheres are then suspended in a gel of Aloe Vera and Vegetable Glycerin.
- As the makeup is applied and worked into the skin, the body temperature breaks down the liposomes so that they can release their actives in a prolonged time-release action for the ultimate in skin health and protection.
- This formula has a natural pH of six and is so perfectly balanced that it needs no pH adjusters.

ingredients:

Aqua/Water/Eau, Titanium Dioxide (CI 77891), Glycerin, Algae, Sodium Hyaluronate, Avena Sativa (Oat) Kernel Extract, Glyceryl Polymethacrylate, Salix Nigra (Willow) Bark Extract, Calendula Officinalis Flower Oil, Camellia Sinensis (White Tea) Leaf Extract, Aloe Barbadensis Leaf Juice, Raphanus Sativus (Radish) Root Extract, Chondrus Crispus (Carrageenan) Extract, Hyaluronic Acid, Magnesium Ascorbyl Phosphate (Vitamin C), Squalane, Ubiquinone (Coenzyme Q10), Boron Nitride, Stearic Acid. [+/- (May Contain) Mica, Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288)]

key ingredients:

Hyaluronic Acid:

- Attracts moisture – holds up to 1,000 times its weight in water

Coenzyme Q10:

- A potent antioxidant that helps improve the appearance of signs of aging.

Vitamin C:

- Helps to reverse UV damage
- Suppresses melanin formation
- Protects



net wt. 30 ml/1.01 fl oz
PAO 12 months



Dream Tint® Tinted Moisturizer

CLICK HERE to learn how to apply Dream Tint.

suggested tools:

Blending Brush, Flocked Sponge or fingers

features and benefits:

- Formulated with lightweight minerals, a tinted moisturizer that not only hydrates and provides sheer to medium coverage, but helps prevent trans-epidermal water loss.
- Calms and soothes.
- Water resistant to 40 minutes.
- SPF 15 broad spectrum (UVA/UVB) sun protection.
- Gives a soft-focus effect that helps minimize the appearance of fine lines and enlarged pores.
- Can be used alone as a tinted moisturizer and for sun protection.
- Serves as an effective primer for mineral base.



net wt. 50ml/1.7 fl oz
PAO 12 months



VEGAN



NO WHEAT



NO SOY



REEF-SAFE

ingredients:

Active Ingredient: Titanium Dioxide 4.5%. Ingredients: Aqua/Water/Eau, Algae Extract, Sambucus Nigra (Elder Flower) Extract, Dimethicone, Jojoba Esters, Octyldodecyl Neopentanoate, Glyceryl Stearate, Helianthus Annuus (Sunflower) Seed Oil, Glycerin, Raphanus Sativus (Radish) Root Extract, Boron Nitride, Butyrospermum Parkii (Shea Butter), Simmondsia Chinensis (Jojoba) Seed Oil, Camellia Sinensis (White Tea) Leaf Extract, Citrus Grandis (Grapefruit) Seed Extract, Lavandula Angustifolia (Lavender) Oil, Punica Granatum (Pomegranate) Extract, Glyceryl Polymethacrylate. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Mica, Ultramarines (CI 77007), Chromium Oxide Greens (CI 77288)]

key ingredients:

Titanium Dioxide:

- Calms and soothes skin
- Gives excellent mineral UV protection

Algae Extract:

- Hydrates skin
- Helps prevent moisture loss in skin

Boron Nitride:

- Adheres, glides and diffuses light

Pomegranate Extract:

- Protects
- Aids in minimizing UV damage

White Tea Leaf Extract:

- Calms skin
- Soothes skin
- Provides antioxidant benefits

tips:

To help camouflage dark under-eye circles, hyperpigmentation or freckles, use *Peach Brightener*.

hydration sprays

D₂O™ Hydration Spray

CLICK HERE to learn how to apply D₂O.

features and benefits:

- A facial spritz based on Ylang Ylang that helps to hydrate, calm and protect the skin.
- Sets minerals for a long lasting, smooth finish.
- A must for post-laser.
- Use to wet brushes and turn powder eye shadows into eyeliner.
- Also available in a 281 ml/9.5 fl oz refill size bottle.

ingredients:

Aqua/Water/Eau, Aloe Barbadensis Leaf Juice Powder*, Cananga Odorata (Ylang Ylang) Flower Extract, Chamomilla Recutita (Matricaria) Flower Extract*, Olea Europaea (Olive) Leaf Extract*, Laminaria Digitata (Algae) Extract*, Rosmarinus Officinalis (Rosemary) Leaf Extract*, Raphanus Sativus (Radish) Root Extract, Cananga Odorata (Ylang Ylang) Flower Oil, Alcohol**

100% of the total ingredients are from natural origin.

27.8% of the total ingredients are from Organic Farming .

Natural and Organic Cosmetic certified by Ecocert Greenlife according to Ecocert Standard available at <http://cosmetics.ecocert.com>

key ingredients:

Ylang Ylang Flower Extract and Essential Oil:

- Balances oil in the skin

Chamomile Flower Extract:

- Calms and soothes.
- Helps alleviate dryness, redness, itching, sensitivity
- Provides a natural antiseptic

tips:

Use the hydration sprays to 'lock' the pigment onto the skin when building coverage between layers.



net wt. 90 ml/3.04 fl oz
Refill – net wt. 281 ml/9.5 fl oz
PAO 18 months



*The ingredient is organic (from organic farming).

**The ingredient is made using organic ingredients.

POMMISST™ Hydration Spray

CLICK HERE to learn how to apply POMMISST.

features and benefits:

- A facial spritz with the added benefit of Pomegranate Extract, a powerful antioxidant that helps fight free radical production caused by sun exposure.
- Hydrates and conditions all skin types.
- Use to set the bases and help to conceal pores and fine lines.
- Refreshing clean scent is soothing and uplifting.
- Delivers powerful antioxidants.
- Also available in a 281 ml/9.5 fl oz refill size bottle.

ingredients:

Aqua/Water/Eau, Aloe Barbadensis Leaf Juice Powder*, Punica Granatum (Pomegranate) Extract*, Camellia Sinensis (White Tea) Leaf Extract*, Laminaria Digitata (Algae) Extract*, Rosmarinus Officinalis (Rosemary) Leaf Extract*, Olea Europaea (Olive) Leaf Extract*, Raphanus Sativus (Radish) Root Extract, Punica Granatum (Pomegranate) Seed Oil*, Alcohol**

100% of the total ingredients are from natural origin.

31.83% of the total ingredients are from Organic Farming.

Natural and Organic Cosmetic certified by Ecocert Greenlife according to Ecocert Standard available at <http://cosmetics.ecocert.com>

key ingredients:

Pomegranate Extract:

- Protects
- Helps fight free radical production

White Tea Leaf Extract:

- Calms
- Soothes
- Protects

Rosemary Leaf Extract:

- Calms and soothes
- Protects



net wt. 90 ml/3.04 fl oz
Refill – net wt. 281 ml/9.5 fl oz
PAO 18 months



*The ingredient is organic (from organic farming).

**The ingredient is made using organic ingredients.

Balance Hydration Spray

features and benefits:

- A hydration spritz formulated specifically to help balance skin's oil production and pH.
- Orange Essential Oil, Orange Peel Extract, Grapefruit Peel Extract and Algae Extract calm and feed the skin.
- The added bonus to Balance is Green Tea Extract. Studies have shown that Green Tea Extract at 3% is measurably beneficial for acne-prone skin, and that's the exact percentage we've used.
- Also available in a 281 ml/9.5 fl oz refill size bottle.

ingredients:

Aqua/Water/Eau, Aloe Barbadensis Leaf Juice Powder*, Citrus Grandis (Grapefruit) Peel Extract*, Citrus Aurantium Dulcis (Orange) Peel Extract*, Rosmarinus Officinalis (Rosemary) Leaf Extract*, Chamomilla Recutita (Matricaria) Flower Extract*, Olea Europaea (Olive) Leaf Extract*, Laminaria Digitata (Algae) Extract*, Camellia Sinensis (Green Tea) Leaf Extract*, Raphanus Sativus (Radish) Root Extract, Citrus Aurantium Dulcis (Orange) Oil, Alcohol**

100% of the total ingredients are from natural origin.

30.01% of the total ingredients are from Organic Farming.

Natural and Organic Cosmetic certified by Ecocert Greenlife according to Ecocert Standard available at <http://cosmetics.ecocert.com>

key ingredients:

Orange Essential Oil & Orange Peel Extract:

- Calms

Grapefruit Peel Extract:

- Provides a natural antiseptic

Green Tea Leaf Extract:

- Calms
- Protects with antioxidants



net wt. 90 ml/3.04 fl oz
Refill – net wt. 281 ml/9.5 fl oz
PAO 18 months



“Balance is my favorite hydration spray. It smells great, sets my foundation, and adds a burst of sensation that makes my skin feel refreshed. I love that it also lifts my mood! There is just something about it that momentarily makes me feel tranquil...oh, and my skin loves it too!”
– jane iredale Customer Review

*The ingredient is organic (from organic farming).

**The ingredient is made using organic ingredients.

Lemongrass Love Hydration Spray

features and benefits:

- Hydrates, conditions and protects all skin types leaving skin looking refreshed and smooth.
- Minimizes the appearance of pores and keeps oiliness in check.
- A boost of hydration that reenergizes and awakens the senses.
- An instant pick-me-up that relieves symptoms of jetlag and stress.
- Created without the use of parabens, sulfates and phthalates.
- Certified ECOCERT Natural & Organic.
- Also available in a 281 ml/9.5 fl oz refill size bottle.

ingredients:

Aqua/Water/Eau, Aloe Barbadensis Leaf Juice*, Leuconostoc/Radish Root Ferment Filtrate, Glycerin**, Cymbopogon Flexuosus (Lemon Grass) Oil*, Citrus Sinensis (Orange) Peel Oil Expressed, Calendula Officinalis (Calendula) Flower Extract*, Chamomilla Recutita (Matricaria) Flower Extract*, Cymbopogon Citratus (Lemon Grass) Extract*, Citrus Limon (Lemon) Peel Extract*, Citrus Aurantium Dulcis (Orange) Oil*, Helianthus Annuus (Sunflower) Seed Oil*, Lavandula Angustifolia (Lavender) Oil*, Alcohol**

100% of the total ingredients are from natural origin.

29.84% of the total ingredients are from Organic Farming.

key ingredients:

Lemongrass oil:

- Limits the secretion of oils
- Revives
- Refreshes

Chamomile Flower Extract:

- Calms and soothes
- Reduces dryness, redness, itching and sensitivity



net wt. .90ml/3.04fl oz
Refill – net wt. 281 ml/9.5 fl oz
PAO 18 months



*The ingredient is organic (from organic farming).

**The ingredient is made using organic ingredients.

ecocert certification

What is Ecocert?

Ecocert is one of the most respected independent natural and organic certification bodies in the world, and was the very first certification body to develop a standard for “natural and organic cosmetics”. The mission of the Ecocert Standard for Natural and Organic Cosmetics is to ensure a product is natural and environmentally friendly throughout its life cycle.* Its basic principals are to:

- promote the use of ingredients derived from renewable resources and from organic farming.
- use production and manufacturing processes that are environmentally sound and safe for human health.
- include and expand the concept of “green chemicals”.

How is certification attained?

Since the Ecocert Standard is comprehensive and looks at the entire life of the product, the application and certification process is extensive and lengthy. Ecocert thoroughly analyzes the complete production process of a product, beginning with the sourcing of its raw materials, the manufacturing process, and the final finished product and its packaging. All products must satisfy the minimum threshold of natural and organic ingredients. After certification is awarded, Ecocert continues to monitor compliance and performs annual site visits.

Hydration Sprays

Our Hydration Sprays have been reformulated and awarded Ecocert's** Natural and Organic Cosmetics certification.

This is a great achievement because Ecocert is one of the key natural and organic certification bodies in the world, and having their certification and logo on our products underscores our commitment to making products that are clean, natural and environmentally friendly. In order to attain certification, products must comply with the demanding requirements of the Ecocert Standard, and must be comprised of a minimum of 95% ingredients of natural origin, and a minimum of between 5% and 10% ingredients from organic farming.

The Hydration Spray ingredient lists were revised to comply in all respects with Ecocert's exacting standards for organic certification – which extend from farming and growing practices to ingredient preparation and extraction methods – while still retaining the essential features and benefits of the original formulas.

For more information about Ecocert and the certification process, please visit:
<http://www.ecocert.com/en/natural-and-organic-cosmetics>.

*Ecocert looks at the absence of GMO, parabens, phenoxyethanol, nanoparticles, silicone, PEG, synthetic perfumes and dyes, animal-derived ingredients (unless naturally produced by them: milk, honey, etc.); and the biodegradable or recyclable nature of packaging.

**The official company name is ECOCERT Greenlife.

anywhere

Powder-Me SPF® Dry Sunscreen

CLICK HERE to learn how to apply Powder-Me SPF.

suggested tools:

Flocked Sponge

features & benefits:

- A dry sunscreen for face and body without chemical sunscreen actives.
- SPF 30 broad spectrum (UVA/UVB) sun protection.
- Water resistant to 40 minutes.
- Contains Titanium Dioxide and a natural clay dried in the sun which is completely free of contaminants and atmospheric pollutants. This ancient clay contains minerals that nourish and calm the skin.
- Can be used on sunburn to help soothe redness.

ingredients:

Active Ingredient: Titanium Dioxide 17%. Ingredients: Mica, Montmorillonite, Boron Nitride, Aluminum Hydroxide, Punica Granatum (Pomegranate) Extract, Pinus Strobus (Pine) Bark Extract. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288)]

key ingredients:

Titanium Dioxide:

- Listed by the FDA as one of only two physical sunscreen actives
- Provides coverage and color
- Calms and soothes

Montmorillonite:

- Nourishes and calms skin
- Soothes redness

Boron Nitride:

- Adheres
- Glides
- Diffuses light



net wt. 17.5 g/.62 oz
PAO 24 months



VEGAN



NO WHEAT



NO SOY



REEF-SAFE



HandDrink® Hand Cream

suggested tools:

fingers

features & benefits:

- Recommended by The Skin Cancer Foundation as effective broad spectrum sunscreen.
- SPF 15 sun protection.
- Lemongrass Oils refresh and revive skin.
- Ultra-hydrating, never greasy.
- Protects, moisturizes and replenishes skin.
- Liposomal encapsulated Apple Extract brightens and evens the appearance of skin tone.
- White and Green Tea Extracts provide nourishment and antioxidant protection.

ingredients:

Zinc Oxide 2.5%, Titanium Dioxide 1.25%, Aqua/Water/Eau, Coconut Alkanes (and) Polysilicone 11, Cyclopentasiloxane, Coco-Caprylate/Caprate, Glycerin, Dimethicone/PEG-10/15 Crosspolymer, Octyldodecyl Neopentanoate, Raphanus Sativus (Radish) Root Extract, Pyrus Malus (Apple) Fruit Extract, Pectin, Chlorella Vulgaris/Lupinus Albus Protein Ferment, Stearoxymethicone/Dimethicone Copolymer, Lauryl Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone, Stearic Acid, Polyhydroxystearic Acid, Camellia Sinensis (Green Tea) Leaf Extract, Camellia Sinensis (White Tea) Leaf Extract, Cymbopogon Schoenanthus (Lemon Grass) Extract, Citrus Limon (Lemon) Peel Extract, Helianthus Annuus (Sunflower) Seed Oil, Caprylic/Capric Triglyceride, Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Lonicera Japonica (Honeysuckle) Flower Extract (and) Simmondsia Chinensis (Jojoba) Seed Oil, Cymbopogon Flexuosus (Lemon Grass) Oil, Xanthan Gum, Alumina, Citric Acid

key ingredients:

Lemongrass Oil:

- Refreshes
- Revives

Apple Extract:

- Brightens
- Evens skin tone

White and Green Tea Extracts:

- Give antioxidant protection

skin type:

- All skin types



net wt. 60ml/2.03 fl oz
PAO 12 Months



VEGAN



NO WHEAT



NO SOY



REEF-SAFE

concealers

Active Light® Under-eye Concealer

for puffiness and illumination

CLICK HERE to learn how to apply Active Light.

suggested tools:

Camouflage or Sculpting Brush

features and benefits:

- An under-eye concealer and facial highlighter that refracts light creating a soft-focus finish. Provides sheer to medium coverage for under-eye shadows.
- Conceals while it brightens.
- Ingredients such as Cucumber and White Tea Extract calm tired eyes and help to reduce puffiness.
- Crambe Maritima Leaf Extract helps to lessen the appearance of dark circle and also helps to reduce puffiness.
- The added benefit of Avocado and Sunflower Oil gently nourishes the delicate eye area.
- Very little product is needed for complete coverage.
- Apply to the whole under-eye area and even around the nose, lips or any area that needs highlighting. The brush is designed to fit easily into the recess between the nose and the inner corner of the eye.
- No.1 & No.2: yellow based, neutralizes redness.
- No.3 & No.4: peach based, neutralizes blue, violet & grey.
- No.5: yellow/brown based, neutralizes redness in darker skin tones.
- No.6: orange/brown based, neutralizes brown and black in darker skin tones.

ingredients:

Isopropyl Jojobate, Isostearyl Neopentanoate, Persea Gratissima (Avocado) Oil, Helianthus Annuus (Sunflower) Seed Oil, Mica, Titanium Dioxide (CI 77891), Cera Alba (Beeswax), Euphorbia Cerifera (Candelilla) Wax, Hydrated Silica, Boron Nitride, Rosa Canina (Rosehips) Fruit Oil, Caprylic/Capric Triglyceride, Cucumis Sativus (Cucumber) Fruit Extract, Camellia Sinensis (White Tea) Leaf Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Crambe Maritima Leaf Extract, Laminaria Ochroleuca Extract, Ascorbyl Palmitate, [+/- (May Contain) Mica, Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288)]

key ingredients:

Titanium Dioxide and Boron Nitride:

- Provide soft-focus coverage

Crambe Maritima Leaf Extract:

- Reduces puffiness
- Lessens the appearance of dark circles

Cucumber Fruit Extract:

- Soothes

White Tea Leaf Extract:

- Calms
- Soothes
- Protects



net wt. 2 g/.07 oz
PAO 12 months



NO WHEAT



NO SOY

"I love this concealer! It doesn't crease, it isn't heavy & it brightens my tired eyes. It makes my eyes look 10 years younger." – jane iredale Customer Review

Circle\Delete® Concealer

moisturizing full coverage concealer

CLICK HERE to learn how to apply Circle\Delete.

suggested tools:

Camouflage Brush

features and benefits:

- An eye conditioner and concealer containing Moringa Butter and Avocado Oils, both high in Vitamins A, C, D and E.
- Contains Green Tea Extract, a potent antioxidant.
- Conceals and diminishes the appearance of dark under-eye circles.
- Softens the appearance of fine lines around eyes.
- The two colors can be blended in order to achieve the exact shade required. Or use them separately as a color corrector and highlighter.
- The dark peach color in Circle\Delete 2 effectively neutralizes blue, so it can also be used as a concealer for surgical bruises.
- If you're not certain which duo to use, try one on one eye and the other on the other eye, and take a look. You may be surprised at how Circle\Delete 2 often adds an attractive highlight under the eye.



ingredients:

Moringa Pterygosperma (Moringa) Seed Oil, Persea Gratissima (Avocado) Oil, Helianthus Annuus (Sunflower) Seed Oil, Ricinus Communis (Castor) Seed Oil, Moringa Oil/Hydrogenated Moringa Oil Esters, Copernicia Cerifera Cera, Cera Alba (Beeswax), Tribehenin, Boron Nitride, Caprylic/Capric Triglyceride, Cucumis Sativus (Cucumber) Fruit Extract, Camellia Sinensis (Green Tea) Leaf Extract, Pinus Strobus (Pine) Bark Extract, Crithmum Maritimum Extract, Laminaria Ochroleuca Extract, Bisabolol, Vitis Vinifera (Grape) Seed Extract, Ascorbyl Palmitate. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)]

key ingredients:

Moringa SeedOil:

- Moisturizes and conditions skin
- Provides antioxidant protection
- Soothes and calms

Laminaria Ochroleuca Extract:

- Repairs UV damage
- Moisturizes
- Antioxidant properties

Green Tea Leaf Extract:

- Calms
- Protects
- Antioxidant properties

Disappear™ Full Coverage Concealer

coverage for oily/acneic skin

CLICK HERE to learn how to apply Disappear.

suggested tools:

Camouflage Brush

features and benefits:

- A matte, opaque concealer that camouflages distractions such as acne, scars, tattoos, veins and port wine stains and contains ingredients that may help to clear blemishes.
- State-of-the-art liposome formula contains so much pigment that two layers will cover almost everything, including black tattoos.
- Contains organic Willow Bark Extract that gives outstanding protection and is a natural source of salicins and beta-hydroxyacids which are especially helpful for acneic skin.
- Soft, hygienic, gel applicator that allows application directly onto the skin.
- Provides an opaque finish.

ingredients:

Aqua/Water/Eau, Hydrolyzed Jojoba Esters, Glycerin, Titanium Dioxide (CI 77891), Isostearyl Neopentanoate, Triisostearin, Olive Oil Decyl Esters (and) Squalene, Stearic Acid, Raphanus Sativus (Radish) Root Extract, Caprylic/Capric Triglyceride, Boron Nitride, Carthamus Tinctorius (Safflower) Seed Oil, Salix Alba (Willow) Bark Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Alaria Esculenta (Algae) Extract, Tripleurospermum Maritimum Extract, Simmondsia Chinensis (Jojoba) Seed Oil, Hydroxyethylcellulose, Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Lonicera Japonica (Honeysuckle) Flower Extract, Caprylyl Glycol, [+/- (May Contain) Mica, Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)]

key ingredients:

Olive Oil Decyl Esters (and) Squalene:

- Restores epidermis suppleness
- Provides a smooth velvety finish

Tripleurospermum Maritimum Extract and Rosemary Leaf Extract:

- Calm
- Protect

Alaria Esculenta (Algae) Extract:

- Antioxidant



“Hands down the best concealer I’ve ever used. It goes on feeling creamy and smooth, while creating even results. This covers any blemishes I have or any unevenness in my skin tone without feeling heavy. I also have peace of mind knowing there aren’t any chemicals in the formula.” – jane iredale Customer Review

Zap&Hide® Blemish Concealer

blemish control

CLICK HERE to learn how to apply Zap&Hide.

suggested tools:

Camouflage Brush

features and benefits:

- A highly pigmented concealer that contains beneficial botanicals and antioxidants that soothe and minimize the appearance of redness.
- Gentle enough to be used as often as needed with staying power that reduces the need for touch ups.
- Creamy formula that is easily layered to provide customizable coverage.
- A hygienic patented metal tip stays cool even during product application.

ingredients:

Squalane, Moringa Oil/Hydrogenated Moringa Oil Esters, Butyrospermum Parkii (Shea Butter), Persea Gratissima (Avocado) Oil, Titanium Dioxide (CI 77891), Mica, Leptospermum Scoparium Leaf Extract, Salix Alba (Willow) Bark Extract, Psoralea Corylifolia Extract, Hydrated Silica, Camellia Sinensis (Green Tea) Leaf Extract, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Tribehenin, Cananga Odorata (Ylang Ylang) Flower Oil, Myrtus Communis (Myrtle) Oil, Carthamus Tinctorius (Safflower) Seed Oil, [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288)]

key ingredients:

