

BEAUTYCOUNTER®



PRODUCT TRAINING GUIDE

Skin Care

COUNTERCONTROL COLLECTION

Introducing Countercontrol, an effective collection for oily and blemish-prone skin without the irritation*.

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

The Countercontrol Regimen

A regimen is the first step in any skin care routine and an important building block for your Clients. For Countercontrol the regimen includes:

Cleanse: Countercontrol Clear Pore Cleanser

Prep: Countercontrol Instant Matte Toner

Treat: Countercontrol All Over Acne Treatment

Protect: Countercontrol Matte Effect Gel Cream

1. CLEANSE

Countercontrol Clear Pore Cleanser

Deep-clean without dryness.

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

US \$26

CAD \$34

NEW



SIZE: 150 ml / 5 fl oz

BEST FOR

Oily skin types and blemish-prone skin.

PERFORMANCE & SELLING TIPS

- Effectively removes oil, makeup and impurities.
- Gently exfoliates.
- Leaves skin in balance.

PRODUCT PROFILE

- 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?

Formulated without the use of carbomers, EDTA or PEGs commonly found in cleansers. Instead, we use plant derived surfactants and natural thickeners.

HOW TO USE

Twice daily, apply a small amount to a wet face and massage gently in a circular motion. Rinse with lukewarm water and pat dry.

KEY INGREDIENT BENEFITS

SkinBalance Complex: All Countercontrol products, featuring our signature SkinBalance Complex with wintergreen and rosebay willow, mattify skin, purify pores and reduce redness while keeping skin in balance.

Jojoba Beads: Provides gentle, physical exfoliation to help remove dead skin cells.

Aloe Vera: A natural skin soother known to reduce redness and help the skin heal.

INGREDIENT LIST

Aqua/Water/Eau, Pentylene Glycol, Sodium Lauryl Glucose Carboxylate, Disodium Cocoyl Glutamate, Lauryl Glucoside, Caprylyl/Capryl Glucoside, Glycerin, Jojoba Esters, Sodium Citrate, Aloe Barbadensis Leaf Juice, Epilobium Angustifolium Flower/Leaf/Stem Extract, Gaultheria Procumbens (Wintergreen) Leaf Extract, Sodium Cocoyl Glutamate, Xanthan Gum, Salicylic Acid, Acacia Senegal Gum, Phytic Acid, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Paradisi (Grapefruit) Peel Oil, Eucalyptus Globulus Leaf Oil, Canarium Luzonicum Gum Nonvolatiles, Panthenol, Citric Acid.

CROSS SELLING

- Instant Matte Toner
- All Over Acne Treatment
- SOS Acne Spot Treatment
- Matte Effect Gel Cream

Countercontrol Instant Matte Toner

Mattify your complexion in seconds.

This alcohol-free mattifying toner for oily and blemish-prone skin removes residual impurities, mattifies skin, and minimizes the appearance of pores. The formula, with our SkinBalance Complex, helps purify skin while preserving ideal moisture levels for a refreshed, comfortable complexion.

US \$29

CAD \$37

NEW



SIZE: 150 ml / 5 fl oz

BEST FOR

Oily skin types and blemish-prone skin.

PERFORMANCE & SELLING TIPS

- Mattifies skin and removes excess oil.
- Removes residual impurities.
- Minimizes the appearance of pores.
- Alcohol-free.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Formulated without formaldehyde releasing preservatives and ethoxylated ingredients, which can be contaminated with potential carcinogens. Our toner contains witch hazel extract, a powerful but natural astringent, to prep skin without causing over drying or irritation.

HOW TO USE

Apply to a cotton pad and swipe over a clean, dry face twice daily.

KEY INGREDIENT BENEFITS

SkinBalance Complex: All Countercontrol products, featuring our signature SkinBalance Complex with wintergreen and rosebay willow, help control oil, purify pores and reduce redness while keeping skin in balance.

Witch Hazel: a powerful, natural astringent that helps tighten pores, remove residual impurities and excess oil.

