

BEAUTYCOUNTER®

WE MEAN CLEAN

WE MEAN CLEAN



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®



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CLEAN MAKEUP STARTS *HERE*

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



Model wears Beyond Gloss in Black Plum.

BEST FACE FORWARD

Create the perfect canvas with these cleaner essentials.



Model wears Skin Twin Featherweight Foundation in Dark 510.

DEW SKIN VS SKIN TWIN

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

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



Fair (SKU 100000694 US / 100000700 CAN),
Light (SKU 100000695 US / 100000701 CAN),
Medium (SKU 100000696 US / 100000702 CAN),
Tan (SKU 100000697 US / 100000703 CAN),
Dark (SKU 100000698 US / 100000705 CAN),
Deep (SKU 100000699 US / 100000706 CAN)

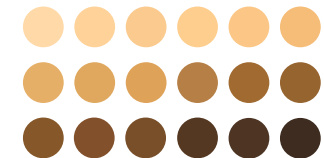


Skin Twin Featherweight Foundation

\$45 USD | 56 CAD\$

This ultra-lightweight, breathable, buildable formula features 18 safer shades delivering a potent dose of hyaluronic acid for deep hydration and an even, natural-looking complexion.

30 ml / 1 fl oz



Fair 110 (SKU 100000621), Fair 150 (SKU 100000622),
Light 210 (SKU 100000623), Light 230 (SKU 100000624), Medium 310 (SKU 100000625), Medium 340 (SKU 100000626), Medium 350 (SKU 100000627),
Tan 410 (SKU 100000628), Tan 420 (SKU 100000629),
Tan 440 (SKU 100000630), Tan 450 (SKU 100000761),
Tan 460 (SKU 100000762), Dark 510 (SKU 100000763),
Dark 520 (SKU 100000631), Dark 550 (SKU 100000632), Deep 620 (SKU 100000764), Deep 630 (SKU 100000633), Deep 650 (SKU 100000634)



Skin Twin
Creamy Concealer
\$31 USD | 39 CAD\$

Diffuse imperfections and reduce signs of fatigue for a brighter-looking complexion, with powerhouse ingredients like knotgrass extract to help improve the look of skin over time.

6.5 ml



Fair 1 (SKU 100000895), Fair 2 (SKU 100000896),
Light 1 (SKU 100000897), Light 2 (SKU 100000898),
Medium 1 (SKU 100000899), Medium 2 (SKU 100000900),
Tan 1 (SKU 100000901), Tan 2 (SKU 100000902), Tan 3 (SKU 100000903),
Dark 1 (SKU 100000904), Dark 2 (SKU 100000905), Deep 1 (SKU 100000906),
Deep 2 (SKU 100000907)



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

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



B IS FOR BENEFIT

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

PRO TIP

Doubles as a lipstick for a pop of color.

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



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)

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.

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)



PRO TIP

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\$

This translucent, weightless finishing powder blends invisibly, sets makeup, and helps absorb shine. Talc-free.
9 g / 0.32 oz
SKU 2601

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 SKIN TWIN FEATHERWEIGHT
FOUNDATION
OR
DEW SKIN TINTED
MOISTURIZER

See page 7 for a list of shades.



2 SKIN TWIN
CREAMY CONCEALER

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 BEYOND GLOSS

See page 17 for a list of shades.

ALLEYES ON YOU

Safer eyeliners, mascaras, and more.



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

*Based on a clinical instrumentation study after two coats.

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.



#CLEANFACT

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



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)

YOUR CLEAN LIP LINEUP

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



Beyond Gloss
\$29 USD | 36 CAD\$

This gloss delivers high-impact shine and conditioning lip benefits—with a sophisticated scent thanks to responsibly sourced vanilla. Featuring a custom teardrop applicator.
5.5 ml / 0.18 fl oz



Quartz Shimmer (SKU 100000865), Dahlia (SKU 100000862), Magnolia Shimmer (SKU 100000870), Brulee (SKU 100000873), Clove (SKU 100000872), Spice (SKU 100000868), Rosewood (SKU 100000859), Bare Shimmer (SKU 100000860), Peony (SKU 100000861), Raspberry (SKU 100000867), Sienna (SKU 100000864), Amber Shimmer (SKU 100000871), Mulberry (SKU 100000866), Black Plum (SKU 100000869)



Sheer Genius
Conditioning 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 100000875), Petal (SKU 100000876), Orchid (SKU 100000877), Rose (SKU 100000879), Lily (SKU 100000878), Terra (SKU 100000880), Twig (SKU 100000881), Rosewood (SKU 100000884), Plum (SKU 100000882), Raisin (SKU 100000883)



