

BEAUTYCOUNTER®



# PRODUCT TRAINING GUIDE

# COUNTERSUN COLLECTION

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Guard against harmful rays with lightweight, mineral-based, broad spectrum protection for face and body. We use non-nano zinc oxide, an effective alternative to oxybenzone, as a sun filter in all of our sun care products.

# Sunscreen 101

## SUN'S RAYS DEFINED

The sun's spectrum is broad with many different wavelengths emitted. When speaking about sun damage there are a few to watch out for.

### UVB = BURNING

UVB are the rays that lead to sunburn and are the most commonly recognized indicator of skin damage. The Skin Cancer Foundation notes that on average, five sunburns at any age doubles one's risk for melanoma.

### UVA = AGING

While UVA is almost undetectable because these rays do not change the color of the skin, they cause free-radical damage that leads to skin aging. UVA rays are equally intense throughout all seasons, AND they penetrate clouds and glass.

### BLUE LIGHT

*What is Blue Light?\*\*\**

One ray that is becoming top of mind as we spend more and more time in front of computers, smart phones and tablets is Blue Light. Blue Light is trending in technology, but, Blue Light is actually everywhere. When outside, light from the sun travels through the atmosphere. The shorter, high energy blue wavelengths that make up Blue Light, collide with the air molecules, causing blue light to scatter. This is in fact what makes the sky look blue.

*The effects of Blue Light\*\**

Its skin-aging effects can potentially be as much of a concern as those caused by UVA & UVB. The latest research suggests it may damage skin proteins and lipids. When these are damaged, signs of age like loss of skin elasticity, wrinkles and hyperpigmentation are possible.

## SUNSCREEN CLAIMS

*Broad Spectrum*

An effective sunscreen must have a Broad Spectrum claim. Broad Spectrum is the statement that ensures defense against UVA, aging rays and UVB, burning rays.

*SPF*

SPF, or Sun Protection Factor is the measurement for defense specifically from UVB rays.

*SPF 15 = blocks 93% of UVB rays*

*SPF 30 = blocks 97% of UVB rays*

*SPF 50 = blocks 98% of UVB rays*

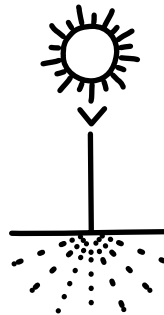
*Water-Resistant*

There is a difference between water-resistant and water-proof (which no sunscreen is). All sunscreens that provide long-wear while in water are specifically water-resistant. They are durable against wash-off but not 100% unsusceptible to it. That's why we urge you to always reapply.

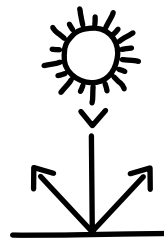
\*\*\*This Blue Light claim is only applicable in the US.

## SUNSCREEN TECHNOLOGY: CHEMICAL VS MINERAL

There are two main types of sunscreen protection technologies available.



*Chemical sunscreens* are technically sun filters. The vast majority of sunscreens on the market are chemical sunscreens and they are made using SPF filters like avobenzone, octinoxate or oxybenzone. They're called sun filters because they actually absorb and scatter sun's rays as heat. They are popular because they provide easy, transparent blendability into the skin. But, at Beautycounter, we prohibit chemical filters due to their high potential for skin irritation.



*Mineral sunscreens* or physical sunscreens are Beautycounter's preferred sunscreen technology. Zinc oxide or titanium dioxide, sit on the surface of the skin and physically bounce or reflect sun's rays away from the skin. Mineral sunscreens are great for people with sensitive skin as well as babies and kids

# Mineral Sunscreen Mist

## SPF 30

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

- Air-powered
- Sprays at any angle
- Reef-friendly

US \$20 / \$36

CAD \$26 / \$46



**SIZE:** 89 ml / 3 oz. and 178 ml / 6 oz.

### BEST FOR

Adults and children of all skin types.

### PERFORMANCE & SELLING TIPS

- Broad spectrum SPF 30 sunscreen for every day use.
- Water-resistant for 80 minutes.
- Provides UVA, UVB & Blue Light\* defense.
- Lightweight formula absorbs easily.
- Delivers the convenience and even application of an aerosol (but is actually air-powered).
- Sprays on white to help guide application.
- Sprays at any angle.
- Suitable for children & sensitive skin.

### PRODUCT PROFILE

- Gluten-free\*
- Nut-free\*
- Oxybenzone-free
- Octinoxate-free

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

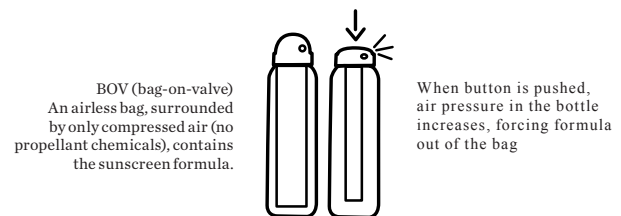
### WHY IS IT SAFER?

*Technology:* At Beautycounter, we prohibit chemical SPF filters due to their high potential for skin irritation. We prefer to use physical sunscreens, more commonly known as mineral sunscreen. Zinc oxide or titanium dioxide sit on the surface of the skin and physically bounce or reflect sun's rays away from the skin. Mineral sunscreens are great for people with sensitive skin as well as kids.

*Formula:* Our innovative mineral sunscreen mist uses non-nano zinc oxide. We evaluate the particle size of the non-nano zinc oxide we formulate with to ensure that there is no potential risk of respiration when sprayed and does not enter the blood stream to cause harmful effects to the body. We never use octinoxate or oxybenzone, ingredients known to contribute to the collapse of coral reefs around the world making our sunscreens safer for both people and our oceans.

### WHY IS IT SAFER? (continued)

*Packaging:* We've chosen a non-aerosol, bag-on-valve actuator system. While it delivers the convenience and even application of an aerosol, it is actually air-powered. So, no potential harmful propellant chemicals are sprayed into the atmosphere or onto skin.



### HOW TO USE

- Apply liberally 15 minutes before sun exposure.
- Shake well and hold 4-6 inches away from body when spraying. Blend in with your hands like you would a lotion. Formula blends in quickly and dries down without an oily residue or chalky cast.
- For face application, spray on hand then apply to face. Do not spray directly onto face and avoid breathing mist.
- Reapply after 80 minutes of swimming or sweating, immediately after towel drying and at least every 2 hours.
- Children under 6 months: ask a doctor.

### KEY INGREDIENT BENEFITS

*Non-nano zinc:* a physical, mineral sun protection technology that works by reflecting UV rays.

*California Poppy (Eschscholzia California Leaf Cell Extract):* an effective skin conditioning agent that is antioxidant-rich and great at helping reinforce the skin's defense against oxidation that leads to wrinkles and hyperpigmentation. Sustainably sourced.

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# Mineral Sunscreen Mist

## SPF 30

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

- Air-powered
- Sprays at any angle
- Reef-friendly

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US \$20 / \$36

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CAD \$26 / \$46

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*(continued from previous page)*

### INGREDIENT LIST

*Active ingredient:* Zinc Oxide 14.5%

*Inactive ingredients:* Water, Butyloctyl Salicylate, Helianthus Annuus (Sunflower) Seed Oil\*, Caprylic/Capric Triglyceride, Carthamus Tinctorius (Safflower) Seed Oil\*, Methyl Dihydroabietate, Ethyl Macadamiate, Cetearyl Alcohol, Bentonite, Microcrystalline Cellulose, Tocopherol, Caprylyl Glycol, Coco-Glucoside, Jojoba Esters, Citrus Aurantium Dulcis (Orange) Peel Oil, Bisabolol, Polyhydroxystearic Acid, Glycerin, Citrus Limon (Lemon) Peel Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Peel Oil, Caprylhydroxamic Acid, Cellulose Gum, Aloe Barbadensis Leaf Juice\*, Eschscholzia Californica Leaf Cell Extract, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora Bark Extract, Chamomilla Recutita (Matricaria) Flower Extract\*, Calendula Officinalis Flower Extract\*.

\*Organic/Biologique

### CROSS SELLING

- Countersun Mineral Sunscreen Lotion
- Countersun Mineral Sunscreen Stick
- Tint Skin Hydrating Foundation

\*\*This Blue Light claim is only applicable in the US.

# Mineral Sunscreen Lotion

## SPF 30

Protect against damaging UVA, UVB and Blue Light\*\* with this lightweight, water-resistant sunscreen lotion. Formulated with non-nano zinc and soothing California Poppy, this physical formulation provides an effective shield from skin-aging rays, while being gentle and pleasant feeling on the skin. Smooth, nourishing formula blends evenly onto skin with limited white residue.

US \$39

CAD \$49



**SIZE:** 198 ml / 6.7 oz.

### BEST FOR

Adults and children of all skin types.

### PERFORMANCE & SELLING TIPS

- Broad spectrum SPF 30 sunscreen for every day use.
- Water-resistant for 40 minutes.
- Provides UVA, UVB & Blue Light\*\* defense.
- Lightweight formula absorbs easily without streaking.

