

# BEAUTYCOUNTER®

LOOKING GOOD IS ONLY HALF THE PICTURE

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## THE LOOKBOOK

# WE ARE BEAUTYCOUNTER

One by one, we are leading a movement to a future where all beauty is clean beauty. We are powered by people, and our collective mission is to get safer products into the hands of everyone. Formulate, advocate, and educate—that's our motto for creating products that truly perform while holding ourselves to unparalleled standards of safety.

Why? It's really this simple:

*beauty should be good for you.*

# BEAUTYCOUNTER®



## MAKEUP

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# CLEAN MAKEUP STARTS *HERE*

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*High-performing products  
made with safer ingredients—  
to us, that's pretty powerful.*

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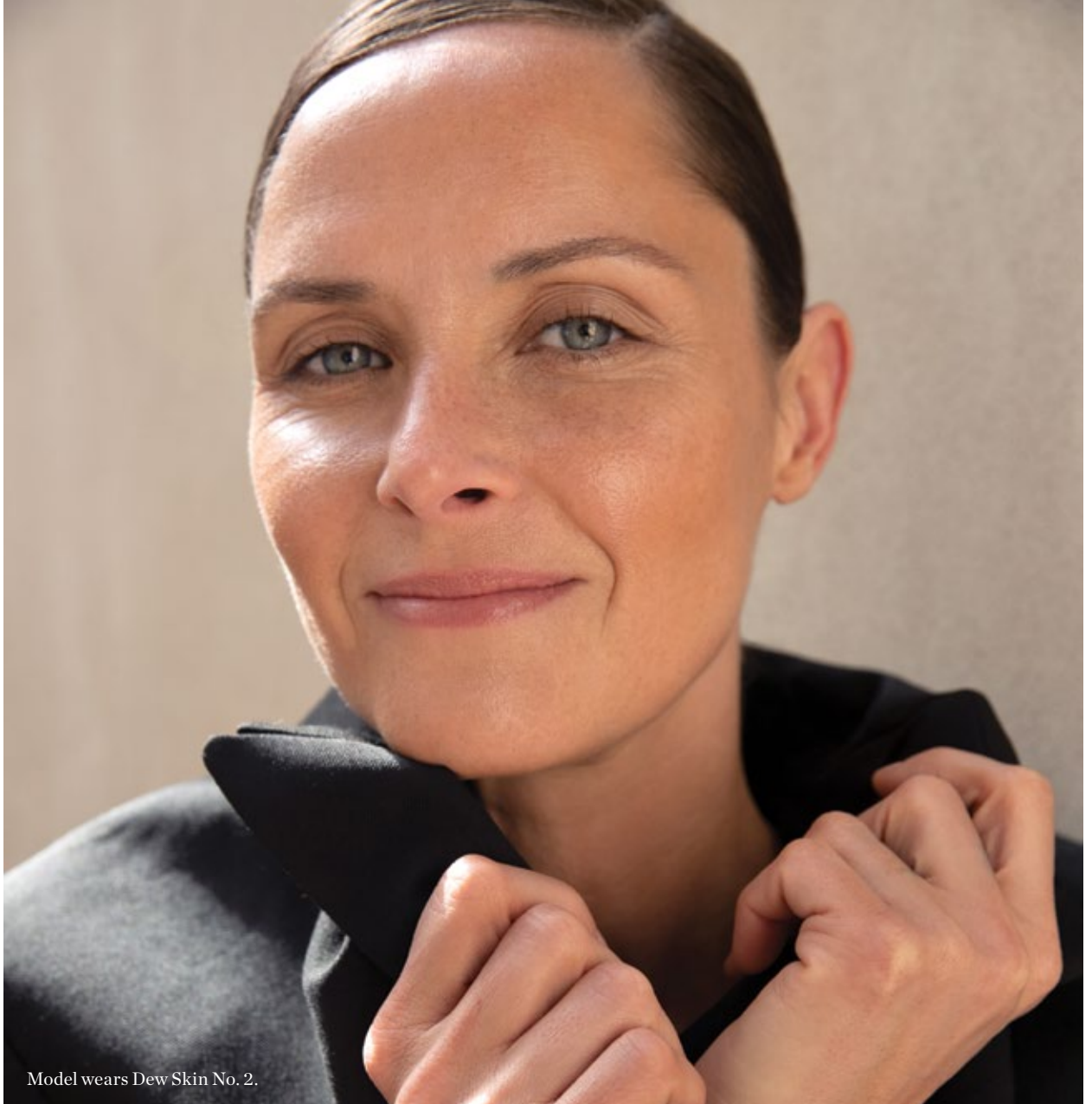


Model wears Lip Gloss in Fig.



# BEST FACE *FORWARD*

*Create the perfect canvas with these cleaner essentials.*



Model wears Dew Skin No. 2.

## DEW SKIN VS TINT SKIN

Want sheer coverage, SPF, and a dewy effect? *Dew Skin* is for you. Looking for lightweight, buildable coverage to even skin tone? Go for *Tint Skin*.

### Dew Skin Tinted Moisturizer

\$45 USD | \$56 CAD

This benefit-packed tinted moisturizer delivers lightweight hydration, a hint of sheer coverage, SPF 20, and a luminous dewy glow.

40 ml / 1.35 fl oz



No. 1 (SKU 2360 US / 2355 CAN), No. 2 (SKU 2361 US / 2356 CAN) (shown), No. 3 (SKU 2362 US / 2357 CAN), No. 4 (SKU 2363 US / 2358 CAN), No. 5 (SKU 2364 US / 2359 CAN)



### Tint Skin Hydrating Foundation

\$42 USD | \$51 CAD

A lightweight, buildable foundation with a seamless application that blends effortlessly to cover imperfections and even skin tone. Features jojoba esters to promote smoother-looking skin.

40 ml / 1.35 fl oz



Porcelain (SKU 2310), Linen (SKU 2311), Sand (SKU 2312), Honey (SKU 2313), Golden (SKU 2315), Tan (SKU 2314), Chestnut (SKU 2316) (shown), Mocha (SKU 2317), Cocoa (SKU 2318), Espresso (SKU 2319)



**Touchup Skin  
Concealer Pen**  
\$33 USD | \$40 CAD

Help mask dark circles, redness, and blemishes with this medium-coverage concealer. With a click-pen and brush applicator, it's easy to apply just the right amount.

2.5 ml / 0.09 fl oz



Fair (SKU 2405), Light (SKU 2406), Medium 1 (SKU 2407), Medium 2 (SKU 2408), Dark (SKU 2409), Deep (SKU 100000293)





**Color Pinch  
Cream Blusher**  
\$38 USD | \$46 CAD

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This multitasker brightens cheeks and lips with rich pigment and a natural, dewy finish. Jojoba esters help hydrate and condition skin.