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



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)



The Jellies Duos
\$29 USD | 36 CAD\$

These high-shine, sheer, cushiony lip glosses pack an irresistible punch (without a sticky finish). Pocket-sized tubes are game to go wherever you do.
2 x 6 ml / 0.20 fl oz



Sorbet & Peppermint (SKU 100000958), Raspberry & Cocoa (SKU 100000956), Orange Cream & Honey (SKU 100000957)

**WHO KNEW LIPSTICK
COULD BE REVOLUTIONARY?**

Text BETTERBEAUTY to 52886 (U.S.) or 70734 (CAN) to join our advocacy efforts in the pursuit of #betterbeauty.

A SAFER SHIMMER

Mica is a safe ingredient that’s widely used in cosmetics to create the shimmery glow we all know and love. But the mica industry can come with some serious transparency issues. We’re on track to be the first beauty brand to take our mica supply chain to the next level of safety. To us, this is #betterbeauty. *Learn more at [beautycounter.com/mica](https://www.beautycounter.com/mica)*



MEET GREGG

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

Eight years ago, Gregg Renfrew became curious about the connection between toxic 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 over 60,000 Independent Consultants. Named the most Googled 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 Light and Medium.

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.

**Source: Google*



“

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

**GREGG RENFREW
FOUNDER & CEO**

”

Gregg wears Beautycounter Red Color Intense Lipstick.



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



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



The Better Blender
\$20 USD | 26 CAD\$

This triple-threat makeup sponge gives you a flawless finish from every angle.
SKU 100000886

BRUSH CARE FOR BEGINNERS

Clean your brushes weekly to keep them free from bacteria and in peak performance. 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



PRO TIP

Be sure to wash your Better Blender after each use to extend its life and store in a cool, dry place.



One-Step Makeup Remover Wipes
\$20 USD | 26 CAD\$

These breakthrough wipes feature a gentle micellar formula designed to trap makeup, dirt, and impurities and whisk them away with no need to rinse.
SKU 100000797
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*)

THE ALL-STARS

Meet our six essential products—to try them is to love them.



Countertime 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



Counter+ Overnight Resurfacing Peel
\$65 USD | 85 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



Counter+ All Bright C Serum
\$82 USD | 110 CAD\$

This ultra-potent 10% blend of two forms of vitamin C instantly brightens skin and helps reduce the appearance of existing dark spots and protect against new ones.
SKU 100000750
30 ml / 1 fl oz



Countermatch Adaptive Moisture Lotion
\$49 USD | 65 CAD\$

This lightweight lotion provides essential nutrition and oxygenation to keep skin soft and glowing for up to 24 hours of hydration.*
SKU 100000458
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



Beyond Gloss
\$29 USD | 36 CAD\$

This gloss delivers high-impact shine and conditioning lip benefits—with a sophisticated scent thanks to responsibly sourced vanilla. Featuring a custom teardrop applicator.
See page 16 for a list of shades.
5.5 ml / 0.18 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

”

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

CLEAN UP YOUR SKIN CARE

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

ONCE YOU KNOW, YOU CAN'T GO BACK

The United States has not passed a major federal law governing cosmetics safety since 1938. (Ahem—that's over 82 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.**



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

Three 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.



COUNTERMATCH REGIMEN SET

Normal Skin
\$179 USD | 238 CAD\$
SKU 100000577

- 1_ Cleanse with Refresh Foaming Cleanser.
- 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.



COUNTERCONTROL REGIMEN SET

Oily + Blemish-Prone Skin
\$122 USD | 157 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.

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

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 \$384 USD | 517 CAD\$

RAISE A GLASS

By using glass packaging from North America instead of plastic, we saved an estimated 38% of water and fossil fuel use on our 2019 Countertime product line.



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**
\$62 USD | 84 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 \$245 USD | 322 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.



**Refresh Foaming
Cleanser**
\$32 USD | 43 CAD\$

This creamy foaming cleanser features squalane, plum oil, and phytic acid to remove face and eye makeup, wash away impurities, and get you glowing.
SKU 100000707
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 | 65 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 | 65 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**
\$59 USD | 76 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
245 ml / 8.25 fl oz

Your skin’s
daily dose
of deep
hydration.

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 \$142 USD | 184 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
\$29 USD | 38 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



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



COUNTERMAN

Clean deeper. Groom safer. Look better.
This is powerfully effective skin
care for the good guys in our lives.

COLLECTION \$109 USD | 143 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



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



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.



BYE STRESS, HELLO GLOW.

