

SKIN

FACE BODY HAIR KIDS BABY



BEAUTYCOUNTER™



SKIN06



BODY44



HAIR38



KIDS58

HELLO,

It's a big year for Beautycounter. This March, we celebrate our sixth year getting cleaner, safer products into the hands of everyone. A milestone like this calls for a bit of self-reflection, and as I think back to our original operation—a small team posted up in a one-room office, working around the clock to get our idea off the ground—I am honored and truly humbled.

We begin 2019 with nearly 40,000 Consultants and a sun-filled corporate office in Santa Monica with over 200 HQ Associates (and counting). Since day one, we've generated 88,000 emails to elected officials, helped pass four better beauty laws, and raised \$2.4 million for non-profit partners. We've sold upwards of 12 million products and convinced countless people to switch to #betterbeauty. So, I can confidently say, we've come a long way—together.

There's a lot to look forward to this year. We're perfecting our results-based regimens and expanding our makeup collection. We'll be unveiling updated support materials with tightened messaging, as well as dynamic content and interesting initiatives to help you grow your business and keep your customers engaged.

As you know very well, Beautycounter's success is powered by people. Our high standards of safety mean better products for our bodies, for our children, and for the environment. Our story is an important one to tell, and it's best told person to person. With all of you united in our mission, our movement is growing and our voices are being heard. By coming together and educating our families and communities, we create a future where one day clean beauty will just be...beauty. Who knew lipstick could be so revolutionary?

xx gregg

GREGG RENFREW
FOUNDER AND CEO

Our mission is
to get safer products into
the hands of everyone.





COUNTERMATCH

YOUR SKIN HAS MET ITS MATCH

The ultimate regimen for hydrated, radiant skin.



THE COUNTERMATCH COLLECTION is the ultimate solution for hydrated, radiant, and youthful looking skin. Powered by Bio-Mimic Technology, the collection gives skin precisely what it needs.

7176
US | \$201
CA | \$244

ALL-DAY RADIANCE

Day-to-night hydration.



**COUNTERMATCH
PURE CALM
CLEANSING MILK**

Featuring breakthrough Bio-Mimic Technology, this ultra-gentle cleanser removes makeup and impurities without surfactants that can strip away natural oils.

1084
150 ML / 5 FL OZ
US | \$32
CA | \$42



**COUNTERMATCH
INTENSE
MOISTURE SERUM**

This intense serum absorbs quickly to deliver a concentrated boost of moisture for immediate and lasting hydration, with vitamins C and E.

1083
30 ML / 1 FL OZ
US | \$48
CA | \$58



**COUNTERMATCH
ADAPTIVE
MOISTURE LOTION**

This lightweight lotion adapts to skin throughout the day, keeping skin hydrated, smooth, and glowing.

1080
50 ML / 1.7 FL OZ
US | \$49
CA | \$60



**COUNTERMATCH
RECOVERY
SLEEPING CREAM**

This advanced formula, featuring hyaluronic acid, plum oil, and tara gum, creates a protective layer to shield skin from moisture loss, helping replenish hydration and smoothing skin while you sleep.

1081
50 ML / 1.7 FL OZ
US | \$56
CA | \$69



**COUNTERMATCH
EYE RESCUE
CREAM**

Formulated with safer ingredients, this hydrating cream brightens eye area and reduces the appearance of shadows.

1082
15 ML / 0.5 FL OZ
US | \$39
CA | \$47



**COUNTERMATCH
ADAPTIVE BODY
MOISTURIZER**

Achieve up to 24 hours of hydration* and smoother, youthful-looking tone with this breakthrough body lotion.

*Based on an independent 32-subject clinical study

1085
242 ML / 8.2 FL OZ
US | \$39
CA | \$51



COUNTERCONTROL

TAKE BACK CONTROL OF YOUR SKIN

Meet our new regimen for oily and blemish-prone skin.



THE COUNTERCONTROL COLLECTION

Introducing Countercontrol, an effective regimen for oily and blemish-prone skin without the irritation: Our collection, powered by our signature SkinBalance Complex of wintergreen and rosebay willow, mattifies skin and helps clear breakouts while keeping skin in balance.*

*Based on an independent, 24-subject consumer panel study after four weeks.

7251 US | \$140
7250 CA | \$181

SKIN IN PERFECT BALANCE

No irritation*. Just results.



COUNTERCONTROL CLEAR PORE CLEANSER

This daily exfoliating cleanser removes oil, makeup, and other impurities without harsh surfactants that can strip skin of moisture. The formula, featuring our SkinBalance Complex and aloe vera, helps purify pores and soothe while jojoba beads gently slough away dead skin cells. Infused with an energizing citrus scent, it leaves your complexion feeling refreshed and balanced, not dry or irritated.

1123
150 ML / 5 FL OZ
US | \$26
CA | \$34

COUNTERCONTROL INSTANT MATTE TONER

This mattifying toner removes residual impurities, reduces excess oil, and minimizes the appearance of pores. The formula, with our SkinBalance Complex, helps purify skin while preserving ideal moisture levels for a refreshed, comfortable complexion. Alcohol free.

1124
150 ML / 5 FL OZ
US | \$29
CA | \$37

COUNTERCONTROL ALL OVER ACNE TREATMENT

This daily, all over treatment helps clear existing blemishes and prevent future breakouts from forming. The formula, featuring our SkinBalance Complex plus plant-based salicylic acid, helps reduce blemishes while promoting healthy-looking skin.

30ML / 1 OZ
1125 US | \$39
1135 CA | \$50

COUNTERCONTROL SOS ACNE SPOT TREATMENT

This fast-acting formula with maximum strength salicylic acid penetrates pores to reduce blemishes and clear skin. Featuring our SkinBalance Complex, this invisible gel treats breakouts without over-drying for a clearer, healthy-looking complexion.

15 ML / 0.5 FL OZ
1128 US | \$22
1138 CA | \$29

COUNTERCONTROL MATTE EFFECT GEL CREAM

With an innovative cream-to-gel formula, this non-greasy hydrator maintains healthy moisture levels while mattifying skin for up to eight hours.** Featuring our signature SkinBalance Complex of wintergreen and rosebay willow, the formula improves skin's texture without silicones and other ingredients that can clog pores. Oil free.

