

BEAUTYCOUNTER®



PRODUCT TRAINING GUIDE

Makeup

FLAWLESS IN FIVE

Tint Skin Hydrating Foundation

Our game-changing Tint Skin Hydrating Foundation is a lightweight, liquid foundation that cares for your skin. The formula goes on seamlessly and blends effortlessly to cover imperfections and even skin tone. Sodium hyaluronate, a natural moisture magnet, promotes smoother-looking skin and reduces the appearance of pores and fine lines.

US \$42

CAD \$51

BEST
SELLER



SIZE: 40 ml / 1.35 fl. oz.

SHADES

Porcelain: very fair—neutral to pink undertones.

Linen: fair—neutral undertones.

Sand: light—neutral to yellow undertones.

Honey: medium—neutral to yellow undertones.

Golden: medium—yellow undertone.

Tan: medium—red undertone.

Chestnut: deep—red undertone.

Mocha: deep—yellow undertone.

Cocoa: very deep—red undertone.

Espresso: very deep—neutral undertone.

BEST FOR

All skin types. Light to medium coverage.

PERFORMANCE & SELLING TIPS

- Lightweight, moisturizing formula.
- Easily buildable for more coverage.
- Minimizes the appearance of pores and fine lines.
- Leaves skin glowing and fresh.

PRODUCT PROFILE

- 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?

Foundations often contain emollients and emulsifiers known as polyethylene glycols (PEGs) that may be contaminated with known carcinogens. Our Tint Skin uses a safer combination of plant-derived skin conditioners and emulsifiers to create a flawless look.

HOW TO USE

Use daily, alone or on top of moisturizer. For light coverage, apply evenly with fingertips or Retractable Foundation Brush. For medium coverage, apply using the Flat Complexion Brush.

KEY INGREDIENT BENEFITS

Sodium Hyaluronate: supports the skin's water retention and nutrient absorption while promoting smoother-looking skin.

Jobba Esters: helps moisturize, soothe, and soften skin.

INGREDIENT LIST

Aqua/Water/Eau, Coco-Caprylate, Isododecane, Trimethylsiloxysilicate, Caprylic/Capric Triglyceride, Dimethicone/Vinyl Dimethicone Crosspolymer, Isostearic Acid, Polyglyceryl-4 Diisostearate/Polyhydroxystearate/Sebacate, Isoeicosane, Propanediol, Jojoba Esters, Glycerin, Magnesium Sulfate, Cera Alba/Beeswax/Cire d'abeille, Dimethicone, Gluconolactone, Sodium Hyaluronate, Sodium Chloride, Sodium Benzoate, Hydrogenated Castor Oil, Polyhydroxystearic Acid, Lecithin, Ethylhexyl Palmitate, Isopropyl Myristate Polyglyceryl-3 Polyricinoleate, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil Citrus Aurantium Dulcis (Orange) Peel Oil, Rosa Damascena (Rose) Flower Oil, Salvia Sclarea (Clary) Oil, Citrus Aurantium Dulcis (Orange) Flower Oil, Vanilla Planifolia (Vanilla) Fruit, Triethoxycaprylylsilane, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499).

CROSS SELLING

- Retractable Foundation Brush
- Flat Complexion Brush
- Mattifying Powder
- Touchup Skin Concealer Pen

Dew Skin Tinted Moisturizer

This sheer-coverage moisturizer helps even skin tone and prevent sun damage. Black currant, peony root extract, and vitamin C even and brighten skin tone while hyaluronic acid boosts hydration.

US \$45

CAD \$56



SIZE: 40 ml / 1.35 fl. oz.

SHADES

- No. 1: very fair and light skin tones.
- No. 2: light and light-medium skin tones.
- No. 3: light-medium and medium skin tones.
- No. 4: medium deep skin tones.
- No. 5: deep skin tones.

BEST FOR

All skin types.

PERFORMANCE & SELLING TIPS

- Lightweight, moisturizing formula smooths skin.
- Sheer coverage evens skin tone.
- Provides broad spectrum SPF 20 protection from UVA and UVB rays.

PRODUCT PROFILE

- Gluten-free*

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WHY IS IT SAFER?

We use non-nano zinc oxide, an effective mineral that has not been found to be harmful to the ocean ecosystem, instead of using a potentially harmful sunblocker like oxybenzone.

HOW TO USE

Use daily alone or on top of moisturizer. Apply evenly with fingertips or Flat Complexion Brush. For more coverage, layer Tint Skin Foundation on top.

KEY INGREDIENT BENEFITS

Black Currant Seed Oil: evens skin tone and enhances radiance.
Sodium Hyaluronate: supports water retention and nutrient absorption.
Vitamin C: brightens skin, evens skin tone, and reduces the appearance of fine lines.

INGREDIENT LIST

Active ingredient (%w/w): Zinc Oxide 14%
Inactive ingredients: Aqua/Water/Eau, Caprylic/Capric Triglyceride, Coco-Caprylate, Trimethylsiloxysilicate, Isopropyl Palmitate, Dimethicone/Vinyl Dimethicone Crosspolymer, Polyglyceryl-4 Diisostearate/Polyhydroxystearate/Sebacate, Octyldodecyl Oleate, Ethylhexyl Palmitate, Isopropyl Myristate, Dimethicone, Magnesium Sulfate, Beeswax (Cera Alba)/Cire d'abeille, Gluconolactone, Sodium Hyaluronate, Lecithin, Blackcurrant Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Solidago Virgaurea (Goldenrod) Extract, Polyhydroxystearic Acid, Polyglyceryl-3 Polyricinoleate, Isostearic Acid, Glycerin, Propanediol, Sodium Benzoate, Isoeicosane, Hydrogenated Castor Oil, Tetrahexyldecyl Ascorbate, Octyldodecanol, Octyldodecyl Stearoyl Stearate, Alcohol, Paeonia Suffruticosa Root Extract, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Rosa Damascena Flower Oil, Salvia Sclarea (Clary) Essential Oil, Citrus Aurantium Dulcis (Orange) Flower Oil, Vanilla Planifolia Fruit, Calcium Gluconate, Sodium Chloride, Mica. May Contain (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891).

CROSS SELLING

- Touchup Concealer Pen
- Powder Blush Duo
- Matte Bronzer

FLAWLESS IN FIVE

Touchup Skin Concealer Pen

Hide dark circles, redness, and other imperfections with Touchup Skin Concealer Pen. The click-pen and brush applicator make it easy to apply just the right amount. Formulated with knotweed extract, this concealer helps reduce the appearance of fine lines, so skin looks firmer, brighter, and instantly more even.

US \$33

CAD \$40



SIZE: 0.09 fl. oz.

SHADES

Fair: very fair skin tones.

Light: fair to light skin tones.

Medium 1: light to medium skin tones.

Medium 2: medium to medium-dark skin tones.

Dark: dark skin tones.

BEST FOR

All skin types.

PERFORMANCE & SELLING TIPS

- Blends perfectly into skin for flawless, invisible coverage.
- Brightens the skin for a more radiant complexion.
- Knotweed extract reduces the appearance of fine lines.

PRODUCT PROFILE

- Unscented
- Gluten-free*
- 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 Touchup Skin Concealers help keep sensitive under eye skin firm yet supple with knotweed extract and skin softeners made from renewable resources rather than retinyl palmitate (vitamin A), which may be linked to cancer.

HOW TO USE

Press the click-pen button until brush tip is filled with concealer. Apply concealer to dark circles or imperfections. Lightly pat with ring finger to blend. Wear alone or on top of foundation.

KEY INGREDIENT BENEFITS

Knotweed extract: helps preserve skin elasticity and reduce the appearance of fine lines.