### PRODUCT PROFILE

- Alcohol-free
- Gluten-free\*
- Nut-free\*
- Oxybenzone-free
- Octinoxate-free

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

### WHY IS IT SAFER?

*Technology:* At Beautycounter, we prohibit chemical SPF filters due to their high potential for skin irritation. We prefer to use physical sunscreens, more commonly known as mineral sunscreen. Zinc oxide or titanium dioxide sit on the surface of the skin and physically bounce or reflect sun's rays away from the skin. Mineral sunscreens are great for people with sensitive skin as well as kids.

*Formula:* Our lightweight, water-resistant sunscreen lotion uses non-nano zinc oxide. We further evaluate the particle size of the non-nano zinc oxide we formulate with to ensure that there is no potential risk of respiration when sprayed and does not enter the blood stream to cause harmful effects to the body. We never use octinoxate or oxybenzone, ingredients known to contribute to the collapse of coral reefs around the world making our sunscreens safer for both people and our oceans.

### HOW TO USE

- Apply liberally 15 minutes before sun exposure.
- Reapply: after 40 minutes of swimming or sweating, immediately after towel drying, at least every 2 hours.
- Children under 6 months: Ask a doctor.

*Insider tip:* Sun protection is generally only as effective as the application quality and quantity. A proper amount of product is 1 oz. for a full, adult body application. 1 oz. is about the size of a shot glass. If you are applying just to the face, a nickel-sized dollop of product should work.

### KEY INGREDIENT BENEFITS

*Non-nano zinc:* a physical, mineral sun protection technology that works by reflecting UV rays.

*California Poppy (Eschscholzia California Leaf Cell Extract):* an effective skin conditioning agent that is antioxidant-rich and great at helping reinforce the skin's defense against oxidation that can lead to wrinkles and hyperpigmentation. Sustainably sourced.

### INGREDIENT LIST

*Active ingredient:* Zinc Oxide 19%

*Inactive ingredients:* Water, Caprylic/Capric Triglyceride, Coco-Caprylate, Cetearyl Nonanoate, Ethylhexyl Palmitate, Isopropyl Palmitate, Polyglyceryl-4 Diisostearate/Polyhydroxystearate/Sebacate, Glycerin, Isopropyl Myristate, Magnesium Sulfate, Beeswax, Phenoxyethanol, Silica, Sodium Chloride, Isostearic Acid, Lecithin, Polyglyceryl-3 Polyricinoleate, Polyhydroxystearic Acid, Hydrogenated Castor Oil, Decylene Glycol, Citrus Aurantium Dulcis (Orange) Peel Oil, Aloe Barbadensis Leaf Juice, 1,2-Hexanediol, Citrus Limon (Lemon) Peel Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Peel Oil, Eschscholzia Californica Leaf Cell Extract, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora Bark Extract.

### CROSS SELLING

- Countersun Mineral Sunscreen Mist
- Countersun Mineral Sunscreen Stick
- Tint Skin Hydrating Foundation

\*\*This Blue Light claim is only applicable in the US.

# Mineral Sunscreen Stick

## SPF 30

Shield your skin from UVA, UVB and Blue Light\*\* with this convenient, water-resistant sunscreen stick. Formulated with non-nano zinc and California Poppy, this physical formulation provides effective soothing protection, while being gentle and pleasant feeling on the skin. Ultra-moisturizing cocoa-butter infused formula glides on smoothly without leaving a white residue.



US \$21

CAD \$27

**SIZE:** 0.52 oz. / 15 g

### BEST FOR

Adults and children of all skin types.

### PERFORMANCE & SELLING TIPS

- Broad spectrum SPF 30 sunscreen for every day use.
- Water-resistant for 80 minutes.
- Provides UVA, UVB & Blue Light\*\* defense.
- Lightweight formula absorbs easily without streaking.

### PRODUCT PROFILE

- Gluten-free\*
- Nut-free\*
- Alcohol-free
- Oxybenzone-free
- Octinoxate-free

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

### WHY IS IT SAFER?

**Technology:** At Beautycounter, we prohibit chemical SPF filters due to their high potential for skin irritation. We prefer to use physical sunscreens, more commonly known as mineral sunscreen. Zinc oxide or titanium dioxide sit on the surface of the skin and physically bounce or reflect sun's rays away from the skin. Mineral sunscreens are great for people with sensitive skin as well as kids.

**Formula:** Our lightweight, water-resistant sunscreen stick uses non-nano zinc oxide. We evaluate the particle size of the non-nano zinc oxide we formulate with to ensure that there is no potential risk of respiration when sprayed and does not enter the blood stream to cause harmful effects to the body. It's also formulated with organic coconut oil and organic shea butter to deliver an ultra-moisturizing experience without the need for neurotoxic preservatives and serious allergens like MIT (Methylisothiazolinone). We never use octinoxate & oxybenzone, ingredients known to contribute to the collapse of coral reefs around the world making our sunscreens safer for both people and our oceans.

### HOW TO USE

- Apply liberally 15 minutes before sun exposure.
- Reapply: after 80 minutes of swimming or sweating, immediately after towel drying and at least every 2 hours.

### KEY INGREDIENT BENEFITS

**Non-nano zinc:** a physical, mineral sun protection technology that works by reflecting UV rays.

**California Poppy (Eschscholzia California Leaf Cell Extract):** an effective skin conditioning agent that is antioxidant-rich and great at helping reinforce the skin's defense against oxidation that leads to wrinkles and hyperpigmentation. Sustainably sourced.

### INGREDIENT LIST

**Active ingredient:** Zinc Oxide 15.4%

**Inactive ingredients:** Coco-Caprylate, Helianthus Annuus (Sunflower) Seed Oil, Theobroma Cacao (Cocoa) Seed Butter\*, Caprylic/Capric Triglyceride, Cetearyl Nonanoate, Mica, Coconut Alkanes, Polyhydroxystearic Acid, Beeswax, Butyrospermum Parkii (Shea) Butter\*, Cocos Nucifera (Coconut) Oil\*, Euphorbia Cerifera (Candelilla) Wax, Lauryl Laurate, Citrus Aurantium Dulcis (Orange) Peel Oil, Coco-Caprylate/Caprate, Isostearic Acid, Lecithin, Polyglyceryl-3 Polyricinoleate, Carthamus Tinctorius (Safflower) Seed Oil, Citrus Limon (Lemon) Peel Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Peel Oil, Cucurbita Pepo (Pumpkin) Seed Oil\*, Punica Granatum Seed Oil\*, Euterpe Oleracea Fruit Oil\*, Glycerin, Tocopherol, Glycine Soja (Soybean) Oil, Silica, Eschscholzia Californica Leaf Cell Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora Bark Extract, Aloe Barbadosensis Leaf Extract.

\*Organic/Biologique

### CROSS SELLING

- Countersun Mineral Sunscreen Mist
- Countersun Mineral Sunscreen Lotion
- Tint Skin Hydrating Foundation

\*\*This Blue Light claim is only applicable in the US.

# BODY COLLECTION

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The simplest way to healthy body care that's lightweight,  
yet moisturizing with a refreshing citrus-infused scent.



# Body Wash in Citrus Mimosa

Extremely gentle and hydrating with a creamy texture, our refreshing body wash is rich in nourishing marula and mongongo oils, ingredients that help soften and protect skin while sealing in moisture.

US \$25

CAD \$30



**SIZE:** 296 ml / 10 fl. oz.

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

- Gently cleanses without drying skin.
- Citrus-mimosa scent awakens the senses.
- Made with pure plant botanicals and essential oils.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Our Body Wash is formulated with gentle, coconut-derived cleansing ingredients instead of sulfates that can cause irritation or dryness.

## HOW TO USE

Massage a small amount onto wet skin, work into a rich lather, and rinse. Perfect for all skin types.

## KEY INGREDIENT BENEFITS

*Marula Oil:* from the same family as the mango, this botanical is ultra-moisturizing and rich in antioxidants.

*Mongongo Oil:* found in Africa, this oil is rich in hydrating omega-6 and antioxidant vitamin E.

## INGREDIENT LIST

Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Sodium Cocoyl Isethionate, Cocamidopropyl Hydroxysultaine, Glycerin, Carbomer, Panthenol, Glycol Distearate, Glyceryl Caprylate, Disodium Cocoyl Glutamate, Sodium Hydroxide, Guar Hydroxypropyltrimonium Chloride, Sclerocarya Birrea (Marula) Seed Oil, Schinziophyton Rautanenii (Mongongo) Kernel Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Limon (Lemon) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Citrus Reticulata (Tangerine) Peel Oil, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora Bark Extract, Caprylhydroxamic Acid.

## CROSS SELLING

- Hydrating Body Lotion in Citrus Mimosa
- Body Oil in Citrus Rosemary

# Sugar Body Scrub in Lemongrass

Fine sugar granules gently buff away dull skin for a healthy-looking glow, while a luxurious blend of evening primrose, sweet almond, apricot kernel, and sunflower oils leaves skin feeling smooth. Antioxidant-rich acai berry supports the appearance of healthy skin, and a mix of pure citrus and lemongrass oils leaves an invigorating scent.