1127
50 ML / 1.7 FL OZ
US | \$39
CA | \$50

**Based on an independent, 30-subject clinical study.

*Based on an independent, 24-subject consumer panel study after four weeks.

BEAUTYCOUNTER+

ENHANCE YOUR DAILY REGIMEN

With advanced solutions your skin craves.

BEAUTYCOUNTER+



BEAUTYCOUNTER+
These products are specially formulated to address specific skin concerns. Work them into your existing regimen to give your skin a brightening, plumping, or balancing boost.



NO. 1 BRIGHTENING + VITAMIN C

Reawaken dull skin with radiance-boosting treatments. Infused with multi-source vitamin C complex, they help reduce the appearance of age spots for a brighter, more even complexion.

NO. 1 BRIGHTENING FACIAL OIL

A proprietary blend of seven natural oils, including omega-rich marula oil, provides extra hydration to the skin.

1041
20 ML / 0.67 FL OZ
US | \$69
CA | \$82

NO. 1 BRIGHTENING FACIAL MIST

This revitalizing facial mist helps prep skin and set makeup while refreshing skin. Featuring lime pearl extract, the formula promotes a brighter-looking complexion. Alcohol-free.

1038
47 ML / 1.6 FL OZ
US | \$36
CA | \$44



NO. 2 PLUMPING + PEONY

Help restore and firm moisture-depleted skin with peony and jasmine essences. Peony root extract helps replenish and plump skin, improving the feel of elasticity, and helping minimize the look of fine lines.

NO. 2 PLUMPING FACIAL OIL

A proprietary blend of seven natural oils, including moisture-restoring jasmine and omega-rich argan, helps minimize the appearance of fine lines

1042
20 ML / 0.67 FL OZ
US | \$69
CA | \$82

NO. 2 PLUMPING FACIAL MIST

This revitalizing facial mist, featuring rye seed extract, helps prep skin, set makeup, and promote a youthful-looking appearance.

1039
47 ML / 1.6 FL OZ
US | \$36
CA | \$44



NO. 3 BALANCING + CHARCOAL

Promote a more balanced complexion and refined texture. Featuring purifying activated charcoal to absorb excess oil to give skin a smooth, polished appearance.

NO. 3 BALANCING COLLECTION

7142

US | \$140

CA | \$166

NO. 3 BALANCING FACIAL OIL

A proprietary blend of seven natural oils, including softening meadowfoam and calming wild chamomile, helps restore balance and soothe the skin.

1043

20 ML / 0.67 FL OZ

US | \$69

CA | \$82

NO. 3 BALANCING FACIAL MASK

Made with nutrient-rich kaolin clay, this mask helps purify, balance, and stimulate exfoliation for a smooth, refined appearance.

1037

60 ML / 2 FL OZ

US | \$49

CA | \$58

NO. 3 BALANCING FACIAL MIST

This charcoal and kaolin clay infused mist helps refine texture and calm skin. Revitalizes, preps, and refreshes skin. Alcohol free.

1040

47 ML / 1.6 FL OZ

US | \$36

CA | \$44



READY? SET. GLOW!

Take your routine on the go with this mini Beautycounter+ Spa Set.

BEAUTYCOUNTER+



NO. 3 BALANCING SPA SET

Facial Oil: 10 ML / 0.33 FL OZ

Facial Mask: 30 ML / 1 FL OZ

Facial Mist: 30 ML / 1 FL OZ

8142
US | \$89
CA | \$110

OVERNIGHT RESURFACING PEEL

Goodnight, dullness. Good morning, glow.



OVERNIGHT RESURFACING PEEL

Featuring a proprietary blend of over 15 acids, this leave-on AHA/BHA peel improves skin texture and evens skin tone without irritation or over-drying. The formula, with glycolic and malic acids, plus botanically derived lactic acid, clears away dull surface skin cells while soothing skin to reveal a smoother, brighter complexion.

1045
30 ML / 1 FL OZ
US | \$63
CA | \$79

MAKE SAFER SKIN CARE A ROUTINE

With daily skin-loving nutrients.



THE NOURISHING COLLECTION

Treat your skin to nurturing care every day, thanks to this full suite of nourishing formulas. Featuring ingredients like hydrating coconut oil and soothing aloe to help keep skin calm and conditioned.

1900 US | \$207
7057 CA | \$260



FROM DAY TO NIGHT

Quench skin's thirst with hydrating essentials.

NOURISHING



NOURISHING DAY CREAM

Featuring a blend of organic coconut oil, safflower oil, aloe vera extract, and açai, this lightweight moisturizer hydrates and nourishes skin.

1014
48.7 ML / 1.65 FL OZ
US | \$45
CA | \$54



NOURISHING NIGHT CREAM

Richer in aloe vera than its daytime counterpart, this overnight moisturizer is packed with conditioning ingredients. Organic coconut oil and green tea extract help promote a softer, calmer complexion.

1015
48.7 ML / 1.65 FL OZ
US | \$49
CA | \$59

HIT REFRESH

Wake up your complexion with nourishing necessities.

NOURISHING



BEST SELLER
NOURISHING CREAM CLEANSER
Featuring coconut oil and aloe leaf juice, this lightweight daily cleanser leaves skin hydrated and soothed. Witch hazel gives the creamy formula skin-toning properties for a fresh appearance.

1011
118 ML / 4 FL OZ
US | \$29
CA | \$36

NOURISHING CREAM EXFOLIATOR
Gentle yet effective, this exfoliating cleanser relies on non-abrasive jojoba beads instead of plastic to help slough off dry skin and sweep away impurities, revealing a fresh, radiant complexion.

1012
118 ML / 4 FL OZ
US | \$35
CA | \$44

NOURISHING ROSEWATER MIST
Organic rose essence, purified water, and moisturizing sodium hyaluronate soften and tone skin with this refreshing facial mist.