Psoralea Corylifolia Extract

(An important plant in Ayurvedic and Chinese medicine):

- Helps to soothe redness and irritation

Tea Tree Leaf Oil:

- Soothes
- Powerful antioxidant properties

Leptospermum Scoparium Leaf Extract

(New Zealand tea tree oil):

- Reduces oil production
- Regulates skin cell shedding

Willow Bark Extract:

- Calms
- Soothes



Enlighten Concealer™

for hyperpigmentation and dark under-eye circles

CLICK HERE to learn how to apply Enlighten.

suggested tools:

Camouflage Brush

features and benefits:

- The ultimate concealer for very dark under eye circles, hyperpigmentation or bruising.
- Contains a mixture of concentrated extracts of Amazonian Marapuama, Suma Root and White Lily, plants that reduce the appearance of dark under eye circles and puffiness, brighten and revitalize the look of tired eyes and hydrate and contribute to the appearance of firmer skin.
- Rich in anti-irritant and antioxidant properties.

ingredients:

Moringa Pterygosperma (Moringa) Seed Oil, Persea Gratissima (Avocado) Oil, Helianthus Annuus (Sunflower) Seed Oil, Ricinus Communis (Castor) Seed Oil, Moringa Oil/Hydrogenated Moringa Oil Esters, Copernicia Cerifera Cera, Cera Alba (Beeswax), Tribehenin, Boron Nitride, Caprylic/Capric Triglyceride, Cucumis Sativus (Cucumber) Fruit Extract, Camellia Sinensis (Green Tea) Leaf Extract, Ptychopetalum Olacoides Bark/Stem Extract, Pfaffia Paniculata Root Extract, Lilium Candidum Flower Extract, Laminaria Ochroleuca Extract, Vitis Vinifera (Grape) Seed Extract, Ascorbyl Palmitate, Aqua/Water/Eau, Butylene Glycol. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)]

key ingredients:

Amazonian Marapuama Extract (Ptychopetalum Olacoides Bark/Stem Extract), Suma Root Extract (Pfaffia Paniculata Root Extract), White Lilly Flower Extract (Lilium Candidum Flower Extract), Algae Extract (Laminaria Ochroleuca Extract), Moringa Seed Oil

- Reduces the appearance of dark under eye circles and puffiness
- Brightens and revitalizes the look of tired eyes
- Hydrates and contributes to the appearance of firmer skin



Corrective Colors

suggested tools:

Camouflage Brush

features and benefits:

- A professional palette created for camouflaging all the stages of bruising. Also covers hyperpigmentation.
- The colors actually follow the “life cycle” of a bruise, concealing it at every stage:
 - Yellow conceals redness
 - Peach hides blue, purple or grey
 - Lilac covers yellow
 - Beige conceals hyperpigmentation

ingredients:

Moringa Pterygosperma (Moringa) Seed Oil, Persea Gratissima (Avocado) Oil, Helianthus Annuus (Sunflower) Seed Oil, Ricinus Communis (Castor) Seed Oil, Moringa Oil/Hydrogenated Moringa Oil Esters, Copernicia Cerifera Cera, Cera Alba (Beeswax), Tribehenin, Boron Nitride, Caprylic/Capric Triglyceride, Cucumis Sativus (Cucumber) Fruit Extract, Camellia Sinensis (Green Tea) Leaf Extract, Pinus Strobus (Pine) Bark Extract, Crithmum Maritimum Extract, Laminaria Ochroleuca Extract, Bisabolol, Vitis Vinifera (Grape) Seed Extract, Ascorbyl Palmitate. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Ultramarines (CI 77007)]

key ingredients:

Green Tea Leaf Extract:

- Calms
- Protects
- Antioxidant properties

Iron Oxides:

- Provide pigment

to cover pigmentation and bruising



total net wt. 9.9g/.35 oz
PAO 12 months



NO WHEAT



NO SOY

minerals for camouflage

Because our minerals are concentrated pigment, camouflage can be fast and easy, especially when covering any type of redness (erythema). Skin conditions such as rosacea or acne, or procedures like chemical peels and microdermabrasion, often result in red, inflamed skin. A yellow base such as *Warm Silk*, *Amber*, *Warm Sienna* or *Golden Glow* is the key to covering pronounced redness. You do not need green, which gives an ashy pallor to the skin. You may need additional mineral camouflage for conditions such as bruising, scarring, hyperpigmentation and vitiligo.

Part of the beauty of the *jane iredale* foundations is that because they are pure pigment, containing no fillers such as Talc, they are often all the camouflage you will need. However, if more coverage is needed, you may layer cream-based products on top until the desired coverage is reached. It is always important to set your client's expectations and remember that we are trying to achieve "better" not "perfect."

Before you begin any camouflage coverage, it is important to follow these guidelines:

- Obtain approval from the attending physician after any medical procedure. Anytime the skin has been broken, the attending physician must give her approval before any camouflage application. The skin needs time to re-epithelialize first.
- Determine the client's normal skin tone. (If possible, do this before the procedure.)
- Determine the undertone of the area you are trying to conceal.
- Select the appropriate concealer products and tools.
- Be prepared to teach the client how to apply the products at home.
- Give yourself plenty of time.

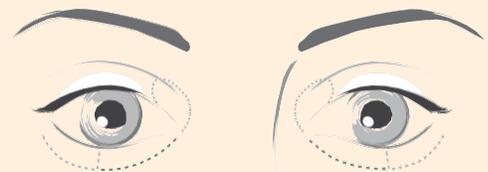
under-eye camouflage

This is the number one beauty concern from women and men, who believe dark circles add age to the face as well as a look of tiredness. Selecting the right concealer is paramount. Always apply the concealer with our Camouflage Brush. It will give you the most natural coverage as well as allowing you to reach tight areas such as the inner corner of the eye. Because the area under the eye has no sebaceous glands, it is important to use a product with moisturizing benefits, such as *Circle\Delete Concealer*, *Active Light Under-eye Concealer* or *Enlighten Concealer*.

One of the most common mistakes when choosing a concealer is to choose one that is too light. This will leave you with an unattractive ashy effect, and if there is any puffiness to the eye, it will look more pronounced. To avoid this, test the color of the concealer over the foundation. If it disappears, it's the right color. A good guideline is the color of the concealer should be slightly lighter than the skin tone – one to two shades at most. The concealer should reach up under the lower lashes, into the corner of the eye and can be blended to the top of the cheekbone. Use a gentle pressing action with the pads of the first two fingers. Don't overdo the blending since the result may be to rub the concealer away.

To cover under-eye circles:

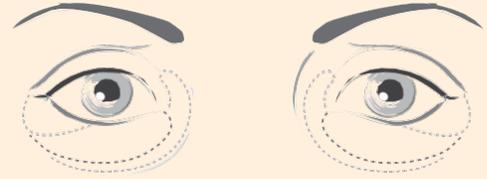
- Select a shade that matches the skin tone or is slightly lighter.
- Pick up a small amount of product with the Camouflage Brush, and stipple it onto the skin.
- Apply product to the inside corner of the eye and under the lashes and entire under-eye area. Adding a highlight with a lighter shade to the outer corner of the under-eye will add a lift to the outside corner of the eye.
- A crisscross motion will ensure that the concealer covers all the skin area including indentations.
- Use your ring finger to smooth and blend the edges. The warmth from your finger will melt the product into the skin and set it.



- For very dark circles, you may layer concealer, powder, then concealer and powder again. Make sure they are put on in thin layers so you don't build up too much product. Layering like this can be very effective.

To minimize puffiness under the eye:

- Graduate the color from light at the edges to darker over the puff. This will have the effect of pulling out the corners of the eye and diminishing the center of the puff.
- Using the Camouflage Brush, apply a lighter concealer shade under the outer corner of the eye, ending at the pupil of the eye. Also apply the lighter concealer from the inner eye along the bridge of the nose, sweeping down under the lower edge of the puff.
- Apply a darker shade concealer over the puff itself. Follow the shape of the puff, shading from the inner corner of the eye, along the under-eye and down toward the top of cheekbone, as necessary.
- Gently blend the lighter and darker shades along the edges of the puff to obtain a smooth graduation of concealer.
- To minimize the shadow created by the puff, use a clean eye shadow brush to apply a mineral powder that is a shade lighter than the foundation shade directly underneath the puff where the shadow occurs.
- The light diffusing nature of the minerals will help to conceal the shadow.



rosacea

The *jane iredale* line does not contain known sensitizers like chemical sunscreens, synthetic fragrance and parabens, so it is appropriate for this delicate skin. In fact, the Titanium Dioxide, Zinc Oxide, sea minerals and antioxidants in our bases may help to calm the redness associated with rosacea.

To cover rosacea:

- Select the appropriate shade of Liquid Minerals by testing it on the client's jawline and allowing it to dry.
- If the skin is very red, choose a yellow-based shade, such as *Warm Silk*, *Amber*, *Warm Sienna* or *Golden Glow* in the same color depth.
- Disperse two pumps of the Liquid Minerals mousse onto a metal palette, and mix with the Foundation Brush.
- Pick up some of the mousse with the brush, and gently blend it into the skin.
- Use the Flocked Sponge to further blend the product, if necessary. Select the appropriate shade of Amazing Base Loose Mineral Powder, and apply it to the entire face using light, downward strokes to blend.
- If more coverage is desired, pick up additional Amazing Base with the Flocked Sponge, and roll press it onto the skin.
- Spritz with D₂O Hydration Spray to set the minerals.

acne

Absence Oil Control Primer, Zap&Hide Blemish Concealer, Disappear Concealer and Balance Hydration Spray are products developed specifically to meet the needs of acne sufferers. Absence is an oil-free cream to powder that helps to reduce overactive oil production and to regulate the pH of the skin. Zap&Hide is a highly pigmented, creamy concealer that contains beneficial botanicals and antioxidants that soothe and minimize the appearance of redness. Disappear is a concentrated concealer that contains helpful botanicals. Balance is an antioxidant hydration spray. Balance Hydration Spray contain Green Tea Extract which, at a concentration of 3%, has been shown to help clear acne blemishes.

To cover acne:

- Apply a thin layer of Absence Oil Control Primer with the Foundation Brush.
- Use The Handi Brush to apply the appropriate PurePressed Base Mineral Foundation to the entire face.
- With the Camouflage Brush, apply Disappear Concealer or the concealer in Zap&Hide Blemish Concealer in a very thin layer over any areas that are extremely red. Feather the edges.
- Repeat with a second layer of Disappear or the concealer in Zap&Hide if needed. Disappear may take a moment to dry.
- Lightly spray the face with Balance Hydration Spray to set the minerals and provide hydration without adding oil to the skin.
- If the skin is particularly oily, finish with a light dusting of PureMatte Finish Powder.

bruising

This issue will nearly always be associated with post-operative conditions such as facelift surgery, rhinoplasty, blepharoplasty, etc, although the techniques explained below are acceptable for whatever the cause of the bruising. On a rare occasion a patient with bruise prone skin may bruise due to injectables like botox and facial contouring fillers. The bruising, though temporary, is still a cause of patient insecurity once they leave the medical treatment facility.

To get her back into the world with confidence, *jane iredale* minerals can be used to camouflage bruising while delivering the skin care benefits trusted by aesthetic professionals, including broad spectrum sun protection with 40-minute water resistancy.

Our philosophy in camouflage makeup has been and still is to achieve the best results possible knowing that it isn't always possible to achieve perfection. It is essential to keep realistic expectations knowing that people are usually viewed from a socially acceptable distance.

The primary product choice for camouflaging bruises is Corrective Colors. This kit contains four important cream concealers in yellow (to neutralize red), peach (to neutralize blue, violet, and grey), lilac (to neutralize intense yellow), and beige (as a universal blending color). The kit also contains a color guide printed on the inside of the lid for easy reference by both professional and patient and a small brush.

The use of either Amazing Base Loose Mineral Powder or PurePressed Base Mineral Foundation is highly recommended to provide sun protection and coverage. Using mineral foundation also increases adhesion or the ability of the cream-based products to stay on better and provide successful camouflage coverage. In most cases, nearly complete coverage and dramatic visual improvement can be achieved in one to two weightless layers.

recommended products:

Corrective Colors

Amazing Base Loose Mineral Powder or PurePressed Base Mineral Foundation

Hydration Spray

Copper Wind PurePressed Blush

Enlighten Concealer

recommended tools:

Camouflage Brush

Flocked Sponge

Chisel Powder Brush or The Handi Brush

Metal Palette

application:

1. Use a light layer of either Amazing Base or PurePressed Base over the entire face to establish adhesion for the cream concealers and deliver immediate skin care benefits with sun protection.
2. Use the color guide inside Corrective Colors to determine which color to use on a particular area of the bruise. Use the brush inside the kit to lift off a small amount of product, which can be applied to the *jane iredale* metal palette if necessary.
3. Before applying to the skin use the back of your hand to blend the product; your body heat will melt the product down, which will assist in blending.
4. Remember the color of the cream concealer will merely neutralize the individual color of the bruise; use the foundation powders to deliver actual coverage.
5. Continue applying and blending the corrective cream over the bruise.
6. Use the Flocked Sponge to apply a heavier layer of the mineral powder over the cream concealer layer and spray lightly with one of the Hydration Sprays.
7. Repeat layers if necessary but usually one layer will have neutralized the bruise.

If the bruise is very sensitive to the pressure of the Flocked Sponge, merely substitute the use of the sponge with either the Chisel Powder Brush or The Handi Brush accordingly. Eye shadow brushes such as the Deluxe Eye Shader, Eye Shader, and Large Eye Shader are very helpful small tools to use as an alternative to the Flocked Sponge as well.

If the appearance of the bruise persists in looking ashy (muddy grey or green) through the layers of mineral pigment and cream concealer simply apply a layer of *Copper Wind* PurePressed Blush with either the Flocked Sponge or an eye shadow brush to the area of imbalance, again keeping in mind the importance of "better not perfect".

If darker skins (*Latte* through *Cocoa*) look ashy or bright under the peach of Corrective Colors, try using Enlighten Concealer as a replacement. This also works well on nearly any bruise that is very intense. In most cases the peach cream in Corrective Colors will be successful.

When attempting to camouflage facial bruising, be prepared to try different techniques until you find the right combination of products.

shine control

Beyond Matte® HD Matifying Powder

soft focus shine control

CLICK HERE to learn how to apply Beyond Matte.

suggested tools:

Blending, The Handi, Chisel Powder or White Fan Brush

features and benefits:

- Ultra water resistant.
- Sensitive-skin appropriate, HDTV approved.
- Proprietary technology eliminates shine, lessens transference, refines the appearance of pores and gives skin a flawless, smooth appearance.
- Environmentally responsible formulation and packaging.

ingredients:

Mica, Titanium Dioxide (CI 77891), Simmondsia Chinensis (Jojoba) Seed Oil, Zinc Oxide (CI77947), Acrylates Crosspolymer, Silica, Ascorbyl Palmitate. [+/- (May Contain) Iron Oxides (CI 77489, CI77491, CI77492, CI 77499), Ultramarines (CI 77007)]

key ingredients:

Acrylates Crosspolymer:

- Highly oil absorbant

skin type:

- All skin types, especially helpful for oily skin



"This is simply the best powder I have ever used. It doesn't cake or settle in creases, and it even makes my pores appear smaller." – jane iredale Customer Review

Amazing Matte™ Loose Finish Powder

shine control

CLICK HERE to learn how to apply Amazing Matte.

suggested tools:

Chisel Powder or Kabuki Brush

features and benefits:

- A translucent loose powder that uses rice powder to absorb oil and eliminate shine.
- Can be worn under or over the mineral bases.
- Will not dry or dull the complexion.
- Designed to provide a smooth, matte finish.
- Use as a finishing powder, touch-up powder or translucent finish.

ingredients:

Mica, Oryza Sativa (Rice) Starch, Titanium Dioxide (CI 77891), Zinc Stearate, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract, Ascorbyl Palmitate. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)]

key ingredients:

Rice Starch:

- Soothes
- Absorbs oil
- Eliminates shine

Pomegranate Extract:

- Protects

skin type:

- All skin types



net wt. 10.5 g/.37 oz
PAO 24 months



VEGAN



NO WHEAT



NO SOY

PureMatte® Finish Powder

shine control

CLICK HERE to learn how to apply PureMatte.

suggested tools:

The Handi Brush

features and benefits:

- A translucent pressed powder that uses rice powder to absorb oil and eliminate shine.
- Can be worn under or over the mineral bases and minimizes the need for foundation touch-ups.
- Will not dry or dull the complexion.
- Designed to provide a smooth, matte finish.
- Use as a finishing powder, touch-up powder or translucent finish.
- Available as refills for our sleek refillable compact for on-the-go touch-ups.
- Sleek refillable compact is sold separately.

ingredients:

Mica, Oryza Sativa (Rice) Starch, Titanium Dioxide (CI 77891), Zinc Oxide (CI 77947), Dimethicone, Ascorbyl Palmitate. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)]

key ingredients:

Rice Starch:

- Soothes
- Absorbs oil
- Eliminates shine

skin type:

- All skin types



VEGAN



NO WHEAT



NO SOY

eyes

Retractable Brow Pencil

CLICK HERE to learn how to apply the Retractable Brow Pencil.

features and benefits:

- Available in five natural-looking colors.
- Expertly fills and defines with a dual ended, ultra-fine, retractable precision tip on one end and an expert shaping spoolie on the other.
- Longwearing formula that is waterproof and stays put without smudging.
- Medium coverage shades that are realistic and blend with natural hair coloring.
- Easy-to-hold, ergonomic barrel allows you perfect control to create precise hair-like strokes.

ingredients:

Diisostearyl Malate, Triethylhexanoin, C20-40 Acid, C20-40 Alcohols, Polyethylene, Synthetic Wax, Glyceryl Behenate/Eicosadioate, Ethylene/Propylene Copolymer, Ethylcellulose, Boron Nitride, VP/Eicosene Copolymer, Tocopherol, Ascorbyl Palmitate, [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Carmine (CI 75470), Bismuth Oxychloride (CI 77163)]

key ingredients:

Vitamin C:

- Protects

Vitamin E:

- Topical antioxidant

tips:

To enhance the brow, start with a pencil that is slightly lighter than your brow color and create a straight line from the under-side of the front of the brow to the arch. Next, create a straight line above the brow from the arch to the end.



PureBrow® Brow Gel

CLICK HERE to learn how to apply PureBrow Brow Gel.

features and benefits:

- Formulated with a proprietary blend of sea minerals to condition and protect brow hairs, making them healthier, smoother and more manageable.
- Tints brow hairs in a natural way.
- Clear gel can be used to hold unruly brows in place, as a clear mascara for dyed or dark lashes and over color mascara to help waterproof it.
- Packaged in a tube with a mascara wand.
- Covers grey eyebrow hairs.
- Can be used as a light mascara.
- Adds color, depth and highlights.

ingredients:

Auburn, Blonde, Brunette: Aqua/Water/Eau, Algae Extract, Cera Alba (Beeswax), Stearic Acid, Glycerin, Copernicia Cerifera Cera, Hydroxyethylcellulose, Panthenol, Hydrolyzed Wheat Protein, Limnanthes Alba (Meadowfoam) Seed Oil, Oleic Acid, Raphanus Sativus (Radish) Root Extract. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Chromium Oxide Greens (CI 77288)]

Clear: Aqua/Water/Eau, Glyceryl Polymethacrylate, Spirulina Platensis (Algae) Extract, Glycerin, Raphanus Sativus (Radish) Root Extract, Chondrus Crispus (Carrageenan) Extract, Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Simmondsia Chinensis (Jojoba) Seed Oil.

key ingredients:

Algae Extracts:

- Conditions and protects hairs, making them healthier, smoother and more manageable

skin type:

- All skin types



net wt. 4.8g/.17 oz
PAO 12 months



GreatShape® Eyebrow Kit

CLICK HERE to learn how to apply the GreatShape Eyebrow Kit.

features and benefits:

- A take-anywhere brow kit that includes a dual-ended applicator, transparent botanical brow wax and pigmented brow powder.
- Packaged in a travel-size, rose gold slim compact with a mirror.
- Rich wax formulation leaves brows looking lustrous without any sticky residue.
- Water-resistant powder provides a softer, more natural appearance.
- Adds color, depth and highlights.
- Covers grey in brows.

ingredients:

Brow Powder - Mica, Zinc Stearate, Titanium Dioxide (CI 77891), Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288)]

Brow Wax - Isopropyl Jojobate, Helianthus Annuus (Sunflower) Seed Oil, Isostearyl Neopentanoate, Cera Alba (Beeswax), Mica, Stearic Acid, Tribehenin, Titanium Dioxide (CI 77891)

key ingredients:

Brow Powder

Mica:

- Provides glide

Dimethicone:

- Aids in distribution
- Highly water repellent
- Improves coverage without adding heaviness

Pine Bark extract:

- Protects
- Calms irritation

skin type:

- All skin types



total new wt. 2.5g/.085oz
PAO 12 months



NO WHEAT



NO SOY

eyebrows

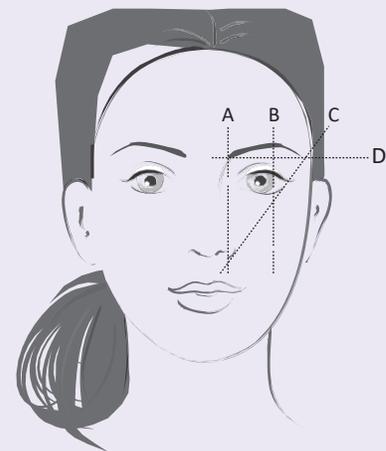
The most important feature on the face is the brows because they frame the eyes and balance the face. The angles of the brows serve as a guide for every other angle of the face. Think of brows as comprising thirds – the inner or ascending third, the middle or arch and the outer or descending third. The ideal brow adds lift and can give the illusion of making a narrow face wider or wider face narrower.

Most of the time, the shape you were born with is the shape that works best with the eyes and face. So, let that be your guide. You may have to clean up the brows, but be careful not to be too radical, because hairs often don't grow back after continued removal.