5.7 g / 0.2 oz



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**B IS FOR BENEFIT**

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We're proud to be a Certified B Corporation—part of a global movement of brands using business as a force for positive change.

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**PRO TIP**

Doubles as a lipstick for a pop of color.

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1. Umber (SKU 2124), 2. Caramel (SKU 2125), 3. Hibiscus (SKU 2123)

**Satin Powder Blush**

\$30 USD | \$39 CAD

Create fresh, flushed cheeks with shades that flatter all skin tones. This formula delivers smooth, blendable color with a matte finish or subtle sheen—and without questionable ingredients.

4.25 g / 0.15 oz

**OUR CLEAN PROMISE**

Over 1,800 questionable ingredients are never used in our formulations—we call this The Never List™. Download a pocket-sized version to consult whenever and wherever you're shopping for beauty products.

**HOW TO USE**

With your Angled Blush Brush, press and tap (never sweep) blush onto the apples of the cheeks.



1. Passionfruit (SKU 2926), 2. Date (SKU 2921), 3. Raspberry (SKU 2925), 4. Melon (SKU 2920), 5. Sorbet (SKU 2922), 6. Guava (SKU 2924), 7. Nectar (SKU 2923)

**Radiant All  
Over Bronzer**  
\$39 USD | \$52 CAD

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Like sunshine on a cloudy day—these buildable bronzers lend a sun-kissed glow with just a hint of shimmer, making them perfect for face and décolletage. Includes removable mirror.

7.65 g / 0.27 oz



1. Cabana (SKU 2157), 2. Dune (SKU 2155), 3. Surf (SKU 2156)

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## PRO TIP

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Using our Powder Brush, dust Mattifying Powder across your T-zone throughout the day to minimize shine and leave skin looking polished.



**Mattifying Powder**  
\$39 USD | \$48 CAD

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This translucent, weightless finishing powder blends invisibly, sets makeup, and helps absorb shine.

SKU 2601  
9 g / 0.32 oz

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### Luminous Powder Highlighter

\$39 USD | \$52 CAD

Illuminate your favorite features with a sweep of this radiance-boosting powder, which uses ultra-fine pearls to deliver a glow (without glitter). Includes a removable mirror.

7.09 g / 0.25 oz



Topaz (SKU 2181)

Halo (SKU 2180)



### SHALL WE GET GLOWING?

Think of this light-lending product as a flattering photo filter—no camera required.

### Illuminating Cream Highlighter

\$32 USD | \$42 CAD

Create a natural lit-from-within look with these sheer, buildable highlighters. Their take-anywhere format gives you a dewy glow on-the-go.

5.7 g / 0.2 oz



Bronze Glow (SKU 2172)

Rose Glow (SKU 2171)

Pearl Glow (SKU 2170)







Model wears Luminous Powder Highlighter in Topaz.



# FLAWLESS *IN FIVE*

*Rushed much? Get a polished look in five minutes (or less) with our customizable, six-piece Flawless in Five makeup set.*

\$150 USD | \$180 CAD





# 1

**TINT SKIN HYDRATING  
FOUNDATION**  
*OR*  
**DEW SKIN TINTED  
MOISTURIZER**

*See page 7 for a list of shades.*



# 2

**TOUCHUP SKIN  
CONCEALER PEN**

*See page 8 for a list of shades.*



# 3

**COLOR DEFINE BROW  
PENCIL**  
*OR*  
**BRILLIANT BROW GEL**

*See pages 18 and 19 for lists of shades.*



# 4

**LENGTHENING MASCARA**  
*OR*  
**VOLUMIZING MASCARA**

*See page 18.*



# 5

**SATIN POWDER  
BLUSH**

*See page 10 for a list of shades.*



# 6

**LIP GLOSS**

*See page 23 for a list of shades.*

# ALLEYES ON YOU

*Safer shadows, eyeliners, mascaras, and more.*



Model wears Moto from the Romantic Palette.

**Velvet Eyeshadow  
Palette**  
\$50 USD | \$62 CAD

With nine rich, long-wearing shades in matte and satin finishes (including a sparkling topper), these powders are finely milled for a silky-smooth texture that blends seamlessly.

7.47 g / 0.27 oz

**ROMANTIC**

Alluring pinks and purples.

SKU 2254



**STATEMENT**

Bold, eye-catching hues.

SKU 2255



**CLASSIC**

Sundrenched nudes and neutrals.

SKU 2253



**#CLEANFACT**

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



### Volumizing Mascara

\$29 USD | \$36 CAD

This advanced formula uses cleaner ingredients to increase the appearance of volume up to 3x\* without clumping, flaking, or smudging. Lashes look fuller and more dramatic in an instant.

SKU 2552

12 ml / 0.4 fl oz



### Lengthening Mascara

\$29 USD | \$36 CAD

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

SKU 2551

5 ml / 0.2 fl oz

## #CLEANFACT

Our mascaras are pigmented with naturally occurring iron oxides—and are never formulated with potentially harmful pigments like carbon black.

### Brilliant Brow Gel

\$24 USD | \$30 CAD

Groom your brows (safely) with our light-hold formula. Tinted shades are made with conditioning plant-based waxes and butters, and the Invisible shade is made with organic conditioners.

3 ml / 0.1 fl oz



Invisible (SKU 100000145), Light (SKU 100000146), Medium (SKU 100000147), Dark (SKU 100000148), Soft Black (SKU 100000149)

### FACE-FRAMER. GAME-CHANGER.

A cleaner, clever way to fill and define your brows in seconds.



\*Based on a clinical instrumentation study after two coats.





**Color Define  
Brow Pencil**

\$24 USD | \$29 CAD

Define your brows so they appear naturally thicker and more polished. A built-in brush easily blends color and grooms brows for a seamless finish.

0.7 g / 0.02 oz



Dark (SKU 2507), Medium (SKU 2506), Light (SKU 2505)



**Color Outline  
Eye Pencil**

\$24 USD | \$29 CAD

This creamy formula features rosemary leaf extract and sunflower seed oil for a seamless glide, and includes a smudge tip for easy blending.

0.9 g / 0.03 oz



Black (SKU 2515), Navy (SKU 2518), Violet (SKU 2517), Brown (SKU 2516)



**Precision Liquid  
Eyeliner**

\$28 USD | \$36 CAD

Designed for easy, precise application (and perfect for everything from sharp angles to dramatic wings), this matte black liner lasts up to 12 hours.