Pro Vitamin B5 (Panthenol): conditions skin with essential moisture.

INGREDIENT LIST

Aqua/Water/Eau, Pentylene Glycol, Hamamelis Virginiana (Witch Hazel) Water, Glycerin, Aloe Barbadensis Leaf Juice, Epilobium Angustifolium Flower/Leaf/Stem Extract, Gaultheria Procumbens (Wintergreen) Leaf Extract, Lactic Acid, Caprylyl/Capryl Glucoside, Betaine, Panthenol, Citrus Paradisi (Grapefruit) Peel Oil, Canarium Luzonicum Gum Nonvolatiles, Citrus Aurantium Dulcis (Orange) Peel Oil, Eucalyptus Globulus Leaf Oil, Sodium Hydroxide, Sodium Benzoate.

CROSS SELLING

- Clear Pore Cleanser
- All Over Acne Treatment
- SOS Acne Spot Treatment
- Matte Effect Gel Cream

3. TREAT

Countercontrol All Over Acne Treatment

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

US \$39

CAD \$50

NEW



SIZE: 30 ml / 1 fl oz

BEST FOR

Oily skin types and blemish-prone skin.

PERFORMANCE & SELLING TIPS

- Helps to clear existing blemishes.
- Addresses the main causes of acne to prevent future breakouts.
- Keeps skin in balance.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Formulated without the use of harsh surfactants, silicones, or irritants such as benzoyl peroxide commonly found in acne products, this treatment uses plant-based salicylic acid from wintergreen to exfoliate dead skin cells that clog pores and can lead to acne.

HOW TO USE

Apply a thin layer all over face twice daily after cleanser and toner.

KEY INGREDIENT BENEFITS

SkinBalance Complex: All Countercontrol products, featuring our signature SkinBalance Complex with wintergreen and rosebay willow, mattify skin, purify pores and reduce redness while keeping skin in balance.

Phytic acid: Derived from green rice, an antioxidant that refines skin texture.

Squalane: an emollient derived from olives that is compatible with skin's natural oils to soothe without being heavy or greasy.

INGREDIENT LIST

Active ingredient (%w/w): Salicylic Acid 2%

Inactive ingredients: Water, Methylpropanediol, Betaine, Glycerin, Alcohol denat., Squalane, Phenoxyethanol, Acacia Senegal Gum, Zea Mays (Corn) Starch, Xanthan Gum, Sodium Hydroxide, C10-18 Triglycerides, Glyceryl Laurate, Zinc Gluconate, Phytic Acid, Potassium Sorbate, Ethylhexylglycerin, Aloe Barbadensis Leaf Juice, Citrus Paradisi (Grapefruit) Peel Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Canarium Luzonicum Gum Nonvolatiles, Eucalyptus Globulus Leaf Oil, Cydonia Oblonga Leaf Extract, Epilobium Angustifolium Flower/Leaf/Stem Extract, Citric Acid.

CROSS SELLING

- Clear Pore Cleanser
- Instant Matte Toner
- SOS Acne Spot Treatment
- Matte Effect Gel Cream

4. PROTECT

Countercontrol Matte Effect Gel Cream

All the hydration. None of the shine.

Keep skin matte for up to eight hours* with this innovative cream-to-gel formula for oily and blemish prone skin. Featuring our signature SkinBalance Complex of wintergreen and rosebay willow, this non-greasy hydrator improves skin's texture without ingredients that can clog pores. Oil-free.

*Based on independent, 30-subject clinical study.

US \$39

CAD \$50

NEW



SIZE: 50 ml / 1.7 fl oz

BEST FOR

Oily skin types and blemish-prone skin.

PERFORMANCE & SELLING TIPS

- Oil-free.
- Mattifies skin for up to eight hours*.
- Hydrates and balances skin.

*Based on independent, 30-subject clinical study.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Formulated without the use of silicones, polysorbate, colorants and synthetic fragrances.

HOW TO USE

Apply to face, neck, and chest after cleanser, toner and treatments.