US \$40

CAD \$49



**SIZE:** 232 g / 8.2 oz.

## BEST FOR

All skin types. Ideal for dry or rough skin.

## PERFORMANCE & SELLING TIPS

- Revitalizing exfoliant formulated with skin softening sugars and luxurious oils.
- Leaves skin looking nourished and polished.
- Pure essential oils wakes up your senses.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Made without 'synthetic fragrance'—a term that may contain dozens of harmful ingredients that are linked to reproductive and hormone disruption. Sugar Body Scrub in Lemongrass uses only pure sugar and essential oils to exfoliate skin for a truly healthy glow.

## HOW TO USE

In shower or bath, massage a small amount onto damp skin, paying close attention to dry spots. Rinse thoroughly.

## KEY INGREDIENT BENEFITS

*Açaí Berry:* promotes healthy-looking skin with powerful antioxidants, fatty acids, and natural enzymes.

*Apricot Kernel Oil:* easily absorbs to soothe, hydrate, and soften skin without a greasy residue.

*Sweet Almond Oil:* boosts hydration and smooths dull skin.

## INGREDIENT LIST

Sucrose\*, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Olus (Vegetable Oil)/Huile végétale, Helianthus Annuus (Sunflower) Seed Oil, Citrus Aurantifolia (Lime) Oil, Citrus Limon (Lemon) Peel Oil, Oenothera Biennis (Evening Primrose) Oil, Prunus Armeniaca (Apricot) Kernel Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Phenoxyethanol, Citrus Paradisi (Grapefruit) Peel Oil, Cymbopogon Schoenanthus Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Euterpe Oleracea Sterols, Citrus Aurantium Bergamia (Bergamot) Fruit, Ethylhexylglycerin, Linoleic Acid, Oleic Acid, Linolenic Acid.

\*Organic/Biologique

## CROSS SELLING

- Body Oil in Citrus Rosemary
- Body Wash in Citrus Mimosa

# Citrus Mimosa Hand Wash

A refreshing hand wash that cleanses gently yet thoroughly, rinsing easily without residue. Organic aloe, chamomile, green tea, and calendula leave hands soft and nourished.

US \$26

CAD \$33



**SIZE:** 280 ml / 9.5 fl. oz.

#### BEST FOR

All skin types.

#### PERFORMANCE & SELLING TIPS

- Rinses clean.
- Revives and softens hands.
- Scented with light, refreshing citrus oils.

#### PRODUCT PROFILE

- Gluten-free\*
- Nut-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

#### WHY IS IT SAFER?

Soaps are often made with overly drying and irritating surfactants, parabens, and synthetic fragrances that can act as hormone-disrupting chemicals. Our Citrus Mimosa Hand Wash gently cleanses and hydrates the skin with pure, organic essential oils.

#### HOW TO USE

Apply 1-2 pumps to damp hands, work into a rich lather, and rinse.

#### KEY INGREDIENT BENEFITS

*Wild Chamomile:* helps calm and hydrate skin.

*Calendula:* calming and soothing properties.

*Green Tea Extract:* rich in antioxidants to support healthy-looking skin.

#### INGREDIENT LIST

Aqua/Water/Eau, Sodium Coco-Sulfate, Cocamidopropyl Hydroxysultaine, Sodium Chloride, Glycerin, Aloe Barbadensis Leaf Juice\*, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Peel Oil, Citrus Limon (Lemon) Peel Oil, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora Bark Extract, Hydroxypropyltrimonium Honey, Caprylyl Glycol, Phytic Acid, Glycyrrhiza Glabra (Licorice) Root Extract\*, Cocos Nucifera (Coconut) Fruit Extract, Chamomilla Recutita (Matricaria) Flower Extract\*, Camellia Sinensis Leaf Extract\*, Calendula Officinalis Flower Extract\*, Sodium Lauroyl Sarcosinate, Coco-Glucoside, Glyceryl Oleate, Citric Acid, Caprylhydroxamic Acid, Sodium Benzoate.

\*Organic/Biologique

#### CROSS SELLING

- Citrus Mimosa Hand Cream

# Body Butter in Citrus Mimosa

A rich body butter that absorbs easily without feeling greasy, making it perfect for very dry skin. Shea butter and mongongo oil hydrate and nourish skin, while organic sunflower oil, aloe, and chamomile soothe and smooth.

US \$39

CAD \$46



**SIZE:** 130 ml / 4.4 fl. oz.

## BEST FOR

All skin types. Ideal for dry or rough skin.

## PERFORMANCE & SELLING TIPS

- Absorbs easily into the skin without feeling greasy.
- Deeply hydrates and smooths.
- Locks in long-lasting moisture to keep skin hydrated all day.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Our body butter does not contain synthetic fragrance ingredients, many of which are linked to health issues like allergies, asthma, and hormone disruption. Instead, we use natural citrus fruit oils and peppermint to lightly scent this nutrient-rich butter.

## HOW TO USE

Massage into clean skin as needed.

## KEY INGREDIENT BENEFITS

*Shea Butter:* works as a non-greasy, hydrating skin conditioner.

*Mongongo Oil:* found in Africa, this oil is rich in hydrating omega-6 and antioxidant vitamin E.

*Aloe Leaf Juice:* has been used for centuries to help nourish and soothe, especially for sensitive skin.

## INGREDIENT LIST

Aqua/Water/Eau, Helianthus Annuus (Sunflower) Seed Oil\*, Caprylic/Capric Triglyceride, Glycerin, Cetyl Alcohol, Glyceryl Stearate Citrate, Cetearyl Alcohol, Butyrospermum Parkii (Shea) Butter, Behenyl Alcohol, Saccharide Isomerate, Aloe Barbadensis Leaf Juice Powder\*, Glyceryl Caprylate, Cetearyl Glucoside, Xanthan Gum, Schinziophyton Rautanenii (Mongongo) Kernel Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Peel Oil, Tocopherol, Citrus Limon (Lemon) Peel Oil, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora (Mimosa) Bark Extract, Chamomilla Recutita (Matricaria) Flower Extract\*, Calendula Officinalis (Calendula) Flower Extract\*, Citric Acid, Sodium Citrate, Phenoxyethanol, Ethylhexylglycerin, Sodium Hydroxide.

\*Organic/Biologique

## CROSS SELLING

- Body Wash in Citrus Mimosa
- Sugar Body Scrub in Lemongrass
- Body Oil in Citrus Rosemary

# Hydrating Body Lotion in Citrus Mimosa

Nourish dry skin with our lightweight, fast-absorbing body lotion, which contains a moisturizing blend of marula, mongongo, and safflower seed oils, plus shea and jojoba butters. Rich in antioxidants and amino and fatty acids, these ingredients ensure skin stays hydrated all day long.

US \$25

CAD \$30



**SIZE:** 236 ml / 8 fl. oz.

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

- Fast-absorbing moisture.
- Refreshing citrus scent.
- Made with pure plant botanicals and essential oils.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Our Body Lotion does not contain synthetic fragrance ingredients, many of which are linked to health issues like allergies, asthma, and hormone disruption.

## HOW TO USE

Massage into clean, damp skin morning and night, or as needed.

## KEY INGREDIENT BENEFITS

*Jojoba Butter:* non-greasy, soothing, and promotes an even skin tone.  
*Marula Oil:* from the same family as the mango, this botanical is ultra-moisturizing, rich in antioxidants, and is easily absorbed.  
*Mongongo Oil:* found in Africa, this oil is rich in hydrating omega-6 and antioxidant vitamin E.

## INGREDIENT LIST

Aqua/Water/Eau, Caprylic/Capric Triglyceride, Cetyl Alcohol, Carthamus Tinctorius (Safflower) Seed Oil, Dimethicone, Isopropyl Palmitate, Carthamus Tinctorius (Safflower) Oleosomes, Linoleic Acid, Simmondsia Chinensis (Jojoba) Butter, Glycerin, Phenoxyethanol, Cetearyl Oliviate, Carbomer, Sorbitan Oliviate, Xanthan Gum, Sodium Benzoate, Squalane, Allantoin, Butyrospermum Parkii (Shea) Butter, Ethylhexylglycerin, Sodium Hydroxide, Schinziophyton Rautanenii (Mongongo) Kernel Oil, Sclerocarya Birrea (Marula) Seed Oil, Ximenia Americana (Tallowwood) Seed Oil, Tetrasodium Glutamate Diacetate, Hydrolyzed Amaranth Protein, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Limon (Lemon) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Citrus Reticulata (Tangerine) Peel Oil, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora (Mimosa) Bark Extract.

## CROSS SELLING

- Body Wash in Citrus Mimosa
- Body Oil in Citrus Rosemary

# Glow Shimmer Oil

Thanks to its luxurious dry-oil formula, this nourishing blend of oils brings more than just radiance, it delivers a beautifully bronzed effect with a hint of shimmer.

US \$35

CAD \$44



**SIZE:** 30 ml / 1 fl. oz.

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

- Leaves skin looking silky-smooth and glowing.
- Absorbs easily.
- Beautiful, complex scent.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Glow Shimmer Oil is formulated with nourishing botanicals and essential oils rather than synthetic fillers and fragrances, which have been linked to allergies and hormone disruption.