INGREDIENT LIST

Aqua/Water/Eau, Caprylic/Capric Triglyceride, Dimethicone, Coco-Caprylate, Trimethylsiloxysilicate, Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate, Ethylhexyl Palmitate, Polymethylsilsesquioxane, Glycerin, Oleyl Oleate, Gluconolactone, Magnesium Sulfate, Sodium Chloride, Sodium Benzoate, Dimethicone/Vinyl Dimethicone Crosspolymer, Tocopheryl Acetate, Cera Alba/Beeswax/Cire d'abeille, Hydrogenated Castor Oil, Lecithin, Polygonum Aviculare (Knotweed) Extract, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499).

CROSS SELLING

- All-Over Eye Brush
- Mattifying Powder
- Rejuvenating Eye Cream

Mattifying Powder

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



US \$39

CAD \$48

SIZE: 9 g / 0.32 oz.

BEST FOR

All skin types and tones.

PERFORMANCE & SELLING TIPS

- Smooth, translucent finish with no white residue.
- Sets makeup and absorbs shine.
- Reduces appearance of pores and fine lines.

PRODUCT PROFILE

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

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WHY IS IT SAFER?

We third-party test each batch of color cosmetics for heavy metals and often have zero or “no detect” levels. We have set our allowable limits below even the most health-protective standards in the world.

HOW TO USE

Apply with Powder Brush over moisturizer or foundation. Lightly cover face for a smooth, translucent matte finish.

KEY INGREDIENT BENEFITS

Corn Starch: easily absorbs excess oil for a silky feel.

INGREDIENT LIST

Zea Mays (Corn) Starch, Lauroyl Lysine, Silica, Phenoxyethanol, Ethylhexyl Palmitate, Bismuth Oxychloride (CI 77163).

CROSS SELLING

- Powder Brush
- Tint Skin Hydrating Foundation

Radiant All Over Bronzer

Give skin natural-looking warmth and a sun-kissed glow with Radiant All Over Bronzer. 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. This formula is triple-milled so it lays down evenly and blends seamlessly. Includes removable mirror.



US \$39

CAD \$52

SIZE: 4.65 g / 0.27 oz.

BEST FOR

All skin types.

SHADES

Dune: light bronzer with a subtle sheen.

Surf: medium bronzer with a subtle sheen.

Cabana: deep bronzer with a subtle sheen.

PERFORMANCE & SELLING TIPS

- Blendable, buildable formula with a subtle shimmer, imparts a natural, sun-kissed glow.
- Powder is triple-milled to a precise, silky-smooth texture.
- Can be worn on bare skin or layered over makeup, on face and body.
- Fan Powder Brush is designed to work perfectly with this bronzer.

PRODUCT PROFILE

- Unscented
- Vegan
- Gluten-free*
- Nut-free*

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WHY IS IT SAFER?

We are very selective when it comes to pigments. Of the 63 cosmetic colorants allowed in the US, we currently use only 18 in our cosmetics, 10 of which are “naturally-derived” and 8 of which are “synthetic” colorants.

We test every batch of our color cosmetics for heavy metals to ensure it meets our industry-leading safety standards.

HOW TO USE

Using Fan Powder Brush, press and blend all over face and body, or sweep along contours of face.

KEY INGREDIENT BENEFITS

Butterpowder: boosts pigment and wear, while soothing and conditioning skin.

INGREDIENT LIST

DUNE: Talc, Mica, Lauroyl Lysine, Zinc Stearate, Boron Nitride, Cetearyl Dimethicone, Magnesium Stearate, Theobroma Cacao (Cocoa) Seed Butter, Methicone, Tocopheryl Acetate, Potassium Sorbate, Trimyristin, Hydrogenated Lecithin, Phenoxyethanol, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499).

SURF: Talc, Mica, Lauroyl Lysine, Boron Nitride, Zinc Stearate, Cetearyl Dimethicone, Magnesium Stearate, Theobroma Cacao (Cocoa) Seed Butter, Methicone, Tocopheryl Acetate, Potassium Sorbate, Trimyristin, Hydrogenated Lecithin, Phenoxyethanol, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Yellow 5 Lake (CI 19140).

CABANA: Mica, Talc, Boron Nitride, Lauroyl Lysine, Zinc Stearate, Cetearyl Dimethicone, Magnesium Stearate, Theobroma Cacao (Cocoa) Seed Butter, Methicone, Tocopheryl Acetate, Potassium Sorbate, Trimyristin, Hydrogenated Lecithin, Phenoxyethanol, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Yellow 5 Lake (CI 19140).

CROSS SELLING

- Fan Powder Brush
- Angled Blush Brush
- Velvet Eyeshadow Palette
- Luminous Powder Highlighter
- Satin Powder Blush

Luminous Powder Highlighter

Ultra-fine pearls instantly brighten features and give skin a luminous glow. Available in two shades that complement all skin tones, these highlighters catch the light with a pearlized sheen that's never glittery. This formula is triple-milled to a silky-smooth texture so it lays down evenly and blends seamlessly. Includes removable mirror.



US \$39

CAD \$52

SIZE: 4.65 g / 0.27 oz.

BEST FOR

All skin types.

SHADES

Halo: cool light pink.

Topaz: warm rose bronze.

PERFORMANCE & SELLING TIPS

- Imparts a luminous glow, to highlight your best features.
- Powder is triple-milled to a precise, silky-smooth texture.
- Can be worn on bare skin or layered over makeup.
- Fan Powder Brush is designed to work perfectly with this highlighter.

PRODUCT PROFILE

- Unscented
- Vegan
- Gluten-free*
- Nut-free*

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WHY IS IT SAFER?

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HOW TO USE

Using Fan Powder Brush, sweep along high points of face, such as cheekbones, bridge of nose, and cupid's bow.

KEY INGREDIENT BENEFITS

Butterpowder: boosts pigment and wear, while soothing and conditioning skin.

INGREDIENT LIST

HALO: Mica, Talc, Ethylhexyl Palmitate, Octyldodecyl Stearoyl Stearate, Cetearyl Dimethicone, Boron Nitride, Lauroyl Lysine, Silica, Zinc Stearate, Magnesium Stearate, Methicone, Trimyrustin, Potassium Sorbate, Theobroma Cacao (Cocoa) Seed Butter, Hydrogenated Lecithin, Tocopheryl Acetate, Tin Oxide, Phenoxyethanol, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492).

TOPAZ: Mica, Talc, Ethylhexyl Palmitate, Octyldodecyl Stearoyl Stearate, Cetearyl Dimethicone, Boron Nitride, Lauroyl Lysine, Silica, Zinc Stearate, Magnesium Stearate, Methicone, Trimyrustin, Potassium Sorbate, Theobroma Cacao (Cocoa) Seed Butter, Hydrogenated Lecithin, Tocopheryl Acetate, Phenoxyethanol, Tin Oxide, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499).

CROSS SELLING

- Fan Powder Brush
- Illuminating Cream Highlighter
- Velvet Eyeshadow Palette
- Satin Powder Blush
- Radiant All Over Bronzer

Illuminating Cream Highlighter

Subtle radiance made simple – create a naturally lit-from-within look with these easy-to-wear shades. Sheer, blendable, and buildable formula features a delicate, dewy finish.

US \$32

CAD \$42



SIZE: 5.7 g / 0.2 oz. each

BEST FOR

All skin tones.

SHADES

Bronze Glow: sheer bronze.

Rose Glow: luminous pink.

Pearl Glow: illuminating pearl.

PERFORMANCE & SELLING TIPS

- Sheer, buildable highlighters are easy to apply and blend.
- Creates a healthy, subtle luminosity.
- Versatile shades work for all ages and skin tones.