1016
48 ML / 1.6 FL OZ
US | \$36
CA | \$44

NOURISHING EYE CREAM
Revive the delicate skin around your eyes with our lightweight, soothing eye cream. Featuring aloe and organic coconut oil, the unscented formula is easily absorbed and offers an instant, cooling moisture boost.

1013
13.3 ML / 0.45 FL OZ
US | \$37
CA | \$44

FACE EVERY DAY FEELING REJUVENATED

Luxurious, lightweight skin care
to keep skin looking youthful.



THE COUNTERTIME REJUVENATING COLLECTION

The ultimate regimen for rejuvenating skin and keeping skin looking youthful. The formulas, featuring ingredients like jambu extract, renew skin radiance and nourish for softer, more supple skin.

7010 US | \$325
7060 CA | \$395

WEIGHTLESS HYDRATION

Layer light to seal in long-lasting moisture.

COUNTERTIME REJUVENATING



COUNTERTIME REJUVENATING RADIANCE SERUM

With a blend of vitamin C and a complex of fruit acids, this lightweight serum infuses skin with youth renewing properties. Layer it under your day cream for extra hydration and a more even skin tone.

1114
30 ML / 1 FL OZ
US | \$68
CA | \$82



COUNTERTIME REJUVENATING DAY CREAM

Omega-rich natural oils and vitamin-packed fruit extracts give this softening moisturizer a radiance boost. Use it daily to help increase firmness and keep skin looking youthful.

1112
45 ML / 1.5 FL OZ
US | \$73
CA | \$87

SOOTHE OPERATORS

Say goodbye to fine lines with these calming classics.

COUNTERTIME REJUVENATING EYE CREAM

Featuring skin-conditioning wild algae and caffeine extracts, this renewing formula helps diminish the appearance of fine lines and promote youthful-looking skin.

1116
15 ML / 0.5 FL OZ
US | \$63
CA | \$75



COUNTERTIME REJUVENATING TONER PADS

Your first line of defense against daily stressors after cleansing, these lightly scented toning pads contain a complex of fruit acids and vitamin C to help even skin tone and boost radiance.

1111
40 PADS
US | \$45
CA | \$56



COUNTERTIME REJUVENATING NIGHT CREAM

Formulated with marine extracts, apricot kernel oil, and safflower oleosomes, this rich night cream locks in moisture as you sleep for skin that looks and feels smoother and more hydrated by morning.

1115
45 ML / 1.5 FL OZ
US | \$75
CA | \$89



COUNTERTIME REJUVENATING FACE CLEANSER

Featuring a softening blend of fruit and berry seed oils, this face cleanser is gentle and non-greasy while providing nourishing benefits for skin that looks and feels clean and soft.

1110
100 ML / 3.4 FL OZ
US | \$43
CA | \$54

DO IT ALL WITH THE ULTIMATE MULTI-TASKER

Our best-selling balm cleanses, hydrates, and brightens.

BEST SELLER **CLEANSING BALM**

Wash away the day without stripping essential moisture. Featuring vitamin C, and raspberry and cranberry oils, this multi-tasking balm melts into skin to brighten and hydrate as it cleanses. Use it to remove makeup and other impurities or as an intensely nourishing overnight mask. Includes one complimentary Cleansing Cloth.

1113
78 G / 2.75 FL OZ
US | \$80
CA | \$94

BEAUTYCOUNTER
Cleansing Balm

78 g / 2.75 fl. oz.

VOLUME & SHAPE

A natural lift for fine hair.



SHAMPOO
This body-building formula, featuring hibiscus plant proteins, helps give fine, limp hair a boost of weightless volume and shape.

3150
250 ML / 8.5 FL OZ
US | \$26
CA | \$32



CONDITIONER
With a blend of hibiscus plant proteins and sweet almond oil, this lightweight conditioner awakens limp hair with volume and movement. Formulated without mineral oil or silicones that weigh down hair.

3051
250 ML / 8.5 FL OZ
US | \$26
CA | \$32



VOLUME & SHAPE COLLECTION

7150
US | \$74
CA | \$92

VOLUMIZING MIST
With a lightweight blend of quinoa, apple, and hibiscus plant proteins, this invisible spray helps add extra volume and touchable texture to every hair type.

3052
125 ML / 4.2 FL OZ
US | \$28
CA | \$35

SMOOTH & CONTROL

Frizz-fighting formulas for coarse hair.



SHAMPOO
Tame unruly hair with this moisture-rich shampoo. The sulfate-free cleansing system, with a blend of wild cotton extract, leaves hair with a soft, smooth feel and defined look.

3153
250 ML / 8.5 FL OZ
US | \$26
CA | \$32



CONDITIONER
Made with naturally conditioning shea butter, this mineral oil and silicone-free formula delivers rich hydration for a beautifully glossy look and lasting control.

3054
250 ML / 8.5 FL OZ
US | \$26
CA | \$32



SMOOTH & CONTROL COLLECTION

7151
US | \$77
CA | \$96

HAIR OIL
Formulated without preservatives, mineral oil, or silicones, this light oil absorbs quickly for smoother-looking hair. Its blend of oils and vitamin E helps repair hair and protect it from breakage.

3055
50 ML / 1.7 FL OZ
US | \$32
CA | \$40

RINSE & REPEAT

Everyday care for beautiful hair.



DAILY SHAMPOO

Scented with uplifting grapefruit peel oil, this purifying shampoo helps infuse hair with moisture and adds shine, reviving the look of dry, dull-looking hair.

3032
250 ML / 8.5 FL OZ
US | \$26
CA | \$32



DAILY CONDITIONER

Ultra-rich and moisturizing, this conditioner, featuring marula and mongongo oils, helps nourish hair to leave strands soft and shiny.

3033
250 ML / 8.5 FL OZ
US | \$26
CA | \$32



SPLIT END SERUM

Formulated with Brazilian bataua oil and macadamia oil, this delicate formula helps seal split ends and repair damaged hair. Dry, stressed hair is left feeling soft and nourished.

3058
50 ML / 1.7 FL OZ
US | \$32
CA | \$40



TEXTURE SEA SALT SPRAY

This lightweight multi-purpose formula infused with Himalayan pink salt and red algae extract helps create beachy waves, enhance curls, and restore shine.