## HOW TO USE

**Body:** Shake well and dispense a generous amount into hands. Massage onto legs, décolletage, shoulders, arms, face, or hair.

**Face:** Shake well and massage a small amount onto your cheekbones, nose, and forehead to highlight.

## KEY INGREDIENT BENEFITS

*Apricot Kernel Oil:* easily absorbs to soothe, hydrate, and soften skin without a greasy residue.

*Sweet Almond Oil:* boosts hydration and smooths dull skin.

*Organic Grapeseed Oil:* has natural calming properties and is especially good for sensitive skin.

## INGREDIENT LIST

Coco-Caprylate, Caprylic/Capric Triglyceride, Silica, Lecithin, Camellia Oleifera (Camellia) Seed Oil\*, Mica, Tocopherol, Vitis Vinifera (Grape) Seed Oil\*, Simmondsia Chinensis (Jojoba) Seed Oil\*, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Prunus Armeniaca (Apricot) Kernel Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Sesamum Indicum (Sesame) Seed Oil\*, Cucurbita Pepo (Pumpkin) Seed Oil\*, Rosa Damascena (Rose) Flower Oil, Jasminum Sambac (Jasmine) Flower Extract, Citrus Aurantium Amara (Bitter Orange) Flower Oil, Glycine Soja (Soybean) Oil, Santalum Album (Sandalwood) Oil, Citrus Aurantium Amara (Bitter Orange) Leaf/Twig Oil, Glyceryl Undecylenate, Glyceryl Dibehenate, Tribehenin, Glyceryl Behenate, Glyceryl Caprylate, Tin Oxide, Iron Oxides (CI 77491, CI 77499), Titanium Dioxide (CI 77891).

\*Organic/Biologique

## CROSS SELLING

- Sugar Body Scrub in Lemongrass
- Body Wash in Citrus Mimosa
- Hydrating Body Lotion in Citrus Mimosa

# Body Oil in Citrus Rosemary

Instantly absorbed and intensely moisturizing, this nourishing blend of 13 botanical oils leaves skin smooth, silky, and luminous, while hints of grapefruit, sweet orange, and rosemary create a beautifully complex, yet subtle scent.

US \$75

CAD \$91



**SIZE:** 80 ml / 2.7 fl. oz.

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

- Absorbs easily.
- Made with aromatic, pure plant botanicals.
- Leaves skin silky and smooth.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Our Body Oil is formulated with nourishing botanicals rather than synthetic fillers. We never use synthetic fragrances, only pure essential oils.

## HOW TO USE

After shower or bath, apply liberally to damp skin. For extra moisture, combine with Hydrating Body Lotion in Citrus Mimosa.

## KEY INGREDIENT BENEFITS

*Apricot Oil:* soothes, hydrates, and softens skin without leaving a greasy residue.

*Organic Argan Oil:* full of vitamin E, carotenes, antioxidants, and essential fatty acids to condition skin.

*Jojoba Oil:* helps moisturize, soothe, and soften skin.

## INGREDIENT LIST

Simmondsia Chinensis (Jojoba) Seed Oil, Vitis Vinifera (Grape) Seed Oil, Rosa Canina (Rose Hip) Fruit Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Argania Spinosa (Argan) Kernel Oil\*, Sclerocarya Birrea (Marula) Oil, Hippophae Rhamnoides (Sea Buckthorn) Oil, Prunus Armeniaca (Apricot) Kernel Oil, Rosa Damascena (Rose) Flower Oil, Citrus Sinensis Dulcis (Orange) Peel Oil, Citrus Paradisi (Grapefruit) Peel Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil.

\*Organic/Biologique

## CROSS SELLING

- Hydrating Body Lotion in Citrus Mimosa
- Sugar Body Scrub in Lemongrass

# Hand Cream in Citrus Mimosa

A lightweight moisturizing cream that hydrates and softens skin. Formulated with shea butter, vitamin E, organic sunflower oil, aloe, chamomile, and calendula, it dries quickly and leaves a subtle, refreshing citrus scent.

US \$18 / \$30

CAD \$21 / \$38



**SIZE:** Tube: 89 ml / 3 fl. oz.  
Pump: 280 ml / 9.5 fl. oz.

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

- Dries quickly without being sticky.
- Immediately hydrates and softens dry hands.
- Lightweight texture with a subtle, awakening citrus scent.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*
- Nut-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Our Hand Cream does not contain synthetic fragrance ingredients, many of which are linked to health issues like allergies, asthma, and hormone disruption.

## HOW TO USE

Massage into hands and cuticles as needed.

## KEY INGREDIENT BENEFITS

*Shea Butter:* hydrates and conditions skin.

*Sunflower Seed Oil:* light, easily absorbed, and nourishing to keep skin hydrated.

*Aloe Leaf Juice:* has been used for centuries to help nourish and soothe, especially for sensitive skin.

## INGREDIENT LIST

Aqua/Water/Eau, Helianthus Annuus (Sunflower) Oil\*, Caprylic/Capric Triglyceride, Glycerin\*, Cetearyl Alcohol, Glyceryl Stearate Citrate, Aloe Barbadensis Leaf Juice\*, Cetyl Alcohol, Glyceryl Caprylate, Cetearyl Glucoside, Xanthan Gum, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Citrus Reticulata (Tangerine) Peel Oil, Tocopherol, Citrus Limon (Lemon) Peel Oil, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora Bark Extract, Chamomilla Recutita (Matricaria) Flower/Leaf Extract\*, Calendula Officinalis (Marigold) Flower Extract\*, Butyrospermum Parkii (Shea) Butter, Citric Acid, Phenoxyethanol, Ethylhexylglycerin.

\*Organic/Biologique

## CROSS SELLING

- Hydrating Body Lotion in Citrus Mimosa
- Body Butter Citrus Mimosa



# Citrus Mimosa Body Bar

Infused with our classic, clean Citrus Mimosa scent, this luxurious body bar contains organic shea butter and antioxidant-rich organic marula and mongongo oils. The finely milled formula lathers to gently cleanse, hydrate, and soften skin.

US \$22

CAD \$25



**SIZE:** 5 oz.

**BEST FOR**

All skin types.

**PERFORMANCE & SELLING TIPS**

- Cleanses without drying out skin.
- Perfect for all-over body use.
- Provides a fresh and clean citrus scent.

**PRODUCT PROFILE**

- Vegan
- Gluten-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

Soaps are often made with overly drying and irritating surfactants, parabens, and fragrances that can act as hormone-disrupting chemicals. Our Citrus Mimosa Body Bar gently cleanses and hydrates the skin with organic oils that work well on all skin types.

**HOW TO USE**

Work soap into a lather with water, massage onto body, and rinse thoroughly. This soap is gentle enough for everyday use. For hydration, massage Body Oil Citrus Rosemary onto damp skin.

**KEY INGREDIENT BENEFITS**

*Shea Butter:* non-greasy hydration and conditioning for skin.

*Marula Oil:* from the same family as the mango, this botanical is ultra-moisturizing, rich in antioxidants, and is easily absorbed.

*Mongongo Oil:* found in Africa, this oil is rich in hydrating omega-6 and antioxidant vitamin E.

**INGREDIENT LIST**

Sodium Rapeseedate, Sodium Cocoate, Aqua (Water), Glycerin, Butyrospermum Parkii (Shea) Butter\*, Simmondsia Chinensis (Jojoba) Butter, Sodium Citrate, Citrus Aurantium Dulcis (Orange) Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Oil, Citrus Limon (Lemon) Oil, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora (Mimosa) Bark Extract, Ricinodendron Rautanenii (Mongongo) Oil\*, Sclerocarya Birrea (Marula) Seed Oil.

\*Organic/Biologique

**CROSS SELLING**

- Body Oil in Citrus Rosemary
- Sugar Body Scrub in Lemongrass

# HAIR CARE COLLECTIONS

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Good hair days start with safer ingredients. These next-generation collections offer safer targeted solutions for beautiful, healthy hair. Every product is free of sulfates, silicones, mineral oil, and synthetic fragrances.

# Volume & Shape Shampoo

This botanical-based formula utilizes the natural lifting power of hibiscus plant proteins to give hair a boost of weightless volume and exceptional fullness. Featuring our breakthrough PureFoam Cleansing Technology, it delivers the rich lather you love without damaging sulfates.

US \$26

CAD \$31



**SIZE:** 250 ml / 8.5 fl. oz.

## BEST FOR

Fine hair.

## PERFORMANCE & SELLING TIPS

- Cleanses while boosting volume.
- Provides body and fullness.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of mandarin, bergamot, ylang-ylang, orange and spearmint.

## PRODUCT PROFILE

- Nut-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Instead of potentially harmful sulfate-based surfactants, our Volume & Shape Shampoo is sulfate-free. We use milder ingredients derived from coconut oil that both cleanse and condition the hair.

## HOW TO USE

Massage into wet hair and scalp. Rinse thoroughly with warm water. For best results, use with Volume & Shape Conditioner.