PRODUCT PROFILE

- Nut-free*
- 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 Ingredient Selection Process ensures safer and cleaner products that work beautifully. This rigorous process handpicks the best ingredients, such as jojoba—a plant that helps deeply moisturize skin. What's not included? Approximately 1,500 questionable or harmful chemicals on our "Never List™" that we never use to formulate our products.

HOW TO USE

Pearl Glow: Illuminate cheekbones, brow bones, and décolleté.

Bronze Glow: Apply to high points of cheekbones for a sun-kissed glow.

Rose Glow: Blend over cheeks for a healthy, youthful look.

KEY INGREDIENT BENEFITS

Jajoba Esters: soothe, condition, and hydrate skin.

INGREDIENT LIST

PEARL GLOW: Caprylic/Capric Triglyceride, Jojoba Esters, Silica, Calcium Sodium Borosilicate, Butyrospermum Parkii (Shea) Butter, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Polyglyceryl-3 Beeswax, Mica, Cera Microcristallina (Microcrystalline Wax)/Cire microcristalline, Tocopherol, Tin Oxide, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Titanium Dioxide (CI 77891).

BRONZE GLOW / ROSE GLOW: Caprylic/Capric Triglyceride, Jojoba Esters, Silica, Butyrospermum Parkii (Shea) Butter, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Mica, Cera Microcristallina (Microcrystalline Wax)/Cire microcristalline, Polyglyceryl-3 Beeswax, Ricinus Communis (Castor) Seed Oil, Tocopherol, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba.
May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Red 27 Lake (CI 45410), Yellow 5 Lake (CI 19140).

CROSS SELLING

- Tint Skin Hydrating Foundation
- Lip Gloss
- Volumizing Mascara
- One-Step Makeup Remover Wipes

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.

US \$30

CAD \$39



SIZE: 4.25 g / 0.15 oz.

BEST FOR

All skin types.

SHADES

Guava: cool pink with a touch of sheen.

Nectar: warm pink with a golden sheen.

Raspberry: fuschia.

Sorbet: warm blue pink with a touch of sheen.

Melon: pinky peach.

Date: warm terracotta.

Passionfruit: sheer coral with a touch of sheen.

PERFORMANCE & SELLING TIPS

- Buildable, blendable formula, in 7 shades that work on all skin tones.
- Powder is triple-milled to a precise, silky-smooth texture.
- Can be worn on bare skin or layered over makeup.
- Angled Blush Brush is designed to work perfectly with this blush.

PRODUCT PROFILE

- Unscented
- Vegan
- Nut-free*
- 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?

We are very selective when it comes to pigments. Of the 63 cosmetic colorants allowed in the US, we currently use only 18 in our cosmetics, 10 of which are “naturally-derived” and 8 of which are “synthetic” colorants.

We test every batch of our color cosmetics for heavy metals to ensure it meets our industry-leading safety standards.

HOW TO USE

Using Angled Blush Brush, press and tap blush onto apples of cheeks and along cheekbones.

KEY INGREDIENT BENEFITS

Butterpowder: boosts pigment and wear, while soothing and conditioning skin.

INGREDIENT LIST

GUAVA: Talc, Mica, Boron Nitride, Lauroyl Lysine, Cetearyl Dimethicone, Octyldodecyl Stearoyl Stearate, Zinc Stearate, Magnesium Stearate, Methicone, Theobroma Cacao (Cocoa) Seed Butter, Trimyrustin, Potassium Sorbate, Hydrogenated Lecithin, Tocopheryl Acetate, Phenoxyethanol, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Red 28 Lake (CI 45410).

NECTAR: Mica, Talc, Cetearyl Dimethicone, Octyldodecyl Stearoyl Stearate, Boron Nitride, Lauroyl Lysine, Zinc Stearate, Magnesium Stearate, Methicone, Theobroma Cacao (Cocoa) Seed Butter, Trimyrustin, Potassium Sorbate, Hydrogenated Lecithin, Tocopheryl Acetate, Phenoxyethanol, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77499), Yellow 5 Lake (CI 19140), Red 7 Lake (CI 15850), Red 28 Lake (CI 45410), Red 40 Lake (CI 16035).

RASPBERRY: Talc, Mica, Boron Nitride, Lauroyl Lysine, Zinc Stearate, Cetearyl Dimethicone, Octyldodecyl Stearoyl Stearate, Magnesium Stearate, Methicone, Theobroma Cacao (Cocoa) Seed Butter, Trimyrustin, Potassium Sorbate, Hydrogenated Lecithin, Tocopheryl Acetate, Phenoxyethanol, Titanium Dioxide (CI 77891), Iron Oxides (CI 77499), Red 7 Lake (CI 15850), Red 28 Lake (CI 45410), Red 40 Lake (CI 16035).

SORBET: Talc, Mica, Boron Nitride, Lauroyl Lysine, Cetearyl Dimethicone, Octyldodecyl Stearoyl Stearate, Zinc Stearate, Magnesium Stearate, Methicone, Theobroma Cacao (Cocoa) Seed Butter, Trimyrustin, Potassium Sorbate, Hydrogenated Lecithin, Tocopheryl Acetate, Phenoxyethanol, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492), Red 7 Lake (CI 15850), Ultramarines (CI 77007).

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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.

US \$30

CAD \$39



INGREDIENT LIST *(continued from previous page)*

MELON: Mica, Talc, Boron Nitride, Lauroyl Lysine, Cetearyl Dimethicone, Octyldodecyl Stearoyl Stearate, Zinc Stearate, Magnesium Stearate, Methicone, Theobroma Cacao (Cocoa) Seed Butter, Trimyristin, Potassium Sorbate, Hydrogenated Lecithin, Tocopheryl Acetate, Phenoxyethanol, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Yellow 5 Lake (CI 19140), Red 28 Lake (CI 45410), Red 30 Lake (CI 73360).

DATE: Talc, Mica, Boron Nitride, Lauroyl Lysine, Cetearyl Dimethicone, Octyldodecyl Stearoyl Stearate, Magnesium Stearate, Zinc Stearate, Methicone, Theobroma Cacao (Cocoa) Seed Butter, Trimyristin, Potassium Sorbate, Hydrogenated Lecithin, Tocopheryl Acetate, Phenoxyethanol, Iron Oxides (CI 77491, CI 77499), Yellow 5 Lake (CI 19140), Red 7 Lake (CI 15850), Red 30 Lake (CI 73360), Red 40 Lake (CI 16035).

PASSIONFRUIT: Mica, Boron Nitride, Talc, Lauroyl Lysine, Zinc Stearate, Octyldodecyl Stearoyl Stearate, Cetearyl Dimethicone, Magnesium Stearate, Methicone, Theobroma Cacao (Cocoa) Seed Butter, Trimyristin, Potassium Sorbate, Hydrogenated Lecithin, Tocopheryl Acetate, Phenoxyethanol, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491), Yellow 5 Lake (CI 19140), Red 28 Lake (CI 45410), Red 30 Lake (CI 73360).

CROSS SELLING

- Angled Blush Brush
- Radiant All Over Bronzer
- Luminous Powder Highlighter
- Velvet Eyeshadow Palette
- Tint Skin Hydrating Foundation

Color Pinch Cream Blusher

Brighten cheeks with natural, dewy color. Jojoba ester and carnauba wax condition and hydrate skin, making the smooth formula easy to apply anytime, anywhere. Plus, it's easy to layer for bolder color and doubles as a lipstick for a pop of color.

US \$38

CAD \$46



SIZE: 5.7g / 0.2 oz.