SKU 2520

4 ml / 0.13 fl oz

# GET THE *LOOK*

*Take your everyday look to the next level with  
our four-piece customizable makeup set.*



## **SMILE, THE FUTURE IS CLEAN**

We're committed to a health and safety standard that goes above and beyond the status quo—which is why we collaborate with industry-leading research organizations like Tufts University to further explore the health impacts of ingredients used in personal-care products.

Model wears Get the Look in Classic.

**Classic****\$115 USD | \$149 CAD**

Neutral eyeshadows, bronzed skin, and nude lips create a timeless look.

*Set includes:*

Velvet Eyeshadow Palette in Classic  
Your choice of Color Outline Eye Pencil  
Your choice of Radiant All Over Bronzer  
Your choice of Sheer Lipstick

*SKU 16000***Statement****\$115 USD | \$149 CAD**

Stand out with smoldering eyes, glowing skin, and a bold lip.

*Set includes:*

Velvet Eyeshadow Palette in Statement  
Precision Liquid Eyeliner  
Your choice of Luminous Powder Highlighter  
Your choice of Color Intense Lipstick

*SKU 16002***Romantic****\$115 USD | \$149 CAD**

Alluring eyes, a radiant complexion, and a pink lip are perfect for a night out.

*Set includes:*

Velvet Eyeshadow Palette in Romantic  
Your choice of Color Outline Eye Pencil  
Your choice of Luminous Powder Highlighter  
Your choice of Color Intense Lipstick

*SKU 16001*

# YOUR CLEAN *LIP LINEUP*

*Glossy, sheer, or bold—find an option that's made in your shade.*



Model wears Beautycounter Red Color Intense Lipstick.



**Color Intense Lipstick**

\$34 USD | \$42 CAD

Vibrant and long-wearing, this creamy formula delivers rich one-swipe color, a luxe satin finish, and a hint of natural peppermint.

3.4 g / 0.12 oz

**WHO KNEW LIPSTICK  
COULD BE REVOLUTIONARY?**

Beautycounter Red is more than a perfect shade, creamy texture, and a pretty tube. It's also a catalyst for change. Text BETTERBEAUTY to 52886 (U.S.) or 70734 (CAN) to join our advocacy efforts in the pursuit of #betterbeauty.



Beautycounter Red (SKU 2079 US / 2078 CAN), Garden Party (SKU 2085), Brunch (SKU 2082), Little Black Dress (SKU 2084), Girls' Night (SKU 2080), Backstage (SKU 2086), 9 to 5 (SKU 2081), Twilight (SKU 2087), First Date (SKU 2083)

**Sheer Lipstick**

\$32 USD | \$38 CAD

This ultra-moisturizing formula with a hint of natural vanilla gives lips a sheer wash of color and a polished sheen.

3.4 g / 0.12 oz



Pearl (SKU 2072), Terra (SKU 2059), Petal (SKU 2060), Lily (SKU 2070), Rose (SKU 2065) (shown), Poppy (SKU 2069), Twig (SKU 2061), Plum (SKU 2064), Currant (SKU 2063), Raisin (SKU 2067), Orchid (SKU 2071)

**Lip Gloss**

\$29 USD | \$36 CAD

These sheer, hydrating hues, infused with natural vanilla flavor, deliver high-impact shine—without stickiness. Features a unique teardrop applicator.

7 ml / 0.24 fl oz



Opal (SKU 2022), Peony (SKU 2018), Bare Shimmer (SKU 2027), Buff (SKU 2017), Bellini (SKU 2029), Blush Shimmer (SKU 2033) (shown), Azalea (SKU 2032), Poppy Shimmer (SKU 2031), Dahlia (SKU 2016), Rosewood (SKU 2030), Sienna (SKU 2019), Fig (SKU 2020)



# MEET GREGG

**Our fast-talking, game-changing, totally fearless leader.**

Just over six years ago, Gregg Renfrew became curious about the connection between harmful ingredients in personal-care products and increased rates of illness among her friends and family. She set out to build a movement for #betterbeauty, and Beautycounter was born. Fast forward to today, this mother of three leads Beautycounter's omnichannel business with retail locations across the country, an e-commerce site, and nearly 50,000 Independent Consultants. Named the #1 trending beauty brand of 2018\*, Beautycounter advocates tirelessly for safer industry regulations. To Gregg, this is bigger than beauty. **This is about a healthier future for all.**

## ONE-ON-ONE WITH GREGG

**PERSONAL MOTTO:**  
*When I need a confidence boost I tell myself, "You've got this."*

**FAVORITE PRODUCT:**  
*Hands down, Dew Skin—every single day. I mix the 2 and 3.*

**FAVORITE SONG TO GET PUMPED UP:**  
*Eminem – "Lose Yourself"*

**THREE WORDS TO DESCRIBE ME:**  
*Determined, curious, direct.*

**PHRASE THAT WOMEN OVERUSE:**  
*"I'm sorry."  
We've got to stop apologizing.*

“

*The world doesn't  
need just another  
beauty brand.  
What it needs is  
a movement for  
better beauty.*

**GREGG RENFREW**  
FOUNDER & CEO

”



**Retractable  
Foundation Brush**  
\$35 USD | \$44 CAD

Designed specifically for liquid foundation, this dome-shaped brush is a must-have for even coverage.

*SKU 2910*



**Flat Complexion Brush**  
\$33 USD | \$41 CAD

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

*SKU 2911*



**Powder Brush**  
\$39 USD | \$49 CAD

With a large dome shape, this all-purpose brush is perfect for dusting on finishing powder, blush, bronzer, or highlighting powder, and ensures easy blending and even coverage.

*SKU 2916*



**Precision Brush**  
\$23 USD | \$29 CAD

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

*SKU 2912*



**Angled Blush Brush**  
\$35 USD | \$45 CAD

This soft angled brush is expertly crafted to define cheekbones and jawlines using our blushes and bronzers.

*SKU 2908*



**Fan Powder Brush**  
\$39 USD | \$50 CAD

With a distinctive fan shape, this brush is uniquely designed for both the quick application of finishing powder and precise application of highlighter or bronzer.

*SKU 2917*



**All-Over Eye Brush**  
\$25 USD | \$32 CAD

This essential dome-shaped brush ensures an effortless application of your favorite eyeshadow.

*SKU 2918*



**Crease Eye Brush**  
\$25 USD | \$32 CAD

This tapered brush fits into the creases and contours of the eyelid to deposit eyeshadow with precision.

*SKU 2907*



### Essential Brush Set

\$98 USD | \$125 CAD

This makeup brush collection features four everyday necessities: our Fan Powder Brush, Angled Blush Brush, All-Over Eye Brush, and Crease Eye Brush.