## KEY INGREDIENT BENEFITS

*Blue Agave Complex:* treats entire hair ecosystem at follicle, root and shaft.  
*Hibiscus Proteins:* volumizes and lifts hair for extra body.

## INGREDIENT LIST

Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Cocamidopropyl Hydroxysultaine, Capryloyl/Caproyl Methyl Glucamide, Lauroyl/Myristoyl Methyl Glucamide, Glycerin, Decyl Glucoside, Caprylyl Glycol, Inulin, Guar Hydroxypropyltrimonium Chloride, Citric Acid, Citrus Aurantium Dulcis (Orange) Peel Oil, Xanthan Gum, Hydrolyzed Hibiscus Esculentus Extract, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Caprylhydroxamic Acid, Sclerotium Gum, Lecithin, Panthenol, Pullulan, Citrus Aurantium Dulcis (Orange) Oil, Mentha Viridis (Spearmint) Leaf Oil, Sodium Hydroxide, Cananga Odorata Flower Oil, Silica, Fructose, Sucrose, Sodium Citrate, Glucose, Phenoxyethanol.

\*Organic/Biologique

## CROSS SELLING

- Volume & Shape Conditioner
- Volume & Shape Volumizing Mist

# Volume & Shape Conditioner

Mineral oil and silicone-free, this lightweight volumizing conditioner awakens flat hair with hibiscus plant proteins, while coconut oil protects each delicate strand. Natural conditioning agents give your hair a healthy bounce without the buildup.

US \$26

CAD \$32



**SIZE:** 250 ml / 8.5 fl. oz.

## BEST FOR

Fine hair.

## PERFORMANCE & SELLING TIPS

- Volumizes fine hair.
- Nourishes and protects strands.
- Detangles and provides shine.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of mandarin, bergamot, ylang-ylang, orange and spearmint.

## PRODUCT PROFILE

- Nut-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Our Volume & Shape Conditioner is free of preservatives that release formaldehyde like dimethyl-dimethyl (DMDM) hydantoin and methylisothiazolinone, and other potentially harmful ingredients that may trigger skin allergies and sensitization.

## HOW TO USE

After shampooing, lightly squeeze out excess water then massage into scalp and hair, focusing on the ends. Rinse thoroughly with warm water. For best results, use with Volume & Shape Shampoo.

## KEY INGREDIENT BENEFITS

*Blue Agave Complex:* treats entire hair ecosystem at follicle, root and shaft.  
*Hibiscus Proteins:* volumizes and lifts hair for extra body.  
*Coconut Oil:* detangles, moisturizes, protects and provides shine.

## INGREDIENT LIST

Aqua/Water/Eau, Cetearyl Alcohol, Glycerin, Behentrimonium Chloride, Behentrimonium Methosulfate, Cetyl Esters, Glyceryl Stearate, Isohexadecane, Hydrolyzed Hibiscus Esculentus Extract, Phenoxyethanol, Isododecane, Glyceryl Linoleate, Cocos Nucifera (Coconut) Oil, Inulin, Panthenol, Citrus Aurantium Dulcis (Orange) Peel Oil, Glyceryl Oleate, Sodium Benzoate, Citric Acid, Guar Hydroxypropyltrimonium Chloride, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Hydroxypropyl Guar, Citrus Aurantium Dulcis (Orange) Oil, Hydrolyzed Quinoa, Mentha Viridis (Spearmint) Leaf Oil, Hydrolyzed Vegetable Protein, Cananga Odorata Flower Oil, Fructose, Sucrose, Glyceryl Linolenate, Glucose, Leuconostoc (Radish Root) Ferment Filtrate, Potassium Sorbate.

## CROSS SELLING

- Volume & Shape Shampoo
- Volume & Shape Volumizing Mist

# Volume & Shape Volumizing Mist

This volumizing mist instantly lifts roots and gives hair long-lasting fullness. Formulated with a lightweight blend of quinoa, apple, and hibiscus plant proteins for a boost of volume and touchable texture.

US \$28

CAD \$35



**SIZE:** 50 ml / 1.7 fl. oz.

## BEST FOR

Fine hair.

## PERFORMANCE & SELLING TIPS

- Provides hair with fullness, volume, and subtle texture.
- Leaves hair feeling soft and touchable.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of mandarin, bergamot, ylang-ylang, orange and spearmint.

## PRODUCT PROFILE

- Nut-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Volumizing hair sprays often contain conditioning agents known as polyethylene glycols (PEGs) that may be contaminated with known carcinogens. Instead, we use a variety of plant proteins to boost volume and provide texture.

## HOW TO USE

Shake before use. After shampooing and conditioning, spray into damp hair and work through with fingers. Air or blow dry. Can also be used on dry hair for an extra boost of volume.

## KEY INGREDIENT BENEFITS

*Blue Agave Complex:* treats entire hair ecosystem at follicle, root and shaft.  
*Quinoa, Apple, and Hibiscus Plant Proteins:* volumizes and lifts hair, provides body.

## INGREDIENT LIST

Aqua/Water/Eau, Sodium Chloride, Propanediol, PVP, Capryloyl/Caproyl Methyl Glucamide, Panthenol, Phenoxyethanol, Citric Acid, Glycerin, Inulin, Hydrolyzed Hibiscus Esculentus Extract, Pyrus Malus (Apple) Fruit Extract, Sodium Benzoate, Citrus Aurantium Dulcis (Orange) Peel Oil, Phenethyl Alcohol, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Hydrolyzed Pea Protein, Hydrolyzed Wheat Protein, Hydrolyzed Vegetable Protein, Citrus Aurantium Dulcis (Orange) Oil, Hydrolyzed Quinoa, Mentha Viridis (Spearmint) Leaf Oil, Fructose, Sucrose, Cananga Odorata Flower Oil, Hydrolyzed Wheat Starch, Phospholipids, Glucose, Helianthus Annuus (Sunflower) Seed Oil, Potassium Sorbate, Leuconostoc/Radish Root Ferment Filtrate.

## CROSS SELLING

- Volume & Shape Shampoo
- Volume & Shape Conditioner

# Smooth & Control Shampoo

This moisture-rich shampoo tames unmanageable hair with wild cotton extract. Featuring our breakthrough PureFoam Cleansing Technology, it delivers a velvety lather and frizz-free results without damaging sulfates or silicones. Hair is left with a smooth, weightless feel and a beautifully sleek look.

US \$26

CAD \$31



**SIZE:** 250 ml / 8.5 fl. oz.

## BEST FOR

Fighting frizz, taming unruly tresses, and smoothing hair.

## PERFORMANCE & SELLING TIPS

- Cleanses while taming frizz.
- Smooths hair for a sleek look.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of lavender, rosemary, peppermint, and geranium.

## PRODUCT PROFILE

- Nut-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Instead of potentially harmful sulfate-based surfactants, our Smooth & Control Shampoo is sulfate-free. We use milder ingredients derived from coconut oil that both cleanse and condition the hair.

## HOW TO USE

Massage a quarter sized amount into wet hair and scalp. Rinse thoroughly with warm water. For best results, use with Smooth & Control Conditioner.

## KEY INGREDIENT BENEFITS

*Blue Agave Complex:* treats entire hair ecosystem at follicle, root and shaft.  
*Wild Cotton Extract:* helps tame unmanageable hair, calm frizz, smooth for a polished look.

## INGREDIENT LIST

Aqua/Water/Eau, Disodium Lauryl Sulfosuccinate, Sodium Lauroamphoacetate, Glycol Distearate, Sodium Methyl Oleoyl Taurate, Sodium Cocoyl Isethionate, Cocamide MIPA, Decyl Glucoside, Gossypium Herbaceum (Cotton) Seed Extract, Glycerin, Caprylyl Glycol, Inulin, Citric Acid, Lavandula Angustifolia (Lavender) Oil, Xanthan Gum, Guar Hydroxypropyltrimonium Chloride, Pelargonium Graveolens Flower Oil, Caprylhydroxamic Acid, Sodium Oleate, Rosmarinus Officinalis (Rosemary) Leaf Oil, Mentha Piperita (Peppermint) Oil, Fructose, Sucrose, Glucose, Potassium Sorbate, Sodium Benzoate, Sodium Hydroxide.

## CROSS SELLING

- Smooth & Control Conditioner
- Smooth & Control Hair Oil

# Smooth & Control Conditioner

This mineral oil and silicone-free formula helps calm frizz while detangling and smoothing strands. Naturally conditioning cotton seed oil and shea butter deliver rich hydration for a sleek, glossy look.

US \$26

CAD \$32



**SIZE:** 250 ml / 8.5 fl. oz.

## BEST FOR

Fighting frizz, taming unruly tresses, and smoothing hair.

## PERFORMANCE & SELLING TIPS

- Calms frizz.
- Detangles, smooths, and moisturizes.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of lavender, rosemary, peppermint, and geranium.

## PRODUCT PROFILE

- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Our Smooth & Control Conditioner is free of preservatives that release formaldehyde like dimethyl-dimethyl (DMDM) hydantoin and methylisothiazolinone, and other potentially harmful ingredients that may trigger skin allergies and sensitization.