BEST FOR

All skin types.

SHADES

Caramel: light apricot bronze.

Hibiscus: intense rose pink.

Umber: terracotta rose.

PERFORMANCE & SELLING TIPS

- Warms cheeks with a natural, dewy flush.
- Smooth, easy-to-apply formula.
- Portable and compact.

PRODUCT PROFILE

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

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WHY IS IT SAFER?

We third-party test each batch of color cosmetics for heavy metals and often have zero or “no detect” levels. We have set our allowable limits below even the most health-protective standards in the world.

HOW TO USE

Blend evenly onto cheeks for a natural-looking glow and layer for bolder color. Also doubles as a lipstick.

KEY INGREDIENT BENEFITS

Jojoba Ester: smooths, conditions, and hydrates.

Carnauba Wax: native to Brazil, this plant is known as the ‘queen of waxes,’ promoting long-lasting hydration and shine.

INGREDIENT LIST

CARAMEL: Jojoba Esters, Diisostearyl Malate, Ricinus Communis (Castor) Seed Oil, Isopropyl Palmitate, Cera Microcristallina/Microcrystalline Wax/Cire microcristalline, Polyglyceryl-3 Beeswax, Silica, Mica, Candelilla Cera/Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Tetrahexyldecyl Ascorbate, Iron Oxide (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891).

HIBISCUS: Jojoba Esters, Diisostearyl Malate, Ricinus Communis (Castor) Seed Oil, Isopropyl Palmitate, Cera Microcristallina/Microcrystalline Wax/Cire microcristalline, Polyglyceryl-3 Beeswax, Silica, Mica, Candelilla Cera/Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Tetrahexyldecyl Ascorbate, Iron Oxide (CI 77491), Red 7 Lake (CI 15850), Titanium Dioxide (CI 77891), Blue 1 Lake (CI 42090).

UMBER: Jojoba Esters, Diisostearyl Malate, Ricinus Communis (Castor) Seed Oil, Isopropyl Palmitate, Cera Microcristallina/Microcrystalline Wax/Cire microcristalline, Polyglyceryl-3 Beeswax, Silica, Mica, Candelilla Cera/Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba*, Tetrahexyldecyl Ascorbate, Iron Oxides (CI 77491, CI 77492, CI 77499), Red 7 Lake (CI 15850), Titanium Dioxide (CI 77891). *Organic/Biologique

CROSS SELLING

- Tint Skin Hydrating Foundation
- Matte Bronzer
- Lip Gloss

FLAWLESS IN FIVE

Color Define Brow Pencil

Our Brow Pencils were developed to define brows so they appear natural yet polished—perfect for when you need to fill in gaps or even out color. The pencils go on smoothly and blend easily with the built-in brush wand.

US \$24

CAD \$29



SIZE: 0.02 oz. / 0.7 g

BEST FOR

All skin tones.

SHADES

Light: natural beige for light hair.

Medium: neutral medium brown for medium to dark hair.

Dark: neutral deep brown for dark hair.

PERFORMANCE & SELLING TIPS

- Instantly fills in gaps and defines brows with precision.
- Applies smoothly and evenly.
- Built-in brush wand blends and evens color.
- Versatile shades can be worn with multiple hair colors.

PRODUCT PROFILE

- Gluten-free*
- 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?

We third-party test each batch of color cosmetics for heavy metals and often have zero or “no detect” levels. We have set our allowable limits below even the most health-protective standards in the world.

HOW TO USE

With pencil, work in short upward strokes, layering color from the inside corner to the outer edge of brow. Use brush wand to smooth brows and even color.

KEY INGREDIENT BENEFITS

Rosemary Leaf Extract: an antioxidant that stabilizes the natural oils, waxes, and colorants.

INGREDIENT LIST

Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Hydrogenated Fish Oil, Hydrogenated Vegetable Oil, Ozokerite, Hydrogenated Coconut Oil, Bis-Diglyceryl Polyacyladipate-2, Paraffin Wax, Stearic Acid, Silica, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract.
May Contain (+/-): Mica, Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Carmine (CI 75470)*.

*present in Light shade

CROSS SELLING

- Velvet Eyeshadow Palette
- Lengthening Mascara

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, its long-wearing formula lasts up to 12 hours.



US \$28

CAD \$36

SIZE: 4 ml / 0.13 fl. oz.

BEST FOR

All skin types.

PERFORMANCE & SELLING TIPS

- Matte black pigments appear crisp and modern.
- Precision brush creates subtle and dramatic eye looks.
- Long-wearing formula lasts for up to 12 hours.
- Ophthalmologist-tested and safe for contact lens wearers.

PRODUCT PROFILE

- Unscented
- Vegan
- Soy-free*
- 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?

Precision Liquid Eyeliner is formulated with pigments that are coated with amino acids – so they are safe for the delicate eye area, and safe for the environment. It is formulated without commonly used chemicals that could potentially trigger skin allergies and disrupt hormones, such as PEGs. We also test every batch of our color cosmetics for heavy metals to ensure it meets our industry-leading safety standards.

HOW TO USE

Apply along upper lashes, drawing a line starting at inner corner of eyelid and working towards outer corner.

KEY INGREDIENT BENEFITS

Acacia senegal: Provides long-wear performance while conditioning and soothing the eyelid.

Iron oxides with amino acids: Iron oxides provide rich black pigment while amino-acids help increase affinity to the skin, providing long-lasting wear.

INGREDIENT LIST

Aqua/Water/Eau, Bentonite, Pullulan, Glycerin, Cystine, Lactobacillus Ferment, Lauroyl Arginine, Sodium Cocoyl Glutamate, Xanthan Gum, Sorbitol, Acacia Senegal Gum, Trehalose, Caprylyl Glycol, Caprylhydroxamic Acid, Iron Oxides (CI 77499)

CROSS SELLING

- Velvet Eyeshadow Palette
- Color Outline Eye Pencil
- Volumizing Mascara
- Instant Eye Makeup Remover

Color Outline Eye Pencil

Our waterproof Eye Pencils contain rosemary leaf extract, a natural antioxidant, and sunflower oil, which gives them a creamy feel. The result is a smooth, stay-put formula that glides on seamlessly. Plus, every pencil features a smudge tip so you can easily blend any line.

US \$24

CAD \$29



SIZE: 0.03 oz. / 0.9 g

BEST FOR

All skin tones.

SHADES

Black: jet black.

Brown: warm brown.

Violet: plum with a hint of sheen.

Navy: rich midnight blue.

PERFORMANCE & SELLING TIPS

- Glides on smoothly and easily.
- Long-lasting color.
- Comes with smudge tip for blending.

PRODUCT PROFILE

- Gluten-free*
- 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?

We third-party test each batch of color cosmetics for heavy metals and often have zero or “no detect” levels. We have set our allowable limits below even the most health-protective standards in the world.

HOW TO USE

Apply to lower and upper lash lines for desired effect. Blend with smudge tip.

KEY INGREDIENT BENEFITS

Rosemary Leaf Extract: an antioxidant that stabilizes the natural oils, waxes, and colorants.

INGREDIENT LIST

Stearic Acid, Hydrogenated Palm Kernel Glycerides, Hydrogenated Vegetable Oil, Hydrogenated Castor Oil, Hydrogenated Fish Oil, Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Cetyl Palmitate, Hydrogenated Coco-Glycerides, Caprylic/Capric Triglyceride, Calcium Carbonate, Hydrogenated Palm Glycerides, Hydrogenated Coconut Oil, Coco-Caprylate/Caprates, Paraffin Wax, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract. May Contain (+/-): Mica*, Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Ultramarines (CI 77007), Ferric Ferrocyanide (CI 77510), Carmine (CI 75470)†.