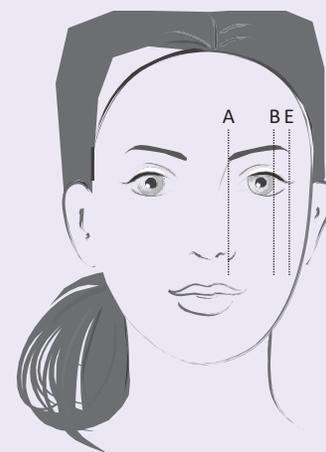
You may also want to adjust brows that are too asymmetrical, but don't fall into the trap of making them too symmetrical either. If you use stencils, the brows will look too perfect and, therefore, artificial. Remember, no one has completely matching brows.

brow shaping:

- The inner portion of the brow should come to the edge of the nose (A line).
- The arch should be just above the outer edge of the iris (B line).
- The brow should taper off diagonally from the edge of the nose and eye (C line) and not go lower than the inner portion of the brow, using the top of the ear as a guide (D line).
- On an experienced eye, the lid has a tendency to be heavy. Extending the brow down to the D line drags the eye down and casts a shadow on top of the cheekbone, making the eye look tired and heavy. Instead, feather the brow up and out from the arch to just above the outer corner of the eye (E line). Feathering the brow up and out will help to lift and open the experienced eye.
- To minimize curvature on a round face, direct the outer third of the brow to the top of the ear.
- If the face is square, direct the brow to the middle of the ear. This cuts the distance between the upper and lower face in half, helping with balance.
- If the face is long, keep the brow almost straight across, directing it above the ear.
- The oval face needs no help in giving the illusion of balance, but you may accentuate the harmony of this shape by directing the brow toward the lower lobe.



traditional eye



experienced eye

shading brows:

Too dark and they pull the focus, too light and they don't frame the eye. They look more natural if at least two shades are used for coloring. Most brows have thin places that need to be filled in. When shading:

- You may use the powder from our GreatShape Eyebrow Kit, a PurePressed Eye Shadow or one of our soft blendable pencils, such as *Taupe*, for this. If the brow needs lengthening, then extend the brow with the product you are using.
- Comb the brow back into place.
- Lightly stroke PureBrow Brow Gel onto the hair, using upward motions and being careful not to apply too much product at once. Always apply the brow gel with a dry disposable mascara brush to smooth out any clumps.
- If you have to do a lot of extending, you might want to use the Detail Brush to paint in a few hairs with the PureBrow Brow Gel.

Now the eye is focused and framed, and ready to be shadowed and highlighted.

eye shapes & application

Eye shadows are called "shadows" and not "eye colors" for a reason. Eye shadows are meant to enhance the eye by pulling out its natural color and beauty. The shading will also help, among other things, to minimize a deep-set eye, maximize a small eye, give definition to a flat eye and flatten a protruding eye. Where you place the highlighter and shadow are the key to making the most of the eye shape. Eyeliner is an important element when applying eye makeup. It helps to accentuate the eyes, makes lashes appear fuller and can change the entire "style" of the makeup.

Following are the most common eye shapes with their characteristics and basic application techniques for each.

standard eyes

A standard eye has three clearly defined areas that are generally equally proportioned; brow bone, crease, eyelid. This is considered the ideal eye shape and is the look artists will work to achieve when applying makeup to varying eye shapes.

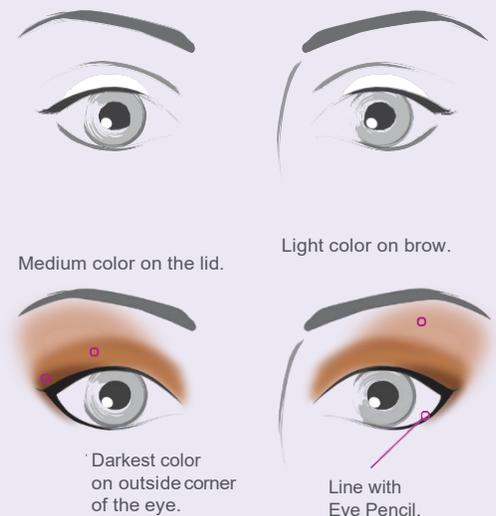
characteristics

Has three clearly defined areas:

- Brow bone
- Crease
- Eyelid

application suggestion

- With the Eye Shader Brush, apply a medium shade to the entire lid.
- Darken a sideways V on the outer corner of the eye with the Eye Contour Brush.
- Highlight with a lighter shade above the iris and on the brow bone with the Eye Shader Brush.
- Blend with a clean Crease Brush.
- Line the outer corner of the eye thicker, tapering to a thin line at the inner corner.



Triple Cognac PurePressed Eye Shadow
Triple and *Basic Black* Eye Pencil
shown above.

deep-set eyes

In a deep-set eye, the eyelid is recessed and not clearly visible. Light colors bring the eye forward, and dark colors will further recede the eye. To bring the eye forward, make the lid and inside corner of the eye lighter. Help to make the brow bone less prominent by darkening it.

characteristics

- Prominent brow bone.
- Eyelid is not clearly visible.

application suggestion

- Select three complementary light, medium and dark PurePressed Eye Shadow shades.
- Avoid medium/dark shadow and liner on the lid. This will only make the eyes look more deep set. Using the Deluxe Shader Brush,

apply the lightest shade to the entire lid making certain to reach all the way into the inner corner of the eye.

- Use the Contour Brush with the darkest shade to darken the outside 1/3 of the lid, extending up into the crease.
 - Apply the medium shade to the brow bone using the Eye Shader Brush to help recede it and make the most of what lid is actually showing.
 - Blend using a clean Crease Brush.
- Line the outer 1/3 of the upper lid, winging the line at the outer corner and lifting toward the brow.
 - Line the outer 2/3 of the lower lid, leaving the line thicker at the outside edge. Blend.
 - Depending on how deep-set the eye is, you may get a better effect by leaving off the liner altogether.

close-set eyes

Don't be tempted to give the appearance of widening eyes by plucking brows back. This only makes the eyes look asymmetrical. Give the illusion of widening the space between eyes by widening the arch of the brow. Placing a highlighter between the brows is also helpful. Blend well. Keep medium/dark shadow to the outside corner of the eye as much as possible.

characteristics

- Area between the eyes and the bridge of the nose is narrow, making the eyes appear close together.
- Often due to a slender nose.

application suggestion

- Use the Eye Contour Brush with a medium to dark shade to extend a sideways V on the outer corner of the eye, going no further than the iris.
 - Lighten the inside of the eyelid and brow bone area with a lighter eye shadow using the Eye Shader Brush.
- Line the outer 1/3 of the upper and lower lid with complementing eyeliner.
 - Place a highlighter between the brows and blend.



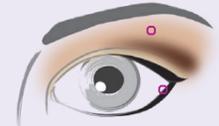
Dark Suede on the outside 1/3 of the lid.



Almond on the brow bone.



Oyster on the lid.



Line with *Onyx*.

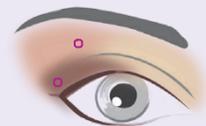
Daytime PurePressed Eye Shadow Kit Shades *Oyster*, *Dark Suede*, *Almond* and *Onyx* Mystikol Eyeliner shown above.



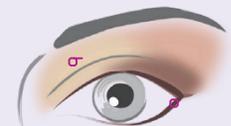
Violet all over the lid to the brow bone.



Sheer Gold on inside eyelid and brow bone area.



Aubergine in the outer corner.



Line with *Dark Topaz*.

Smoke Gets In Your Eyes PurePressed Eye Shadow Kit shades *Violet*, *Aubergine*, *Sheer Gold*

and *Dark Topaz* Mystikol eyeliner shown above.

wide-set eyes

To give the illusion of bringing the eyes closer, use a dark shadow on the inner portion of the eye and start the brows closer together by filling them in.

characteristics

- Area between the eyes and the bridge of the nose appears visually far apart.

application suggestion

- Using a medium shade and the Eye Contour Brush, darken a sideways V on the outer corner of the eye and round it at its point.
- Darken the inside of the eyelid and brow bone area with a darker shade and the Eye Shader Brush. This will accentuate the inner eye and nose area, making the eyes appear closer together.
- Blend the application with a clean Crease Brush.
- Use eyeliner around the entire eye.



Lightest shade on the outer corner of the eye.

Darkest shade on the inside of the eyelid.



Line with *Black/Grey*.

Silver Lining Purepressed Eye Shadow Triple lightest and darkest shades and *Black/Grey* Eye Pencil shown above.

round or too-prominent eyes

You may give the illusion of elongating the eye with the use of eye shadow and liner.

characteristics

- Eyes appear round and/or prominent.
- May seem unbalanced because eyelid appears much larger than the brow bone area.

application suggestion

- Select three complementary PurePressed Eye Shadow shades.
- Use a medium to dark shade and the Deluxe Shader Brush to darken the entire lid and graduate into the crease at the outside corner of the eye.
- Using the Eye Shader Brush, apply a lighter shade to the brow bone and blend.
- Using the Eye Shader Brush, apply the lightest shade to the inner corner of the eye.
- Find a complementing eyeliner shade and line all the way around the eye, including the inner corner. The line should be thickest at the outside corner and slightly lifted.



Eggplant on lid and into the crease at the outside corner of eye.

Hush on brow bone.



Buttercream on inner corner of eye.

Line with *Black/Brown*.

Naturally Matte PurePressed Eye Shadow Kit shades *Hush*, *Buttercream*, *Eggplant* and *Black/Brown* Eye Pencil shown above.

downward-slanted eyes

Eyes are said to be downward-slanted when they turn down at the outside corner. Application will involve visually “lifting” the eye.

characteristics

- Eyes turn down at the outer corner.
- May appear to droop.

application suggestion

- Select two complementary PurePressed Eye Shadow shades in light and medium to dark .
- Using the Eye Shader Brush, apply the lightest shade on the brow bone and directly below the brow to draw the eye upward.
- Using the Contour Brush, create a sideways lifted V with the

medium to dark shade, beginning at the outer edge of the lid and working in along the crease and the lid, ending at the

inside pupil.

- Select a complementary eyeliner and apply it to the upper and lower lash line, lifting it up into the V at the outer edge.
- Using the appropriate PurePressed Eye Shadow shade, lift the brows upward at the outside edge.

asian eyes

Eyes appear very almond shaped and the area from the lashes to the brow may appear flat. Stay with the beauty of the natural eye and do not try to make a crease; only add color where it helps to accentuate and open the eye. Asian lashes tend to be short, so use mascara sparingly. A light coating is generally sufficient.

characteristics

- Eyes appear very almond-shaped.
- Eye area from lashes to brow may appear flat.
- Eyes can appear quite small in comparison to eyelid and brow area.

application suggestion

- Thicken the brows if needed.
- Select three complementary light, medium and dark PurePressed Eye Shadow shades.
- Using the Eye Shader Brush, create a graduated dome by starting with the darkest shade and at the base of the lashes to the lightest shade at the brow bone.
- Blend with a clean Crease Brush.
- Do not try to make a crease.
- Apply eyeliner all around the eye, thickening and rounding at the outer corner.



Lightest shade on the brow bone and directly below the brow.

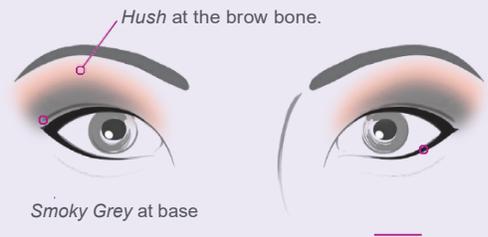


Darkest shade on outer

edge of lid, along the crease, ending at the inside pupil.

Line with *Amethyst*.

Berries and Cream PurePressed Eye Shadow Duo lightest and darkest shades and *Amethyst* Mystikol Eyeliner shown above.



Hush at the brow bone.

Smoky Grey at base

of lashes.

Black around eye.

Hush/Smoky Grey Purepressed Eye Shadow Duo lightest and darkest shades and *Black* Liquid Eyeliner shown above.

experienced eyes

Eyes may appear droopy or hooded. Skin can be fleshy and crepey. Minimize the appearance of a heavy crease by emphasizing the lash line and the brows.

characteristics

- Eye area appears fleshy.
- Eyes may appear hooded at outer corners.
- Eyes may appear small.

application suggestion

- Lighten the area above the crease, from inner corner to the brow bone, with a lighter eye shadow using the Eye Shader Brush.
- To give the eye a “lift,” shade the outer corners with medium to dark colors like greys, browns and black/browns.
- Lift eyeliner upward at the outer corner, using a medium shade.
- Be careful not to line too heavily on the lower lash line as this can “pull” the eye down.
- For small eyes use light colors, shimmery textures and soft, subtle eyelining to make eyes appear larger.



Sunlit above crease from inner corner of eye to brow bone.



Jewel on outer corner of eye.

Line with *Black/Grey*.

Sunlit/Jewel Purepressed Eye Shadow Duo lightest and darkest shades and *Black/Grey* Eye Pencil shown above.

Smooth Affair™ for Eyes

CLICK HERE to learn how to apply Smooth Affair for Eyes.

suggested tools:

Camouflage Brush or fingers

features and benefits:

- Available in six versatile buttery-smooth shades.
- Cream-to-powder formula that can be worn as a sheer eye shadow or as a primer under any other eye shadow.
- Innovative Smooth Affair formula prepares eyes so makeup goes on easier and lasts longer.
- Minimizes fine lines to keep your eyes looking fresh all day.
- Cocoglycerides and mineral powders are blended to create lustrous colors that are chic and wearable.
- Glides on seamlessly for a sheer, smudge proof, crease proof finish that is both long lasting and luminous.
- Can also be used to highlight the face and lips.

ingredients:

Isododecane, Cocoglycerides, Hydrogenated Polyisobutene, Polyethylene, Trimethylsiloxysilicate, Copernicia Cerifera Cera, Tocopheryl Acetate, Propylene Carbonate, [+/- (May Contain) Mica, Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Carmine (CI 75470), Bismuth Oxochloride (CI 77163)]

key ingredients:

Cocoglycerides:

- Helps to smooth product effortlessly and gives staying power.

skin type:

- All skin types



net wt. 3.75 g/.13 oz
PAO 12 Months



NO WHEAT



NO SOY

Eye Shere® Liquid Eye Shadow

CLICK HERE to learn how to apply Eye Shere.

suggested tools:

Camouflage Brush, Sculpting Brush or fingers

features and benefits:

- A quick-drying liquid eye shadow with a smooth and luxurious formula.
- Will not crease or smear.
- Helps to camouflage shadows and veins on eyelid.
- Can be used alone or beneath PurePressed Eye Shadow for added intensity.

ingredients:

Isododecane, Cyclopentasiloxane, Trimethylsiloxysilicate, Stearic Acid, Copernicia Cerifera Cera, Tribehenin. [+/- (May Contain) Mica, Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Carmine (CI 75470), Chromium Oxide Greens (CI 77288)]

key ingredients:

Mica:

- Provides glide

Trimethylsiloxysilicate:

- Gives long wear
- Waterresistance
- Provides smooth coverage and adhesion

Macadamia Esters:

- Hydrates
- Soothes

Copernicus Cerifera Cera:

- Hydrates

skin type:

- All skin types



net wt. 3.8 g/.13 oz
PAO 12 months



NO WHEAT



NO SOY

PurePressed® Eye Shadow Single, Duo, Triple and Eye Shadow Kits

CLICK HERE to learn how to apply
PurePressed Eye Shadow.

suggested tools:

Any eye shadow brush

features and benefits:

- A mineral-based pressed eye shadow designed to enhance the color and shape of the eye.
- Can be used wet or dry.
- Gentle and safe for sensitive eyes.
- Highly pigmented, crease-resistant and long-lasting.
- Can be used to fill brows, on cheeks as a blush and on lips as a stain.

ingredients:

Single, Duo, Triple – Mica, Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Carmine (CI 75470), Manganese Violet (CI 77742), Ultramarines (CI 77007), Chromium Oxide Greens (CI 77288)]

Daytime Kit - Mica (CI 77019), Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract, [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Ultramarines (CI 77007)]

Naturally Glam Kit - Mica, Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract, [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Manganese Violet (CI 77742), Carmine (CI 75470), Chromium Oxide Greens (CI 77288)]

Naturally Matte Kit - Mica, Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract, [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Manganese Violet (CI 77742), Ultramarines (CI 77007), Chromium Oxide Greens (CI 77288)]

Perfectly Nude Kit – Mica (CI 77019), Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract, [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)]

Purple Rain Kit – Mica, Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract, [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Manganese Violet (CI 77742), Ultramarines (CI 77007), Chromium Oxide Greens (CI 77288)]

Smoke Gets In Your Eyes Kit – Mica, Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Carmine (CI 75470), Manganese Violet (CI 77742), Ultramarines (CI 77007)]

Solar Flare Kit - Mica, Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)]



Single – net wt. 1.8 g/.06 oz
Duo/Triple Shadow – net wt. 2.8 g/.1 oz
Eye Shadow Kits – total net wt. 9 g/.34 oz
PAO 24 months



key ingredients:

Boron Nitride:

- Adheres
- Glides
- Diffuses light

Pine Bark Extract:

- Protects
- Calms and soothes

skin type:

- All skin types

tips:

When applying shimmer or bright color to the eye, place it directly above the iris. Bright color will contrast or enhance the color of the eye and shimmer will give it a more animated look. When doing this, apply color that is lighter than your crease color.

Eye Pencil

CLICK HERE to learn how to apply the Eye Pencil.

features and benefits:

- A mineral-based eye pencil with a soft formula that will not tug at delicate skin.
- Made with conditioning oils and waxes.
- Can be used anywhere on the face.
- Precisely lines the eyes and creates definition.
- Use a *jane iredale* sharpener to maintain a rounded point. Other sharpeners will split the wood.



ingredients:

Hydrogenated Jojoba Oil, Caprylic/Capric Triglyceride, Silica, Limnanthes Alba (Meadowfoam) Seed Oil, Mangifera Indica (Mango) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Butyrospermum Parkii (Shea Butter), Macadamia Intergrifolia Seed Oil, Copernicia Cerifera Cera, Tocopherol, Ascorbyl Palmitate. [+/- (May Contain) Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Manganese Violet (CI 77742), Mica]

Midnight Blue – Hydrogenated Jojoba Oil, Caprylic/Capric Triglyceride, Limnanthes Alba (Meadowfoam) Seed Oil, Hydrogenated Cottonseed Oil, Mangifera Indica (Mango) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Glyceryl Caprylate, Copernicia Cerifera Cera, Macadamia Intergrifolia Seed Oil, Tocopherol, Tin Oxide, Chamomilla Recutita (Matricaria) Flower Extract, Ascorbyl Palmitate. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Mica, Ultramarines (CI 77007)]

key ingredients:

Shea Butter:

- Moisturizes

Macadamia Seed Oil:

- Soothes

Vitamin E:

- Protects

skin type:

- All skin types

"I am so impressed with this eyeliner. I've traditionally shied away from pencils because of how unpleasant they are to apply, but this glides on without pulling and looks beautiful. I live in Texas, where it's hot and humid, and this liner stays on all day long, despite sweat and stress!" – jane iredale Customer Review

Eye Highlighter Pencil

CLICK HERE to learn how to apply *Double Dazzle*.

CLICK HERE to learn how to apply *White/Pink*.

features and benefits:

- A jumbo dual-ended pencil designed to highlight the eyes, lips and face.
- Highlights the inner corner of the eye.
- May be used to line the eyes, and highlight above the brow bone or cheekbone.
- Instantly wakes up tired eyes and gives eyes a lift.

ingredients:

Double Dazzle – Ricinus Communis (Castor) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Octyldodecanol, Ethylhexyl Palmitate, Simmondsia Chinensis (Jojoba) Seed Oil, Bis-Diglyceryl Polyacyladipate-2, Copernicia Cerifera Cera, Caprylic/Capric Triglyceride, Cetyl Alcohol, Cera Alba (Beeswax), Calcium Sulfate, Montmorillonite, Tocopherol, Ascorbyl Palmitate, Wheat Germ Glycerides, Tin Oxide. [+/- (May Contain) Mica, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499)]

White/Pink – Ricinus Communis (Castor) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Octyldodecanol, Ethylhexyl Palmitate, Simmondsia Chinensis (Jojoba) Seed Oil, Bis-Diglyceryl Polyacyladipate-2, Copernicia Cerifera Cera, Caprylic/Capric Triglyceride, Cetyl Alcohol, Calcium Sulfate, Montmorillonite, Cera Alba (Beeswax), Tocopherol, Ascorbyl Palmitate, Wheat Germ Glycerides. [+/- (May Contain) Mica, Titanium Dioxide (CI 77891), Bismuth Oxychloride (CI 77163), Iron Oxides (CI 77491, CI 77492, CI 77499), Carmine (CI 75470)]

key ingredients:

Castor Seed Oil:

- Soothes

Vitamin E:

- Protects

Beeswax:

- Provides antioxidant protection

skin type:

- All skin types



net wt. 2.98 g/.1 oz



Liquid Eyeliner

CLICK HERE to learn how to apply Liquid Eyeliner.

features and benefits:

- Highly pigmented and long lasting.
- Latex-free.
- Essential oils nourish the skin and prevent drying.
- Creates definition of the eye area.
- Specially designed brush has a long handle that allows easy and controlled application.

ingredients:

Aqua/Water/Eau, Xanthan Gum, Rosmarinus Officinalis (Rosemary) Leaf Extract, Raphanus Sativus (Radish) Root Extract, Glyceryl Polymethacrylate. [+/- (May Contain) Mica, Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891)]

key ingredients:

Xanthan Gum:

- Emulsifies
- Thickens
- Stabilizes

Rosemary Leaf Extract:

- Protects
- Calms and soothes

Radish Root Extract:

- Naturally preserves

skin type:

- All skin types

tips:

Make sure to shake the bottle for at least 30 seconds before applying to warm up the pigment. This will help the Liquid Eyeliner adhere better to the skin.



net wt. 6 ml/.2 fl oz
PAO 12 months



Mystikol® Powdered Eyeliner

CLICK HERE to learn how to apply Mystikols.

suggested tools:

Built in removable brush

features and benefits:

- A water-resistant powder/cream eyeliner that creates a smoky eye in seconds without any mess and has all-day staying power.
- Snap in brush allows you to create a variety of looks from precision fine lines to dramatic smoke.
- Used to line the eyes or apply as an eye shadow that won't fade, crease or smear.

ingredients:

Isododecane, Cocoglycerides, Trimethylsiloxysilicate, Hydrogenated oleylbutene, Ozokerite, Distearidimonium Hectorite, Propylene Carbonate, [+/- (May Contain)Mica, Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Manganese Violet (CI 77742), Ultramarines (CI 77007), Chromium Oxide Greens (CI 77288)]

key ingredients:

Cocoglycerides:

- Helps to smooth product effortlessly and gives staying power.

skin type:

- All types of skin



VEGAN



NO WHEAT



NO SOY

"The best eyeliner ever. The intensity of a liquid with the softness of a pencil and the blendability of a powder." – jane iredale Customer Review

PureLash® Lash Extender & Conditioner

CLICK HERE to learn how to apply PureLash Lash Extender & Conditioner.

features and benefits:

- Enhances the appearance of thickness and length of lashes when used as a primer for mascara.
- Allows you to use less mascara.
- Algae Extract conditions and protects lashes, reduces splitting and breaking. It allows the lashes to grow to their full potential.
- Can be used on eyebrows and worn alone at nighttime as a lash conditioner.

ingredients:

Aqua/Water/Eau, Algae Extract, Cera Alba (Beeswax), Stearic Acid, Glycerin, Copernicia Cerifera Cera, Hydroxyethylcellulose, Panthenol, Hydrolyzed Wheat Protein, Oleic Acid, Raphanus Sativus (Radish) Root Extract

key ingredients:

Algae Extract:

- Conditions and protects brow hairs, making them healthier, smoother and more manageable

Panthenol:

- Vitamin B Complex Factor
- Used to condition hair

Hydrolyzed Wheat Protein:

- Thickens, curls and strengthens lashes

skin type:

- All skin types



net wt. 9 g/.3 oz
PAO 12 months



“I actually saw a difference in my lower lashes right away. I was surprised to notice with the conditioning of my lashes my lower lashes actually filled in and grew in length. I noticed also that my upper lashes appeared to be longer and did not fall out as quickly as they did before I used this product.”