## HOW TO USE

After shampooing, lightly squeeze out excess water then massage into scalp and hair, focusing on the ends. Rinse thoroughly with warm water. For best results, use with Smooth & Control Shampoo.

## KEY INGREDIENT BENEFITS

*Blue Agave Complex:* treats entire hair ecosystem at follicle, root and shaft.

*Wild Cotton Seed Oil:* provides a sleek, glossy look.

*Shea Butter:* delivers rich hydration.

## INGREDIENT LIST

Aqua/Water/Eau, Cetearyl Alcohol, Glycerin, Butyrospermum Parkii (Shea) Butter, Isohexadecane, Cetyl Esters, Behentrimonium Chloride, Caprylic/Capric Triglyceride, Glyceryl Stearate, Hydrogenated Castor Oil/Sebacic Acid Copolymer, Gossypium Herbaceum (Cotton) Seed Extract, Isododecane, Phenoxyethanol, Behentrimonium Methosulfate, Inulin, Lavandula Angustifolia (Lavender) Oil, Panthenol, Guar Hydroxypropyltrimonium Chloride, Citric Acid, Sodium Benzoate, Pelargonium Graveolens Flower Oil, Dimer Dilinoleyl Dimer Dilinoleate, Rosmarinus Officinalis (Rosemary) Leaf Oil, Olea Europaea (Olive) Fruit Oil, Hydroxypropyl Guar, Phospholipids, Mentha Piperita (Peppermint) Oil, Helianthus Annuus (Sunflower) Seed Oil, Fructose, Sucrose, Glucose, Potassium Sorbate.

## CROSS SELLING

- Smooth & Control Shampoo
- Smooth & Control Hair Oil

# Smooth & Control Hair Oil

This light oil prevents frizz, tames flyaways, and gives hair a finished, sleek look. Formulated without preservatives, mineral oil, and silicones, this naturally-derived blend of eight oils and vitamin E nourishes to boost hair health and add shine.

US \$32

CAD \$40



**SIZE:** 50 ml / 1.7 fl. oz.

## BEST FOR

Fighting frizz, taming unruly tresses, and smoothing hair.

## PERFORMANCE & SELLING TIPS

- Prevents frizz and tames flyaways at the crown or hairline.
- Adds shine.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of lavender, rosemary, peppermint, and geranium.

## WHY IS IT SAFER?

Our Smooth & Control Hair Oil is formulated with nourishing botanicals rather than synthetic fillers. We never use synthetic fragrances, only pure essential oils.

## HOW TO USE

Apply a small amount, about 1 pump, to damp hair. Leave in and style as usual. Can also be used on dry hair to tame flyaways at the crown and hairline or on the ends to add shine.

## KEY INGREDIENT BENEFITS

*Blue Agave Complex:* treats entire hair ecosystem at follicle, root and shaft.

*Wild Cotton Seed Oil:* provides a sleek, glossy look.

*Coconut Oil:* nourishes hair.

*Vitamin E:* boosts hair health and add shine.

## INGREDIENT LIST

Helianthus Annuus (Sunflower) Seed Oil, Ethylhexyl Cocoate, Canola Oil, Cocos Nucifera (Coconut) Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Orbignya Oleifera Seed Oil, Isopropyl Myristate, Borago Officinalis Seed Oil, Macadamia Ternifolia Seed Oil, Gossypium Herbaceum (Cotton) Seed Oil, Lavandula Angustifolia (Lavender) Oil, Tocopherol, Pelargonium Graveolens Flower Oil, Glycine Soja (Soybean) Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil, Mentha Piperita (Peppermint) Oil.

## CROSS SELLING

- Smooth & Control Shampoo
- Smooth & Control Conditioner



# Repair & Nourish Split End Serum

This lightweight formula helps seal split ends and repair damaged hair. Brazilian bataua and macadamia oils nourish while helping prevent future breakage so ends stay soft and healthy.

US \$32

CAD \$40



**SIZE:** 50 ml / 1.7 fl. oz.

## BEST FOR

Reviving dry, damaged hair.

## PERFORMANCE & SELLING TIPS

- Seals split ends and restores shine.
- Repairs and nourishes hair to prevent future damage.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of geranium, ylang-ylang, orange, and cedarwood.

## WHY IS IT SAFER?

Our Repair & Nourish Serum is formulated with botanical oils and natural gelling agents. We never use formaldehyde releasing preservatives, or synthetic fragrances that may be linked to hormone disruption.

## HOW TO USE

Apply to damp hair, focusing on ends. Leave in and style as usual. Can also be used on dry hair as a finishing step to add extra polish.

## KEY INGREDIENT BENEFITS

*Blue Agave Complex:* treats entire hair ecosystem at follicle, root and shaft.

*Brazilian Bataua Oil:* helps repair damage.

*Macadamia Oils:* nourishes for softer, healthier hair.

## INGREDIENT LIST

Aqua/Water/Eau, Glycerin, Squalane, Macadamia Ternifolia Seed Oil, Oenocarpus Bataua Fruit Oil, Decyl Glucoside, Dicaprylyl Ether, Xanthan Gum, Inulin, Sodium Benzoate, Glyceryl Oleate, Carrageenan, Panthenol, Sclerotium Gum, Lecithin, Pullulan, Pelargonium Graveolens Flower Oil, Citric Acid, Cedrus Atlantica Wood Oil, Cananga Odorata Flower Oil, Salicylic Acid, Silica, Citrus Aurantium Dulcis (Orange) Oil, Fructose, Sucrose, Benzoic Acid, Glucose, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil.

## CROSS SELLING

- Daily Shampoo
- Daily Conditioner
- Countermatch Adaptive Body Moisturizer

# Daily Shampoo

This purifying daily shampoo gently breaks down buildup without stripping or drying hair. Made with pure plant botanicals, the formula infuses strands with moisture, shine, and a light citrus scent.

US \$26

CAD \$32



**SIZE:** 296 ml / 10 fl. oz.

## BEST FOR

All hair types.

## PERFORMANCE & SELLING TIPS

- Gentle formula is great for everyday use.
- Rich in antioxidants and pure plant extracts.
- Leaves hair shiny.
- Refreshing citrus scent.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Instead of using potentially harmful sulfate-based surfactants, our Daily Shampoo is sulfate-free. We use milder ingredients derived from coconut oil that both cleanse and condition the hair.

## HOW TO USE

Gently massage onto wet scalp and hair. Rinse thoroughly and follow with conditioner. Ideal for all hair types.

## KEY INGREDIENT BENEFITS

*Amaranth Protein:* infuses hair with moisture and shine, helping to reverse the appearance of dull-looking hair.

*Grapefruit Peel Oil:* rich in antioxidants, it helps cleanse the hair by removing residue build up.

*Marula Oil:* helps deliver shine.

## INGREDIENT LIST

Aqua/Water/Eau, Sodium Cocoyl Isethionate, Cocamidopropyl Hydroxysultaine, Sodium Lauroyl Methyl Isethionate, Glycerin, Citrus Paradisi (Grapefruit) Peel Oil, Glycol Distearate, Panthenol, Decyl Glucoside, Sodium Methyl Cocoyl Taurate, Glyceryl Caprylate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Coconut Acid, Sodium Isethionate, Disodium Cocoyl Glutamate, Tetrasodium Glutamate Diacetate, Sclerocarya Birrea Seed Oil, Ximenia Americana Seed Oil, Maltodextrin\*, Aspalathus Linearis Leaf Extract\*, Caprylhydroxamic Acid, Sodium Benzoate.

\*Organic/Biologique

## CROSS SELLING

- Daily Conditioner
- Body Wash in Citrus Mimosa

# Daily Conditioner

Ultra-rich and moisturizing, our conditioner contains marula and mongongo oils to help nourish hair, along with rooibos leaf extract to smooth strands and add shine. Apply conditioner to the ends of hair where moisture is most needed.

US \$26

CAD \$32



**SIZE:** 236 ml / 8 fl. oz.

## BEST FOR

All hair types.

## PERFORMANCE & SELLING TIPS

- Renewing formula for everyday use.
- Leaves hair looking smooth and shiny.
- Restores manageability.
- Uplifting citrus scent.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Our Daily Conditioner is free of preservatives and other potentially harmful ingredients that may trigger skin allergies and sensitization.

## HOW TO USE

After shampooing, apply to damp hair, concentrating on the ends. Rinse thoroughly.

## KEY INGREDIENT BENEFITS

*Amaranth Protein:* infuses hair with moisture and shine, helping to reverse the appearance of dull-looking hair.

*Grapefruit Peel Oil:* rich in antioxidants.

*Marula Oil:* has linoleic and alpha linolenic acids to promote stronger-looking hair.