SKU 7271



### One-Step Makeup Remover Wipes

\$20 USD | \$25 CAD

These breakthrough wipes feature a gentle micellar formula designed to trap makeup, dirt, and impurities and whisk them away. These wipes are biodegradable—just dispose in your home compost.\*

SKU 2557

30 Wipes (7" x 7.5")



### Instant Eye Makeup Remover

\$25 USD | \$30 CAD

Our innovative dual-phase formula removes makeup in an instant without irritating the delicate skin around your eyes—just shake to activate.

SKU 2555

125 ml / 4.23 fl oz



### Lip Conditioner

\$22 USD | \$25 CAD

This moisturizing lip balm—formulated with softening avocado oil, shea butter, meadowfoam seed oil, and jojoba oil—nourishes and protects your pout.

11 g / 0.4 oz

Peppermint (SKU 1050)

Calendula (SKU 1051)

## PRO TIP: BRUSH CARE FOR BEGINNERS

*Clean your brushes to keep them free from pore-clogging bacteria. Here's how:*

- 1\_ Dampen the bristles of your brush in lukewarm water, then dispense a bit of gentle cleanser into your palm. (Our Daily Shampoo works perfectly.)
- 2\_ Swirl the bristles in the cleanser, then rinse and repeat until the water runs clear. Try to keep the water out of the ferrule (the metal piece that connects the bristles to the handle).
- 3\_ Pat any extra moisture into a clean towel, then lay the brushes flat to dry. How easy is that?
- 4\_ Double-cleanse with the charcoal bar for a deeper clean.



Beautycounter's Chief Artistic Officer, Christy Coleman

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

# THE BEST SELLERS

*Experience our seven essential products—to try them is to love them.*







**Tripeptide Radiance Serum**  
\$79 USD | \$106 CAD

This transformative, rejuvenating treatment visibly increases skin firmness and elasticity, while reducing the appearance of fine lines and wrinkles.

SKU 100000239  
30 ml / 1 fl oz



**Overnight Resurfacing Peel**  
\$63 USD | \$80 CAD

Featuring a proprietary multi-acid complex, this leave-on AHA/BHA peel improves skin texture and boosts clarity without irritation or over-drying.

SKU 100000342  
30 ml / 1 fl oz



**No. 1 Brightening Facial Oil**  
\$69 USD | \$85 CAD

Designed to help improve the appearance of skin radiance, Omega-rich marula oil provides intense hydration, while antioxidant vitamin C helps brighten and even skin tone.

SKU 100000335  
20 ml / 0.67 fl oz



**Adaptive Moisture Lotion**  
\$49 USD | \$62 CAD

This lightweight lotion provides essential nutrition and oxygenation to keep skin soft and glowing for up to 24 hours of hydration\*.

SKU 1100000458  
50 ml / 1.7 fl oz



**Dew Skin Tinted Moisturizer**  
\$45 USD | \$56 CAD

This benefit-packed tinted moisturizer delivers lightweight hydration, a hint of sheer coverage, SPF 20, and a luminous dewy glow.

See page 7 for a list of shades.  
40 ml / 1.35 fl oz



**Lip Gloss**  
\$29 USD | \$36 CAD

These sheer, hydrating hues, infused with natural vanilla flavor, deliver high-impact shine—without stickiness. Features a unique teardrop applicator.

See page 23 for a list of shades.  
7 ml / 0.24 fl oz



**Mineral Sunscreen Mist SPF 30**  
\$36 USD | \$46 CAD

This physical, continuous mist sunscreen sprays on white to help guide application, blends in easily, and dries quickly.

SKU 3045 US / 3145 CAN  
177 ml / 6 fl oz

“

*I love the fact that Dew Skin has SPF, evens my skin tone, and gives it this dewy, youthful finish.*

KRISTEN, HAPPY CUSTOMER

”

# CLEAN UP YOUR *SKIN* *CARE*

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*Get to know our results-driven regimens,  
collections, and beauty boosters.*

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## ONCE YOU KNOW, YOU CAN'T GO BACK

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The United States has not passed a major federal law governing cosmetics safety since 1938. (Ahem—that's over 81 years ago.) The European Union has banned or restricted 1,400 ingredients from personal-care products. The United States has banned or restricted only 30.

**We're working to change that.**

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# ALL ABOUT *REGIMENS*

*The products in our four-step regimens work in synergy to deliver the best results possible.*



*Great skin and safer standards?*  
**IT'S AS EASY AS 1, 2, 3, 4.**

1.  
**CLEANSE**

Cleansing and thoroughly removing makeup is essential. Our cleansers effectively purify your skin without harsh surfactants.

2.  
**PREP**

Get your skin ready for treatment. Our toners and essence help clarify and prep your complexion for optimal product absorption.



3.  
**TREAT**

Next up: serum. Our lightweight, fast-absorbing treatments deliver a concentrated dose of active ingredients.

4.  
**PROTECT**

Lock in the moisture. Our day and night creams provide lasting hydration, helping strengthen your skin's barrier.

Not sure which regimen is right for you?  
**Take the skin-care quiz at [beautycounter.com](https://www.beautycounter.com).**



# GET IN THE HABIT

*Five clean, results-driven regimens designed  
to address all your skin-care needs.*



## COUNTERTIME REGIMEN SET

**Dry + Mature Skin**

\$267 USD | \$357 CAD

SKU 100000250

- 1\_ Cleanse with Lipid Defense Cleansing Oil.
- 2\_ Prep with Mineral Boost Hydrating Essence.
- 3\_ Treat with Tripeptide Radiance Serum.
- 4\_ Protect in the AM with Antioxidant Soft Cream; protect in the PM with Tetrapeptide Supreme Cream.

*Sets come in boxes and are designed to last  
approximately 10 weeks.*

*Antioxidant Soft Cream and Tetrapeptide Supreme  
Cream are not full size—they are each 30 ml.*

NEW



## COUNTERMATCH REGIMEN SET

**Normal Skin**

\$179 USD | \$232 CAD

SKU 100000577

- 1\_ Cleanse with Pure Calm Cleansing Milk.
- 2\_ Prep with Hydra-Gel Radiance Toner.
- 3\_ Treat with Intense Moisture Serum.
- 4\_ Protect in the AM with Adaptive Moisture Lotion; protect in the PM with Recovery Sleeping Cream.

*Sets come in boxes and are designed to last  
approximately 10 weeks.*

*Adaptive Moisture Lotion and Recovery Sleeping Cream  
are not full size—they are each 30 ml.*

NEW



## COUNTERCONTROL REGIMEN SET

**Oily + Blemish-Prone Skin**

\$120 USD | \$154 CAD

SKU 100000616

- 1\_\_ Cleanse with Clear Pore Cleanser.
- 2\_\_ Prep with Instant Matte Toner.
- 3\_\_ Treat with All Over Acne Treatment.
- 4\_\_ Protect with Matte Effect Gel Cream.