– DermStore Customer Review

PureLash® Mascara

CLICK HERE to learn how to apply PureLash Mascara.

features and benefits:

- This mild, water resistant formula was our first mascara developed expressly for sensitive eyes.
- Resistant to smearing and flaking.
- Designed to nourish lashes naturally.
- Formulated with a proprietary blend of Seaweed Lipids and Panthenol to keep the formula moist and condition lashes.
- Conditioning and protecting to reduce splitting and breaking.
- Packaged with a soft hollow fiber brush.
- Free of lacquers, shellac and petroleum based ingredients.

ingredients:

Aqua/Water/Eau, Algae Extract, Copernicia Cerifera Cera, Glycerin, PVP, Glyceryl Stearate, Hydrolyzed Wheat Protein, Stearic Acid, Panthenol, Raphanus Sativus (Radish) Root Extract, Hydroxyethylcellulose, Bisabolol. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)]

key ingredients:

Hydrolyzed Wheat Protein:

- Thickens, curls and strengthens lashes

Panthenol:

- Vitamin B Complex Factor.
- Used to condition hair

Algae Extract:

- Water binding agent

skin type:

- All skin types



net wt. 7 g/.25 oz
PAO 12 months



PureLash® Lengthening Mascara

CLICK HERE to learn how to apply PureLash Lengthening Mascara.

features and benefits:

- Designed to make lashes look longer naturally.
- Formulated with Panthenol to condition lashes.
- Formulated with a proprietary blend of Seaweed Lipids and Wheat Protein to condition and curl lashes and triple-length cellulose fibers to add extra length and thickness.
- Conditioning and protecting to reduce splitting and breaking.
- Features a dual-sided brush creates longer, fuller looking lashes.
- Free of lacquers, shellac and petroleum-based ingredients.

ingredients:

Aqua/Water/Eau, Algae Extract, Cera Alba (Beeswax), Stearic Acid, Glycerin, Copernicia Cerifera Cera, Hydroxyethylcellulose, Panthenol, Hydrolyzed Wheat Protein, Cellulose, Raphanus Sativus (Radish) Root Extract, Oleic Acid. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Ultramarines (CI 77007)]

key ingredients:

Panthenol:

- Vitamin B Complex Factor
- Used to condition hair

Hydrolyzed Wheat Protein:

- Thickens, curls and strengthens lashes

Cellulose Fiber:

- Adds temporary length and thickness to lashes

skin type:

- All skin types



net wt. 7 g/.25 oz
PAO 12 months



Longest Lash Thickening and Lengthening Mascara

CLICK HERE to learn how to apply Longest Lash Thickening and Lengthening Mascara.

features and benefits:

- Packaged in a squeezable tube with high-quality, jumbo sized hollow fiber brush that works with this formula to:
 - Separate and define lashes
 - Prevent clumping
 - Create natural looking lashes
- Easily layered to achieve high-impact lashes.
- Formulated with a proprietary blend of Seaweed Lipids, instead of the normal water content to condition, moisturize and protect lashes.
- Reduces splitting and breaking.
- Formulated with triple-length Cellulose Fibers to add extra length and thickness.
- Free of lacquers, shellac and petroleum-based ingredients.
- Filled with 50% more product than most mascaras.

ingredients:

Aqua/Water/Eau, Algae Extract, Cera Alba (Beeswax), Copernicia Cerifera Cera, Cellulose, Glyceryl Stearate, Glycerin, Hydrolyzed Algae Extract, Raphanus Sativus (Radish) Root Extract, Tribehenin Hydroxyethylcellulose, Panthenol, Oleic Acid. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Ultramarines (CI 77007)]

key ingredients:

Algae Extract:

- Conditions and protects hairs making them healthier, smoother and more manageable

Cellulose Fiber:

- Adds temporary length and thickness to lashes

Panthenol:

- Vitamin B Complex Factor
- Used to condition hair

skin type:

- All skin types



net wt. 12 g/.42 oz
PAO 12 months



NO WHEAT



NO SOY

mascara and lashes

mascara

The purpose of mascara is to open and lift the eye by creating the illusion of longer, thicker, darker lashes. It will also have the effect of making the eye appear larger. When applying, concentrate most of the mascara at the base of lashes. Rock the brush at the base and pull through the lashes in an upward sweeping motion. To give a more rounded effect to the eye, apply more product on the center lashes. Apply one coat only on the lower lashes. Too much mascara can be aging.

blushes
and bronzers

PurePressed® Blush

CLICK HERE to learn how to apply PurePressed Blush.

suggested tools:

White Fan, Dome Brush, Blending/Contouring Brush,
or Flocked Sponge

features and benefits:

- Defines and highlights cheekbones.
- Formulated with minerals and antioxidants.
- Provides a soft wash of just-blushed color.
- Non-comedogenic.

ingredients:

Mica, Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Carmine (CI 75470), Manganese Violet (CI 77742), Ultramarines (CI 77007), Red 7 Lake (CI 15850) (Aka 202), Red 27 Lake (CI 45410), Red 30 Lake (CI 73360)]

key ingredients:

Mica:

- Provides glide

Boron Nitride:

- "Rolls Royce" of minerals
- Glides
- Adheres
- Diffuses light

skin type:

- All skin types



net wt. 3.7g/.13 oz
PAO 24 months



NO WHEAT



NO SOY

"Healthy, subtle, natural, pressed. Doesn't hurt my sensitive, acne-prone skin. Everything I've been looking for in a blush! I'll never use anything else!" – jane iredale Customer Review

In Touch® Cream Blush

CLICK HERE to learn how to apply In Touch Cream Blush.

suggested tools:

Foundation Brush or fingers

features and benefits:

- Cream to powder blush.
- Can be applied under or over minerals for a natural or more dramatic look.
- Great for on-the-go touch-ups.
- Easy to apply stick form.
- Provides a radiant, lit-from-within glow.

ingredients:

Ethyl Macadamiate, Isostearyl Neopentanoate, Euphorbia Cerifera (Candelilla) Wax, Silica, Copernicia Cerifera Cera, Moringa Pterygosperma (Moringa) Seed Oil, Isopropyl Jojobate, Cera Alba (Beeswax), Ozokerite, Citrus Tangerina (Tangerine) Peel Oil, Tocopherol, Ascorbyl Palmitate. [+/- (May Contain) Mica, Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Red 30 Lake (CI 73360), Red 7 Lake (CI 15850) (Aka 202), Red 27 Lake (CI 454102), Titanium Dioxide (CI 77891)]

key ingredients:

Macadamia Esters:

- Hydrates
- Soothes

Beeswax:

- Antioxidant protection

skin type:

- All skin types



net wt. 4.2 g/.14 fl oz
PAO 12 months



NO WHEAT



NO SOY

In Touch® Highlighter

CLICK HERE to learn how to apply In Touch Highlighter.

suggested tools:

Foundation, Sculpting Brush or fingers

features and benefits:

- A highlighter that gives skin a natural-looking radiance.
- May be applied to the tops of cheekbones, brow bones and the bridge of the nose.
- Creamy, lightweight formula adds a soft glow to any look.

ingredients:

Ethyl Macadamiate, Isostearyl Neopentanoate, Euphorbia Cerifera (Candelilla) Wax, Silica, Copernicia Cerifera Cera, Moringa Pterygosperma (Moringa) Seed Oil, Isopropyl Jojobate, Cera Alba (Beeswax), Ozokerite, Citrus Tangerina (Tangerine) Peel Oil, Tocopherol, Ascorbyl Palmitate. [+/- (May Contain) Mica, Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Red 30 Lake (CI 73360), Red 6 Lake (CI 15850) (Aka 201)]

key ingredients:

Mica:

- Reflects light for a soft focus effect

Moringa Seed Oil:

- Glides
- Moisturizes
- Protective antioxidant

skin type:

- All skin types



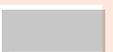
net wt. 4.2 g/.14 fl oz
PAO 12 months



NO WHEAT



NO SOY



So-Bronze® Bronzing Powder

CLICK HERE to learn how to apply So-Bronze.

suggested tools:

White Fan, Dome Brush, Blending/Contouring Brush,
or Flocked Sponge

features and benefits:

- A powder used for bronzing, contouring and highlighting.
- So-Bronze 1 is a classic terra-cotta color with tiny specks of gold mica to add glow.
- So-Bronze 2 is slightly darker with the addition of a quarter moon of pressed gold powder.
- So-Bronze 3 has a peach-undertoned bronzer with a quarter moon of pressed peachy-pink shimmer.
- Use them separately (put shimmer on eyes, lips and top of cheekbones), or swirl the brush over both colors.
- Provides a natural, sun-kissed look.
- Available prefilled in a refillable silver compact and as refills.
- Sleek refillable compact also sold separately

ingredients:

Mica, Boron Nitride, Titanium Dioxide (CI 77891), Zinc Stearate, Dimethicone, Stearic Acid, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract, Isopropyl Jojobate. [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Carmine (CI 75470)]

key ingredients:

Boron Nitride:

- "Rolls Royce" of minerals
- Glides
- Adheres
- Diffuses light

Pine Bark Extract:

- Gives potent antioxidant protection

Pomegranate Extract:

- Gives potent antioxidant protection
- Functions as a natural preservative

skin type:

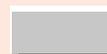
- All skin types



net wt. 9.9 g/.35 oz
PAO 24 months



NO WHEAT NO SOY



Bronzers

Moonglow™, Rose Dawn™, Sunbeam™ and Peaches & Cream

CLICK HERE to learn how to apply Moonglow.

suggested tools:

White Fan, Dome Brush, Blending/Contouring Brush,
or Flocked Sponge

features and benefits:

- Each bronzer contains four luxurious shades that can be mixed and matched to suit every mood, available in:
 - Moonglow Golden Bronzer - warm golden shades
 - Peaches & Cream Bronzer - warm peachy pink shades
 - Rose Dawn Bronzer - cool pink/bronze shades
 - Sunbeam Bronzer - luminous pink/copper shades
- Sweep across lips, eyes and cheeks for contouring, highlighting or an all-over sun-kissed glow.
- Apply bronzers dry or mix with moisturizer or hair gel for dramatic effect on the body and hair.
- Available prefilled in a refillable silver compact and as refills.
- Sleek refillable compact also sold separately.

ingredients:

Moonglow and Sunbeam – Mica, Boron Nitride, Dimethicone, Stearic Acid, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)]

Peaches & Cream – Mica, Boron Nitride, Dimethicone, Stearic Acid, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Ultramarines (CI 77007), Carmin (CI 75470)]

Rose Dawn – Mica, Boron Nitride, Dimethicone, Stearic Acid, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract. [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Carmine (CI 75470)]

key ingredients:

Mica:

- Provides glide

Pine Bark Extract:

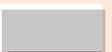
- Gives potent antioxidant protection

Pomegranate Extract:

- Gives potent antioxidant protection
- Functions as a natural preservative

skin type:

- All skin types



GreatShape™ Contour Kit

CLICK HERE to learn how to apply the GreatShape Contour Kit.

suggested tools:

- Contour Brush, Blending/Contouring Brush or White Fan

features and benefits:

- Packaged in a sleek, mirrored, rose gold compact with three generous wells of color.
- Easily blendable pressed powder shades.
- Features three matte shades in each kit to sculpt and enhance all of your best features.
 - o Contour shade gives a natural, shadow effected, sculpted look.
 - o Highlight shade illuminizes and enhances features.
 - o Blush shade gives glow from within finishing touch of color.
- Available in three shades: *Warm*, *Cool* and *Deep*.
- Comes with an easy-to-follow, illustrated application guide.



total net wt. 7.5g/.26oz
PAO 24 months



NO WHEAT



NO SOY

ingredients:

Highlight – Mica, Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract, [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Chromium Oxide Greens (CI 77288)]

Blush - Mica, Boron Nitride, Dimethicone, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract, [+/- (May Contain) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Carmine (CI 75470), Manganese Violet (CI 77742), Ultramarines (CI 77007)]

Contour – Mica, Titanium Dioxide (CI 77891), Boron Nitride, Zinc Oxide (CI 77947), Dimethicone, Stearic Acid, Plankton Extract, Algae Extract, Pinus Strobus (Pine) Bark Extract, Punica Granatum (Pomegranate) Extract, [+/- (May Contain) Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)]

key ingredients:

Boron Nitride:

- Adheres
- Glides
- Diffuses light

Pomegranate Extract:

- Gives potent antioxidant protection
- Aids in minimizing UV damage

Pine Bark extract:

- Gives potent antioxidant protection
- Calms and soothes



24-Karat Gold Dust Shimmer Powder

CLICK HERE to learn how to apply 24-Karat Gold Dust.

suggested tools:

White Fan, Small Fluff or any *jane iredale* brush

features and benefits:

- A shimmer powder created from Mica, a diamond pearlescent pigment, which enhances your sophisticated elegance.
- This multi-purpose product can be used on cheeks, eyes and lips to create a delicate highlight. Or mix with your moisturizer for application to the body or with your favorite hair styling product for added sparkle.
- Only this one product is needed to brighten your beauty routine!

ingredients:

Mica, Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77492)

key ingredients:

Mica:

- Provides shimmer
- Provides glide

skin type:

- All skin types

tips:

Wet a *jane iredale* brush with Hydration Spray to apply 24-Karat Gold Dust Shimmer Powder as an eye shadow.



net wt. 1 g/.035 oz.
PAO 24 months



VEGAN



NO WHEAT



NO SOY

highlighting and contouring

Highlighting and contouring are fundamental makeup techniques. With skill, flattering planes of the face can be enhanced, unflattering features can be diminished and a general appearance of balance can be achieved. There are several methods and products that can be used to create highlighting and contouring, but what makes them successful is that:

- They work in conjunction with each other. Each one complements the other to achieve the optimum result.
- They are appropriate for the setting. For example, it's inappropriate to use heavy shading for a daytime look.
- They are well blended so that there are no demarcation lines.
- They are chosen to be as close to the natural skin color as possible. This creates a more natural effect.

highlighters

Their purpose is to emphasize and bring areas forward. (Light colors move forward; dark colors recede.) Therefore, to be effective, highlighting shades should be lighter than the skin tone. The shades can be matte or contain a shimmer. A shimmery finish will reflect more light. Potential areas for highlighting:

- Center of the forehead
- Bridge of the nose
- Inner corner of the eyes
- Brow bone
- Top of cheekbone
- Upper apple of the cheek
- Center of cupid's bow
- Center of bottom lip
- Center of chin

jane iredale products useful for highlighting:

- Highlight shade in GreatShape Contour Kits.
- Any lighter base shade such as *Ivory* or *Bisque* Amazing Base Loose Mineral Powder or PurePressed Base Mineral Foundation; *BB1* or *BB3* Glow Time Full Coverage Mineral BB Cream; *No.1* or *No.3* Active Light Under-eye Concealer.
- Matte-based eye shadows such as *White*, *Bone*, *Champagne* PurePressed Eye Shadow.
- Shimmer-based eye shadows are great to use to highlight above the cheekbone. Just remember to be careful how much you apply if your client has a lot of texture around the eye area. Color suggestions are *Oyster*, *Peach Sherbet*, *Allure*, *Cream*, *Nude*, or *Wink* PurePressed Eye Shadow.

contouring shades

Their purpose is to diminish and recede areas by mimicking shadows and creating depth. Shades should be darker than the skin tone and blended so that no demarcation lines can be seen. Matte shades will absorb more light, making them the most appropriate selection for contouring. For a natural-looking contour, choose a shade that corresponds to the skin tone. Potential areas for contouring:

- Around the hairline
- Socket of the eye
- Temples
- Under the cheekbones
- Sides of the nose
- Bottom of the nose
- Jawline
- Under the chin

jane iredale products useful for contouring:

- Contour shade in GreatShape Contour Kits.
- Any darker base shade such as *Cognac*, *Warm Brown*, *Velvet*, *Bittersweet* or Mahogany PurePressed Base Mineral Foundation; *BB11* or *BB12* Glow Time Full Coverage Mineral BB Cream; *No.6* Active Light Under-eye Concealer.
- So-Bronze Bronzing Powder 1, 2 and 3.
- Matte PurePressed Eye Shadows such as *Taupe* and *Cappuccino*.

basic highlighting

Apply a lighter color of foundation to the area under the eyes, down to the bottom of the nose and across the top ledge of the cheeks just past the outside corner of the eyes. This will create what is known in professional makeup artistry as “the esthetic triangle.” The esthetic triangle creates a highlight which pulls out the center of the face, focuses more attention on the eyes and makes cheekbones appear higher.

basic contouring

To help recess a full neck and make the jaw appear stronger, use a neutral powder blush and apply lightly to the jawline.

contouring the nose

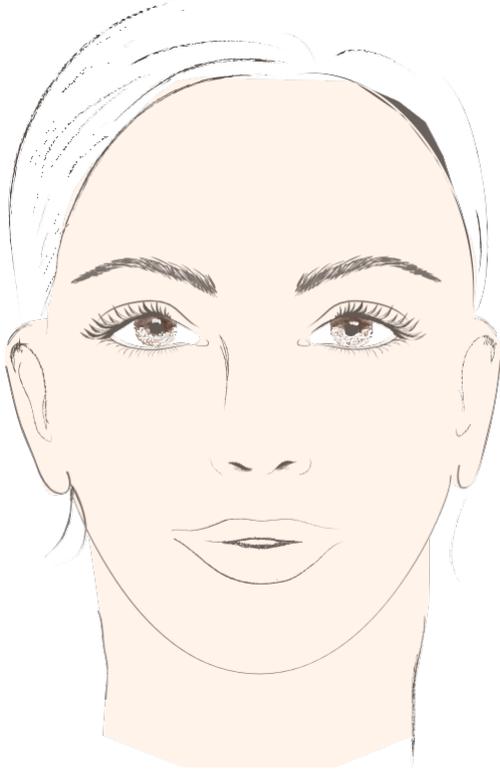
- For a long, wide nose, apply a darker shade of foundation on either side of the bridge. Extend down along each side of the nose, and blend. Contour between and around the nostrils, covering the tip of the nose, and blend.
- Widen a thin nose by applying a lighter shade of foundation down the sides of the nose, and blend. If the nose is sharp or pointed, apply a darker shade underneath the tip of the nose. Blend.
- To soften a bump, apply a darker foundation shade directly on the bump, and blend. Next, apply a lighter shade of foundation on both sides of the bump from the bridge to the nostrils, and blend.
- To straighten a crooked nose, apply a darker shade of foundation onto the bulging side of the nose, and blend. On the opposite side of the nose, apply a lighter shade, and blend.
- To shorten a long nose, apply a darker shade of foundation to the tip and underside of the nose. Contour around and between the nostrils.
- To thin a wide nose, apply a darker shade of foundation on either side of the bridge of the nose, extending down along each side of the nose. Apply a thin line of a lighter shade of foundation down the center of the nose. To correct wide nostrils, apply a darker shade on the sides of the nostrils. Blend.

face shapes

Highlighting and contouring can change the appearance of the face. Techniques can be used to shorten or thin the face, round off a square jaw or hairline, or emphasize cheekbones. The ideal face shape is thought to be an oval, so the goal when highlighting and contouring is to work towards a more oval look.

how to find your face shape

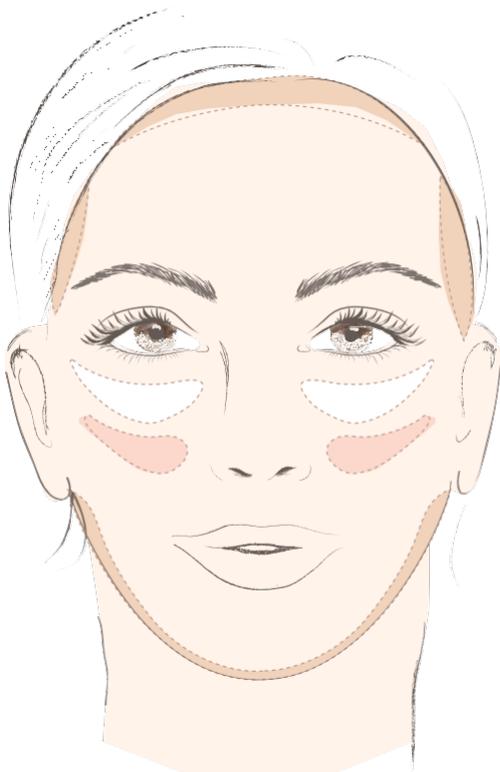
Stand in front of the bathroom mirror and make sure the surroundings are well lit. For long hair: tie your hair back in a tight pony tail. For short hair: pull hair back with a head band. Now, take a bar of soap and carefully outline your face on the mirror. Try not to shake and stand absolutely still, while slowly making an outline of your face on the mirror. Now, look at the outline you have drawn and try to compare it with images below.



oval

characteristics:

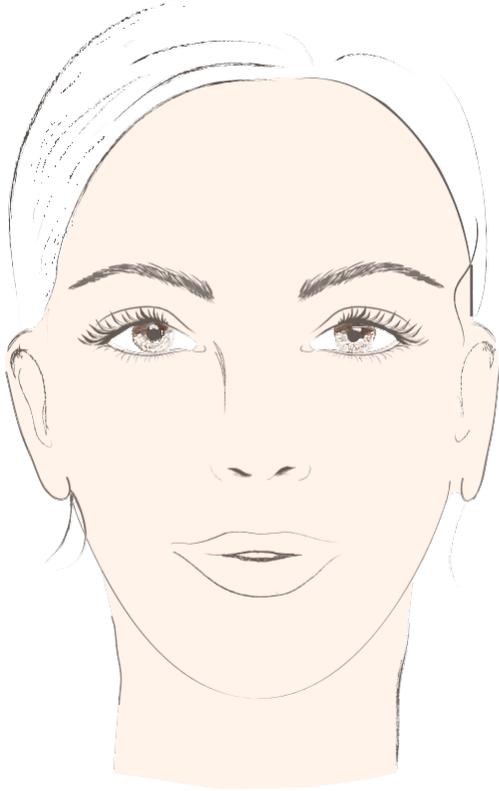
Considered the ideal face shape, the proportions of the forehead height balance with the chin. Both the hairline and jaw are delicately curved. Cheekbones are sculpted but not overly prominent.



enhancing techniques:

- 1 Shade/contour hairline and under jawline.
- 2 Highlight cheekbones.
- 3 Blush under cheekbone or apple.