## INGREDIENT LIST

Aqua/Water/Eau, Cetyl Alcohol, Glycerin, Cetearyl Alcohol, Citrus Paradisi (Grapefruit) Peel Oil, Dimethicone, Dicytldimonium Chloride, Amodimethicone, Stearyl Alcohol, Behentrimonium Methosulfate, Stearalkonium Chloride, Glyceryl Caprylate, Hydroxyethylcellulose, Panthenol, Carthamus Tinctorius (Safflower) Oleosomes, Citric Acid, Schinziophyton Rautanenii Kernel Oil, Sclerocarya Birrea Seed Oil, Ximania Americana Seed Oil, Maltodextrin\*, Aspalathus Linearis Leaf Extract\*, Caprylhydroxamic Acid, Sodium Benzoate.

\*Organic/Biologique

## CROSS SELLING

- Daily Shampoo
- Hydrating Body Lotion in Citrus Mimosa

# Style Sea Salt Spray

Our volumizing, lightweight Sea Salt Spray gives hair touchable texture without drying it out. Suitable for most hair types, the multipurpose styling formula, infused with Himalayan pink salt, red algae extract, and clay, can create beachy waves and enhance curls.

US \$28

CAD \$33



**SIZE:** 3.7 oz.

**BEST FOR**

All hair types.

**PERFORMANCE & SELLING TIPS**

- Adds texture and defines curls and waves without being crunchy.
- Formula helps hydrate and builds shine.
- Infused with Himalayan pink salt, red algae extract, and clay to add the perfect amount of texture.

**PRODUCT PROFILE**

- Vegan
- Gluten-free\*
- Nut-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

Texturizing hair sprays often contain conditioning agents known as polyethylene glycols (PEGs) that may be contaminated with known carcinogens. Instead, we use a variety of natural fruit oils and sodium hyaluronate in our Sea Salt Spray to boost hair conditioning.

**HOW TO USE**

Spray onto damp or dry hair and work through with fingers. Let hair air-dry or blow-dry and style as desired.

**KEY INGREDIENT BENEFITS**

*Red Algae Extract:* helps protect and restore shine.  
*Pink Himalayan Sea Salt:* adds texture and volume to hair.  
*Sodium Hyaluronate:* provides conditioning and moisturizing benefits.

**INGREDIENT LIST**

Aqua/Water/Eau, Magnesium Sulfate, Caprylyl/Capryl Glucoside, Maris Sal/Sea Salt/Sel marin, Glycerin, Sodium Hyaluronate, Allantoin, Panthenol, Sodium PCA, Maris Aqua/Sea Water/Eau de mer, Propanediol, Pentylene Glycol, Fructose, Urea, Citric Acid  
Sodium Hydroxide, Maltose, Sodium Chloride, Sodium Lactate, Trehalose, Glucose, Sodium Levulinate, Potassium Sorbate, Sodium Phytate, Kappaphycus Alvarezii (Algae) Extract, Montmorillonite, Illite, Kaolin, Sodium Cocoyl Glutamate, Polyglyceryl-5 Oleate, Glyceryl Caprylate, Decyl Glucoside, Lauryl Glucoside, Rosa Damascena (Rose) Flower Oil, Citrus Grandis (Grapefruit) Peel Oil, Mimosa Tenuiflora (Mimosa) Bark Extract, Citrus Reticulata (Tangerine) Leaf Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Citrus Aurantium Dulcis (Orange) Oil.

\*Organic/Biologique

**CROSS-SELLING**

- Daily Shampoo
- Daily Conditioner

# KIDS BATH COLLECTION

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The Kids Bath Collection is a trio of kid-friendly formulas for hair and body, 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.

# Nice Do Kids Shampoo

Gentle enough for daily use, our kids shampoo contains a mix of broccoli, carrot root, and strawberry extracts for a gluten- and nut-free cleansing formula that leaves hair shiny and soft. Hints of citrus oils and vanilla extract give it a creamy orange-vanilla swirl scent that kids will love.

US \$18

CAD \$23



**SIZE:** 295 ml / 10 fl. oz.

## BEST FOR

All skin and hair types.

## PERFORMANCE & SELLING TIPS

- It's pH-balanced and gentle for kids.
- Leaves hair looking shiny and soft.
- No synthetic fragrances— citrus oils and vanilla extract give the shampoo a creamy orange-vanilla swirl scent.

## PRODUCT PROFILE

- Vegan
- Nut-free\*
- Gluten-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Nice Do Kids Shampoo contains gentle ingredients derived from coconut oil to cleanse and condition the hair, instead of harsh surfactants that may be contaminated with the carcinogens.

## HOW TO USE

Apply a small amount to wet hair. Lather up, then rinse. Ideal for kids with all hair types. Use daily.

## KEY INGREDIENT BENEFITS

*Broccoli Extract:* full of fatty acids and phytonutrients to give shine without a heavy feel.

*Carrot Root Extract:* high in carotenes and vitamin E to help exfoliate the skin for renewed glow.

*Strawberry Fruit Extract:* gently cleanses and removes oils without stripping.

## INGREDIENT LIST

Aqua/Water/Eau, Cocamidopropyl Hydroxysultaine, Disodium Cocoamphodiacetate, Glycerin, Disodium Cocoyl Glutamate, Caprylhydroxamic Acid, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Glyceryl Caprylate, Xanthan Gum, Polyglyceryl-4 Laurate/Sebacate, Polyglyceryl-6 Caprylate/Caprates, Sodium Cocoyl Glutamate, Citric Acid, Panthenol, Brassica Oleracea Italica (Broccoli) Extract, Daucus Carota Sativa (Carrot) Root Extract, Fragaria Vesca (Strawberry) Fruit Extract, Citrus Aurantium Dulcis (Orange) Oil, Citrus Grandis (Grapefruit) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Vanilla Planifolia (Vanilla) Fruit Extract, Potassium Sorbate.

## CROSS SELLING

- Super-Duper Clean Kids Body Wash
- Not a Knot Kids Conditioner

# Not a Knot Kids Conditioner

Detangle kids hair with a gluten- and nut-free formula made with super-emollient safflower seed oil, plus carrot root extract for extra-gentle conditioning. Bonus? It has the same sweet kid-friendly scent as the shampoo.

US \$18

CAD \$23



**SIZE:** 295 ml / 10 fl. oz.

## BEST FOR

All skin and hair types.

## PERFORMANCE & SELLING TIPS

- It's pH balanced and gentle for kids.
- Conditions and detangles.
- No synthetic fragrances—pure citrus oils and vanilla extract gives the conditioner a creamy orange-vanilla swirl scent.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*
- Nut-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Formulated with moisturizing safflower and fragrant essential oils, Not a Knot Kids Conditioner is gentle, effective, and safe for little ones.

## HOW TO USE

After shampooing, massage through entire length of hair. Rinse.

## KEY INGREDIENT BENEFITS

*Safflower:* delivers intense and instant hydration while steadily releasing moisture over time so hair feels soft and smooth.

*Broccoli Extract:* full of fatty acids and phytonutrients to give shine without a heavy feel.

## INGREDIENT LIST

Aqua/Water/Eau, Cetyl Alcohol, Cetearyl Alcohol, Glycerin, Dicyldimonium Chloride, Amodimethicone, Behentrimonium Methosulfate, Glyceryl Caprylate, Stearyl Alcohol, Hydroxyethylcellulose, Panthenol, Carthamus Tinctorius (Safflower) Oleosomes, Citric Acid, Brassica Oleracea Italica (Broccoli) Extract, Daucus Carota Sativa (Carrot) Root Extract, Citrus Aurantium Dulcis (Orange) Oil, Citrus Grandis (grapefruit) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Vanilla Planifolia (Vanilla) Fruit Extract, Caprylhydroxamic Acid, Sodium Benzoate.

## CROSS SELLING

- Super-Duper Clean Kids Body Wash
- Nice Do Kids Shampoo

# Super-Duper Clean Kids Body Wash

Gentle enough for all skin types, this formula cleanses, softens, and hydrates. Pomegranate and cranberry fruit extracts support healthy skin, plus kids will love its delicious berry scent.

US \$19

CAD \$23



**SIZE:** 295 ml / 10 fl. oz.

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

- Gentle enough for daily use.
- Cleanses and hydrates skin.
- No synthetic fragrances—pure citrus and botanical oils provide a fresh berry scent.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*
- Nut-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Our Kids Body Wash uses mild cleansing agents like coconut and essential oils rather than parabens, synthetic fragrances, and surfactants, which can be irritating and act as hormone-disrupting chemicals.

## HOW TO USE

Apply a small amount to damp skin or a washcloth. Lather up, then rinse. Use daily.

## KEY INGREDIENT BENEFITS

*Pomegranate Extract:* a natural antioxidant promotes healthy-looking skin.  
*Cranberry Fruit Extract:* nutrient-rich to help nourish skin.

## INGREDIENT LIST

Aqua/Water/Eau, Cocamidopropyl Hydroxysultaine, Disodium Cocoamphodiacetate, Disodium Cocoyl Glutamate, Glycerin, Caprylhydroxamic Acid, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Glyceryl Caprylate, Polyglyceryl-4, Laurate/Sebacate, Polyglyceryl-6 Caprylate/Caprates, Xanthan Gum, Sodium Cocoyl Glutamate, Citric Acid, Panthenol, Punica Granatum (Pomegranate) Extract, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Artemisia Pallens (Davana) Flower Oil, Barosma Betulina (Buchu) Leaf Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Limon (Lemon) Peel Oil, Citrus Paradisi (Grapefruit) Peel Oil, Citrus Tangerina (Tangerine) Peel Oil, Picea Glauca (White Spruce) Branch/Leaf Oil, Potassium Sorbate.