## COUNTERMAN BEARD REGIMEN

**All Male Skin Types**

\$111 USD | \$145 CAD

SKU 700000048

- 1\_\_ Cleanse with Daily Exfoliating Cleanser.
- 2\_\_ Prep with Clarifying Toner Pads.
- 3\_\_ Treat with Conditioning Beard Oil.
- 4\_\_ Protect with Oil-Free Face Lotion.



## COUNTERMAN SHAVE REGIMEN

**All Male Skin Types**

\$102 USD | \$133 CAD

SKU 700000047

- 1\_\_ Cleanse with Daily Exfoliating Cleanser.
- 2\_\_ Prep with Smoothing Shave Cream in the AM; prep with Clarifying Toner Pads in the PM.
- 3\_\_ Treat with Cooling Aftershave Tonic\*.
- 4\_\_ Protect with Oil-Free Face Lotion.

*\* Cooling Aftershave Tonic is not in the Shave Bundle and must be purchased separately.*

## COUNTERTIME

*Meet time on your own terms. Designed to visibly reverse signs of aging and deliver transformative results, these luxurious products are nothing short of a game-changer.*

COLLECTION \$382 USD | \$512 CAD

### RAISE A GLASS

We're always working toward a more sustainable future. By packaging Countertime in glass instead of plastic, we will reduce the line's greenhouse gas footprint by an estimated 38%.



### THE BENEFITS

**Optimized Hydration:** Strengthens barrier function and supports skin elasticity. **Visible Regeneration:** Smooths and refines the skin's surface.

**Antioxidant Protection:** Defends against daily environmental stressors.

### KEY INGREDIENTS

Our Retinatural Complex consists of bakuchiol—which delivers age-defying skin-care results that are comparable to retinol (without potentially harmful side effects)—and Swiss alpine rose, which boosts skin's antioxidant defense.



**Lipid Defense  
Cleansing Oil**  
\$49 USD | \$66 CAD

Inspired by Asian beauty rituals, this oil removes makeup and other impurities without stripping away essential lipids from skin.

SKU 100000232  
150 ml / 5 fl oz



**Mineral Boost  
Hydrating Essence**  
\$59 USD | \$80 CAD

Lightweight but deeply nourishing, this milky essence delivers vital nutrients to the skin's moisture barrier, instantly boosting hydration and radiance.

SKU 100000234  
150 ml / 5 fl oz



**Tripeptide  
Radiance Serum**  
\$79 USD | \$106 CAD

This transformative, rejuvenating treatment visibly increases skin firmness and elasticity, while reducing the appearance of fine lines and wrinkles.

SKU 100000239  
30 ml / 1 fl oz



**Antioxidant  
Soft Cream**  
\$79 USD | \$106 CAD

This velvety, revitalizing cream improves skin's barrier function and boosts hydration.

SKU 100000241  
50 ml / 1.7 fl oz



**Tetrapeptide  
Supreme Cream**  
\$89 USD | \$120 CAD

Supercharge your beauty sleep: this rich cream supports elasticity and visibly firms while smoothing skin's texture.

SKU 100000242  
50 ml / 1.7 fl oz



**Ultra Renewal  
Eye Cream**  
\$69 USD | \$93 CAD

This high-performance eye cream revitalizes the eye area and reduces the appearance of under-eye shadows and crow's feet for a smooth, firmed look.

SKU 100000236  
15 ml / 0.5 fl oz

# COUNTERMATCH

*Your skin has met its perfect match.  
Advanced hydration meets age prevention in the  
ultimate solution for radiant, healthy-looking skin.*

COLLECTION\* \$243 USD | \$313 CAD



## THIRST THINGS FIRST

Hydrated and healthy-looking skin is in.

## THE BENEFITS

**Hydration:** Squalane helps draw moisture into the skin and restore elasticity. **Nutrition:** Our formulas provide nutrients and energy for vibrant skin. **Oxygenation:** Phytic acid helps skin breathe to reveal its natural radiance.

## KEY INGREDIENT

Derived from olives, squalane is Countermatch's hydrating hero. It mimics the skin's natural moisture and helps prevent water loss, leaving skin with a smooth, supple feel.





**Pure Calm  
Cleansing Milk**  
\$32 USD | \$43 CAD

This ultra-gentle cleanser removes makeup and impurities without surfactants that can strip away the skin's natural oils.

SKU 100000451  
150 ml / 5 fl oz



**Hydra-Gel  
Radiance Toner**  
\$45 USD | \$58 CAD

A glow-boosting formula of squalane, plum oil, and phytic acid provides skin with optimal hydration and nutrition while removing residual impurities.

SKU 100000459  
150 ml / 5 fl oz



**Intense Moisture  
Serum**  
\$49 USD | \$62 CAD

Hyaluronic acid and vitamins C and E help this lightweight but intensely moisturizing serum deliver a boost of antioxidant protection.

SKU 100000453  
30 ml / 1 fl oz



**Adaptive Moisture  
Lotion**  
\$49 USD | \$62 CAD

This lightweight lotion provides 24 hours\* of essential hydration, nutrition, and oxygenation to keep skin soft and glowing.

SKU 100000458  
50 ml / 1.7 fl oz



**Recovery Sleeping  
Cream**  
\$56 USD | \$72 CAD

A blend of hyaluronic acid, plum oil, and squalane helps replenish hydration and create a protective layer to shield skin from moisture loss.

SKU 100000454  
50 ml / 1.7 fl oz



**Eye Rescue  
Cream**  
\$39 USD | \$51 CAD

Formulated for the delicate eye area, this hydrating cream awakens the eye area and helps reduce the appearance of shadows and puffiness.

SKU 100000452  
15 ml / 0.5 fl oz



**Adaptive Body  
Moisturizer**  
\$39 USD | \$51 CAD

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

SKU 100000450  
242 ml / 8.2 fl oz

*Your skin's  
daily dose  
of deep  
hydration.*

\*Based on an independent 30-subject clinical hydration study over 24 hours.

## COUNTERCONTROL

*Take control of your skin. Our powerful regimen for oily and blemish-prone skin mattifies and clears without dryness and irritation—all you can see is clear skin ahead.*

COLLECTION \$140 USD | \$181 CAD



### BLEMISH 911?

SOS Acne Spot Treatment to the rescue. Goes on clear, so you can use day or night.

## THE BENEFITS

**Oil Control:** Normalizes oil production for healthier-looking skin. **Restores Balance:** Clears up blemishes and helps prevent future breakouts.