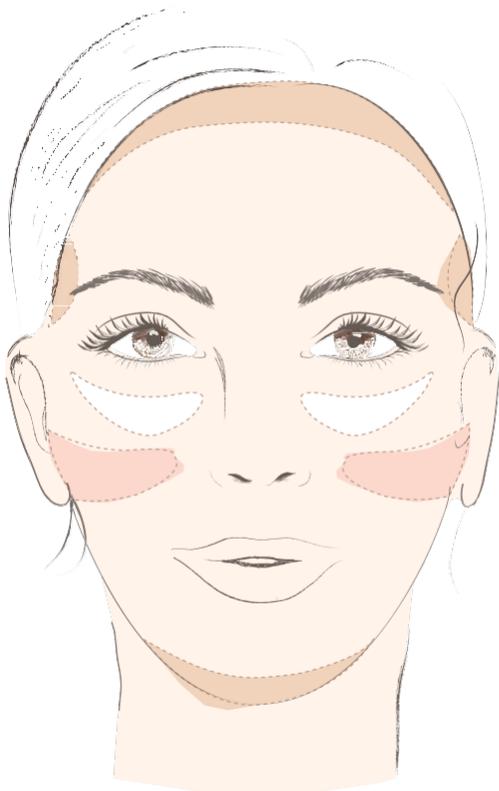




long

characteristics:

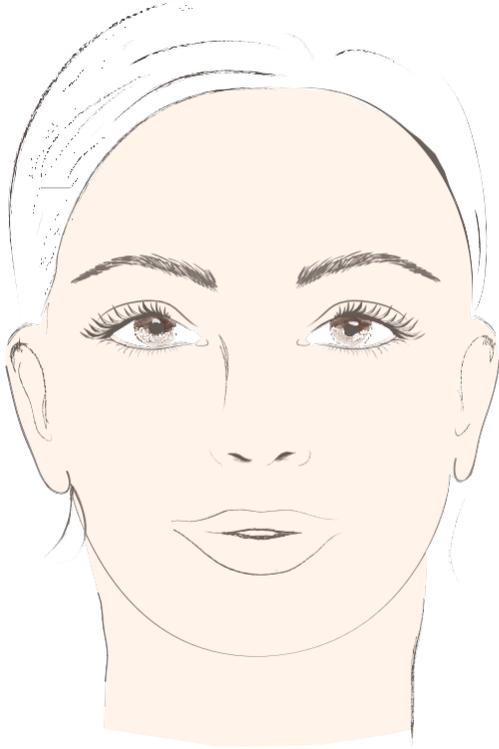
A high forehead or long chin can give the face an elongated and drawn look. Because of the length, the cheekbones can look flat and lack lift.



enhancing techniques:

- 1 Shade/contour temples and top hairline, under chin.
- 2 Highlight cheekbones and temples.
- 3 Blush sparingly, on apple of cheek.

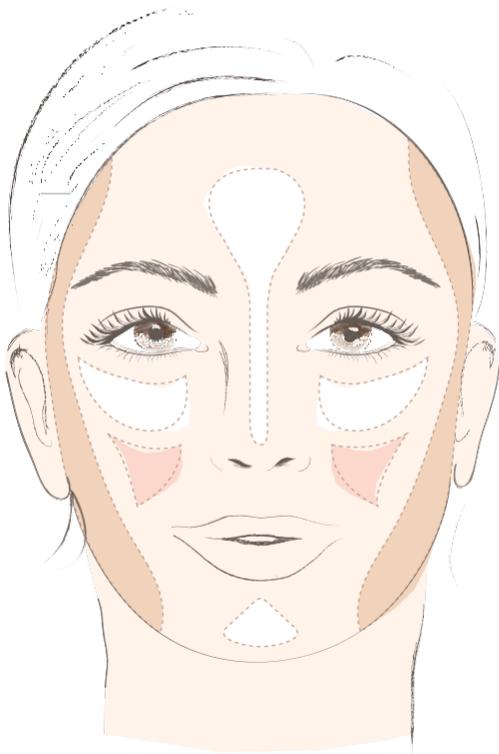




round

characteristics:

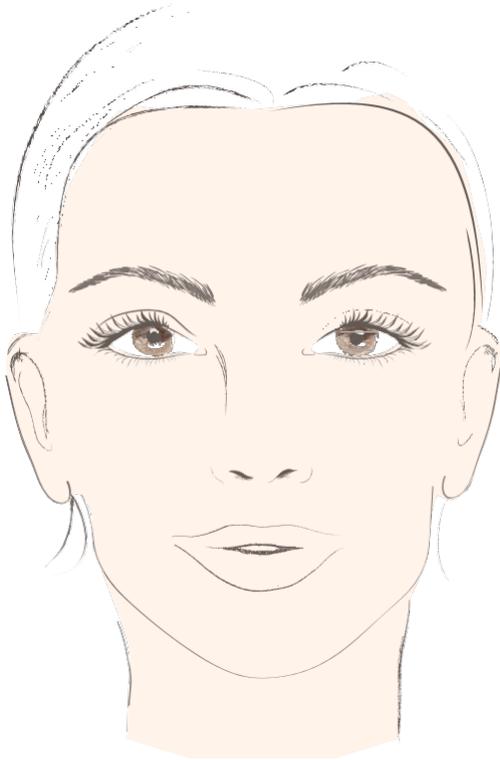
The forehead, cheeks and chin combined almost form a circle. The width of the face is almost the same as the length. This face can look flat; with the cheeks being fuller, the definition of the cheekbones is lost.



enhancing techniques:

- 1 Shade/Contour temples, under cheekbones and jawline.
- 2 Highlight the chin, center of forehead, under the eyes and down bridge of the nose.
- 3 Blush top cheekbone.

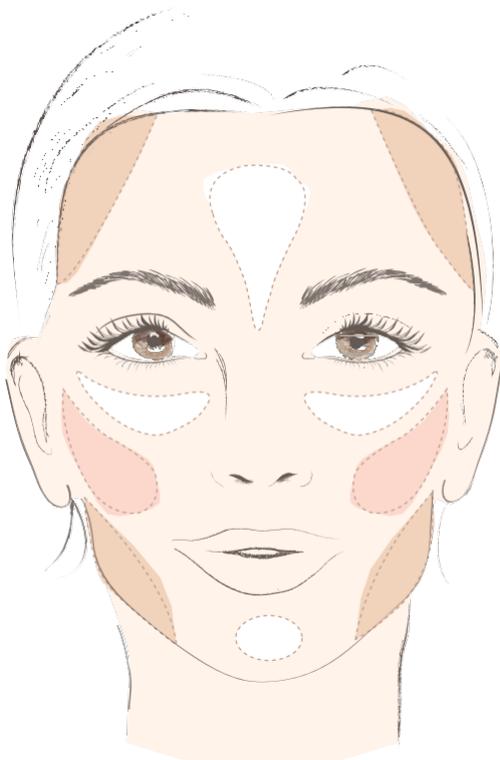




square

characteristics:

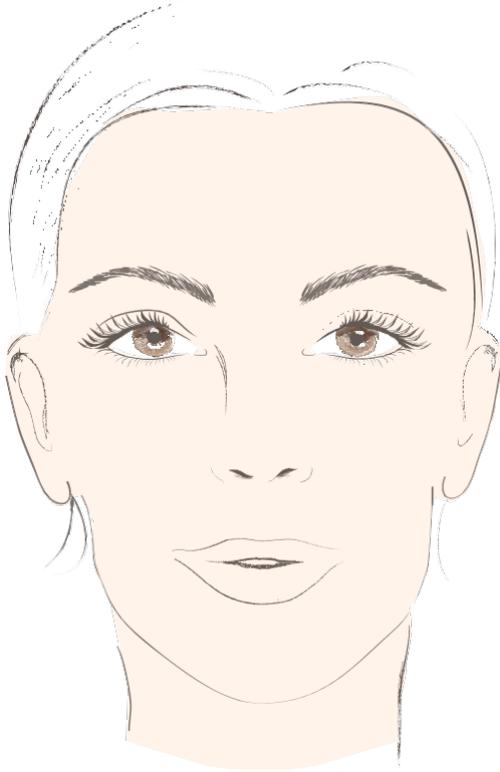
A strong bone structure. The jawline is angled at the sides, and the hairline is wide and angled. Because of the width of the forehead and jaw, the cheekbones can look unnoticeable.



enhancing techniques:

- 1 Shade/contour corners of hairline and corners of jaw.
- 2 Highlight cheekbones, chin and center forehead.
- 3 Blush under cheekbone.

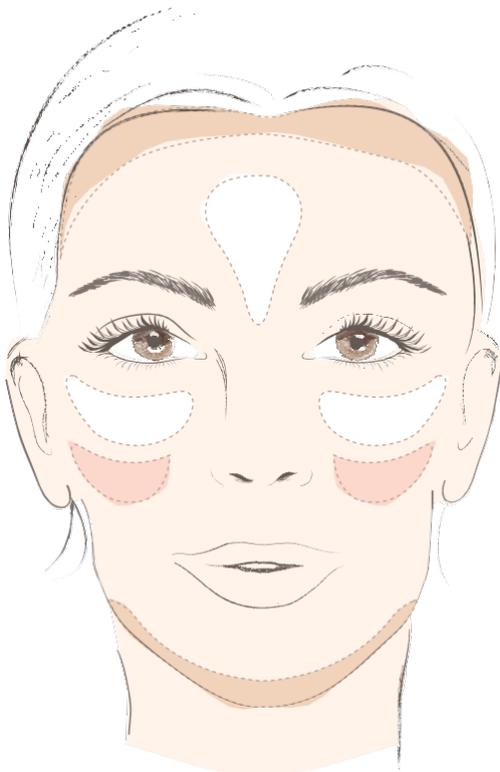




rectangle/oblong

characteristics:

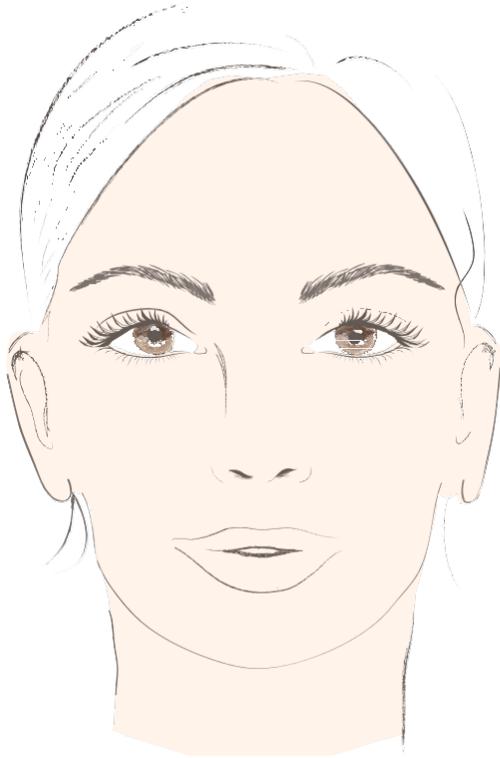
Face is longer than it is wide. Cheekbones are long and straight, sometimes making the facial plane appear flat.



enhancing techniques:

- 1 Shade/contour temples and top hairline, sides of jawline and under chin.
- 2 Highlight center forehead.
- 3 Blush apple of cheek.

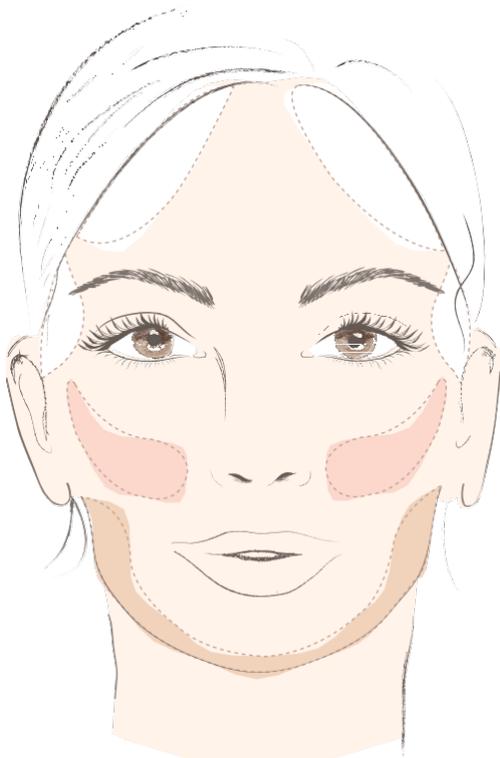




triangle

characteristics:

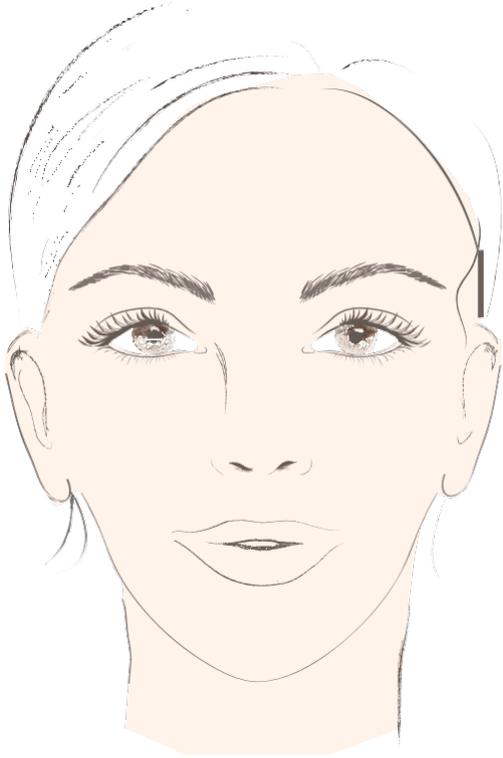
The forehead is proportionally narrower and more rounded than the jawline, which can also look angular. Cheekbones can be lost because of the wide jaw.



enhancing techniques:

- 1 Shade/contour jawline under cheekbone.
- 2 Highlight temples.
- 3 Blush under cheekbone.





diamond

characteristics:

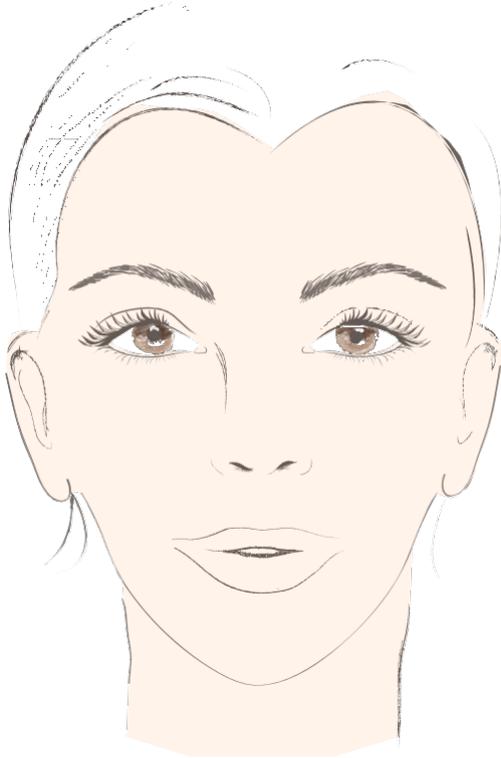
A rounded forehead and chin are combined with width across the center of the face and prominent cheekbones.



enhancing techniques:

- 1 Shade/contour center of forehead and chin.
- 2 Highlight temples and jawline.
- 3 Blush on the cheekbone or apple of the cheek.

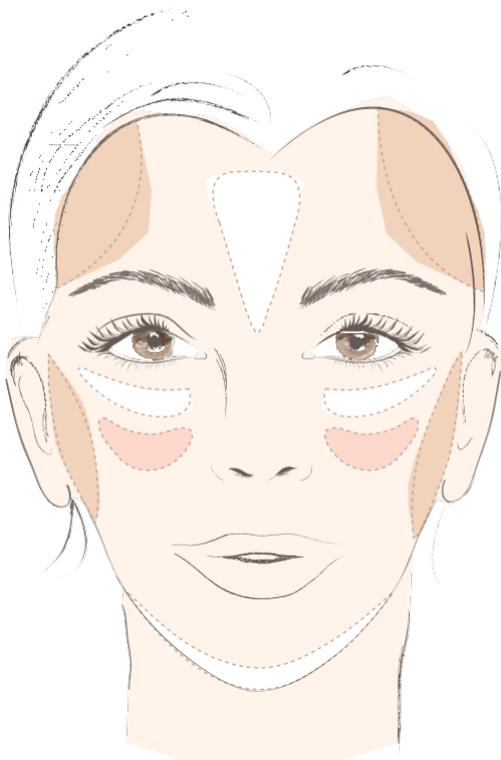




heart & inverted triangle

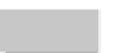
characteristics:

Like an inverted triangle but with a “widow’s peak” hairline. The chin can look prominent and so denotes length, therefore cheekbones can be lost.



enhancing techniques:

- 1 Shade/contour temples and center chin.
- 2 Highlight jawline.
- 3 Blush on the cheekbone or apple of the cheek.



lips

Sugar&Butter Lip Exfoliator/Plumper

CLICK HERE to learn how to apply Sugar&Butter.

suggested tools:

Retractable Lip Brush

features and benefits:

- Exfoliator and lip plumper duo restores moisture to dry, chapped lips for a smooth and moist finish.
- Packaged in a dual-ended tube and is easy to apply.
- Organic Brown Sugar exfoliates the lips.
- Shea Butter restores moisture to thirsty lips.

ingredients:

Lip Exfoliator – Sucrose (Turbinado Sugar), Macadamia Integrifolia Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Persea Gratissima (Avocado) Oil, Copernicia Cerifera Cera, Euphorbia Cerifera (Candelilla) Wax, Simmondsia Chinensis (Jojoba) Seed Oil, Aloe Barbadosensis Leaf Extract, Tocopherol, Ascorbyl Palmitate

Lip Plumper – Triisostearyl Citrate, Persea Gratissima (Avocado) Oil, Copernicia Cerifera Cera, Cera Alba (Beeswax), Simmondsia Chinensis (Jojoba) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Helianthus Annuus (Sunflower) Seed Oil, Butyrospermum Parkii (Shea Butter), Zingiber Officinale (Ginger) Root Oil, Citrus Medica Limonum (Lemon) Peel Oil, Citrus Tangerina (Tangerine) Peel Oil, Camellia Sinensis (Green Tea) Leaf Extract, Vitis Vinifera (Grape) Seed Extract, Ethylhexyl Palmitate, Tribehenin, Sorbitan Isostearate, Palmitoyl Oligopeptide, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Tocopherol, Ascorbyl Palmitate. [+/- (May Contain) Mica, Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499 Red 7 Lake (CI 15850)(Aka 202)]

key ingredients:

Lip Exfoliator

Turbinado Sugar:

- Gently exfoliates with organic brown sugar crystals

Macadamia Seed Oil:

- Smoothes and softens
- Soothes

Jojoba Seed Oil:

- Hydrates
- Resembles skin's natural sebum

skin type:

- All skin types



total net wt. 3 g/.1 oz
PAO 12 months



NO WHEAT



NO SOY



LipDrink® Lip Balm

CLICK HERE to learn how to apply LipDrink.

features and benefits:

- Seven shades to choose from, six tinted shades add a pretty hint of color to your protection.
- Moisturizing, protective lip balm.
- Titanium Dioxide provides broad spectrum sunscreen with SPF 15 UVA/UVB.
- Combines a variety of waxes and oils to provide a protective shield.
- Contains the antioxidants green tea extract, and vitamins E and C.
- Lemon flavor.
- Feels more moist on the lips than a traditional lip balm.

ingredients:

Active Ingredient: Titanium Dioxide 1.75%. Ingredients: Vegetable Oil, Ricinus Communis (Castor) Seed Oil, Octyldodecyl Neopentanoate, Copernicia Cerifera Cera, Daucus Carota Sativa (Carrot) Seed Oil, Persea Gratissima (Avocado) Oil, Lotus Corniculatus (Lotus Flower) Extract, Aloe Barbadensis Leaf Extract, Camellia Sinensis (Green Tea) Leaf Extract, Coconut Alkanes, Stearic Acid, Coffea Arabica (Coffee) Seed Extract, Rubus Fruticosus (Blackberry) Fruit Extract, Alumina, Coco-Caprylate/Caprates, Ascorbyl Palmitate, Tocopherol, Citrus Medica Limonum (Lemon) Peel Oil. [+/- (May Contain) Mica, Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Red 7 Lake (CI 15850) (Aka 202), Red 30 Lake (CI 73360)]

key ingredients:

Titanium Dioxide:

- Provides broad spectrum sunscreen

Daucus Carota Sativa (Carrot) Seed Oil:

- Smooths and softens
- Soothes
- Antioxidant benefits

Persea Gratissima (Avocado) Oil:

- Protects and moisturizes
- Antioxidant benefits

Coffea Arabica (Coffee) Seed Extract, Rubus Fruticosus (Blackberry) Fruit Extract, Camellia Sinensis (Green Tea) Leaf Extract, Tocopherol:

- Antioxidant benefits

skin type:

- All skin types



net wt. 4 g/.14 oz
PAO 12 months





Lip Pencil

CLICK HERE to learn how to apply Lip Pencil.

features and benefits:

- Mineral pigment-based lip pencil with a soft formula that won't tug at delicate skin.
- Made with conditioning oils and waxes.
- Can be used anywhere on the face.
- Soft formula lends itself to blending and being used as a lip base.
- Use a *jane iredale* sharpener to maintain a rounded point. Other sharpeners will split the wood.

ingredients:

Hydrogenated Jojoba Oil, Caprylic/Capric Triglyceride, Silica, Limnanthes Alba (Meadowfoam) Seed Oil, Mangifera Indica (Mango) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Butyrospermum Parkii (Shea Butter), Macadamia Intergrifolia Seed Oil, Copernicia Cerifera Cera, Tocopherol, Ascorbyl Palmitate. [+/- (May Contain) Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Manganese Violet (CI 77742), Mica, Carmine (CI 75470)]

key ingredients:

Shea Butter:

- Moisturizes

Macadamia Seed Oil:

- Soothes

Vitamin E:

- Gives antioxidant protection

skin type:

- All skin types



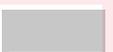
net wt. 1.1 g/.04oz



NO WHEAT



NO SOY



Triple Luxe Long Lasting Naturally Moist Lipstick™

suggested tools:

Retractable Lip Brush

features and benefits:

- Triple Luxe formula is long lasting, natural and moisturizing.
- 15 stylishly chic shades glide on for a creamy matte finish.
- Antioxidant-rich Moringa Oil soothes and nourishes.
- Unique blend of waxes and oils softens, protects and hydrates.
- Tahitian Vanilla and Blackberry offer a subtly sweet flavor and fragrance.
- Sleek rose gold bullet tube features a magnetic closure.

ingredients:

Ricinus Communis (Castor) Seed Oil, Persea Gratissima (Avocado) Oil, Jojoba Esters, Euphorbia Cerifera (Candelilla) Wax, Copernicia Cerifera Cera, Moringa Pterygosperma (Moringa) Seed Oil, Caprylic/Capric Triglyceride, Moringa Oil/Hydrogenated Moringa Oil Esters, Hydrogenated Palm Oil, Helianthus Annuus (Sunflower) Seed Oil, Brassica Alba (White Mustard) Sprout Extract, Zingiber Officinale (Ginger) Root Extract, Cucurbita Pepo (Pumpkin) Seed Extract, Camellia Sinensis (Green Tea) Leaf Extract, Vitis Vinifera (Grape) Seed Extract, Vanilla Tahitensis Fruit Extract, Rubus Fruticosus (Blackberry) Fruit Extract, Tocopherol, Ascorbyl Palmitate, Isononyl Isononanoate, Isopropyl Myristate, Isopropyl Titanium Triisostearate, Polyhydroxystearic Acid, Stearalkonium Hectorite, Propylene Carbonate. [+/- (May Contain*) Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Red 6 Lake (CI 15850)(Aka 201), Red 7 Lake (CI 15850)(Aka 202), Red 27 Lake (CI 45410), Red 30 Lake (CI 73360)]

key ingredients:

Moringa Oil:

- Moisturizes, calms and conditions skin
- Antioxidant-rich ingredient defends against free radicals
- A traditional healing oil dating back centuries

Avocado and Sunflower Seed Oils:

- Soothe and condition skin
- Offer strong antioxidant protection
- Help protect against moisture loss

Brassica Alba Sprout Extract:

- Hydrates and plumps lips
- Minimizes the appearance of lip lines



key ingredients:

Triiostearyl Citrate:

- Orange peel wax that replaces the need for petroleum based products

Moringa Oil/Hydrogenated Moringa Oil Esters:

- Highly stable oil that can be used in cooking and cosmetics.
- Rich in fatty acids and vitamins A & C
- The healing properties of moringa oil have been documented as far back as the Ancient Egyptians

skin types:

- All skin types

Coffee Seed Extract:

- Conditions
- Gives antioxidant protection

Avocado and Sunflower Seed Oils:

- Soothes and conditions
- Gives antioxidant protection

Blackberry and Pomegranate Extracts:

- Gives antioxidant protection
- Delights with luscious fruit flavors



Just Kissed® Lip Plumper

CLICK HERE to learn how to apply Just Kissed.

suggested tools:

Retractable Lip Brush

features and benefits:

- Tinted lip plumper with unique, time-released peptides designed to increase hydration.
- Ginger Root Extract creates a tingling, making lips appear fuller.
- Shea Butter, Sunflower Oil and Avocado soften and hydrate.
- Essential Oils of Lemon and Tangerine assist to exfoliate dead skin cells.

ingredients:

Triisostearyl Citrate, Persea Gratissima (Avocado) Oil, Copernicia Cerifera Cera, Cera Alba (Beeswax), Simmondsia Chinensis (Jojoba) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Helianthus Annuus (Sunflower) Seed Oil, Butyrospermum Parkii (Shea Butter), Zingiber Officinale (Ginger) Root Oil, Citrus Medica Limonum (Lemon) Peel Oil, Citrus Tangerina (Tangerine) Peel Oil, Camellia Sinensis (Green Tea) Leaf Extract, Vitis Vinifera (Grape) Seed Extract, Ethylhexyl Palmitate, Tribehenin, Sorbitan Isostearate, Palmitoyl Oligopeptide, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Tocopherol, Ascorbyl Palmitate. [+/- (May Contain) Mica, Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Red 30 Lake (CI 73360), Red 7 Lake (CI 15850)(AKA 202)]

key ingredients:

Beeswax:

- Provides a natural antiseptic

Shea Butter:

- Moisturizes

Palmitoyl Oligopeptide:

- Increases lip hydration and diminishes the appearance of lip furrows

skin type:

- All skin types



net wt. 3g/.1 oz
PAO 12 months



NO WHEAT



NO SOY



Just Kissed® Lip and Cheek Stain

CLICK HERE to learn how to apply Just Kissed Lip and Cheek Stain.

suggested tools:

Retractable Lip Brush

features and benefits:

- Multipurpose lip and cheek stain, rich in natural botanicals, that enhances your natural coloring.
- Non-drying, long-lasting stain adjusts to your own chemistry for an irresistible shade that will flatter your skin's undertone.
- Olive Butter, Avocado Butter and Wild Rose Wax soothe and soften lips. Rose Flower Wax and Beeswax nourish and moisturize.

ingredients:

Triisostearyl Citrate, Olea Europaea (Olive) Fruit Oil, Persea Gratissima (Avocado) Oil, Cucurbita Pepo (Pumpkin) Seed Oil, Cera Alba (Beeswax), Simmondsia Chinensis (Jojoba) Seed Oil, Punica Granatum (Pomegranate) Extract, Rubus Fruticosus (Blackberry) Fruit Extract, Vaccinium Angustifolium (Blueberry) Fruit Extract, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Camellia Sinensis (White Tea) Leaf Extract, Carthamus Tinctorius (Safflower) Seed Oil, Rosa Damascena Flower Wax, Tocopherol, Ascorbyl Palmitate, Citric Acid. [+/- (May Contain) Red 21 (CI 45380) (Aka 223), Orange 5 (CI 45370) (Aka 201)]

key ingredients:

Triisostearyl Citrate:

- An amino acid, which facilitates the development of pigment based on the acid level of the skin.

Olive and Avocado Oils:

- Soothes and softens lips

Rose Flower Wax and Beeswax:

- Nourishes and moisturizes

skin type:

- All skin types



net wt. 3g/.1 oz
PAO 12 months

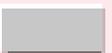


NO WHEAT



NO SOY

"I just love this product, it's like a magic pen, goes clear on and enhances your natural beauty."
– jane iredale Customer Review



Lip Fixation® Lip Stain/Gloss

CLICK HERE to learn how to apply Lip Fixation.

suggested tools:

Retractable Lip Brush

features and benefits:

- Dual-ended lip stain and lip gloss that provide hydration, color and shine without the use of petroleum based ingredients.
- Gives rich color that's very long lasting.
- Colors the lips without feathering.
- Protects lips with organic vegetable oils.
- Delicious vanilla gloss highlights and accentuates the stain color while conditioning the lips.

ingredients:

Lip Stain – Isododecane, Acrylates/Dimethicone Copolymer, Trimethylsiloxysilicate, Propylene Carbonate, Tocopherol, Vanilla Tahitensis Fruit Extract. [+/- (May Contain) Mica, Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Red 7 Lake (CI 15850)(Aka 202), Red 30 Lake (CI 73360), Red 6 Lake (CI 15850)(AKA 201)]

Lip Gloss – Persea Gratissima (Avocado) Oil, Cocoglycerides, Zingiber Officinale (Ginger) Root Extract, Simmondsia Chinensis (Jojoba) Seed Oil, Cera Alba (Beeswax), Copernicia Cerifera Cera, Ascorbyl Palmitate, Tocopherol, Vanilla Tahitensis Fruit Extract. [+/- (May Contain) Mica, Titanium Dioxide (CI77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Red 7 Lake (CI 15850)(AKA 202), Red 30 Lake (CI 73360)]

key ingredients:

Lip Stain

Acrylates/Dimethicone Copolymer:

- Binding
- Conditioning
- Provides staying power

Trimethylsiloxysilicate:

- Provides staying power

Vitamin E:

- Gives antioxidant protection

Lip Gloss

Avocado Oil:

- Soothes
- Gives antioxidant protection

Trimethylsiloxysilicate:

- Hydrates
- Resembles skin's natural sebum

Ginger Root Extract:

- Calms
- Gives antioxidant protection

skin type:

- All skin types

tips:

For long-lasting cheek color, dab the Lip Fixation stain on the apples of the cheeks and blend.



total net wt. 6 ml/.2 fl oz
PAO 12 months





PureGloss® Lip Gloss

CLICK HERE to learn how to apply PureGloss Lip Gloss.

suggested tools:

Retractable Lip Brush

features and benefits:

- A luxurious formula that feels lusciously creamy on the lip.
- Natural-looking, sheer tint of color.
- Ergonomic applicator for precise application
- Ultra-glossy without feeling tacky.
- Soothing and protective with natural calming properties found in Lotus Flower Extract.
- Formulated in a base of organic oils that includes Moringa Butter, Lotus Flower and Candelilla Wax.
- Hydrating—Moringa B moisturized, quenched and nourished.
- Antioxidant protection with Avocado and Sunflower Seed Oils, Ascorbyl Palmitate and Tocopherol.
- Pleasantly flavored with Lemon Peel, Tangerine Peel and Pomegranate Extracts (an additional antioxidant)
- Remarkably long-lasting.
- Free of petroleum-based ingredients.
- Vegan-friendly and gluten-free.

ingredients:

Triisostearyl Citrate, Persea Gratissima (Avocado) Oil, Moringa Oil/Hydrogenated Moringa Oil Esters, Helianthus Annuus (Sunflower) Seed Oil, Jojoba Esters, Moringa Pterygosperma (Moringa) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Copernicia Cerifera Cera, Punica Granatum (Pomegranate) Extract, Camellia Sinensis (Green Tea) Leaf Extract, Citrus Medica Limonum (Lemon) Peel Oil, Citrus Tangerina (Tangerine) Extract, Carthamus Tinctorius (Safflower) Seed Oil, Zingiber Officinale (Ginger) Root Extract, Lotus Corniculatus (Lotus Flower) Extract, Ascorbyl Palmitate, Tocopherol, [+/- (May Contain) Mica, Titanium Dioxide (CI 77891), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499), Red 6 Lake (CI 15850)(Aka 201), Red 7 Lake (CI 15850)(Aka 202), Red 27 Lake (CI 45410), Red 30 Lake (CI 73360)]

key ingredients:

Lotus Flower Extract:

- Soothes
- Protective properties

Avocado and Sunflower Seed Oils:

- Soothes
- Conditions
- Gives antioxidant protection

Moringa Oils and Orange Peel Wax:

- Conditions
- Hydrates

Lemon Peel, Tangerine Peel, and Pomegranate Extracts:

- Luscious fruit flavors
- Gives antioxidant protection

Vitamin E:

- Gives antioxidant protection

skin type:

- All skin types



net wt. 7ml/.23 fl oz
PAO 12 months



VEGAN



NO WHEAT



NO SOY



PlayOn® Lip Crayon

CLICK HERE to learn how to apply PlayOn Lip Crayon.

features and benefits:

- Seven modern and versatile shades give excellent color pay-off.
- Soft and creamy application that is easy to blend.
- Contains a high concentration of moisturizing oils that leave lips conditioned and soft.
- The sleek pencil design is comfortable to hold and gives precise application. A pointed tip is easy to achieve with our Jumbo Pencil Sharpener.

ingredients:

Ricinus Communis (Castor) Seed Oil, Octyldodecanol, Euphorbia Cerifera (Candelilla) Wax, Isopropyl Lanolate, Synthetic Wax, Myristyl Lactate, Polybutene, Lanolin Oil, Cetyl Alcohol, Cetyl Acetate, PPG-3 Myristyl Ether, Ethylhexyl Stearate, Ethylhexyl Palmitate, Copernicia Cerifera Cera, Wheat Germ Glycerides, Diethylhexyl Adipate, Tocopherol, Acetylated Lanolin Alcohol, Oleyl Acetate, Ascorbyl Palmitate. [+/- (May Contain) Mica, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Carmine (CI 75470), Manganese Violet (CI 77742), Yellow 5 Lake (CI 19140), Yellow 6 Lake (CI 15985), Red 6 (CI 15850), Red 7 Lake (CI 15850)(Aka 202), Red 30 (CI 73360)]

key ingredients:

Castor Seed Oil:

- Soothing

Ethylhexyl Palmitate:

- Emollient from palm oil

Vitamin E:

- Topical antioxidant
- Natural preservative

skin type:

- All skin types



net wt. 2.8g/.10 oz





tools

brushes

tools

All makeup artists know that to get optimum results the right tools are essential. That means great brushes! We have designed our brushes specifically for our makeup in order to produce the best effect from our powders, creams and liquids.

Our non-animal hair brushes are made of unique and painstakingly developed synthetic fibers. These materials are manufactured by our brush factory and not purchased on the open market, making them a superior alternative to animal hair. The two types of fibers used are Natoron and Taklon with some brushes being a combination of the two. Natoron is primarily used in our powder application brushes. This beautifully soft material was designed to mimic natural hairs with its ultra-thin shaft and tapered tip. Our liquid and cream product application brushes are made of Taklon. Its uniform shaft and slightly larger diameter makes this material a bit stiffer and prevents the product from sticking to the fibers allowing for easy transference and blending.

Both Natoron and Taklon are durable, easy to clean and do not require sterilization. There is also no shedding or breakage.

hand-tied versus cut-to-shape

One of the distinguishing features of a good quality brush is the standard and type of fibers used, and how that fiber is shaped and attached to the handle by the ferrule. Good quality brushes are referred to as hand-tied. This means that fibers are hand-molded to the desired shape and cut at the ferrule end (the metal collar between the brush head and handle.) This maintains the integrity of the individual fibers with their fine tapered ends. Natural hair tapers off to a fine point as it loses its keratin layers. Our synthetic fibers mimic that same shape. This tapered effect makes the fibers feel soft, picks up our products more efficiently and disburse and blends them more evenly on the skin.

The tapered ends are also soft and soothing on the skin, which only enhances the experience of a good makeover. For those who have had procedures that sensitize the skin, our brushes ensure that it will not be sensitized further.

The type of fibers chosen, the shape and the density of fibers all contribute to the performance of the brush and how it delivers the product onto the surface of the skin. Our brushes are real tools that get the best out of our makeup. As a wise person once said, "The difference between a good makeup artist and a great one is one extra stroke." So blend, blend and blend again with brushes that respond to your touch.

Recommend, demonstrate and use the appropriate tool designed for use with each of our products, and you and your client will get the best results possible.



safety, sanitation and brush care

Work area:

Clean your area with a hospital grade EPA product. Use a clean or disposable towel for the work surface to set-out the products and brushes in use.

Proper brush cleaning and storage procedure:

- Have 2 or 3 brush sets, or duplicates of the brushes used most frequently, available for each patient/client.
- Make-up brushes are classed as porous applicators according to state board rules. Brushes should be cleaned with a mild cleanser free of wax coating agents, chemical dyes and strong perfumes.
- Use warm water to saturate the brush hairs.
- Place a pea-sized amount of a mild cleanser into the palm of the hand, and massage the cleanser into the hair by stroking the brush back and forth against the palm. Do this until the cleanser has been completely dispersed among the brush fibers.
- Rinse the brush thoroughly until the water runs clear.
- Repeat as necessary.
- Create a ring with the index finger and thumb, and pull the brush through the fingers while applying pressure to remove excess water and maintain brush shape.
- Place the brush on a towel and lay flat to dry. If possible, lay the brush so the head is over the edge of the counter. This allows the air to circulate evenly and also helps to maintain the shape of the brush. The fuller-head brushes will take the longest to dry. If necessary, use a hair dryer to accelerate drying, but avoid high heat.
- Do not dry in a UV sterilizer. Brushes will disintegrate in UV light in a short period of time creating permanent damage.
- Never soak the brushes or allow them to dry in an upright position. This will loosen the glue that binds the brushes and lead to fiber loss.
- In a professional environment brushes should be cleansed daily. At home brushes should be cleansed weekly.
- For quick-cleansing and drying, use our Botanical Brush Cleaner that contains essential oils and seaweed conditioners. We do not recommend exclusive use of it on brushes; the alcohol will eventually deteriorate the fibers. Plus, brushes need thorough washing to remove all residues. If you are using another chemical cleaner, read the ingredients. Make sure there is nothing in it that has the potential for sensitizing the skin or harming your brushes.
- Store brushes in a covered container until next use.

Hands:

Clean hands following proper hand-washing guidelines. Finish with gel sanitizer in front of patient/client.



Hygiene:

- Cut off all mascara and lip gloss wands. Use a disposable wand to remove product for single-use application or squeeze a small amount on the stainless steel medical palette. Never double-dip.
- Use disposable applicators where possible. They should be easily accessible in a covered container.
- Use a spatula to remove cream items like concealers and cream blushes from the original container to the metal palette before application.
- Sharpen pencils to sterilize them.
- Sharpeners should be free of shavings and pencil wax.

Display Maintenance:

- The display presentation is your professional image and adds or detracts from your credibility.
- Replace testers when the metal bottom begins to show. Have back-up testers for popular items.
- Cream testers should be wiped of residue and replaced as needed.
- Check the expiration date on our hydration sprays.
- Lipsticks should be scraped evenly at the original angle, with the spatula or palette, so that the stick seen through the clear cap is presentable.
- The unit should be dusted or cleaned after each client.



brushes

The Handi™

- A flat-headed, long-bristled powder brush made of Naturon.
- The optimal tool for our pressed powders.



The Retractable Handi™

- Identical to The Handi but in a retractable gold metal tube with cap that fits neatly and easily into a purse.
- Use with our pressed powders.



Chisel Powder

- A long, full, powder brush with medium-density bristles made of Naturon.
- The optimal tool for our loose powders.



Foundation

- A large, flat, synthetic brush made of Taklon nylon.
- Use to evenly distribute a small amount of liquid, cream or gel product onto the skin.



Blending

- A dual-length brush made from Naturon and Taklon nylon.
- The unique combination of man-made fibers makes it extremely versatile and ideal for use with both powder and cream based products.



Kabuki

- A large, soft, rounded brush made of Naturon.
- Use with our loose powders.



Camouflage

- A small, flat, synthetic brush made with Taklon nylon.
- Use with any cream-based products.



White Fan

- A soft, long-bristled, fan-shaped brush made of Naturon.
- Use for blush, bronzer and shimmer powders.



brushes

Blending/Contouring

- A large, angled top, medium-density, multipurpose brush made of Natoron.
- For use with any cream, liquid or powder product to contour and blend to a perfect finish. Also, ideal as a blush brush.



Contour

- A large, flat structured, artistry brush with densely packed bristles made of Natoron.
- Ideal for achieving targeted contouring along the cheekbones, forehead and jawline.



Dome

- A soft, medium sized, dome shaped, multi-purpose brush made of Natoron.
- Ideal for highlighting with our bronzers or shimmer powders.



Eye Shader

- A short, flat, medium-density brush made of Natoron.
- Use to apply eye shadow.



Eye Contour

- A short, medium-density brush with a softly slanted tip, made of Natoron.
- Use to apply eye shadow accent color.



Deluxe Shader

- A long, flat, medium-density brush made of Natoron.
- Use for the softest, smoothest shading around the eyes.



Large Shader

- A long, flat, medium-density brush made of Natoron.
- Use for shading when you want a wider stroke of eye color or to prime the entire eyelid with powder foundation.



brushes

Crease

- A soft, long, tapered eye shadow brush made of Naturon.
- Thinner than the Eye Contour brush, use when you want to make up the eye with more definition.



Chisel Shader

- A brush with shorter, firmer bristles than the Eye Shader or Deluxe Shader made of Naturon.
- Ideal for laying down and compacting shadows onto flat surfaces or specific areas.



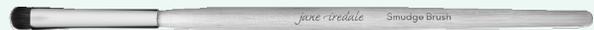
Sculpting

- A small, flat-headed, dense brush made of Taklon nylon.
- Gives even blending of a small amount of liquid, cream or gel product onto the skin.



Smudge

- A very short, flat, slightly stiff brush with a rounded head made of Naturon.
- Use to add precise definition around the eyes. Can be used to apply powder eye shadow as an eyeliner.



Eye Liner/Brow

- A short, blunt, firm, flat-edged synthetic brush made of Taklon nylon.
- Use to apply liner. Flip over and use the sponge tip to smudge.



Detail

- A short, dense synthetic brush made of Taklon nylon.
- Use for any detail work in lines or around the eyes and lips.



Bent Liner

- An angled, eyeliner brush made of Taklon Synthetic.
- Use with Gel Eyeliners for a thin line.



brushes

Angle Liner/Brow

- A short, slanted synthetic brush made of Taklon nylon.
- Use for shading brows or for eyeliner.



Deluxe Spoolie

- A nylon brush used for grooming eyelashes and brows.



Retractable Lip

- A retractable, small, soft, pointed brush made of Naturon.
- Use with all lip products.



Flocked Sponge

- A synthetic, non-latex sponge.
- Use to apply and blend minerals.



Botanical Brush Cleaner™

features and benefits:

- A quick-drying brush cleaner and sanitizer designed to be used for sanitation in between clients.

ingredients:

SD Alcohol 39-C, Hamamelis Virginiana (Witch Hazel) Extract, Citrus Grandis (Grapefruit) Peel Oil, Citrus Grandis (Grapefruit) Seed Extract, Chondrus Crispus (Carrageenan) Extract



net wt. 118 ml/4 fl oz



VEGAN



NO WHEAT



NO SOY



glossary

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ingredient glossary

A

Acetyl Tyrosine: An amino acid complex that in combination with Vitex Agnus Castus Extract stimulates the melanocytes to produce melanin (a brown substance seen as a tan), and enhances the natural protection factor of the skin against UV radiation.

Acrylates Copolymer: An adhesive and binder which along with dextrin serves as the “glue” in Professional Faux Lashes. A safe and non-sensitizing alternative to traditional eyelash glue such as formaldehyde and rubber latex.

Acrylates Crosspolymer: A film forming and viscosity controlling agent.

Acetylated Lanolin Alcohol: An emulsifier and emollient, which helps reduce moisture loss and helps makeup adhere to the skin. Produced from lanolin that comes from the wool of sheared sheep. Vegans will want to avoid products with lanolin.

Acrylates/Dimethicone Copolymer: A silicone, which provides long wear and a soft, smooth, non-tacky finish.

Alaria Esculenta (Algae) Extract: see Algae and Algae Extract

Alcohol and Alcohol Denat.: Alcohol has many forms and uses in cosmetics including serving as a preservative, anti-foaming agent, astringent, etc. Where Alcohol is used in our formulas it is plant derived and used in miniscule amounts serving as a preservative to an oil or extract within the formula.

Algae and Algae Extract: A potent sea mineral and antioxidant which provides various benefits in cosmetic applications. Algae nourishes and soothes all skins types, even mature and sensitive skin. It may help to increase the skin's moisture content while acting as an anti-irritant, effectively improving the quality of sensitive skin. Research suggests that some algae may also protect the skin against the effects of UV radiation.

In mascara and brow products, it conditions and protects brow hairs, making them healthier, smoother and more manageable. These extracts also condition and protect lashes to reduce splitting and breaking.

Aloe Barbadosis Leaf Extract: (First Aid Plant) A compound expressed from the leaf of the aloe plant. There are more than 300 species. Used medicinally for more than three thousand years. It is referred to in the Bible. Used for its softening benefits in cosmetics. Hydrating and soothing. The specifically formulated and purified aloe vera in our gel is less sensitizing than raw gel.

Alumina: In our products, where used Alumina serves as the bonded coating on titanium dioxide. As a coating it helps achieve a high broad spectrum sun protection rating, prevent the titanium dioxide from clumping and aids in even dispersion. Coatings are essential on titanium dioxide to prevent phototoxicity and to turn it from a pigment to an active sunscreen ingredient.

Alumina, which is also known as aluminum oxide, is an inorganic compound consisting of oxygen and aluminum. It is widely recognized as safe and effective for use in cosmetics and personal care products. It's safety has been assessed by the FDA and Cosmetic Ingredient Review (CIR) Expert Panel. CIR conducts an independent review and assessment of ingredients used in cosmetics and personal care products and publishes their findings in the peer-reviewed scientific literature. Alumina is also included on the BDIH positive list of ingredients. BDIH is the pioneer German natural and organic standards and certification organization in the cosmetics and personal care products industry. The positive list was established after intensive research and only products using the ingredients included in this list can attain BDIH certification.

Aluminum Hydroxide: In our products, where used Aluminum Hydroxide serves as the bonded coating on titanium dioxide. As a coating it helps achieve a high broad spectrum sun protection rating, prevent the titanium dioxide from clumping and aids in even dispersion. Coatings are essential on titanium dioxide to prevent phototoxicity and to turn it from a pigment to an active sunscreen ingredient.