3021
115 ML / 3.9 FL OZ
US | \$28
CA | \$33

WHAT DOES *safer* MEAN?

(IN A VIRTUALLY
UNREGULATED
INDUSTRY)

At Beautycounter, we're committed to a health and safety standard that goes well beyond what's required by the U.S. law. We've prohibited the use of more than 1,500 questionable or harmful chemicals through our "The Never List™"—all while ensuring that our indulgent products don't sacrifice performance.

Every potential ingredient we use is screened for specific human health issues—like cancer, hormone disruption, and developmental toxicity. We consult with scientists and industry leaders who are working to develop safer formulas and commission our own studies when there simply isn't enough data available.



COUNTERSUN

ALL OF THE COVER, NONE OF THE CONCERN

Protect against damaging UVA and UVB rays with this collection of lightweight, mineral sunscreens made with non-nano zinc oxide and California Poppy.



SUN

SAFER SUNSCREENS FOR EVERY BODY

Mineral sunscreen. Reef-friendly.



COUNTERSUN MINERAL SUNSCREEN LOTION SPF 30

Protect against damaging UVA and UVB rays with this lightweight, 40-minute water-resistant sunscreen lotion. Formulated with non-nano zinc and California Poppy, this physical sunscreen provides an effective shield from skin-aging rays, while being gentle and pleasant feeling on the skin. The smooth, nourishing formula blends evenly onto skin without a chalky finish.

198 ML / 6.7 FL OZ	100 ML / 3.4 FL OZ
3041 US \$39	3042 US \$25
3141 CA \$49	3142 CA \$33

COUNTERSUN STICK SPF 30

Shield your skin from UVA and UVB rays with this convenient, 80-minute water-resistant sunscreen stick. Formulated with non-nano zinc and California Poppy, this physical sunscreen helps provide protection from skin-aging rays, while being gentle and pleasant feeling on the skin. The ultra-moisturizing cocoa-butter infused formula glides on smoothly without leaving a white residue.

15 G / 0.5 OZ
3044 US \$21
3144 CA \$27

AIR-POWERED | SPRAYS AT ANY ANGLE | REEF-FRIENDLY

COUNTERSUN MINERAL SUNSCREEN MIST SPF 30

Guard against sun's damaging rays with this innovative, continuous mist sunscreen. Formulated with non-nano zinc oxide and California Poppy, this physical sunscreen provides an effective shield from UVA and UVB rays, while being gentle and pleasant feeling on the skin. Sprays on white to help guide application, blends in easily, and dries quickly without any oily residue.

178 ML / 6 FL OZ
3045 US \$36
3145 CA \$46

89 ML / 3 FL OZ
3046 US \$20
3146 CA \$26



DAILY ESSENTIALS FOR EVERY SKIN TYPE

Refreshingly scented hair and body care.

THE BODY COLLECTION

It's the simplest way to healthy hair and skin. Body Wash in Citrus Mimosa cleanses without over-drying, and Hydrating Body Lotion in Citrus Mimosa is lightweight yet moisturizing. Daily Shampoo gently removes buildup, while Daily Conditioner softens and smooths hair. All four are refreshingly scented with our signature citrus-infused scent.

3900 US | \$96
7058 CA | \$121



BODY WASH IN CITRUS MIMOSA

Our gentle, creamy citrus-scented cleanser leaves skin feeling soft, smooth, and refreshed. Formulated with nourishing marula and mongongo oils for healthy hydration.

3030
296 ML / 10 FL OZ
US | \$25
CA | \$30

HYDRATING BODY LOTION IN CITRUS MIMOSA

Our lightweight body lotion instantly drenches skin with a blend of nourishing oils and butters—including marula and mongongo oils plus shea and jojoba butters.

3031
236 ML / 8 FL OZ
US | \$25
CA | \$30

GLOW FROM HEAD TO TOE

With invigorating scrubs, oils, lotions and body butters.



BODY OIL IN CITRUS ROSEMARY

This blend of 13 oils absorbs easily into the skin to deliver intense moisture with luminous results. Hints of grapefruit, sweet orange, and rosemary create a complex yet subtle scent.

3034
80 ML / 2.7 FL OZ
US | \$75
CA | \$91



GLOW SHIMMER OIL

Thanks to its luxurious dry-oil formula, this nourishing blend of oils absorbs immediately into your skin without leaving behind any greasy residue to soak through clothes. Delivering more than just radiance, it also gives skin a beautifully bronzed effect with a hint of shimmer.

3048
50 ML / 1.7 FL OZ
US | \$35
CA | \$44



SUGAR BODY SCRUB IN LEMONGRASS

Polish your skin to a healthy-looking glow with an invigorating full-body scrub. With a blend of nourishing oils and açai berry, brown sugar buffs away dry skin, and leaves skin supple and smooth.

3035
232 G / 8.2 OZ
US | \$40
CA | \$49



BODY BUTTER IN CITRUS MIMOSA

Rich yet refreshing, this everyday body butter replenishes moisture, even for very dry skin. Featuring shea butter and mongongo oil to help hydrate and nourish, while sunflower, aloe, and chamomile oils help soothe skin.

3037
130 ML / 4.4 FL OZ
US | \$39
CA | \$46



COUNTERMATCH ADAPTIVE BODY MOISTURIZER

Achieve up to 24 hours of hydration* and smoother, youthful-looking tone with this breakthrough body lotion.

*Based on an independent 32-subject clinical study

1085
242 ML / 8.2 FL OZ
US | \$39
CA | \$51

SET THE BAR HIGHER

With soaps formulated for a safer, gentler cleanse.

CITRUS MIMOSA BODY BAR

This refreshingly scented body bar contains shea butter and marula and mongongo oils for a non-drying cleanse.

3029
141 G / 5 OZ
US | \$22
CA | \$25

CHARCOAL CLEANSING BAR

Charcoal, green tea extract, and witch hazel help create a deep yet gentle cleanse for both face and body.

3027
85 G / 3 OZ
US | \$25
CA | \$30

Beautycounter.com
52 S



BYE BYE, DRY

All the skin-quenching benefits of an oil, without the mess.