## KEY INGREDIENT

Our signature SkinBalance Complex utilizes wintergreen and rosebay willow to mattify, clear breakouts, purify pores, and balance skin.


**Clear Pore  
Cleanser**

\$26 USD | \$34 CAD

This daily exfoliating cleanser effectively removes oil, makeup, and other impurities without harsh surfactants that can strip skin of moisture.

SKU 100000559

150 ml / 5 fl oz


**Instant Matte  
Toner**

\$29 USD | \$37 CAD

Alcohol-free and mattifying, this toner helps remove residual impurities and minimizes the appearance of pores.

SKU 100000562

150 ml / 5 fl oz

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*No benzoyl  
peroxide  
or harsh  
surfactants  
allowed.*


**All Over  
Acne Treatment**

\$39 USD | \$50 CAD

Formulated with maximum strength salicylic acid, this daily all-over treatment helps clear blemishes and prevent future breakouts.

SKU 100000558 US /

100000614 CAN

30 ml / 1 fl oz


**SOS Acne  
Spot Treatment**

\$22 USD | \$29 CAD

This fast-acting, invisible gel formula with maximum-strength salicylic acid penetrates pores to reduce blemishes and clear skin.

SKU 100000560 US /

100000613 CAN

15 ml / 0.5 fl oz


**Matte Effect  
Gel Cream**

\$39 USD | \$50 CAD

A cream-to-gel formulation, this non-greasy hydrator maintains healthy moisture levels while keeping skin matte for up to eight hours\*.

SKU 100000561

50 ml / 1.7 fl oz

\*Based on a 30-subject clinical study over eight hours.

# COUNTERMAN

*Clean deeper. Groom safer. Look better.*

*This is powerfully effective skin care for the good guys in our lives.*

COLLECTION \$188 USD | \$247 CAD



## ALL FUNCTION, NO FUSS

A blend of natural citrus, rosemary, and cedarwood oils gives this daily soap a refreshing scent.

## THE BENEFITS

**Targeted Support:** Specifically formulated to address the unique needs of men's skin.

**Real Results:** Smooths skin and evens skin tone while reducing the appearance of pores.

## KEY INGREDIENT

All CounterMan formulas feature Sequoia Stem Cell Complex, an antioxidant that helps protect skin from everyday stress. (We like to say it's powered by trees.)


**Daily Exfoliating  
Cleanser**

\$25 USD | \$33 CAD

Exfoliating jojoba beads help remove dead skin cells and unclog pores.

SKU 1503

177 ml / 6 fl oz


**Clarifying  
Toner Pads**

\$36 USD | \$47 CAD

Formulated with witch hazel, these pads quickly remove dirt and excess oil while helping tighten pores and improve skin's appearance.

SKU 1506

40 pads: 3 in (7.62 cm) diam


**Smoothing  
Shave Cream**

\$20 USD | \$26 CAD

Softens facial hair with shea butter and aloe for a comfortable, close shave.

SKU 100000299

133 ml / 4.5 fl oz


**Cooling  
Aftershave Tonic**

\$22 USD | \$29 CAD

Helps cool post-shave discomfort with a blend of witch hazel and menthol.

SKU 1505

120 ml / 4 fl oz


**Conditioning  
Beard Oil**

\$30 USD | \$39 CAD

Conditions facial hair and relieves dry skin with a blend of plant oils including jojoba, macadamia, and sunflower.

SKU 1501

30 ml / 1 fl oz


**Oil-Free  
Face Lotion**

\$32 USD | \$42 CAD

Lightweight and non-greasy, this daily moisturizer absorbs quickly and boosts hydration.

SKU 1507

75 ml / 2.5 fl oz


**Charcoal  
Body Bar**

\$19 USD | \$25 CAD

Featuring charcoal and coconut oil, this invigorating body bar produces a creamy texture to wash away impurities.

SKU 1504

142 g / 5 oz


**Energizing Charcoal  
Body Wash**

\$25 USD | \$33 CAD

A daily body wash infused with activated charcoal to help detoxify skin. Features a blend of natural citrus, mint, rosemary, and cedarwood oils.

SKU 1508

295 ml / 10 fl oz



## COUNTER+

*These targeted, results-driven skin-care boosters take self-care to a new level.*



### THE CULT FAVORITE

Our best-selling Cleansing Balm is better than ever—with brightening lotus extract and a sustainable glass jar.

### HOW TO ADD COUNTER+ TO YOUR REGIMEN

Each targeted treatment is formulated to address specific skin concerns. Work them into your regimen to give your skin a little extra love. *(Looking to get your skin in check? Try our Counter+ Charcoal Facial Mask.)*

### BOOST YOUR BEAUTY SLEEP

Wake up to smoother, more radiant skin with our Overnight Resurfacing Peel. No synthetic fragrances, PEGs, or formaldehyde-based preservatives needed.



**Lotus Glow  
Cleansing Balm**  
\$72 USD | \$92 CAD

This balm is a multitasking cleanser and overnight mask featuring a blend of lotus extract, jojoba seed oil, and avocado seed oil.

SKU 100000343  
75 ml / 2.53 fl oz



**Overnight  
Resurfacing Peel**  
\$63 USD | \$80 CAD

Featuring a proprietary multi-acid complex, this leave-on AHA/BHA peel improves skin texture and boosts clarity without irritation or over-drying.

SKU 100000342  
30 ml / 1 fl oz



**Charcoal  
Facial Mask**  
\$49 USD | \$62 CAD

This kaolin clay mask purifies and balances, absorbing excess oil and drawing out impurities. Salicylic and lactic acids aid in gentle exfoliation.

SKU 100000334  
60 ml / 2 fl oz



**No. 1 Brightening  
Facial Oil**  
\$69 USD | \$85 CAD

Designed to help improve the appearance of skin radiance. Omega-rich marula oil provides intense hydration, while antioxidant vitamin C helps brighten and even skin tone.

SKU 100000335  
20 ml / 0.67 fl oz



**No. 2 Plumping  
Facial Oil**  
\$69 USD | \$85 CAD

Formulated to help hydrate, nourish, and visibly firm skin. Jasmine floral wax provides a subtle floral scent while omega-rich argan oil helps deliver omega acids to the skin.

SKU 100000339  
20 ml / 0.67 fl oz



**No. 3 Balancing  
Facial Oil**  
\$69 USD | \$85 CAD

Designed to help hydrate, smooth, and even skin tone. Softening meadowfoam seed oil helps restore balance, while ylang ylang provides a delicate scent.

SKU 100000338  
20 ml / 0.67 fl oz



### Brightening Facial Mist

\$36 USD | \$46 CAD

Prep skin and set makeup with this revitalizing mist. Lime pearl extract and antioxidant-rich vitamin C help even skin tone and gently promote a brighter complexion.