*present in Navy, Brown, Violet shades

†present in Violet shade

CROSS SELLING

- Velvet Eyeshadow Palette
- Lengthening Mascara

FLAWLESS IN FIVE

Lengthening Mascara

Add alluring length and definition without the harmful ingredients. Smudge- and flake-proof, this new formula stays put all day, yet can still be removed in the blink of an eye. Nourishing botanical ingredients such as organic bataua oil and floral waxes help condition lashes. The unique precision brush perfectly separates, defines, and coats each lash.

US \$29

CAD \$36



SIZE: 5 ml / 0.17 fl. oz.

BEST FOR

All lashes and those looking to achieve a natural, defined look.

SHADES

Black

PERFORMANCE & SELLING TIPS

- Instantly creates visible length and definition for each lash.
- Precision brush grabs each lash for fast application.
- Formula won't smudge, clump or flake.
- Easy to remove.
- Ophthalmologist tested.
- Safe for contact lens wearers.

PRODUCT PROFILE

- 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 doctor or conduct a patch test before using any products.

WHY IS IT SAFER?

Mascaras often contain emollients and emulsifiers known as polyethylene glycols (PEGs) that may be contaminated with known carcinogens. Our Lengthening Mascara uses a safer combination of plant-derived conditioners to provide a rich texture.

HOW TO USE

Apply mascara at base of lashes and wiggle upward. Turn brush vertically to apply to lower lashes. Build length with additional coats.

KEY INGREDIENT BENEFITS

Bataua Oil: conditions lashes to keep them soft and flexible.

Carnauba Wax: adds structure and texture to lengthen and separate lashes.

INGREDIENT LIST

Aqua/Water/Eau, Cera Microcristallina (Microcrystalline Wax)/Cire microcristalline, Acrylates Copolymer, VP/Hexadecene Copolymer, Glyceryl Behenate, Palmitic Acid, Oryza Sativa (Rice) Bran Wax, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Centaurea Cyanus Flower Water, Methylpropanediol, Microcrystalline Cellulose, Aminomethyl Propanediol, Dimethicone, Acacia Senegal Gum, Oenocarpus Bataua Fruit Oil*, Jasminum Grandiflorum (Jasmine) Flower Wax, Stearic Acid, Hydroxyethylcellulose, Sodium Citrate, Myristic Acid, Rosa Centifolia Flower Wax, Rosa Damascena Flower Wax, Sodium Benzoate, Phenoxyethanol.

May Contain/Peut contenir (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499).

*Organic/Biologique

CROSS SELLING

- Color Outline Eye Pencil
- Volumizing Mascara
- Instant Eye Makeup Remover

TEST RESULTS

IN A CONSUMER STUDY OF 30 WOMEN:

- 100% said mascara lasted all day and was easy to remove.
- 97% saw instant length and definition.
- 96% reported mascara did not clump.

FLAWLESS IN FIVE

Volumizing Mascara

Made with natural fibers, this advanced formula increases volume by 385%* to create fuller, more dramatic-looking lashes. The hourglass brush curls, separates, and plumps for high-drama glam—forget clumping, flaking or smudging. Cleaner, plant-derived ingredients like carnauba and rice bran wax replace harmful emollients while bataua oil helps soften lashes.

US \$29

CAD \$36



SIZE: 12 ml / 0.4 fl. oz.

BEST FOR

All lashes and those looking to achieve full, dramatic lashes.

SHADES

Black

PERFORMANCE & SELLING TIPS

- Increases lash volume by 385%* to create a glamorous look.
- Hourglass brush separates, curls, and plumps each lash.
- Formula won't smudge, clump or flake.
- Ophthalmologist tested.
- Safe for contact lens wearers.

*Clinical results based on two coats.

PRODUCT PROFILE

- 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 doctor or conduct a patch test before using any products.

WHY IS IT SAFER?

Mascaras often contain emollients and emulsifiers known as polyethylene glycols (PEGs) that may be contaminated with known carcinogens, where as our Volumizing Mascara uses plant-derived conditioners. To create volume, we use natural fibers instead of irritating synthetic fibers.

HOW TO USE

Apply mascara at base of lashes and wiggle upward. Turn brush vertically to apply to lower lashes. Build optimal fullness with multiple coats.

KEY INGREDIENT BENEFITS

Bataua Oil: conditions lashes to keep them soft and flexible.

Microcrystalline Cellulose: builds lash volume.

INGREDIENT LIST

Aqua/Water/Eau, Cera Microcristallina (Microcrystalline Wax)/Cire microcristalline, Acrylates Copolymer, Glyceryl Behenate, VP/Hexadecene Copolymer, Palmitic Acid, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Oryza Sativa (Rice) Bran Wax, Cellulose, Methylpropanediol, Centaurea Cyanus Flower Water, Aminomethyl Propanediol, Acacia Senegal Gum, Dimethicone, Microcrystalline Cellulose, Oenocarpus Bataua Fruit Oil*, Rosa Centifolia Flower Wax, Jasminum Grandiflorum (Jasmine) Flower Wax, Hydroxyethylcellulose, Sodium Citrate, Myristic Acid, Stearic Acid, Rosa Damascena Flower Wax, Sodium Benzoate, Phenoxyethanol, Iron Oxides (CI 77499).

*Organic/Biologique

CROSS SELLING

- Color Outline Eye Pencil
- Lengthening Mascara
- Instant Eye Makeup Remover

TEST RESULTS

IN A CONSUMER STUDY OF 30 WOMEN:

- 100% said it lasted all day.
- 96% reported no flaking or smudging.
- 96% agreed it was easy to remove.

Velvet Eyeshadow Palette - Classic

Sundrenched nudes and neutrals come together in a palette that's anything but ordinary. Flattering to all skin tones, it 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 is triple-milled to a precise, silky-smooth texture so it lays down evenly and blends seamlessly.

US \$50

CAD \$62



SIZE: 7.47 g / 0.27 oz

BEST FOR

All skin types.

SHADES

Cinnamon: satin warm brown.

Ivory: satin ecru.

Suede: matte soft neutral brown.

Sienna: matte terracotta.

Penny: sparkling bronze gold.

Copper: metallic copper.

Sable: matte rich brown.

Sahara: satin sheer gold.

Burnished: satin burgundy.

PERFORMANCE & SELLING TIPS

- Formulated for even application, rich color payoff, and long-wear.
- Complementary shades can be worn on all skin tones.
- All-Over Eye Brush and Crease Eye Brush work perfectly with this palette.
- Versatile range of shades can be combined endlessly to create looks for all occasions, day or night.

PRODUCT PROFILE

- Unscented
- Vegan
- Gluten-free*
- 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?

We are very selective when it comes to pigments. Of the 63 cosmetic colorants allowed in the US, we currently use only 18 in our cosmetics, 10 of which are “naturally-derived” and 8 of which are “synthetic” colorants.

We test every batch of our color cosmetics for heavy metals to ensure it meets our industry-leading safety standards.

HOW TO USE

Using All-Over Eye Brush and Crease Eye Brush, apply to eyelid, crease, brow bone, and inner corner of the eye.

KEY INGREDIENT BENEFITS

Butterpowder: Boosts pigment and long-wear, while soothing and conditioning skin.