Aluminum Hydroxide is widely recognized as safe and effective. According to cosmetics.org, an information website that includes factual, scientific information on cosmetic ingredients, and sponsored by the Personal Care Products Council:

Aluminum Hydroxide is a stable form of aluminum. It is found in nature as the mineral gibbsite. It is used in many types of cosmetics and personal care products including makeup and eye makeup products, lipstick, cleansing products, lotions, moisturizers, hair conditioners, other skin care products and suntan products.

The Food and Drug Administration (FDA) reviewed the safety and efficacy of Aluminum Hydroxide for use in Over-the-Counter (OTC) drug products. It is permitted for use as an active ingredient in OTC antacids, and in OTC skin protectant drug product.

The FDA also permits Aluminum Hydroxide to be used as an indirect food additive. For example, it may be used as a defoaming agent in the manufacture of paper and paperboard used to package food.

Aluminum Hydroxide is included on the BDIH positive list of ingredients. BDIH is the pioneer German natural and organic standards and certification organization in the cosmetics and personal care products industry. The positive list was established after intensive research and only products using the ingredients included in this list can attain BDIH certification.

Anthemis Nobilis (Chamomile) Flower Extract: A natural antiseptic that calms and soothes. Studies have shown that it reduces dryness, itching, redness and sensitivity in irritated and inflamed skin. Extract obtained from the flower heads.

Anthemis Nobilis (Chamomile) Flower Oil: Oil made from the flowers of the plant *Anthemis nobilis*, also known as Roman chamomile or English chamomile. It is one of the plants used to make chamomile tea. It is a fragrant skin conditioner that soothes the skin and acts as an anti-irritant.

Apium Graveolens (Celery) Seed Extract and Linum Usitatissimum (Linseed) Seed Extract: A proprietary blend that helps minimize the appearance of pores, creates the look of smooth, even skin and reduces the appearance of shine.

Arbutin: A new type of skin de-pigmentation and whitening agent. Arbutin protects the skin against damage caused by free radicals and inhibits the formation of the melanin pigment by inhibiting Tyrosinase activity. It is calming and soothing and provides a natural antiseptic. As far back as the 18th century, arbutin was used in medical areas for the latter purposes. Arbutin is well tolerated by the skin, does not cause irritation and has no known toxicity or side effects. Arbutin is extracted from the bearberry plant. Bearberry, from the botanical family Ericaceae, grows in Europe, northern temperate Asia and North America. The part of the plant traditionally used for extraction is the leaves.

Ascorbyl Glucoside: A stable and long lasting form of vitamin C which helps brighten the skin and serves as an antioxidant.

Ascorbyl Palmitate: A salt of ascorbic acid used as a preservative and antioxidant.

Avena Sativa (Oat) Bran Extract and Avena Sativa (Oat) Kernel Extract: Certified organic oat extracts. Exceptional moisturizers, which are protective, soothing and non-irritating, even to sensitive skin.

B

Beeswax: A natural substance obtained from the honeycomb. Can be yellow or white. It has powerful anti-microbial properties. Vegans will want to avoid products with beeswax.

Bisabolol: A myrrh-type gum resin obtained from African trees. It reduces sensitivity and calms the skin. It is also soothing and has vaso-constrictive properties. Also used as a preservative.

Bis-Diglyceryl Polyacyladipate-2: A mixture of organic vegetable oils.

Bismuth Oxochloride: Also known as “synthetic pearl,” it provides a pearlescent shimmer, enhances coverage and gives a silky glide on application. This ingredient is used in Eye Highlighter Pencil; Eyebrow Pencil, in the shade Blonde; and Smooth Affair for Eyes, in the shades Canvas, Petal and Lemon, as a coating on Mica.

Borago Officinalis (Borage) Seed Oil: An herbal extract with emollient properties. Rich in stores of a therapeutic fat called gamma linolenic acid (GLA), an omega-6 fatty acid. Calms and soothes, may help to clear acne and rosacea.

Boron Nitride: Composed of flat, hexagonal, plate-like crystals that can freely slide over one another. Because of this composition, this white powder is added to cosmetics to enable a silky glide in application, and provides excellent adhesion and soft focus properties.

Brassica Alba (White Mustard) Sprout Extract: A purified extract of organic mustard sprouts, which is rich in phytonutrients, and contains strong hydrating properties.

Butylene Glycol: A humectant with a light texture.

Butyrospermum Parkii (Shea Butter): A natural fat obtained from the fruit of the karite tree.

C

C20-40 Acid: A surfactant used in our Eyebrow Pencil.

C20-40 Alcohols: A skin conditioning agent and emollient used in our Eyebrow Pencil.

Calcium Sulfate: A fine odorless, tasteless mineral powder used as a coloring and firming ingredient.

Calendula Officinalis (Marigold) Flower Oil and Calendula Officinalis (Calendula) Flower Extract: Has soothing, antiseptic, and anti-itching properties. Effective for oily and/or delicate skin as well as for acne.

Camellia Sinensis (Green Tea) Leaf Extract: Recently discovered to have many nutritional and healthful qualities. It contains 20 times the antioxidant effect of vitamin E and increases the effect of sunscreens. High in methylxanthines, which are believed (by the National Cancer Institute) to prevent skin cancer. Green tea also helps prevent irritation of the skin.

Camellia Sinensis (Green Tea) Leaf Oil: Oil derived from the leaves of the Camellia Sinensis tea plant generally recognized as a powerful anti-aging ingredient. In addition to its potent antioxidant and anti-inflammatory properties, recent research suggests that the compound epigallocatechin-3-gallate (EGCG) contained in green tea can protect skin from UV damage and prevent the breakdown of collagen.

Camellia Sinensis (White Tea) Leaf Extract: Contains concentrated antioxidant properties.

Cananga Odorata (Ylang Ylang) Flower Oil and Cananga Odorata (Ylang Ylang) Flower Extract: Infusion of ylang ylang essential oil and extract. Ylang Ylang is a sebum balancer and a supposed aphrodisiac.

Caprylic/Capric Triglyceride: An oily mixture derived from coconut oil. Used extensively as a vehicle for pigment dispersion.

Caprylyl Glycol: Emollient, skin conditioning and humectant.

Caramel: A natural coloring agent derived from heating edible sugar that provides a brown color and a delicious natural scent.

Carbomer: A thick, stable emulsion.

Carmine: A crimson pigment derived from the dried female cochineal beetle sometimes used as a colorant in food and cosmetics. The coloring has no known toxicity. Vegans and others concerned about animal derived products will want to avoid the makeup colors containing Carmine.

Carthamus Tinctorius (Safflower) Seed Oil: A plant oil that conditions the skin and gives the skin a soft and smooth appearance.

Cellulose: The primary fiber component of plants. Used in cosmetics as a thickening agent and to bind other ingredients together.

Cetearyl Candelillate: An ester from the candelilla plant. An emollient and skin protectant which helps prevent moisture loss.

Cetearyl Ethylhexanoate: Acts as a lubricant on the skin, giving it a soft, smooth appearance. Enhances water resistancy and improves spreadability of cream-based formulas.

Cetyl Acetate: An emollient, used to smooth and soften the skin.

Cetyl Alcohol: A solid fatty alcohol used as an emollient and emulsifier. It also functions as a thickener and carrying agent for other ingredients.

Cetyl Stearate: A natural emollient. Ours is vegetable-sourced.

Chamomilla Recutita (Matricaria) Flower Extract: Soothing and conditioning extract from the heads of chamomile flowers.

Chlorella Vulgaris/Lupinus Albus Protein Ferment: An extract of algae used as a skin conditioner. It also has anti-aging benefits, aiding in collagen stimulation and skin conditioning.

Chondrus Crispus (Carrageenan) Extract: A seaweed extract that is calming and soothes in addition to being nourishing and moisturizing to the skin.

Chromium Oxide Greens: Oxides of chromium occurring in the earth's crust. Used as a colorant.

Citric Acid: Extract derived from citrus and used to adjust the acidity and pH of products to prevent them from being too alkaline.

Citrus Aurantium Amara (Bitter Orange) Fruit Extract: In a concentrated form along with Sodium Ascorbate it aids in fading brown spots and increasing skin luminosity. It is also a potent antioxidant, skin conditioner and provides a lovely citrus scent.

Citrus Aurantium Dulcis (Orange) Oil: An orange essential oil comprised of esters which have many skin enriching benefits. Provides a lovely natural fragrance.

Citrus Aurantium Dulcis (Orange) Peel Extract and Citrus Aurantium Dulcis (Orange) Peel Wax: Citrus Aurantium Dulcis (Orange) Peel Extract, Citrus Sinensis (Orange) Peel Oil Expressed and Citrus Aurantium Dulcis (Orange) Peel Wax: A skin conditioner also used as a binder and emulsion stabilizer.

Citrus Grandis (Grapefruit) Peel Extract, Citrus Grandis (Grapefruit) Peel Oil and Citrus Grandis (Grapefruit) Seed Extract: Used as antibacterials and natural preservatives.

Citrus Medica Limonum (Lemon) Peel Oil, Citrus Medica Limonum (Lemon) Fruit Extract and Citrus Limon (Lemon) Peel Extract: Antioxidants, serving as skin conditioning agents with anti-irritant properties and a lovely citrus scent. Obtained from the fruit of the lemon, it is an anti-oxidant, serves as a skin conditioning agent and it has anti-irritant properties. It also has a lovely citrus scent.

In aromatherapy, lemon oil is known to be refreshing and purifying to the skin, and a natural mood lifter. In *Aromatherapy for Vibrant Health and Beauty*, author Roberta Wilson says that lemon oil “encourages clarity, concentration and recall. It can calm or prevent emotional outbursts. It fights depression, eases fear, strengthens resolve and assists in communication and decision-making.

Citrus Paradisi (Grapefruit) Fruit Extract: In a concentrated form along with Sodium Ascorbate it aids in fading brown spots and increasing skin luminosity. It is also a potent antioxidant and anti-irritant that helps with facial oil control.

Citrus Tangerina (Tangerine) Extract: A natural extract from the peels of ripe tangerines, it is used to calm and feed the skin.

Cocamidopropyl Hydroxysultaine: An antistatic ingredient in hair and skin care products.

Coco-Caprylate/Caprates: A mixture of esters of Coconut Alcohol with Caprylic Acid and Capric Acid that is used as an emollient and emulsifier, and serves as a skin conditioning agent.

Cocoglycerides: An emollient from coconut oil that gives the skin a soft, smooth appearance.

Coconut Alkanes: A plant derived silicone obtained from coconut oil which provides a smooth feel and helps spreadability.

Coconut Alkanes (and) Polysilicone 11: A vegetable sourced silicone elastomer. It provides a matte, soft focus appearance and silky feel. It also aids in absorbing excess facial oils.

Cocos Nucifera (Coconut) Oil: A natural emollient and moisturizer.

Cocos Nucifera (Coconut) Water: Used in BeautyPrep Face Toner, this is a pure botanical water extracted directly from the plant and encapsulated in liposomes which deliver a maximum amount of moisture to the skin.

Coffea Arabica (Coffee) Seed Extract: An extract from the seeds and leaves of the Coffea Arabica coffee plant that contains potent antioxidants and is a skin conditioner.

Commiphora Myrrha (Myrrh) Extract: Healing and analgesic properties. One of the gifts of the Magi.

Copernicia Cerifera Cera and Copernicia Cerifera (Carnauba) Wax: Natural wax obtained from the leaves of palm trees. Helps to keep an emulsion from separating into its oil and liquid components, increases viscosity and imparts emollience.

Copper Gluconate: An enzymatic bioactivator used in Tansasia to help promote more even color.

Corallina Officinalis Extract: Seaweed extracts harvested from some of the richest seabeds. Re-mineralizes the skin.

Crithmum Maritimum Extract: A plant extract that conditions and softens the skin.

Cucumis Sativus (Cucumber) Fruit Extract and Cucumis Sativus (Cucumber) Seed Extract: A skin conditioning agent that hydrates the skin and serves as a potent antioxidant. It also has a soothing and calming effect on the skin. Our Cucumber Seed Extract, used in BeautyPrep Face Cleanser, is quite rare in cosmetic formulas and is certified organic.

Cucurbita Pepo (Pumpkin) Seed Oil: Oil expressed from the seeds of the pumpkin. A skin conditioner and antioxidant.

Cyclomethicone: Derived from silica. Used as an emollient and for glide. (See Dimethicone.)

Cyclopentasiloxane: A silicone emollient that provides a silky feel and forms a mild water repellent protective barrier on the skin.

Cymbopogon Flexuosus (Lemongrass) Oil, Cymbopogon Citratus (Lemongrass) Extract and Cymbopogon Schoenanthus (Lemon Grass) Extract: An essential oil and extracts with deterrent properties and a refreshing and reviving fragrance. Our Lemongrass oil is certified organic

D

Daucus Carota Sativa (Carrot) Seed Oil: Oil derived from carrots that is a powerful antioxidant and a nourishing skin moisturizer.

Daucus Carota Sativa (Carrot) Root Water: Used in BeautyPrep Face Toner, this is a pure botanical water extracted directly from the plant and encapsulated in liposomes which deliver a maximum amount of moisture to the skin.

Decyl Glucoside: Helps to sooth irritated skin.

Dextrin (Professional Faux Lashes): A carbohydrate/starch used as a thickener and adhesive.

Diethylhexyl Adipate: The ester of diethylhexyl alcohol and adipic acid (found in beet juice). A lubricant which gives the skin a soft and smooth appearance.

Dihydroxyacetone (Tantasia): Also known as DHA interacts with the dead surface cells in the epidermis to darken skin color and simulate a tan. The DHA used in Tantasia is bonded to a natural vegetable amino acid compound and incorporates a unique buffering technology which enables us to use far less DHA than most tanning products.

Diisostearyl Malate: A skin conditioning agent and emollient used in our Eyebrow Pencil.

Dimethicone: Made from sand (silica) that is a combination of minerals but largely composed of quartz. This state-of-the-art ingredient replaces the need for oils and is the coating on our micronized titanium dioxide. Dimethicone aids spreading, is transfer resistant and imparts a remarkable smoothness and creaminess to the overall product. It also improves coverage without adding heaviness. And, it is non-comedogenic and highly water repellent. It gives micronized titanium dioxide the highest light refractive ability of any titanium. This outstanding ingredient is one of the driving forces behind the creative evolution of color cosmetics.

In a medical article entitled "Effective Sunscreen Ingredients and Cutaneous Irritation in Patients with Rosacea," Dr. Nichols and colleagues found that the addition of silicon-based protectants (dimethicone and cyclomethicone) into sunscreens greatly reduced facial irritation that rosacea sufferers experienced to these products. The physicians performed this study because in their medical experience, patients with rosacea are particularly susceptible to irritation caused by sunscreen ingredients. The results of the study demonstrate that in addition to their protective actions, dimethicone and cyclomethicone were found to have excellent moisturizing actions.

Dimethicone/PEG-10/15 Crosspolymer: A silicone with emollient and skin conditioning properties.

Dimethicone/Polyglycerin-3 Crosspolymer (Zap & Hide): A silicone with skin conditioning properties.

Dimethicone/Vinyl Dimethicone Crosspolymer: A silicone elastomer. It provides a smooth, velvety feel and helps minimize the appearance of pores and fine lines. It also aides in absorbing excess facial oils.

Disteardimonium Hectorite: A clay compound derived from the naturally occurring clay mineral hectorite. A dispersing and thickening agent.

E

Elaeis Guineensis (Palm) Oil: A natural emollient and moisturizer.

Ethyl Macadamiate: An ester of macadamia oil, used as an emollient.

Ethylene/Propylene Copolymer: A film forming agent used in our Eyebrow Pencil.

Ethylhexyl Olivatate: An ester of Ethylhexyl Alcohol and the fatty acids derived from Olive Oil that hydrates the skin and leaves a smooth finish.

Ethylhexyl Palmitate: An emollient from palm oil.

Ethylhexyl Stearate: An emollient derived from vegetable oils.

Euphorbia Cerifera (Candelilla) Wax: An herbal wax obtained from various Euphorbiaceae species. Used in cream to powder formulations to give them body.

Euphrasia Officinalis (Eyebright) Extract: An extract of the eyebright plant with potent anti-irritant, skin conditioning and soothing properties. Often found in skin care products for the eye area to calm and moisturize the skin and reduce the appearance of under-eye puffiness, creating a bright and revitalized appearance.

F

Flavor: Ingredients which give a taste and sometimes scent to a product. Our flavors are all natural and organically sourced wherever possible.

G

Geranium Maculatum Oil: A certified organic extract from the root of the geranium plant, which gives antibacterial and antiseptic protection. It also calms and soothes the skin.

Glyceryl Behenate/Eicosadioate: A plant based skin conditioning agent and emollient used in our Eyebrow Pencil.

Glycerin: Derived from vegetable oil. Used as a solvent.

Glyceryl Caprylate: An emollient and emulsifier prepared from vegetable glycerin.

Glyceryl Polymethacrylate: An ester of glycerin used as a thickener.

Glyceryl Stearate: Derived from glycerin. Used as an emulsifier and a humectant.

Glycine Soja (Soybean) Oil: A natural moisturizer and antioxidant.

Glycol Stearate: Comes from vegetable glycerin and is used as a humectant.

Glycyrrhiza Glabra (Licorice) Root Extract: Licorice extract is an effective natural lightener now being widely used. It is calming and soothing and has anti-allergy properties.

H

Hamamelis Virginiana (Witch Hazel) Extract: A natural astringent which evaporates quickly.

Hamamelis Virginiana (Witch Hazel) Water: Included in BeautyPrep Hyaluronic Serum in miniscule amounts and helps with the feel of the formula.

Helianthus Annuus (Sunflower) Seed Oil: Obtained by milling the seeds of large sunflowers. Contains large amounts of vitamin E.

Hyaluronic Acid: A water-binding agent.

Hydrated Silica: Made from sand. Can hold seven times its molecular weight and so is excellent in absorbing excess oil.

Hydrogenated Castor Oil: Expressed from the beans of the castor oil plant. Soothing to the skin. In combination with Castor Seed Oil, Beeswax and Carnauba Wax, it forms a natural alternative to the petroleum-based ingredients used in conventional cosmetics.

Hydrogenated Cottonseed Oil: Expressed from the seeds of the cotton plant. A skin conditioner that slows the loss of water from the skin.

Hydrogenated Jojoba Oil: Oil extracted from the beanlike seeds of the desert shrub *Simmondsia chinensis*. It has been used for many years by Mexican and American Indians for hair and skin care. Hydrogenation is the process of adding hydrogen gas under high pressure to make liquid oils solid. This is the process used to manufacture margarine and shortening.

Hydrogenated Lecithin: Lecithin is a natural emulsifying agent derived from the membranes of plant cells. The addition of hydrogen to Lecithin, forming Hydrogenated Lecithin, bolsters the stability of the ingredient.

Hydrogenated Palm Oil: A naturally sourced oil that is moisturizing and conditioning. This ingredient is Cosmos certified and environmentally sustainable.

Hydrolyzed Algae Extract: An oil-free conditioner that controls static and helps repair natural hair and bristle brushes. Hydrolysis means turned partly to water.

Hydrolyzed Collagen: A mixture of small peptides obtained from the hydrolysis of marine collagen derived from fish. Primarily used in skin care products to enhance the appearance of dry or damaged skin.

Hydrolyzed Jojoba Esters: A skin conditioner and emollient.

Hydrolyzed Soy Protein: Cleanses, protects and strengthens.

Hydrolyzed Ulva Lactuca (Sea Lettuce) Extract: An extract from the sea lettuce green algae. An intensive moisturizer that serves as a skin conditioning agent.

Hydrolyzed Wheat Protein: A wheat protein with hydrating properties. In mascara and brow products, acts as a natural fixative and curl enhancer.

Hydroxyethylcellulose: A cellulose gum.

|

Iron Oxides: Iron oxide is iron combined with oxygen and can be found in nature or produced synthetically. It varies in color from red to brown, black to orange or yellow depending on the degree of water and the purity.

Isododecane: Flavoring derived from anise, butter acids, oil of lemon and oil of lime. Used as an emollient and natural solvent.

Isononyl Isononanoate: An emollient and skin conditioning agent.

Isopropyl Jojobate: Derived from natural jojoba oil and used for its soothing and moisturizing skin care properties. A bonding of two jojoba esters designed to enhance moisture retention. Jojoba comes closest to the skin's actual sebum.

Isopropyl Lanolate: A skin softener and conditioner, it gives glide to lip colors. Produced from lanolin that comes from the wool of sheared sheep. Vegans will want to avoid products with lanolin.

Isopropyl Myristate: An emollient and thickening agent.

Isopropyl Titanium Triisostearate: An emollient which helps create a non-greasy feel.

Isostearyl Neopentanoate: An emollient.

J

Jojoba Esters: From oil extracted from the beanlike seeds of the desert shrub *Simmondsia chinensis*. It has been used for many years by Mexican and American Indians for hair and skin care. Of any oil, it most closely resembles the skin's natural sebum. It gives some protection against UV rays. An ester is a molecule of a fatty acid and a fatty alcohol.

K

Kaolin: Also known as China Clay. Aids in covering ability and in absorbing excess oil secreted by the skin.

L

Laminaria Digitata (Algae) Extract and Laminaria Ochroleuca Extract: An extract from a species of brown algae with moisturizing, anti-irritant and antioxidant properties. Research suggests that it may also protect the skin against the effects of UV radiation.

Lanolin Oil: A moisturizer, it absorbs and holds water to the skin for extra conditioning. Produced from lanolin that comes from the wool of sheared sheep. Vegans will want to avoid products with lanolin.

Lauryl Polyglyceryl-3 Polydimethylsiloxyethyl Dimethicone: A Skin conditioning and emulsifying agent.

Lavandula Angustifolia (Lavender) Flower Water: From certified organic lavender extract, it calms, soothes and protects the skin.

Lavandula Angustifolia (Lavender) Oil: From certified organic lavender, it soothes and calms irritated skin.

Lilium Candidum Flower Extract: Extract of *Lilium Candidum* Flower, commonly referred to as White Lilly, is a skin conditioning agent with soothing, calming and protective properties.

Limnanthes Alba (Meadowfoam) Seed Oil: Expressed from the seeds of the Meadowfoam plant.

Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Lonicera Japonica (Honeysuckle) Flower Extract: A potent antioxidant that has strong cleansing properties and lovely fragrance.

Lotus Corniculatus (Lotus Flower) Extract: An extract obtained from the Lotus Flower that moisturizes, calms, soothes and protects the skin.

M

Macadamia Integrifolia Seed Oil: An emollient derived from the seed of a small evergreen tree native to coastal rainforests of central east Australia (New South Wales and Queensland) and commercially grown in Hawaii and France. Macadamia nut oil is similar to sebum, the oil naturally produced by human skin to protect itself. It contains magnesium and thiamin, absorbs well into the skin, and is highly emollient and soothing.

Macrocystis Pyrifera (Kelp) Extract: An oil balancer.

Magnesium Aspartate: One of many amino acids (the building blocks of protein) and simple salts of amino acids used in cosmetics and skin care products. An intensive moisturizer that serves as a skin conditioning agent.