MELTING BODY BALM

This unique balm transforms into an oil as it melts into the skin. The formula, with argan and avocado oils, helps protect, nourish, and soften skin. Use all over or as a deep conditioning treatment to soothe stubborn, dry patches.

100000201
85 ML / 3 FL OZ
US | \$25
CA | \$30

SKIN CARE
53 S

HANDLE WITH CARE

Everyday cleansing and conditioning for hands.

BODY



HAND WASH IN CITRUS MIMOSA

Our signature citrus mimosa scent invigorates this gentle, yet thorough hand cleanser. Organic aloe, chamomile, green tea, and calendula extracts help keep hands soft without leaving any residue.

3022
280 ML / 9.5 FL OZ
US | \$26
CA | \$33



HAND CREAM IN CITRUS MIMOSA

Revive dry hands with this lightweight, moisturizing cream that absorbs quickly without feeling sticky. Featuring a replenishing blend of shea butter, vitamin C, sunflower oil, aloe, chamomile, and calendula. Keep the pump sink-side, and stash the tube in your purse for a hydrating boost wherever you are.

3023
280 ML / 9.5 FL OZ
US | \$30
CA | \$38

3036
89 ML / 3 FL OZ
US | \$18
CA | \$21

AS A CERTIFIED
B Corporation,
WE CONSIDER **PEOPLE**,
PLANET, AND **PROFIT**
EQUALLY.

Beautycounter uses the power of business to help solve social and environmental problems. To be certified as a B Corporation, a brand must meet rigorous standards of social and environmental performance, accountability, and transparency. It is a difficult accomplishment, and we did it right from the start. We are pleased to participate in this growing community of more than 2,000 Certified B Corps from 50 countries and over 150 industries working together toward one unifying goal: to redefine success in business.

Certified



Corporation

INTRODUCING: COUNTERMAN

Clean deeper. Groom safer. Look better.
Because good guys deserve great skin care.

COUNTERMAN OIL-FREE FACE LOTION

Lightweight and non-greasy, this daily moisturizer absorbs quickly and boosts hydration. Featuring our innovative Sequoia Stem Cell Complex, oil-controlling ingredients, and taurine, it helps prevent shine, improve skin's resiliency, and protect skin from environmental stress. Fragrance free. Oil free.

1507
75ML / 2.5 FL OZ
US | \$32
CA | \$42

COUNTERMAN CLARIFYING TONER PADS

These quick and convenient toner pads, formulated with a blend of witch hazel and green tea extract, remove residual dirt and excess oil, help tighten pores, and improve the appearance of skin. Featuring our innovative Sequoia Stem Cell Complex, these invigorating pads help protect skin from environmental stress. Bergamot and vetiver essential oils lend a fresh, woody scent inspired by the Sequoia tree.

1506
40 Pads
US | \$36
CA | \$47

COUNTERMAN DAILY EXFOLIATING CLEANSER

Slough away dead skin cells, help unclog pores, and calm skin with this gentle daily cleanser, featuring exfoliating jojoba beads and the soothing power of aloe. This daily cleanser, featuring our innovative Sequoia Stem Cell Complex, helps protect skin from environmental stress. Bergamot and vetiver essential oils lend a fresh, woody scent inspired by the Sequoia tree.

1503
177ML / 6 FL OZ
US | \$25
CA | \$33

COUNTERMAN SMOOTHING SHAVE CREAM

This conditioning shave cream softens facial hair for a close, comfortable shave. Featuring shea butter, aloe, and our innovative Sequoia Stem Cell Complex, it works to soothe, hydrate, and protect skin from environmental stress. Fragrance free.

1502
125ml / 4.4 fl oz
US | \$20
CA | \$26

COUNTERMAN COOLING AFTERSHAVE TONIC

Help calm post-shave discomfort, boost skin's resiliency, and protect skin from environmental stressors with this refreshing aftershave tonic, featuring a blend of witch hazel, menthol, taurine, and our innovative Sequoia Stem Cell Complex. Bergamot and vetiver essential oils lend a fresh, woody scent inspired by the Sequoia tree.

1505
120ML / 4 FL OZ
US | \$22
CA | \$29

COUNTERMAN CONDITIONING BEARD OIL

Nourish facial hair and relieve dry skin with this lightweight, game-changing beard oil, formulated with a conditioning blend of plant oils, including jojoba, macadamia, and sunflower, and featuring our Sequoia Stem Cell Complex. Bergamot and vetiver essential oils lend a fresh, woody scent inspired by the Sequoia tree.

1501
30ML / 1 FL OZ
US | \$30
CA | \$39

COUNTERMAN ENERGIZING CHARCOAL BODY WASH

Made without harsh sulfates that strip away moisture, this energizing body wash features activated charcoal and our Sequoia Stem Cell Complex to help detoxify skin and wash away impurities. Natural citrus, mint, rosemary, and cedarwood oils give this daily body wash a refreshing scent.

1508
295ML / 10 FL OZ
US | \$25
CA | \$33

COUNTERMAN CHARCOAL BODY BAR

Formulated with charcoal, coconut oil, and Sequoia Stem Cell Complex, this invigorating body bar produces a creamy lather to wash away impurities. Natural citrus, mint, rosemary, and cedarwood oils give this daily soap a refreshing scent.

1504
142 G / 5 OZ
US | \$19
CA | \$25



KIDS' SKIN CARE SUPER HEROES

Protect them from harmful ingredients with safer formulas.



THE KIDS BATH COLLECTION

A trio of kid-friendly formulas made without any hidden ingredients. It includes our berry-scented Kids Body Wash as well as our citrus vanilla-scented Nice Do Shampoo and Not a Knot Conditioner.

4900 US | \$45
7061 CA | \$57

JUST FOR KIDS

Body and hair care made with the good stuff.



NICE DO KIDS SHAMPOO

Gentle enough for daily use, our kids shampoo, featuring broccoli, carrot root, and strawberry extracts in a gluten and nut-free formula, cleanses as it nourishes and conditions to leave hair shiny and soft. Hints of citrus oils and vanilla extract give it a creamy orange-vanilla swirl scent that kids will love.