SKU 100000340

50 ml / 1.7 fl oz



### Charcoal Cleansing Bar

\$26 USD | \$33 CAD

Binchotan charcoal powder helps detoxify skin and absorb impurities (without dryness). This bar gives you a smoother, brighter complexion.

SKU 100000439, 3027

85 g / 3 oz

NEW



### Eye Revive Cooling Masks

\$49 USD | \$62 CAD

Instantly awaken, soothe, and hydrate the eye area to help reduce the appearance of puffiness and plump tired skin.

SKU 100000662

6 pairs



## COUNTER+ (RE)PACKAGING

*Our beloved beauty boosters got a makeover—and they're more sustainable than ever.*

**More glass = greater recyclability.** Many Counter+ products were already in glass, and we've transitioned even more to glass so they're more likely to have a second life as new products.

**Adiós, long-distance relationship.** By sourcing our glass containers from Mexico instead of Asia, we're reducing the distance our products travel.

**#Betterbeautybuddies.** We're proudly partnering with an eco-conscious glass supplier in Mexico to minimize our environmental impact and continue innovating.

# COUNTERSTART

*Let your clean routine begin. The switch to safer beauty should be a no-brainer—start here with this effective, affordable line.*



NEW



## Cococream Cleanser

\$20 USD | \$26 CAD

This gentle daily cleanser, suitable for sensitive skin, removes makeup and impurities with the help of organic coconut oil and aloe vera.

SKU 100000607  
118 ml / 4.0 fl oz

NEW



## Cocoblast Moisturizer

\$29 USD | \$38 CAD

This lightweight daily moisturizer, gentle enough for sensitive skin, absorbs quickly and provides nourishing hydration with the help of organic coconut oil and aloe vera.

SKU 100000606  
50 ml / 1.69 fl oz

# BETTER *BODY* *CARE*

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*With products you and your family  
can feel good about, we've got you  
covered from head to toe.*

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**Hydrating Body Lotion  
in Citrus Mimosa**  
\$25 USD | \$30 CAD

Our lightweight body lotion, with a blend of nourishing oils and butters including safflower seed oil and jojoba butter, absorbs quickly into skin.

SKU 3031  
236 ml / 8 fl oz



**Body Butter in  
Citrus Mimosa**  
\$39 USD | \$46 CAD

Replenish moisture with shea butter and sunflower seed oil—leaving skin feeling soft and smooth. The formula melts into skin and absorbs easily without feeling greasy.

SKU 3037  
130 ml / 4.4 fl oz



**Countermatch Adaptive  
Body Moisturizer**  
\$39 USD | \$51 CAD

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

SKU 100000450  
242 ml / 8.2 fl oz



**Melting  
Body Balm**  
\$42 USD | \$55 CAD

This unique balm transforms into an oil as it melts into skin. Argan and avocado oils help nourish, hydrate, and soften skin. Infused with an intoxicating scent inspired by monoi.

SKU 100000201  
85 g / 3 oz



**Citrus Mimosa  
Body Bar**  
\$22 USD | \$25 CAD

With shea butter, marula, and mongongo oils, this refreshing scented body bar delivers a non-drying cleanse.

SKU 3029  
141 g / 5 oz



**Body Wash in  
Citrus Mimosa**  
\$25 USD | \$30 CAD

This cleanser, with an energizing citrus mimosa scent, leaves skin feeling soft, smooth, and refreshed.

SKU 3030  
296 ml / 10 fl oz



**Hand Cream in  
Citrus Mimosa**  
\$18 USD | \$21 CAD

Revive dry hands with this lightweight, moisturizing cream. Including sunflower seed oil, chamomile, and calendula flower extracts, the formula helps nourish and soften skin.

SKU 3036  
89 ml / 3 fl oz



**Hand Cream in  
Citrus Mimosa**  
\$30 USD | \$38 CAD

Revive dry hands with this lightweight, moisturizing cream. Including sunflower seed oil, chamomile, and calendula flower extracts, the formula helps nourish and soften skin.

SKU 3023  
280 ml / 9.5 fl oz

\*Based on an independent 30-woman clinical hydration study over 24 hours.



**Body Oil in  
Citrus Rosemary**  
\$75 USD | \$91 CAD

With a nourishing blend of plant-based oils, this formula absorbs easily into skin to deliver hydration with luminous results.

SKU 3034  
80 ml / 2.7 fl oz



**Glow  
Shimmer Oil**  
\$35 USD | \$44 CAD

Thanks to its luxurious dry-oil formula, this nourishing blend absorbs immediately, leaving skin with a beautifully bronzed effect and a hint of shimmer.

SKU 3048  
50 ml / 1.7 fl oz



**Sugar Body Scrub  
in Lemongrass**  
\$40 USD | \$49 CAD

With a blend of nourishing oils and invigorating brown sugar, this scrub buffs away dry skin, leaving the body with a healthy-looking glow.

SKU 3035  
232 g / 8.2 oz



**Hand Wash in  
Citrus Mimosa**  
\$26 USD | \$33 CAD

Including organic aloe, chamomile, and green tea extracts, the formula helps keep hands soft, without leaving any residue.

SKU 3022  
280 ml / 9.5 fl oz



**Citrus Mimosa Hand  
Wash & Hand Cream Set**  
\$49 USD | \$60 CAD

Refresh and replenish with two gentle formulas designed to revive dry hands. Both the Hand Wash and Hand Cream are packed with our energizing citrus mimosa scent.

SKU 7021



**Body  
Collection**  
\$96 USD | \$121 CAD

Includes: Body Wash in Citrus Mimosa, Hydrating Body Lotion in Citrus Mimosa, Daily Shampoo, and Daily Conditioner.

SKU 3900

# COUNTERSUN

*All of the cover. None of the concern. Shield skin from the sun's damaging UVA and UVB rays with our versatile mineral sunscreens.*

## #CLEANFACT

We don't use oxybenzone or octinoxate in our sunscreens because they are shown to harm coral reefs.



## SUN 101

**UVA rays (a.k.a., the sun's aging rays)** can penetrate glass and clouds and are the main cause of free-radical damage that contributes to premature aging. **UVB rays (a.k.a., the sun's burning rays)** burn the skin, so we see and feel the damage as it occurs. Good news: Countersun blocks both.

## KEY INGREDIENT

Instead of using potentially irritating chemical filters, we use non-nano zinc oxide—a safer mineral blocker that sits on the surface of skin and bounces sun's rays away.