INGREDIENT LIST

CINNAMON, IVORY, SUEDE, SIENNA, COPPER, SABLE, SAHARA, BURNISHED: Mica, Talc, Cetearyl Dimethicone, Boron Nitride, Lauroyl Lysine, Silica*, Zinc Stearate, Magnesium Stearate, Methicone, Theobroma Cacao (Cocoa) Seed Butter, Potassium Sorbate, Trimyristin, Hydrogenated Lecithin, Tocopheryl Acetate, Phenoxyethanol, Triethoxycaprylylsilane† May Contain/Peut contenir (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Yellow 5 Lake (CI 19140)

*present in Cinnamon, Ivory, Copper, Sahara, Burnished

†present in Sahara

PENNY: Calcium Sodium Borosilicate, Octyldodecyl Stearoyl Stearate, Mica, Cetearyl Ethylhexanoate, Jojoba Esters, Zinc Stearate, Dimethicone, Helianthus Annuus (Sunflower) Seed Wax, Lauroyl Lysine, Potassium Sorbate, Acacia Decurrens Flower Wax, Polyglycerin-3, Phenoxyethanol, Iron Oxides (CI 77491)

CROSS SELLING

- All-Over Eye Brush
- Crease Eye Brush
- Color Outline Eye Pencil
- Precision Liquid Eyeliner
- Volumizing Mascara
- Radiant All Over Bronzer
- Instant Eye Makeup Remover

Velvet Eyeshadow Palette - Romantic

Feminine pinks and purples join candlelit neutrals for the most captivating looks. Flattering to all skin tones, it 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 is triple-milled to a precise, silky-smooth texture so it lays down evenly and blends seamlessly.

US \$50

CAD \$62



SIZE: 7.47 g / 0.27 oz.

BEST FOR

All skin types.

SHADES

Moto: matte soft grey.

Brulee: satin warm taupe.

Candlelight: satin beige.

Cameo: satin pink.

Moondust: sparkling white.

Truffle: satin cool taupe.

Flush: satin cool violet pink.

Smolder: deep eggplant with blue shimmer.

Dusk: satin dusty rose.

PERFORMANCE & SELLING TIPS

- Formulated for even application, rich color payoff, and long-wear.
- Complementary shades can be worn on all skin tones.
- All-Over Eye Brush and Crease Eye Brush work perfectly with this palette.
- Versatile range of shades can be combined endlessly to create looks for all occasions, day or night.

PRODUCT PROFILE

- Unscented
- Vegan
- Gluten-free*
- 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?

We are very selective when it comes to pigments. Of the 63 cosmetic colorants allowed in the US, we currently use only 18 in our cosmetics, 10 of which are “naturally-derived” and 8 of which are “synthetic” colorants.

We test every batch of our color cosmetics for heavy metals to ensure it meets our industry-leading safety standards.

HOW TO USE

Using All-Over Eye Brush and Crease Eye Brush, apply to eyelid, crease, brow bone, and inner corner of the eye.

KEY INGREDIENT BENEFITS

Butterpowder: boosts pigment and long-wear, while soothing and conditioning skin.

INGREDIENT LIST

MOTO, BRULEE, CANDLELIGHT, CAMEO, TRUFFLE, FLUSH, SMOLDER, DUSK: Mica, Talc, Cetearyl Dimethicone, Boron Nitride, Lauroyl Lysine, Silica**, Zinc Stearate, Magnesium Stearate, Theobroma Cacao (Cocoa) Seed Butter, Methicone, Potassium Sorbate, Tocopheryl Acetate, Phenoxyethanol, Trimyristin*, Hydrogenated Lecithin*, Barium Sulfate†, Stearyl Triethoxysilane†, Magnesium Silicate††, Synthetic Fluorophlogopite††, Triethoxycaprylylsilane‡, Tin Oxide‡‡. May Contain/Peut contenir (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Red 40 Lake (CI 16035), Ferric Ferrocyanide (CI 77510), Ultramarines (CI 77007), Manganese Violet (CI 77742).

*present in Moto, Brulee, Cameo, Cameo, Truffle, Smolder, Dusk, Flush only

**present in Moto, Candlelight, Cameo, Truffle, Dusk, Flush only

†present in Smolder only

††present in Flush only

‡present in Truffle, Dusk only

‡‡present in Cameo, Candlelight, Truffle, Flush, Dusk only

MOONDUST: Calcium Sodium Borosilicate, Octyldodecyl Stearoyl Stearate, Mica, Cetearyl Ethylhexanoate, Dimethicone, Zinc Stearate, Jojoba Esters, Helianthus Annuus (Sunflower) Seed Wax, Lauroyl Lysine, Acacia Decurrens Flower Wax, Potassium Sorbate, Polyglycerin-3, Phenoxyethanol, Titanium Dioxide (CI 77891).

CROSS SELLING

- All-Over Eye Brush
- Crease Eye Brush
- Color Outline Eye Pencil
- Precision Liquid Eyeliner
- Volumizing Mascara
- Luminous Powder Highlighter
- Instant Eye Makeup Remover

Velvet Eyeshadow Palette - Statement

Bold and exciting colors play off beautiful neutrals to create sophisticated, editorial-inspired looks. Flattering to all skin tones, it features nine long-wearing shades in matte and satin finishes, plus an attitude-elevating sparkling topper shade. This formula is triple-milled to a precise, silky-smooth texture so it lays down evenly and blends seamlessly.

US \$50

CAD \$62



SIZE: 7.47 g / 0.27 oz.

BEST FOR

All skin types.

SHADES

Peacock: satin turquoise.
Bone: satin cool white.
Mulberry: satin warm purple.
Raven: satin rich black.
Crown: sparkling black gold.
Nightfall: warm grey with silver sheen.
Denim: satin deep indigo.
Cider: satin pink mauve.
Flaxen: satin neutral beige.

PERFORMANCE & SELLING TIPS

- Formulated for even application, rich color payoff, and long-wear.
- Complementary shades can be worn on all skin tones.
- All-Over Eye Brush and Crease Eye Brush work perfectly with this palette.
- Versatile range of shades can be combined endlessly to create looks for all occasions, day or night.

PRODUCT PROFILE

- Unscented
- Vegan
- Gluten-free*
- 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?

We are very selective when it comes to pigments. Of the 63 cosmetic colorants allowed in the US, we currently use only 18 in our cosmetics, 10 of which are “naturally-derived” and 8 of which are “synthetic” colorants.

We test every batch of our color cosmetics for heavy metals to ensure it meets our industry-leading safety standards.

HOW TO USE

Using All-Over Eye Brush and Crease Eye Brush, apply to eyelid, crease, brow bone, and inner corner of the eye.

KEY INGREDIENT BENEFITS

Butterpowder: boosts pigment and long-wear, while soothing and conditioning skin.

INGREDIENT LIST

PEACOCK, BONE, MULBERRY, RAVEN, NIGHTFALL, DENIM, CIDER, FLAXEN: Mica, Cetearyl Dimethicone, Talc, Boron Nitride, Lauroyl Lysine, Zinc Stearate, Silica, Magnesium Stearate, Methicone, Theobroma Cacao (Cocoa) Seed Butter, Potassium Sorbate, Trimyristin, Hydrogenated Lecithin, Tocopheryl Acetate, Phenoxyethanol, Triethoxycaprylylsilane*, Dimethicone†, Tin Oxide‡.

May Contain/Peut contenir (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Red 40 Lake (CI 16035), Blue 1 Lake (CI 42090), Ferric Ferrocyanide (CI 77510), Manganese Violet (CI 77742), Chromium Oxide Greens (CI 77288).

*present in Cider, Flaxen

†present in Peacock

‡present in Raven, Cider, Flaxen

CROWN: Calcium Sodium Borosilicate, Octyldodecyl Stearoyl Stearate, Mica, Cetearyl Ethylhexanoate, Jojoba Esters, Zinc Stearate, Dimethicone, Helianthus Annuus (Sunflower) Seed Wax, Lauroyl Lysine, Acacia Decurrens Flower Wax, Polyglycerin-3, Phenoxyethanol, Iron Oxides (CI 77491, CI 77499).