4011
295 ML / 10 FL OZ
US | \$18
CA | \$23



NOT A KNOT CONDITIONER

Detangle kids' hair with an extra gentle gluten and nut-free conditioning formula, featuring safflower seed oil plus carrot root extract. It has the same sweet, kid-friendly scent as the shampoo.

4012
295 ML / 10 FL OZ
US | \$18
CA | \$23



SUPER-DUPER CLEAN KIDS BODY WASH

Nourishing formula gently cleanses without stripping natural oils, leaving skin clean, soft, and smelling of fresh berries.

4013
295 ML / 10 FL OZ
US | \$19
CA | \$23



KIDS

KEEP IT SIMPLE

With ultra-gentle formulas made with fewer ingredients.



**BABY GENTLE
ALL-OVER WASH**

Formulated for baby's bath time, this two-in-one hair and body wash is mild for delicate skin. This tear-free formula effectively cleanses and nourishes without stripping away moisture.

4100
236 ML / 8 FL OZ
US | \$20
CA | \$26



**BABY DAILY
PROTECTIVE BALM**

A hydrating powerhouse for delicate baby skin, this soothing blend of organic shea butter and jojoba oil provides soothing relief and protection from dry skin (including mom's).

4101
85 ML / 3 FL OZ
US | \$22
CA | \$28



**BABY
SOOTHING OIL**

A mix of organic coconut, jojoba, and sunflower seed oils, this dry-oil formula soothes, softens, and nourishes skin. Formulated for newborns and up, it absorbs easily without ever feeling greasy.

4102
118 ML / 4 FL OZ
US | \$22
CA | \$28



**BABY CALMING
DIAPER RASH CREAM**

Made with nurturing shea butter, jojoba oil, tapioca starch, and non-nano zinc oxide, this hypoallergenic formula absorbs excess moisture to treat, soothe, and prevent diaper rash.

*Available in US only

4103
85 ML / 3 FL OZ
US | \$18



BABY

together
**WE CAN
MAKE
BEAUTY
BETTER**

Between careers, commitments, and kids, balancing life is a challenge. We get it.

With our Consultant opportunity, we make it possible to grow your own business, work on your own time, and be a part of something big. This diverse community of over 30,000 women and men is sharing the Beautycounter story, and leading the movement towards safer beauty for everyone.

Want to join? We will support you every step of the way with training, tools, incentives, and mentorship to build a successful business.

Go to beautycounter.com/join/ to learn more.

COLOR

EYES LIPS CHEEKS



BEAUTYCOUNTER™



**“We must
stop asking
women to
compromise
their health
in the name
of beauty.”**

— Gregg Renfrew
Founder and CEO



FACE

10



TOOLS

34



LIPS

26



B

Tint Skin
Hydrating
Foundation

40 ml / 1.35 fl. oz.

COMPLEXION

6



EYES

16

VANISHING ACT

Calming, soothing, makeup-removing magic.



ONE-STEP MAKEUP REMOVER WIPES

Remove makeup and cleanse your skin in one step. Using a naturally derived micellar formula, each super-soft wipe traps makeup, dirt, and impurities, then gently whisks it away with no need to rinse. These breakthrough wipes are also biodegradable — just dispose in your home compost.*

2557 (30 CT.)
7" x 7.5"
US | \$20
CA | \$25

*Dispose in your home composting system or municipal receptacle program (in communities that have municipal composting systems). European standard EN 13432, biodegradability, and disintegration tests conducted at ambient temperatures.



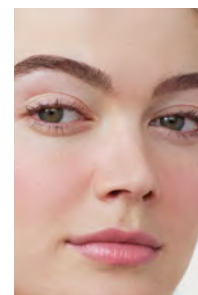
INSTANT EYE MAKEUP REMOVER

This dual-phase formula gently breaks up stubborn makeup with coconut and macadamia oils, and completely washes it away with no tugging or pulling. Just shake to activate.

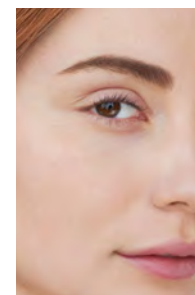
2555
125 ML / 4.23 FL OZ
US | \$25
CA | \$30

BLENDABLE. BUILDABLE. BEAUTIFUL.

Light to medium coverage in ten flexible shades.



PORCELAIN 2310



LINEN 2311



SAND 2312



HONEY 2313



GOLDEN 2315



TAN 2314



CHESTNUT 2316



MOCHA 2317



COCOA 2318



ESPRESSO 2319

TINT SKIN HYDRATING FOUNDATION

A lightweight, creamy foundation that actually cares for your skin, this formula goes on seamlessly and blends effortlessly to cover imperfections, and visually helps even out skin tone. Featuring sodium hyaluronate, a natural moisture magnet, the formula promotes smoother-looking skin.

40 ML / 1.35 FL OZ

US | \$42

CA | \$51

SHEER COVERAGE, SUPERCHARGED WITH SPF HYDRATION

Reveal a dewy complexion with multi-benefit coverage.



- N° 1
US 2360
CAN 2355
- N° 2
US 2361
CAN 2356
- N° 3
US 2362
CAN 2357
- N° 4
US 2363
CAN 2358
- N° 5
US 2364
CAN 2359

DEW SKIN TINTED MOISTURIZER

Sheer hydration, weightless coverage, and SPF 20 sun protection combine in this skin-illuminating tinted moisturizer. Enhances brightness and evens skin tone as it hydrates. Featuring black currant seed oil and hyaluronic acid.

40 ML / 1.35 FL OZ
US | \$45
CA | \$56

CONCEALER A CLICK AWAY

Get just the right amount every time.



TOUCHUP SKIN CONCEALER PEN

Formulated with knotgrass extract, this medium-coverage concealer helps mask the appearance of fine lines as it hides dark circles, redness, and blemishes. Its click-pen and brush applicator make it easy to apply just the right amount, even on the go.

2.5 ML / 0.09 FL OZ
US | \$33
CA | \$40

COLOR IN A PINCH

Irresistible shades for cheeks and lips in a take-anywhere applicator.