Our All Bright C Serum features tumeric, a powerhouse ingredient to help defend skin against environmental stressors (plus, it gives the formula its bright yellow color).

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 / 2.5 fl oz



Charcoal
Facial Mask
\$49 USD | 65 CAD\$

This kaolin clay mask purifies and balances, absorbing excess oil and drawing out impurities. Salicylic and lactic acids aid in gentle exfoliation.
SKU 100000851
60 ml / 2 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 / 3.0 oz



No. 1 Brightening
Facial Oil
\$69 USD | 89 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 | 89 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 | 89 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

MEET YOU ON THE BRIGHTER SIDE

Our All Bright C Serum delivers instant radiance and lasting results—it’s like sunshine in a bottle.



100% OF USERS
SAID SKIN LOOKED
BRIGHTER*



AM

**All Bright
C Serum**
\$82 USD | 110 CAD\$

This ultra-potent 10% blend of two forms of vitamin C instantly brightens skin and helps reduce the appearance of existing dark spots and protect against new ones.
SKU 100000750
30 ml / 1 fl oz



PM

**Overnight
Resurfacing Peel**
\$65 USD | 85 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

*Based on a 32-subject consumer perception study after eight weeks of use.

COUNTERSTART

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



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 fl oz



Cocoboost 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

BAND OF BEAUTY

Membership has its rewards

Join our clean beauty membership
program and enjoy exclusive rewards:

- FREE welcome gift (*hint: it involves clean beauty*)
 - Special offers
 - Free shipping on orders over \$100 USD | 125 CAD\$
 - 10% Product Credit on applicable orders
- (Conditions apply.)*

THINK CLEAN WELCOME SET

The perfect introduction to *#betterbeauty*.
Set includes a small Charcoal Facial Mask
and small Overnight Resurfacing Peel.
Value \$44 USD | 58 CAD\$
SKU 100000557



BETTER *BODY* *CARE*

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





BY MAKING THE CLEAN DEO REFILLABLE, WE REDUCED ITS WATER USE, FOSSIL FUEL USE, AND GREENHOUSE GAS EMISSIONS BY AN ESTIMATED 47%.*

Relative performance estimated by Eco Impact COMPASS version 1.0.2.0.

THE CLEAN DEO: NOTHING TO HIDE

An aluminum-free deodorant that actually works—in a sustainable, refillable case you’ll want to show off. Clean never smelled so good.



The Clean Deo
\$28 USD | 37 CAD\$

Long-lasting,* hardworking deodorant neutralizes odor and absorbs sweat to keep you feeling fresh all day, every day.

60 g / 2.11 oz



Fresh Coconut (SKU 70000023D),
Clean Rose (SKU 700000232),
Soft Lavender (SKU 700000233)



The Clean Deo Refill
\$18 USD | 24 CAD\$

How to refill: Remove and recycle the empty refill. Pop new refill into your existing case. Swipe on and go.

60 g / 2.11 oz



Fresh Coconut (SKU 10000080D),
Clean Rose (SKU 100000803),
Soft Lavender (SKU 100000799)

*Based on the average rating from a 115-subject consumer safety in use study of The Clean Deo, used daily for two weeks.



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 100000587
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 / 8.25 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



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 100000542
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



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



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



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



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



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 700000194



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 100000538
85 g / 3 oz

*Based on an independent, 34-subject clinical hydration study over 24 hours.

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—3.4 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 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

Daily Sheer Defense for Face—SPF 25
\$42 USD | 55 CAD\$

This antioxidant-packed mineral sunscreen is designed for your face, featuring chicory root extract to support skin's barrier function to lock in hydration.
Coming soon to Canada
SKU 100000805 US / 100000850 CAN
50 ml / 1.7 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 100000541
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 100000543
296 ml / 10 fl oz

OUR COMMITMENT

As an organization—and as human beings—we stand against racism and with those fighting for equality.

As advocates, we champion safety, but racism is putting Black lives in danger every day. We champion sustainability, but staying silent about social injustice is not sustainable. We champion transparency—and we need to talk about the divide in this country.

So, we are holding ourselves accountable and reflecting on how we can use our platform to amplify Black voices—and doing the work to support our BIPOC (Black, Indigenous, People of Color) community.

We recognize our shortcomings—we need stronger Black representation. See how we're taking action at beautycounter.com/blog.

BEAUTYCOUNTER WORKS.

Make working for yourself work for you.

Flexibility, community,
and purpose are just a click away.
Start your Beautycounter business in
minutes at *beautycounter.com/join*.

BEAUTYCOUNTER®
#betterbeauty