Magnesium Ascorbyl Phosphate: Vitamin C. A stable derivative of ascorbic acid. Has been shown to suppress melanin formation. Has a protective effect against skin damage by UVB radiation. A good antioxidant that is calming and soothing. It can be used post-exfoliation, as it frequently has a less acidic pH than water-based vitamin C.

Maltodextrin: A binding agent that can be derived from rice, corn, or potato. The maltodextrin we use is derived from potatoes.

Malus Domestica Fruit Cell Culture Extract: Apple stem cell extract that helps rejuvenate the appearance of the skin, resulting in skin that has a more youthful and radiant appearance.

Manganese Violet: A coloring agent.

Mangifera Indica (Mango) Seed Oil: Oil extracted from the fruit of a tropical evergreen tree.

Melaleuca Alternifolia (Tea Tree) Extract: A natural antiseptic.

Mentha Piperita (Peppermint) Leaf Extract: A flavoring.

Mica: Found in nature in crystallized, thin, elastic sheets that can be separated easily. They vary in color from pale green, brown, or black to colorless. Today, mica is made in laboratory settings to ensure there is no heavy metal content. It can be shiny or dull. We use mica for a variety of purposes including its gliding properties, mattifying properties and sparkle.

Montmorillonite: A very soft phyllosilicate mineral that typically forms in microscopic crystals, forming a clay. Used as a thickener and emulsifier and to suspend makeup pigments. Over 200 cultures have used this clay for medicinal purposes, including the Ancient Egyptians, the Essenes, the pre-Aztec Amargosians, and other natives of Mexico, South America and North America.

Moringa Oil/Hydrogenated Moringa Oil Esters: Moringa butter created from Moringa Oil.

Moringa Pterygosperma (Moringa) Seed Oil: Oil obtained from the seeds of the tropical Moringa tree. A skin conditioner and powerful antioxidant. Calms and soothes the skin.

Myristyl Lactate: An ester of lactic acid, it works as an emollient and skin conditioner that gives skin a smooth, satiny feel.

O

Octyldodecanol: An emulsifier, opacifying ingredient and emollient.

Octyldodecyl Neopentanoate: Oil-free emollient and skin conditioning widely used in skin care products and often in sunscreens because it has the added benefit of boosting a product's SPF properties.

Octyldodecyl Oleate: An ester of Octyldodecanol and oleic acid that hydrates and conditions the skin.

Olea Europaea (Olive) Leaf Extract, Fruit Oil: Derived from olives, olive fruit oil and olive leaf extract are potent antioxidants and skin moisturizers. Olive oil is also an anti-microbial and anti-irritant.

Oleic Acid: Typically obtained from various animal and vegetable fats and oils, our oleic acid is vegetable sourced.

Oleyl Acetate: A plant based emollient.

Olive Oil Decyl Esters (and) Squalene: Moisturizing and nourishing properties with a non-greasy feel.

Orange 5 (CI 45370)(Aka 201): A bromine salt that contains no petroleum derivatives and no heavy metals. Used in Forever Peach and Forever Red Just Kissed Lip and Cheek Stain, it is activated by the lips' natural pH (acid balance) to create a unique shade of peach that is long-lasting and non-transferable. It color-adjusts to the user's unique body chemistry.

Oryza Sativa (Rice) Starch: Made from finely pulverized rice grains. It is a demulcent (soother) and emollient, and forms a soothing, protective film when applied.

Ozokerite: A naturally occurring wax-like mineral found near soft shale deposits. An emulsifier and thickening agent.

P

Palmitoyl Oligopeptide: The natural tripeptide Gly-His-Lys. This tripeptide has the biological property of stimulating the neosynthesis of collagen and glycosaminoglycans. In a clinical trial of over 30 days, volunteers reported that it increased lip hydration, reduced lip furrows and enhanced the volume of the lips.

Palmitoyl Tripeptide-1: A cutting edge peptide that delivers anti-aging benefits by helping to stimulate collagen growth and specifically targets skin clarity, brightness and even skin tone.

Panthenol: Vitamin B Complex Factor. Used to condition hair. It is good for human tissues.

Pectin: A substance found in citrus and apples and used as a binder and emulsifier.

PEG-10 Dimethicone: A silicone which provides a smooth feel and promotes spreadability.

PEG-100 Stearate: An emulsifying agent.

PEG/PPG-18/18 Dimethicone: A silicone and emulsifying agent.

PEG-Crosspolymer: A PEG compound that is cross-linked to fatty esters and helps stabilize the gel like texture of the product.

Persea Gratissima (Avocado) Oil and Persea Gratissima (Avocado) Butter: High in fat, vitamin A and C.

Pfaffia Paniculata Root Extract: Pfaffia Paniculata Root Extract is an extract of the root of the Suma, Pfaffia paniculata, which contains a high saponin content. According to the Mayo Clinic, the results of one study showed that a serum containing plant-based compounds, including root extracts and Brazilian suma, significantly improved the appearance of dark under-eye circles.

Phenoxyethanol: A preservative.

Phospholipids: A complex fat substance found in living cells. They bind water and hold it in its place.

Pinus Strobus (Pine) Bark Extract: 85%–95% proanthocyanidins and flavonoids extracted from the French Maritime pine tree bark (Pinus pinaster). It is a potent free radical scavenger and preservative. Its antioxidant capabilities are 50 times greater than vitamin E and 20 times greater than vitamin C. Its molecular structure is much smaller than that of vitamin E and C, and, therefore, it is more readily accessible to the skin. It is water-soluble and most importantly it is safe. We have run no tests on the benefit of the antioxidants in our formulas to the skin, but there are a number of clinical reports attesting to its topical value as a free radical scavenger and as a preventative against UVB radiation damage.

Plankton Extract: A high tech extract of sea minerals that nourishes and calms the skin, while enhancing moisture retention and protection against moisture loss. It is beneficial for all skin types, but is especially beneficial for sensitive, dry and mature skin.

Polybutene: Used as a binder, it contributes to firm product texture.

Polyhydroxystearic Acid: A suspending agent and emulsifier that is used to stabilize products and for effective distribution of pigments and active sunscreen ingredients thus increasing water resistancy and broad spectrum UV protection.

Polyethylene: A polymer of ethylene. Low moisture absorption and good insulating properties.

Polygonum Fagopyrum (Buckwheat) Seed Extract: Obtained from the grains of Polygonum fagopyrum. It is effective in reducing puffiness around the eyes.

Polymethylsilsesquioxane: A polymer that provides a smooth and silky feel.

PPG-3 Myristyl Ether: An emollient that gives a smooth, velvety texture.

Propylene Carbonate: A solvent.

Psoralea Corylifolia Extract: An extract obtained from the seeds of the Psoralea Corylifolia plant that improves skin appearance. Widely used in traditional Ayurveda medicine to treat various skin ailments and improve skin vitality.

Ptychopetalum Olacoides Bark/Stem Extract: Extract of the bark and root of the Ptychopetalum Olacoides, commonly referred to as Amazonian Marapuama, which is rich in saponins and flavonoids.

Punica Granatum (Pomegranate) Extract: A potent natural antioxidant containing ellagic acid, which protects skin cells from the aging effects of free radical damage. It also boosts sunscreen protection and acts as a natural preservative.

PVP: Plastic resin resembling albumin. Used for soft body and hold. (Often used in food and blood as an expander.)

Pyrus Communis (Pear) Water: Used in BeautyPrep Face Toner, this is a pure botanical water extracted directly from the plant and encapsulated in liposomes which deliver a maximum amount of moisture to the skin.

Pyrus Malus (Apple) Fruit Extract: An extract from the fruit, leaf, stem, root or flower of the apple. Serves as an antioxidant and skin conditioner.

Pyrus Malus (Apple) Fruit Water: Used in BeautyPrep Face Toner, this is a pure botanical water extracted directly from the plant and encapsulated in liposomes which deliver a maximum amount of moisture to the skin.

R

Raphanus Sativus (Radish) Root Extract and Leuconostoc/Radish Root Ferment Filtrate: A certified organic natural preservative, with beneficial antioxidant support.

Red 6 Lake (CI 15850)(Aka201): Tree resin bonded to calcium.

Red 7 Lake: Tree resin bonded to calcium.

Red 21 (CI 45380) (aka 223): A bromine salt that contains no petroleum derivatives and no heavy metals. Used in Just Kissed Lip and Cheek Stain, it is activated by the lips' natural pH (acid balance) to create a unique shade of pink, that will vary with each user's personal body chemistry.

Red 27 Lake: A calcium salt characterized by fluorescence when exposed to light and creating a bright red hue.

Red 30 Lake: Natural dye from indigo bonded to calcium.

Ricinus Communis (Castor) Seed Oil: Expressed from the beans of the castor oil plant. Soothing to the skin.

Rosa Damascena Flower Extract/Water, Rosa Centifolia Extract, Rosa Canina (Rosehips) Fruit Extract and Rosa Alba Flower Extract: Water and extracts obtained from the petals and flowers of various rose species used for antioxidant, anti-irritant, skin-conditioning and aromatic properties.

Rosmarinus Officinalis (Rosemary) Leaf Extract: Derived from the flowering evergreen. It contains antioxidants and is calming and soothing.

Royal Jelly: A substance produced by bees, rich in nutrients, with antioxidant and collagen-boosting properties.

Rubus Fruticosus (Blackberry) Fruit Extract: An extract of the fruit of the Rubus Fruticosus blackberry plant that contains potent antioxidants and has a lovely berry scent and flavor.

Rubus Idaeus (Raspberry) Seed Oil: Oil obtained from raspberry seeds. A skin conditioner with potent antioxidant and antibacterial properties.

S

Saccharum Officinarum (Sugar Cane) Extract: A natural peptide from sugar cane extract which reduces excess sebum production without drying the skin and inhibits the growth of microorganisms.

Salix Alba (Willow) Bark Extract: Outstanding antibacterial properties and is calming and soothing. It is one of the few ingredients that is found in nature and is also an OTC. A natural source of salicins and beta-hydroxyacids which are especially helpful for acneic skin.

Sambucus Nigra (Elder Flower) Extract: From the elder flower plant, it is high in vitamin C, and is soothing and conditioning to the skin.

Sargassum Muticum (Japanese Wireweed) Extract and Propanediol: A glycol and seaweed extract blend that contains hydrating properties that leave a smooth, dewy finish and helps minimize the appearance of pores.

SD Alcohol 39-C: An antibacterial and antiseptic which evaporates quickly. Made by the fermentation of starch, sugar and other carbohydrates.

Silica: An absorbent powder and thickening agent.

Simmondsia Chinensis (Jojoba) Seed Oil: Oil extracted from the beanlike seeds of the desert shrub Simmondsia chinensis. It has been used for many years by Mexican and American Indians for hair and skin care. Of any oil, it most closely resembles the skin's natural sebum. It gives some protection against UV rays.

Sodium Ascorbate: A water-soluble, stable form of vitamin C, which along with a concentrated form of Grapefruit Fruit Extract and Bitter Orange Fruit Extract, helps in fading brown spots, brighten the skin and also serves as an antioxidant.

Sodium Chloride: More commonly known as common table salt is used as a binding agent.

Sodium Hyaluronate: A hyaluronic acid, it attracts moisture, thereby improving the appearance of dry or damaged skin and helping to smooth wrinkles.

Sodium Lauroyl Oat Amino Acids: A gentle, non-irritating skin cleanser. Certified organic.

Sodium PCA: An essential amino acid and moisturizer. Reaches areas of the skin where the skin's own sodium PCA cannot.

Sorbitan Isostearate: A humectant which gives a velvety feel to the skin.

Sorbitan Trioleate: An emulsifying agent.

Spirulina Platensis (Algae) Extract: see Algae and Algae Extract

Squalane: A natural moisturizing agent.

Stearic Acid: Derived from butter acids, cascarilla bark and other oils. Used as a softener.

Stearalkonium Hectorite: A suspending agent that facilitates the dispersion of solids in liquids.

Stearoxymethicone/Dimethicone Copolymer: A silicone gel which leaves a silky soft touch and soft focus appearance. Helps with the long wearing and transfer resistant color application, leaving a light smooth feel.

Sucrose (Turbinado Sugar): Organic brown sugar crystals, which give a gentle exfoliation.

Superoxide Dismutase: A copper-containing protein enzyme that decomposes free radicals.

Synthetic Wax: A manufactured wax which strengthens lipstick-type formulas and helps keep them from becoming brittle.

Syringa Vulgaris (Lilac) Extract: Used for fragrance.

T

Tamarindus Indica (Tamarind) Extract: An extract obtained from the seed of the tamarind tree which is capable of retaining water and hydrating the skin when applied topically.

Tetrahexyldecyl Ascorbate: An ester of vitamin C with antioxidant properties shown to reduce acne blemishes. It stimulates collagen production and helps repair UV damage. Gentle and non-irritating.

Theobroma Cacao (Cocoa) Extract: From the kernels of ripe seeds of the Theobroma Cacao plant. Used as a flavoring.

Titanium Dioxide: Derived from titanium, which is extracted from the minerals such as rutile and ilmenite. It gives the greatest covering and tinting power of any white pigment, and it is listed in the FDA monograph as one of the purest and most effective active ingredients for sun protection.

Tocopherol: Vitamin E. A topical antioxidant and natural preservative with many known skin benefits. We use natural vitamin E because there is very little incidence of allergic reaction to it.

Tribehenin: An ester of glycerin and behenic acid, a fatty acid found in seed fats. Used as an opacifier, emollient and lubricant.

Triethoxycaprylylsilane: A binding agent and emulsifier.

Triethylhexanoin: A plant based skin conditioning agent and emollient used in our Eyebrow Pencil.

Triisostearin: Skin conditioning and viscosity controlling.

Triisostearyl Citrate: A jelly derived from citric acid which gives texture and glide; our natural alternative to the petroleum-based ingredients traditionally used in other lipsticks and balms.

Trimethylsiloxysilicate: From silicone, it gives glide for even product distribution, and conditions and protects the skin by helping to reduce moisture loss.

Tripleurospermum Maritimum Extract: Skin conditioning and protecting.

Triticum Vulgare (Wheat) Starch: A bonding of wheat starch, a product of the cereal grain used for its emollient and soothing properties.

U

Ubiquinone (Coenzyme Q10): A naturally occurring metabolic enzyme found in every living cell of the body. Used daily, CoQ10 helps prevent and reverse the aging process. It stimulates the vital energy necessary for skin cells to heal, protect and rejuvenate themselves. Tests show that CoQ10 decreases DNA damage up to 70%. Significantly maintains the dermal matrix. Reduces wrinkle depth by 27%. Increases epidermal turnover and cellular renewal. Acts as a powerful antioxidant.

Ultramarines: Made from powdering the mineral lapis lazuli. It is a vivid blue.

V

Vaccinium Angustifolium (Blueberry) Fruit Extract: An extract of the fruit of the blueberry. A skin conditioner and potent antioxidant.

Vaccinium Macrocarpon (Cranberry) Fruit Extract: A natural antioxidant which gives a fresh natural flavor and also keeps the natural oils in the lip plumper fresh.

Vanilla Tahitensis Fruit Extract: Included in some products in a proprietary blend with sweet almond extract to produce a uniquely enhanced, all-natural preservative. In other products, it gives a delicious flavor.

Vegetable Oil: An expressed oil of vegetable origin that is a skin conditioner and aids in slowing the loss of water from the skin by forming a barrier on the skin's surface.

Vitex Agnus Castus Extract: The extract of chasteberry, in combination with acetyl-tyrosine to stimulate and accelerate melanin synthesis.

Vitis Vinifera (Grape) Seed Extract: An extract used for its calming, soothing, antioxidant properties.

VP/Eicosene Copolymer: A film forming agent used in our Eyebrow Pencil.

W

Water/Eau/Aqua: Deionized water.

Wheat Germ Glycerides: High in vitamin E, a potent antioxidant, used as a texturizer and emollient.

X

Xanthan Gum: Also called corn sugar gum. Used as a thickener, emulsifier and stabilizer.

Z

Zinc Gluconate: A zinc salt of gluconic acid which serves as a skin conditioning agent.

Zinc Oxide: Also known as Flowers of Zinc, is derived from the mineral sphalerite which occurs in limestone and dolomites. Zinc is believed to encourage healing of skin disorders. It is insoluble in water. In an ointment, it is used as an antiseptic and as a protection against skin diseases.

Zinc PCA: A skin moisturizer that also helps regulate the skin's sebum production.

Zinc Stearate: Zinc Soap (a mixture of zinc salts). Widely used in cosmetics because it contributes to adhesive properties.

information for vegans

products containing carmine

The following products contain carmine. Vegans and others concerned about animal derived products will want to avoid these makeup colors:

So-Bronze 1, So-Bronze 2, So-Bronze 3, *Peaches & Cream Bronzer*, *Rose Dawn Bronzer*

PurePressed Blush: *Awake*, *Barely Rose*, *Mystique*

PurePressed Eye Shadow (Single): *Dreamy Pink*, *Violet Eyes*

PurePressed Eye Shadow (Triples): *Pink Quartz*

PurePressed Eye Shadow Kit: *Smoke Gets in Your Eyes* (Aubergine), *Naturally Glam* (Velvet) Eye Steppes: *goBlue* (*Rosy*), *goCool* (*Mittens*, *Mulled Wine*), *goWarm* (*Sandals*)

Eye Shere: *Peach Silk*

Smooth Affair for Eyes: *Petal*

Eye Highlighter Pencil

Pencil: *Berry*, *Crimson*, *Peach*, *Plum*, *Rose*, *Sienna*, *Spice*, *Terra-cotta*

PlayOn Lip Crayon: *Blissful*, *Luscious*, *Naughty*

Retractable Eyebrow Pencil: *Dark Brunette*

products containing beeswax or royal jelly

Absence Oil Control Primer, In Touch Cream Blush, Sugar&Butter Lip Exfoliator/Plumper (plumper end), Just Kissed Lip Pumper, Just Kissed Lip and Cheek Stain, Lip Fixation Lip Stain/Gloss (lip gloss), Active Light Under-eye Concealer, Circle\Delete Concealer, Enlighten Concealer, Corrective Colors, PureLash Lengthening Mascara, Longest Lash Thickening and Lengthening Mascara, PureLash Lash Extender & Conditioner, PureBrow Brow Gel, GreatShape Eyebrow Kit (brow wax), Eye Highlighter Pencil, Smooth Affair Facial Primer & Brightener.

products containing wheat

Absence Oil Control Primer, Eye Highlighter Pencil, PlayOn Lip Crayons, PureLash Lash Extender & Conditioner, PureBrow Brow Gel, PureLash Mascara, PureLash Lengthening Mascara, Retractable Eyebrow Pencil, Tansasia Self Tanner & Bronzer.

frequently asked questions

questions and answers

How do I remove *jane iredale*?

The minerals can be removed with any cleanser. They won't, however, come off with plain water. Try our Magic Mitt for a squeaky clean face without the need to use a cleanser.

What moisturizer should I use with *jane iredale*?

Dream Tint Tinted Moisturizer is an ideal selection, or you can use your favorite moisturizer. The key is to wait for it to be absorbed so that you have a smooth canvas on which to work. If you don't, the powders will grab unevenly on the skin and may look streaky.

Does *jane iredale* work on older or aging skin?

Yes. Because this is a light-reflective cosmetic, it obscures fine lines and wrinkles and gives a healthy glow to the skin, making it look younger. Matte makeup absorbs light and allows the eye to see "into" the skin. On a more textured skin, it is helpful to spritz with our D₂O, Balance or POMMISST Hydration Sprays after applying the minerals. This sets the makeup, softens lines and gives a dewy look. The technique of spritzing the Flocked Sponge first and applying the minerals as a wash also helps to minimize fine lines, wrinkles and large pores.

Is it all right to use *jane iredale* on acne-prone skin?

Yes. It is completely non-comedogenic and allows the skin to breathe and function normally. It also easily covers the redness common with eruptions. We have had many aestheticians report to us that they have seen an improvement in the skins of their clients since they have been using the line.

May I use *jane iredale* with Retin-A?

Yes. The line may be used with any skin care regimen. The SPF the minerals provide is especially important while using Retin-A or AHA's.

Do the eye shadows crease?

Generally not, although those with oily eyelids may want to apply our Smooth Affair for Eyes, in any shade, before the pressed mineral eye shadows; Lid Primer controls excess oil very effectively. A layer of PureMatte Finish Powder or Absence Oil Control Primer on the lids first can also be helpful. In addition, using Eye Shere Liquid Eye Shadow in place of PurePressed Eye Shadow will give you gorgeous color and won't crease.

Are the lip and eye pencils interchangeable?

Absolutely. They all have the same ingredients.

Do men use *jane iredale*?

Yes. Because the minerals are undetectable, they feel comfortable wearing them. In fact, many newscasters use the foundations because with high definition television, traditional makeup is obvious on camera.

Why do the lips tingle when I apply Just Kissed Lip Plumper?

What you're feeling is the natural dilation of the blood vessels in your lips which causes a slight plumping effect. Just Kissed contains mint and ginger which contributes to this effect.

When do I use Active Light Under-eye Concealer instead of Circle\Delete Concealer?

Active Light is designed for the client who needs under-eye concealing and also has puffy eyes as a main concern. The Cucumber Extract will help to alleviate puffiness. When a client's main concern is hydration and under-eye circles, you would use Circle\Delete.

Can I use Disappear Concealer under the eyes?

You could, but it is not the best option for the eye area. Disappear is a more opaque concealer with conditioning properties targeted for acne. Disappear works best for covering acne scars, veins, bruising, birthmarks and even tattoos. A more emollient concealer would be best for the under-eye area, like Circle\Delete Concealer or Active Light Under-eye Concealer.

How can I keep blush looking fresh all day?

Apply a small amount of In Touch Cream Blush to the apples of the cheeks and blend into the skin with the Blending Brush. Layer a PurePressed Blush on top of the In Touch for added intensity. Then apply one of our mattifying powders to set.

Will the minerals cover bruising or birthmarks?

Yes. However, the shadow of some dark bruising may show through. Try Disappear Concealer, the peach in Circle\Delete Concealer 2 or Enlighten Concealer to camouflage anything that the powders won't.

Will inhaling minerals like zinc oxide or titanium dioxide cause lung cancer?

Titanium Dioxide is the most investigated and tested ingredient used in cosmetics, food, building materials and even toothpaste. There is a lot of misinformation on the Internet and print media claiming that Titanium Dioxide is toxic and a carcinogen. There is no credible proof confirming these statements. The suppliers we use have all done their safety testing which the FDA has accepted. The FDA has also done independent studies.

Should Smooth Affair Facial Primer & Brightener be applied before or after daily moisturizer?

Smooth Affair can be used with or without moisturizer. If using a daily moisturizer (both water-based or oil-based), follow with Smooth Affair.

Do *jane iredale* products contain Soy?

Vitamin E, which is in several products is sourced from soy. Lecithin, which is used in Smooth Affair Facial Primer & Brightener, Glow Time Full Coverage Mineral BB Cream and our Jelly Jar Gel Eyeliner is also sourced from soy.

Do any *jane iredale* products or ingredients have GMO (genetically modified organisms)?

All *jane iredale* products are GMO free.