COLOR PINCH CREAM BLUSHER

Featuring beautifully rich pigment and a natural, dewy finish, this cream blush helps instantly brighten cheeks. (This multi-tasker works on lips and lids, too.) The jojoba esters and carnauba wax help hydrate and condition skin. Slips into any bag for easy, on-the-go enhancement.

5.7 G / 0.2 OZ
US | \$38
CA | \$46

SILKY POWDER BLUSH FOR A NATURAL FLUSH

Seven shades to take you from natural to bold.



SATIN POWDER BLUSH

Create perfectly flushed cheeks with shades that flatter all skin tones, in a matte finish or with a subtle sheen. Satin Powder Blush is specially designed to deliver buildable color payoff without questionable ingredients. This formula is triple-milled to a precise, silky-smooth texture so it lays down evenly and blends seamlessly.

4.25 G / 0.15 OZ
US | \$30
CA | \$39

DUNE
2155SURF
2156CABANA
2157

RADIANT ALL OVER BRONZER

Give skin natural-looking warmth and a sun-kissed glow. Each shade is buildable and blendable with a hint of shimmer. Perfect for face and body, it can be worn alone or on top of makeup. Triple-milled so it lays down evenly and blends seamlessly. Includes removable mirror.

7.65 G / 0.27 OZ
US | \$39
CA | \$52

HALO
2180TOPAZ
2181

LUMINOUS POWDER HIGHLIGHTER

Ultra-fine pearls help deliver instant brightness and give skin a luminous glow. Available in two shades that complement all skin tones, and catch the light with a pearlized sheen that's never glittery. Triple-milled to a silky-smooth texture so it lays down evenly and blends seamlessly. Includes removable mirror.

7.65 G / 0.27 OZ
US | \$39
CA | \$52



MATTIFYING POWDER

A translucent and weightless finishing powder that blends invisibly to set makeup, help absorb shine, and reduce the appearance of pores and fine lines.

2601
9 G / 0.32 OZ
US | \$39
CA | \$48

DEFINE AND HIGHLIGHT THE SAFER WAY

With colors carefully evaluated for heavy metals.

PEARL GLOW
2170ROSE GLOW
2171BRONZE GLOW
2172

ILLUMINATING CREAM HIGHLIGHTER

Subtle radiance made simple — create a natural lit-from-within look with these easy-to-wear shades. Sheer, blendable, and buildable formulas feature a delicate, dewy finish.

5.7 G / 0.2 OZ
US | \$32
CA | \$42

FLAWLESS IN FIVE

Effortless beauty in just five minutes.



FLAWLESS IN FIVE

Create a polished everyday look with this curated bundle of six safer makeup must-haves. Select the perfect shades to flatter your skin tone and customize your bundle by using the interactive wizard at beautycounter.com

Products included: Tint Skin Hydrating Foundation, Touchup Skin Concealer Pen, Satin Powder Blush, Color Define Eyebrow Pencil or Brilliant Brow Gel, Lengthening or Volumizing Mascara, Lip Gloss

15999
US | \$150 (\$187 value)
CA | \$180 (\$231 value)



NINE SHADES. ENDLESS LOOKS.

Pick the perfect palette for your style.



CLASSIC
2253



ROMANTIC
2254



STATEMENT
2255

VELVET EYESHADOW PALETTE

Flattering on all skin tones, each palette features nine long-wearing shades in matte and satin finishes, including a sparkling topper shade to take your look from day to night. This formula features rich pigments for intense color payoff, and is triple-milled to a precise, silky-smooth texture so it lays down evenly and blends seamlessly. Includes removable mirror.

7.47 G / 0.27 OZ
US | \$50
CA | \$62

Beautycounter.com
16 C



Velvet Eyeshadow Palette, Classic

SHARPEN YOUR BROW GAME

Rich colors that glide on and add face-framing definition.

COLOR DEFINE BROW PENCIL

Fill in gaps or even out sparse areas with pencils developed to define brows so they appear thicker, natural, and polished. A built-in wand easily blends and brushes color for a seamless finish.

0.7 G / 0.02 OZ
US | \$24
CA | \$29



BRILLIANT BROW

Invisible - Groom your brows with our invisible light-hold formula made with organic conditioners that leave your brows soft to the touch.

Tinted - Groom your brows and get a natural tint with our light-hold formula made with conditioning plant-based waxes and butters.

3 ML / 0.1 FL OZ
US | \$24
CA | \$30

FOR YOUR EYES ONLY

Define your eyes with safer formulas.



VOLUMIZING MASCARA

This advanced formula uses cleaner ingredients to increase appearance of volume by 385%* without clumping, flaking, or smudging. Lashes look fuller and more dramatic in an instant.

*Lab result based on two coats.

2552
12 ML / 0.4 FL OZ
US | \$29
CA | \$36



LENGTHENING MASCARA

Formulated for easy removal and zero flaking, this smudge-proof mascara adds alluring length and definition without harmful ingredients. A unique precision brush perfectly separates, defines, and coats each lash.

2551
5 ML / 0.2 FL OZ
US | \$29
CA | \$36



PRECISION LIQUID EYELINER

Optimized for easy, precise application and featuring a rich matte black formula, this liquid eyeliner is perfect for creating everything from thin, sharp lines to thick, dramatic wings. Plus, the long-wearing formula lasts up to 12 hours.

2520
4 ML / 0.13 FL OZ
US | \$28
CA | \$36



COLOR OUTLINE EYE PENCIL

The creamy formula, with berry wax and sunflower seed oil, glides on gently and seamlessly. Features a smudge tip for easy blending.

0.9 G / 0.03 OZ
US | \$24
CA | \$29



GET THE LOOK

Go Classic. Be Romantic. Make a Statement.



THE CLASSIC LOOK
16000



GET THE LOOK COLLECTION

Take your everyday look to the next level with one of three Get the Look kits. Each 4-piece makeup collection is designed to give you the perfect look for any occasion: The Classic Look features a warm neutral eye, bronzed cheek and a neutral lip for a chic daytime look. The Romantic Look showcases a feminine eye, naturally glowing cheeks and a subtly pink lip perfect for a romantic night out. The Statement Look features a bold pop of color on the eyes and a strong lip for a standout party look. Customize your shades using the interactive wizard at beautycounter.com

Products included: Velvet Eyeshadow Palette, Color Outline Eye Pencil or Precision Liquid Eyeliner, Radiant All Over Bronzer or Luminous Powder Highlighter, Sheer Lipstick or Color Intense Lipstick.