CROSS SELLING

- All-Over Eye Brush
- Crease Eye Brush
- Color Outline Eye Pencil
- Precision Liquid Eyeliner
- Volumizing Mascara
- Luminous Powder Highlighter
- Instant Eye Makeup Remover

FLAWLESS IN FIVE

Lip Gloss

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



US \$29

CAD \$36

SIZE: 7 ml / 0.24 fl. oz.

BEST FOR

All skin tones.

SHADES

Peony: warm pink.

Buff: sheer beige.

Sienna: sheer raisin.

Opal: moonstone.

Dahlia: cool pink.

Fig: sheer plum.

Bare Shimmer: neutral pink with golden shimmer.

Bellini: peach shimmer.

Rosewood: warm neutral.

Poppy Shimmer: pink red shimmer.

Azalea: bright pink.

Blush Shimmer: peach pink shimmer.

PERFORMANCE & SELLING TIPS

- High-impact shine.
- Smooth, non-sticky formula.
- Wearable shades that complement all skin tones.
- Moisturizes and nourishes lips.
- No synthetic fragrance—just the sophisticated scent of natural vanilla.

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?

Our lip glosses stay fresh and beautiful thanks to the antioxidant power of vitamin E instead of butylated hydroxytoluene (BHT), a preservative commonly used in lip products that may have harmful health effects. We test each batch for heavy metals to ensure it meets our strict safety standards.

HOW TO USE

Apply to lips as needed. Can be worn alone or layered on top of Color Intense Lipstick or Sheer Lipstick.

KEY INGREDIENT BENEFITS

Carnauba Wax: native to Brazil, this plant is known as the ‘queen of waxes,’ and promotes long-lasting hydration and shine.

Jobba Seed Oil: easily absorbs into skin for immediate moisture.

Vitamin E: powerful antioxidant with hydrating and skin-conditioning properties.

INGREDIENT LIST

Polybutene, Ricinus Communis (Castor) Seed Oil, Hydrogenated Polyisobutene, Ethylhexyl Palmitate, Cera Alba (Beeswax)/Cire d’abeille, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba*, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Vanilla Planifolia Fruit Extract, Simmondsia Chinensis (Jojoba) Seed Oil*, Tocopherol, Calcium Sodium Borosilicate††, Mica††, Tin Oxide††, Maltodextrin†, Carmine (CI 75470)†. May Contain/Peut contenir (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Yellow 5 Lake (CI 19140), Red 7 Lake (CI 15850), Red 6 Lake (CI 15850), Red 27 Lake (CI 45410), Manganese Violet (CI 77742), Blue 1 Lake (CI 42090).

*Organic/Biologique

† present in Figshade

†† not present in all shades

CROSS SELLING

- Color Intense Lipstick
- Sheer Lipstick
- Tint Skin Hydrating Foundation
- One-Step Makeup Remover Wipes

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. It also includes jojoba esters and carnauba wax to condition and hydrate lips and no synthetic fragrance—just a hint of natural vanilla.



US \$32

CAD \$38

SIZE: 0.12 oz. / 3.4 g

BEST FOR

All skin tones.

SHADES

Twig: rosy beige.
Terra: earthy pink.
Petal: light pink.
Lily: luminous neutral pink.
Rose: vibrant pink.
Poppy: shimmering pink red.
Orchid: cool berry.
Plum: true berry.
Currant: rich maroon.
Raisin: brown berry.

PERFORMANCE & SELLING TIPS

- Sheer color.
- Moisturizes and conditions lips.
- No synthetic fragrance—just the sophisticated scent of natural vanilla.

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 Sheer Lipsticks get their moisturizing touch from plant-based ingredients such as jojoba esters, and their light scent from real vanilla—not from synthetic flavors, fragrances, or ingredients linked to a negative impact on health. We test each batch for heavy metals to ensure it meets our strict safety standards.

HOW TO USE

Glide the lipstick along the contours of the top and bottom lips.

KEY INGREDIENT BENEFITS

Jojoba Esters: help moisturize, soothe, and soften skin.
Candelilla Wax: smooths and conditions lips.
Carnauba Wax: native to Brazil, this plant is known as the ‘queen of waxes,’ and promotes long-lasting hydration and shine.

INGREDIENT LIST

Diisostearyl Malate, Jojoba Esters, Ricinus Communis (Castor) Seed Oil, Octyldodecyl Ricinoleate, Cera Microcristallina (Microcrystalline Wax)/Cire microcristalline, Vanilla Planifolia Fruit Extract, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Mica†, Calcium Sodium Borosilicate†, Tin Oxide†.
May Contain/Peut contenir (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Yellow 5 Lake (CI 19140), Red 6 Lake (CI 15850), Red 7 Lake (CI 15850), Red 27 Lake (CI 45410), Blue 1 Lake (CI 42090).

† not present in all shades

CROSS SELLING

- Lip Gloss
- Color Intense Lipstick
- Tint Skin Hydrating Foundation
- Volumizing Mascara
- One-Step Makeup Remover Wipes

Color Intense Lipstick

Vibrant, statement-making color that lasts all day. An industry-leading standard of safety. Eight all-new shades ranging from naturally nude to intense red deliver the rich color payoff and luxe satin finish you want, with the safety you deserve.



US \$34

CAD \$42

SIZE: 3.4g / 0.12 oz. each

BEST FOR

All skin tones.

SHADES

Backstage: beige pink.

Brunch: tawny pink.

First Date: rosy pink.

Garden Party: bright pink.

Little Black Dress: neutral berry.

9 to 5: luminous mauve.

Twilight: bright berry.

Girls' Night: classic red.

PERFORMANCE & SELLING TIPS

- Provides intense, saturated color in one swipe.
- Long-wearing lip color.
- Feels creamy and moisturizing for comfortable wear.
- Refreshing peppermint scent.

PRODUCT PROFILE

- Vegan
- Nut-free*
- Soy-free*
- 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 Color Intense Lipsticks get their moisturizing touch from plant-based ingredients such as jojoba esters and their light minty scent from peppermint oil - not from synthetic flavors or fragrances that may have harmful health effects. We test each batch for heavy metals to ensure it meets our strict safety standards.

HOW TO USE

Glide the lipstick along the contours of the top and bottom lips.

KEY INGREDIENT BENEFITS

Jojoba Esters: help moisturize, soothe, and soften skin.

Carnauba Wax: native to Brazil, this plant is known as the 'queen of waxes,' and promotes long-lasting hydration and shine.

INGREDIENT LIST

Jojoba Esters, Ricinus Communis (Castor) Seed Oil, Diisostearyl Malate, Octyldodecyl Ricinoleate, Cera Microcrystallina (Microcrystalline Wax)/Cire microcristalline, Calcium Sodium Borosilicate†, Mica†, Mentha Piperita (Peppermint) Oil, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Tin Oxide†.

May Contain/Peut contenir (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Red 6 Lake (CI 15850), Red 7 Lake (CI 15850), Red 27 Lake (CI 45410), Yellow 5 Lake (CI 19140), Blue 1 Lake (CI 42090).

†not present in all shades

CROSS SELLING

- Lip Gloss
- Sheer Lipstick
- Volumizing Mascara
- Tint Skin Hydrating Foundation
- One-Step Makeup Remover Wipes

One-Step Makeup Remover Wipes

Remove makeup and cleanse your complexion in one step. These breakthrough biodegradable* wipes feature a gentle micellar formula that traps makeup, dirt and impurities and whisks them away with no need to rinse. Aloe vera delivers hydration while cornflower water soothes delicate skin.