## CROSS SELLING

- Nice Do Kids Shampoo
- Not a Knot Kids Conditioner



# BABY COLLECTION

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Ultra-gentle, safer formulas specially made with fewer ingredients for more delicate skin. Pack all these essentials in a sleek carry-all bag. Everything you need to protect and soothe baby's soft skin.

# Calming Diaper Rash Cream

This hypoallergenic formula is made with safer ingredients. Non-nano zinc oxide helps relieve and prevent redness, inflammation, and irritation. Tapioca starch absorbs excess moisture caused by diapers while helping maintain skin's softness and smoothness. Shea butter and jojoba oil moisturize and nurture delicate skin.

\*Available in the US only.

US \$18



**SIZE:** 85 g / 3 oz.

## BEST FOR

Newborns, and healing and preventing diaper rash.

## PERFORMANCE & SELLING TIPS

- Provides instant relief of redness, inflammation, and irritation.
- Gentle, unscented formula is safe for everyday use.
- Soothes, protects, and nourishes sensitive skin.
- Rubs in and washes off easily.

## PRODUCT PROFILE

- Vegan
- Gluten-free\*
- Nut-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Babies can easily absorb chemicals through their skin and may be more vulnerable to the effects than adults. Our Calming Diaper Rash Cream soothes sensitive skin with nourishing organic oils and butters, instead of petrolatum, which may be contaminated with harmful chemicals.

## HOW TO USE

Apply as frequently as needed to relieve and soften skin.

## KEY INGREDIENT BENEFITS

*Non-Nano Zinc Oxide:* forms a barrier to protect the skin.

*Jojoba Oil:* helps to calm and soften.

*Tapioca Starch:* absorbs undesired moisture, and helps smooth skin.

## INGREDIENT LIST

*Active ingredient:* Zinc Oxide 14%

*Inactive ingredients:* Beeswax, Butyrospermum Parkii (Shea) Butter\*, Helianthus Annuus (Sunflower) Seed Oil\*, Silica, Simmondsia Chinensis (Jojoba) Seed Oil\*, Tapioca Starch.

\*Organic/Biologique

## CROSS SELLING

- Classic Diaper Bag
- Baby Daily Protective Balm
- Baby Soothing Oil

# Baby Gentle All-Over Wash

Specially formulated for babies' bath time, our two-in-one hair and body wash is ideal for delicate skin. The gentle, tear-free formula effectively cleanses and nourishes from head to toe without stripping away moisture.

US \$20

CAD \$26



**SIZE:** 236 ml / 8 fl. oz.

## BEST FOR

Newborns and babies.

## PERFORMANCE & SELLING TIPS

- Certified tear-free formula.
- No harsh surfactants.
- Gently cleanses baby's delicate skin and hair without stripping moisture.
- Soothes and calms sensitive skin.

## PRODUCT PROFILE

- Vegan
- Unscented
- Tear-free
- Gluten-free\*
- Nut-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

We use plant sources including coconut fatty acids in our Baby Gentle All-Over Wash to provide a gentle, tear-free cleanse without the risk of contaminants, preservatives, and potential carcinogens.

## HOW TO USE

Wet hair and skin with warm water. Gently massage onto scalp and body, then rinse thoroughly.

## KEY INGREDIENT BENEFITS

*Decyl Glucoside:* mild cleansing ingredient.

*Sodium Methyl Cocoyl Taurate:* creates a creamy foam to condition skin and hair.

## INGREDIENT LIST

Aqua/Water/Eau, Decyl Glucoside, Cocamidopropyl Hydroxysultaine, Sodium Methyl Cocoyl Taurate, Glycerin, Xanthan Gum, Guar Hydroxypropyltrimonium Chloride, Gluconolactone, Citric Acid, Sodium Benzoate, Sodium Chloride.

## CROSS SELLING

- Baby Soothing Oil
- Baby Daily Protective Balm
- Baby Diaper Bag

# Baby Daily Protective Balm

Our barrier balm is the ultimate hydrating powerhouse. This calming blend of organic shea butter and jojoba oil provides soothing relief and protection for dry, delicate skin.

US \$22

CAD \$28



**SIZE:** 85 g / 3 oz.

#### BEST FOR

Newborns and babies.

#### PERFORMANCE & SELLING TIPS

- Moisturizes skin as it helps provide a layer of protection.
- Deeply protects, hydrates, and nourishes dry, delicate skin.
- Gentle, yet effective formula made with safer ingredients.

#### PRODUCT PROFILE

- Unscented
- Gluten-free\*
- Nut-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

#### WHY IS IT SAFER?

Babies can easily absorb chemicals through their skin and may be more vulnerable to the effects than adults. Our Daily Protective Balm helps soothe sensitive skin with nourishing organic oils and butters instead of petrolatum, which may be contaminated with harmful chemicals.

#### HOW TO USE

Apply to clean, dry skin. Use daily, as often as needed.

#### KEY INGREDIENT BENEFITS

*Sunflower Oil:* nourishes and helps form a protective barrier.

*Shea Butter:* hydrates and conditions skin.

*Jojoba Seed Oil:* easily absorbs into skin and provides immediate moisture.

#### INGREDIENT LIST

Helianthus Annuus (Sunflower) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Cera Alba/Beeswax/Cire d'abeille, Candelilla Cera/Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Butyrospermum Parkii (Shea) Butter, Tapioca Starch, Silica.

#### CROSS SELLING

- Baby Soothing Oil
- Baby Gentle All-Over Wash
- Baby Diaper Bag

# Baby Soothing Oil

A soothing, calming, and nourishing body oil designed specifically for baby's sensitive skin. Formulated with a mix of organic coconut, jojoba, and sunflower seed oils that easily absorb while leaving the skin with a soft, silky finish.

US \$22

CAD \$28



**SIZE:** 118 ml / 4 fl. oz.

## BEST FOR

Newborns and babies.

## PERFORMANCE & SELLING TIPS

- Gentle and simple formula made with four ingredients.
- Perfect for baby massage, cradle cap, dry skin, and even mom's belly.
- Provides intensive moisture to the skin.
- Absorbs easily without leaving skin feeling greasy.

## PRODUCT PROFILE

- Vegan
- Unscented
- Gluten-free\*
- Nut-free\*
- Soy-free\*

\*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

## WHY IS IT SAFER?

Babies can easily absorb chemicals through their skin and may be more vulnerable to the effects than adults. Our unscented Baby Soothing Oil is made without "fragrance" or mineral oil, which may contain harmful ingredients linked to hormone disruption.

## HOW TO USE

Massage into your baby's skin to soothe and calm after a bath (or any time)!

## KEY INGREDIENT BENEFITS

*Organic Sunflower Oil:* nourishes and provides lasting moisture.  
*Organic Coconut Oil:* hydrates and supports skin moisture barrier.  
*Organic Jojoba Seed Oil:* lightweight, easily absorbs into skin and is ultra-moisturizing.

## INGREDIENT LIST

Helianthus Annuus (Sunflower) Seed Oil\*, Cocos Nucifera (Coconut) Oil\*, Tocopherol, Simmondsia Chinensis (Jojoba) Seed Oil\*.

\*Organic/Biologique

## CROSS SELLING

- Baby Gentle All-Over Wash
- Baby Daily Protective Balm
- Baby Calming Diaper Rash Cream

# Classic Diaper Bag

Carry all of baby's essentials in a stylish canvas diaper bag, featuring a classic navy exterior and striped interior lining. It's big enough to carry all the necessary items, plus it includes a changing pad, canvas pouch, and plenty of pockets for ease and organization.

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US \$98

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CAD \$118

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**SIZE:** 14" x 7" x 14.25"

**ORIGIN:** China

## BEST FOR

Carrying baby essentials in style.

## PERFORMANCE & SELLING TIPS

- Canvas bag with soft faux leather trim and handles.
- Striped interior lining.
- Changing pad with washable surface included.
- Canvas pouch with zipper closure included.
- Exterior pocket and 7 interior side pockets.
- Adjustable shoulder strap.

## PRODUCT PROFILE

- Vegan

## WHY IS IT SAFER?

We use cotton canvas for the shell instead of leather because we avoid using animal products whenever possible. Canvas bag with soft vegan leather trim. For the waterproof coating on the changing pad, we used PEVA and, for the vegan leather trim and handles, we used PU. PEVA is generally considered to be a safer alternative to PVC. PU does not contain the volatile compounds that are in PVC-based products.

## MATERIALS

*Body:* cotton canvas shell.

*Handles & Trim:* vegan leather.

*Strap & Interior Lining:* nylon.

*Changing Pad:* cotton canvas coated with waterproof PEVA.

## CROSS SELLING

- Baby Daily Protective Balm
- Baby Gentle All-Over Wash
- Baby Soothing Oil