US | \$115 (\$145 value)
CA | \$149 (\$185 value)



THE ROMANTIC LOOK
16001



THE STATEMENT LOOK
16002



EYES

**WE THIRD-PARTY TEST
EACH BATCH OF COLOR
COSMETICS FOR**
heavy metals

**AND SET OUR LIMITS
BELOW EVEN THE MOST
HEALTH-PROTECTIVE
STANDARDS IN THE
WORLD.**

Although they are naturally occurring elements, heavy metals can have negative health impacts—lead, cadmium, mercury, and arsenic are among the most dangerous. So why are they showing up in makeup? Heavy metals can tag along as contaminants to ingredients used in color cosmetics.

While all of our ingredients are sourced with a higher standard of safety and quality in mind, it is well-recognized—and accepted by regulatory authorities around the world—that incidental, trace levels of a chemical may be introduced in a cosmetic product due to the complexities of the supply chain and manufacturing process. We work incredibly hard to minimize the potential that a product may contain trace levels of a chemical from The Never List™, but unfortunately we can't completely eliminate the possibility. However, we screen every batch of color cosmetics before they come to market, and always strive for zero or non-detectable limits.

80,000

CHEMICALS ARE
REGISTERED FOR USE IN

*consumer
products.*

**MOST OF THESE
DO NOT HAVE
ANY HEALTH OR
SAFETY DATA,
ESPECIALLY THOSE
INGREDIENTS USED
IN BEAUTY.**

Beautycounter is working to
change that, so safer beauty
for everyone becomes the
norm, not the exception.

VANISHING ACT

Our first long-wearing, one-swipe lipstick.



COLOR INTENSE LIPSTICK

Vibrant, statement-making color. An industry-leading standard of safety. Eight long-wearing shades ranging from naturally nude to intense red deliver the rich color payoff and luxe satin finish you want, with the safety you deserve. Creamy formula moisturizes so lips feel soft and smooth, never dry and uncomfortable. Natural peppermint oil delivers a subtly refreshing flavor.

3.4 G / 0.12 OZ
US | \$34
CA | \$42

LIP COLOR WARDROBE

Polish your look with a sheer coat.



SHEER LIPSTICK

The ultimate everyday lipstick, this silky-smooth and ultra-moisturizing formula gives lips a sheer wash of color and a touch of polished sheen. With jojoba esters and carnauba wax, the conditioning formula hydrates the lips with no synthetic fragrance — just a sophisticated hint of natural vanilla. The shade range is designed to complement all skin tones, and the formula is super buildable — layer it on to intensify the color, or try it under Lip Gloss for a more lustrous look.

3.4 G / 0.12 OZ
US | \$32
CA | \$38

Beautycounter.com
28 C



LIPS

COLOR
29 C

SMOOTH AS GLOSS

Infinitely wearable color. Enviably lustrous shine.



LIP GLOSS

One swipe of this moisturizing gloss saturates lips in beautifully sheer color and high-impact shine. Infused with natural vanilla flavor and featuring a unique teardrop applicator, this formula goes on smoothly with no stickiness.

7 ML / 0.24 FL OZ
US | \$29
CA | \$36

Beautycounter.com
30 C



LIPS

COLOR
31 C

THE SECRET ON EVERYONE'S LIPS

Moisture-sealing conditioners in irresistible scents.



PEPPERMINT
1050



CALENDULA
1051

LIP CONDITIONER

Featuring a conditioning blend of avocado oil, meadowfoam seed oil and jojoba seed oil, this ultra-moisturizing lip balm leaves lips soft. Available in two irresistible scents.

11 G / 0.4 OZ
US | \$22
CA | \$25



CRUELTY-FREE
BRUSHES FOR EVERY ANGLE

Made with soft taklon bristles, never animal hair.



POWDER BRUSH

FLAT COMPLEXION BRUSH

PRECISION BRUSH

ANGLED BLUSH BRUSH

FAN POWDER BRUSH

ALL-OVER EYE BRUSH

CREASE EYE BRUSH

POWDER BRUSH

This luxurious, all-purpose brush is designed for dusting on finishing powder, blush, bronzer, or highlighting powder. Its large, dome-shaped brush head ensures easy blending and even coverage.

2916
US | \$39
CA | \$49

FLAT COMPLEXION BRUSH

Created for use with the Tint Skin Hydrating Foundation or Touchup Skin Concealer Pen, this flathead brush is ideal for layering on natural-looking coverage.

2911
US | \$33
CA | \$41

PRECISION BRUSH

An essential for any makeup-tool collection, this brush can be used to cover imperfections, define and line eyes, or as a lip brush.

2912
US | \$23
CA | \$29

ANGLED BLUSH BRUSH

This soft angled brush is expertly designed to create cheek and jaw definition with our blushes and bronzers.

2908
US | \$35
CA | \$45

FAN POWDER BRUSH

This luxurious brush picks up the perfect amount of product and blends seamlessly over face and body. The fan-shaped brush head is uniquely designed for both fast application of finishing powder, and precise application of highlighter or bronzer.

2917
US | \$39
CA | \$50

ALL-OVER EYE BRUSH

This essential, dome-shaped brush is key for effortlessly applying eyeshadow across your lids.

2918
US | \$25
CA | \$32

CREASE EYE BRUSH

This tapered brush is designed to fit the contours of the lid to precisely apply eyeshadow into the crease of the eye.

2907
US | \$25
CA | \$32



RETRACTABLE FOUNDATION BRUSH

This dome-shaped brush made for liquid foundation and tinted moisturizer is a must-have for even coverage. Its soft, animal-hair-free taklon bristles are easy to clean, and its retractable design is easy to carry for a fresh and flawless face everywhere you go.

2910
US | \$35
CA | \$44