*Dispose in your home composting system or municipal compost receptacle program (in communities that have municipal composting programs).

US \$20

CAD \$25



SIZE: 30 Wipes (7"x7.5")

BEST FOR

All skin types.

PERFORMANCE & SELLING TIPS

- Gentle micellar formula removes makeup and cleanses skin in just one step.
- In our test under home composting conditions, the wipes completely disintegrated within 12 weeks.†
- In a consumer panel study of 32 women, 94% said the wipes remove all traces of face makeup.
- Ophthalmologist-tested and safe for contact lens wearers.

†The wipes passed the biodegradation and disintegration tests for compostability as specified by European standard EN13432, conducted at ambient temperatures.

PRODUCT PROFILE

- No added fragrance
- Vegan
- Oil-free
- Nut-free*
- Soy-free*

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

WHY IS IT SAFER?

One-Step Makeup Remover Wipes are formulated with mild and naturally derived surfactants to remove impurities without irritating skin. They are made without PEGs, carbomer, synthetic fragrances, cyclopentasiloxane/silicone, or ethoxylated emulsifiers. Plus, they are biodegradable (compostable) in a home composting environment.

HOW TO USE

Gently wipe over face and eyes until clean. No need to rinse. Reseal package tightly. Do not flush wipes.

KEY INGREDIENT BENEFITS

Aloe: rich in vitamins B, C, and E to soothe and hydrate.

Cornflower water: calms and soothes skin.

Sodium Cocoyl Apple Amino Acids: mild surfactant derived from apple seeds, also has gentle cleansing properties.

INGREDIENT LIST

Aqua/Water/Eau, Aloe Barbadensis Leaf Juice, Caprylyl/Capryl Glucoside, Centaurea Cyanus Flower Water, Undecane, Tridecane, Sodium Cocoyl Apple Amino Acids, Allantoin, Glycerin, Betaine, Phenethyl Alcohol, Pentylene Glycol, Propanediol.

CROSS SELLING

- Instant Eye Makeup Remover
- Tint Skin Hydrating Foundation
- Sheer Lipstick
- Volumizing Mascara

Instant Eye Makeup Remover

Just a quick shake activates this innovative dual-phase formula to completely erase long-wear and waterproof makeup. Made without mineral oil or silicones, it uses the power of coconut and macadamia oils to break down pigments and cornflower extract to soothe delicate skin. Safe for sensitive eyes and contact lens wearers.

US \$25

CAD \$30



SIZE: 125 ml / 4.23 fl. oz.

BEST FOR

All skin types including those with sensitive eyes

PERFORMANCE & SELLING TIPS

- High-performance makeup remover that's tough on makeup, yet gentle on skin.
- Innovative dual-phase formula is made with coconut and macadamia oils to whisk away makeup, and cornflower extract to calm skin.
- Removes long-wearing and waterproof makeup.
- Formulated without mineral oil, synthetic fragrance, silicones, and colorants.
- Ophthalmologist tested.

PRODUCT PROFILE

- No added fragrance

WHY IS IT SAFER?

Our Instant Eye Makeup Remover is formulated without mineral oil, ethoxylated ingredients, perfumes or colorants.

HOW TO USE

Shake well. Press and hold a saturated cotton pad for several seconds before gently sweeping away makeup. May also be used on face and lips.

KEY INGREDIENT BENEFITS

Cornflower Extract: calms and soothes skin.

Macadamia Oil: smooths, restores, and provides hydrating moisture to the skin.

INGREDIENT LIST

Aqua/Water/Eau, Coco-Caprylate/Caprates, Dicaprylyl Carbonate, Undecane, Methylpropanediol, Tridecane, Sodium Chloride, Centaurea Cyanus Flower Water, Macadamia Ternifolia Seed Oil, Salicylic Acid, Phenethyl Alcohol, Potassium Hydroxide, Caprylyl/Capryl Glucoside, Tocopherol, Sodium Benzoate, Potassium Sorbate, Citric Acid, Helianthus Annuus (Sunflower) Seed Oil.

CROSS SELLING

- Lengthening Mascara
- Volumizing Mascara
- Color Outline Eye Pencil
- Rejuvenating Eye Cream

Makeup Brushes

An assortment of high performance synthetic-hair brushes to achieve flawless application. Inspired by artist paintbrushes, our brushes are weighted at the bristles to help you apply color in an ergonomic fashion. They also feature an elongated metal ring where the brush head meets the handle to help keep moisture away when washing—and therefore extend the life of your tools.



PRICE:

Powder Brush: US \$39 / CAD \$49

Flat Complexion Brush: US \$33 / CAD \$41

Angled Blush Brush: US \$35 / CAD \$45

Fan Powder Brush: US \$39 / CAD \$50

All-Over Eye Brush: US \$25 / CAD \$32

Crease Eye Brush: US \$25 / CAD \$32

Precision Brush: US \$23 / CAD \$29

Retractable Foundation Brush: US \$35 / CAD \$44

PERFORMANCE & SELLING TIPS

- 100% cruelty- and animal hair-free.
- Bristles made from taklon, a synthetic polyester-derived fiber that is soft and flexible.
- Brush handles made from FSC-certified wood, coated with water-based paint.
- Easy to clean.
- Works with both cream and powder makeup products.

WHY IS IT SAFER?

Our brushes are made from taklon, a synthetic polyester fiber that is soft, smooth, and widely used as the allergy-free, cruelty-free alternative to animal hair.

WHAT IT DOES

Fan Powder Brush: Oversized fan brush, designed to be used with bronzer, powder highlighter, and finishing powder. For an all over application, dip the brush into powder, tap off any excess, and buff into the skin. For a more precise application, sweep the edge of the brush over the high points or contours of the face.

Powder Brush: All-purpose face brush, designed to be used with bronzer and finishing powder. Press the brush into powder, tap off any excess, then press and blend into the skin.

Angled Blush Brush: Soft angled brush, designed to be used with blush and bronzer. Press the brush into powder, and tap off the excess. To apply blush, smile while pressing and blending blush onto the apples of the cheeks, extending along the cheekbones. To contour, press and blend along the contours of the face.

Flat Complexion Brush: Flathead brush, designed to be used with liquid foundation or concealer. Dip the brush in the product and apply to the center of face with a light dabbing motion. Blend outward in light, even strokes. Build and blend until you achieve desired coverage.

Retractable Foundation Brush: Soft dome-shaped brush, designed to be used with liquid foundation and tinted moisturizer. Dispense product into the palm of the hand, and swirl the bristles in it. Dab the product onto skin before blending outward with even strokes.

Crease Eye Brush: Dome-shaped brush, designed for applying eyeshadow into the crease of the eye. Press the brush into eyeshadow, tap off any excess, and sweep and blend into the contours of the eyelids.

All-Over Eye Brush: Rounded brush, designed for applying eyeshadow across the lids. Press the brush into eyeshadow, tap off any excess, and sweep and blend onto the eyelids.

Precision Brush: Small flathead brush, designed for lining eyes with dampened eyeshadow, covering imperfections with concealer, or as a lip brush.

HOW TO CLEAN

Dampen bristles with lukewarm water. Dispense a gentle cleanser into the palm of one hand, and swirl the bristles in it. Rinse and repeat until the water runs clear. Pat excess moisture into a clean towel, then lay flat to dry. Clean brushes monthly.

CROSS SELLING

- Tint Skin Hydrating Foundation
- Satin Powder Blush
- Radiant All Over Bronzer
- Luminous Powder Highlighter
- Velvet Eyeshadow Palettes
- Mattifying Powder