**Mineral Sunscreen  
Mist SPF 30**  
\$36 USD | \$46 CAD

This continuous mist  
sunscreen sprays on  
white, blends in easily,  
and dries quickly.  
*SKU 3045 US / 3145 CAN*  
177 ml / 6 fl oz



**Mineral Sunscreen  
Mist SPF 30 - 3 oz.**  
\$20 USD | \$26 CAD

This continuous mist  
sunscreen sprays on  
white, blends in easily,  
and dries quickly.  
*SKU 3046 US / 3146 CAN*  
89 ml / 3 fl oz



**Mineral Sunscreen  
Lotion SPF 30**  
\$39 USD | \$49 CAD

This luxurious sunscreen  
lotion blends evenly and is  
water resistant.  
*SKU 3041 US / 3141 CAN*  
198 ml / 6.7 fl oz



**Mineral Sunscreen  
Lotion SPF 30 - 3.4 oz.**  
\$25 USD

This luxurious sunscreen  
lotion blends evenly and is  
water resistant.  
*SKU 3042 | US ONLY*  
100 ml / 3.4 fl oz



**Mineral Sunscreen  
Stick SPF 30**  
\$21 USD | \$27 CAD

Infused with ultra-  
moisturizing cocoa-butter,  
this convenient sunscreen  
stick glides on smoothly.  
*SKU 3044 US / 3144 CAN*  
15 g / 0.5 fl oz



**Tinted Mineral  
Sunscreen Mist SPF 30**  
\$39 USD | \$51 CAD

This continuous-mist  
sunscreen evens skin tone  
while providing SPF.  
  
*Light-Medium SKU 100000224*  
*US / 100000247 CAN,*  
*Medium-Deep SKU 100000225*  
*US / 100000249 CAN*  
177 ml / 6 fl oz



**After Sun  
Cooling Gel**  
\$32 USD | \$42 CAD

This lightweight after-sun  
gel cools on contact to  
help soothe skin post-sun  
exposure while boosting  
hydration.  
*SKU 100000221*  
240 ml / 8 fl oz

*From  
sunscreen  
mists to  
lotions  
to sticks—  
we've  
got you  
covered.*



# SAFER FOR THE WHOLE FAMILY

*Head-to-toe essentials created to cleanse,  
moisturize, and protect the little ones you love.*





**Baby Calming  
Diaper Rash Cream**  
\$18 USD

Made with shea butter, jojoba seed oil, tapioca starch, and non-nano zinc oxide, this formula helps absorb excess moisture to treat, soothe, and relieve diaper rash.

SKU 4103 / US ONLY  
85 g / 3 oz



**Baby Daily  
Protective Balm**  
\$22 USD | \$27 CAD

Formulated with a soothing blend of organic shea butter, sunflower seed oil, and jojoba seed oil, this balm helps relieve dry skin (including mom's).

SKU 4101  
85 g / 3 oz



**Baby Gentle  
All-Over Wash**  
\$20 USD | \$25 CAD

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

SKU 4100  
236 ml / 8 fl oz



**Baby  
Soothing Oil**  
\$22 USD | \$27 CAD

With a mix of organic coconut, jojoba, and sunflower seed oils, this dry-oil formula soothes, softens, and nourishes baby's delicate skin.

SKU 4102  
118 ml / 4 fl oz



**Baby Bundle  
Collection**  
\$54 USD | \$68 CAD

This trio of head-to-toe essentials for your baby includes: Gentle All-Over Wash, Soothing Oil, and Daily Protective Balm.

SKU 7053



**Welcome Baby  
Gift Set**  
\$65 USD | \$82 CAD

The ultimate baby shower gift for the ingredient-conscious mom. Includes: Gentle All-Over Wash, Soothing Oil, and Daily Protective Balm.

SKU 8079



**Classic  
Diaper Bag**  
\$98 USD | \$118 CAD

Keep all your baby essentials together in this stylish canvas tote, which includes a changing pad with an easy-to-clean, zipped canvas pouch.

SKU 9573  
14" x 7" x 14.25"



**The Ultimate  
Baby Collection**  
\$162 USD | \$184 CAD

Includes: Calming Diaper Rash Cream, Gentle All-Over Wash, Daily Protective Balm, Baby Soothing Oil, and Diaper Bag (with zipper pouch and changing pad).

SKU 7117



**Kids Bath  
Collection**  
\$45 USD | \$57 CAD

This trio includes our berry-scented Kids Body Wash as well as our citrus vanilla-scented Nice Do Shampoo and Not a Knot Conditioner.

SKU 4900



**Nice Do  
Kids Shampoo**  
\$18 USD | \$23 CAD

Formulated to cleanse as it nourishes—leaving hair shiny and soft with a hint of citrus and vanilla.

SKU 4011  
295 ml / 10 fl oz



**Not a Knot  
Kids Conditioner**  
\$18 USD | \$23 CAD

Detangle kids' hair with an extra-gentle, safer conditioner formula. It has the same sweet, kid-friendly scent as the shampoo.

SKU 4012  
295 ml / 10 fl oz



**Super-Duper Clean  
Kids Body Wash**  
\$19 USD | \$23 CAD

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

SKU 4013  
295 ml / 10 fl oz





# GOOD HAIR DAYS AHEAD

*Not only are these hair essentials better for you, but they're shower #shelfie-approved.*



**Daily  
Shampoo**  
\$26 USD | \$32 CAD

Grapefruit oil-scented, this formula gently breaks down buildup but never strips or dries out hair.

SKU 3032  
296 ml / 10 fl oz

## #CLEANFACT

Instead of using potentially harmful sulfate-based surfactants, our Daily Shampoo is 100% sulfate-free.

## IT STARTS WITH THE SOURCE

We pride ourselves in choosing the best organic, natural, sustainable, and synthetic ingredients that meet our better beauty standards, and we seek to protect those who partner with us along our supply chain.



**Daily  
Conditioner**  
\$26 USD | \$32 CAD

Featuring ingredients such as marula and mongongo oils, this conditioner is designed to help nourish hair, smooth strands, and leave hair looking shiny.

SKU 3033  
296 ml / 10 fl oz



## STANDING UP FOR SUSTAINABILITY

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*We care about the impact our products have on Mother Earth, and we work to minimize the environmental footprint of our products and packaging.*

*The body of this lookbook was made with renewable energy and printed on 100% post-consumer waste paper that utilized a chlorine-free bleaching process.*



FPO  
FPO  
FPO  
FPO FPO

# CALLING ALL FEARLESS LEADERS

Want to build a financially rewarding  
career while making a significant  
social impact for future generations?\*

Yes, it's possible. *[beautycounter.com/join](https://beautycounter.com/join)*.

**BEAUTYCOUNTER®**  
*#betterbeauty*

\*Earnings depend on many factors. Learn more at [beautycounter.com/ids](https://beautycounter.com/ids)