KEY INGREDIENT BENEFITS

SkinBalance Complex: All Countercontrol products, featuring our signature SkinBalance Complex with wintergreen and rosebay willow, help regulate oil, purify pores and reduce inflammation while maintaining skin's healthy microflora.

Zea mays (corn) starch: from non-GMO corn, acts as a skin protectant and mattifying agent.

INGREDIENT LIST

Aqua/Water/Eau, Methylpropanediol, Coconut Alkanes, SD Alcohol 40B (Alcohol denat.), Glycerin, Cetearyl Alcohol, Zea Mays (Corn) Starch, Aloe Barbadensis Leaf Juice, Lauroyl Lysine, Gaultheria Procumbens (Wintergreen) Leaf Extract, Epilobium Angustifolium Flower/Leaf/Stem Extract, Malic Acid, Behenyl Alcohol, Coco-Caprylate/Caprates, Xanthan Gum, Sodium Hydroxide, Allantoin, Phenoxyethanol, Zinc Gluconate, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer.

CROSS SELLING

- Clear Pore Cleanser
- Instant Matte Toner
- All Over Acne Treatment
- SOS Acne Spot Treatment

Countercontrol SOS Acne Spot Treatment

This invisible formula penetrates pores to reduce blemishes and help clear up acne pimples.

Featuring our SkinBalance Complex, this lightweight gel treats breakouts without over-drying for a clearer, healthy-looking complexion.

US \$22

CAD \$29

NEW



SIZE: 15 ml / 0.5 fl oz

BEST FOR

Oily skin types and blemish-prone skin.

PERFORMANCE & SELLING TIPS

- Invisible gel formula.
- Treats breakouts without over-drying.
- A great rescue treatment for all when an unexpected blemish pops up.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Formulated without the use of harsh irritants and sensitizers like benzoyl peroxide and sulfur which can cause irritation, the spot treatment uses plant-based salicylic acid from wintergreen to exfoliate dead skin cells that clog pores and can lead to acne.

HOW TO USE

Spot-apply a thin layer to blemishes twice daily or as needed. Apply after All Over Acne Treatment.

KEY INGREDIENT BENEFITS

SkinBalance Complex: All Countercontrol products, featuring our signature SkinBalance Complex with wintergreen and rosebay willow, mattify skin, purify pores and reduce redness while keeping skin in balance.
Zinc Gluconate: helps aid blemish healing.

INGREDIENT LIST

Active ingredient (%w/w): Salicylic Acid 2%

Inactive ingredients: Water, Methylpropanediol, Alcohol denat., Glycerin, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Xanthan Gum, Sodium Hydroxide, Zinc Gluconate, Acacia Senegal Gum, Allantoin, Aloe Barbadensis Leaf Juice, Epilobium Angustifolium Flower/Leaf/Stem Extract.

CROSS SELLING

- Clear Pore Cleanser
- Instant Matte Toner
- All Over Acne Treatment
- Matte Effect Gel Cream

COUNTERMATCH COLLECTION

The Countermatch Collection is the ultimate regimen for hydrated, radiant skin. Powered by breakthrough Bio-Mimic Technology, each product harnesses the unique life-giving properties of plants to match the composition of skin, giving it precisely what it needs and nothing it doesn't.

The Countermatch Regimen

A regimen is the first step in any skin care routine and an important building block for your Clients. For Countermatch the regimen includes:

1. Cleanse: Countermatch Pure Calm Cleansing Milk
2. Prep: Recommend a prep step to your Client depending on their skin care needs*
3. Treat: Countermatch Intense Moisture Serum
4. Protect AM: Countermatch Adaptive Moisture Lotion
Protect PM: Countermatch Recovery Sleeping Cream

* For the Countermatch Prep, we recommend using Countercontrol Matte Toner, Rejuvenating Collection's Toner Pads, or Essential Nourishing Collection's Rose Water Mist.

1. CLEANSE

Countermatch Pure Calm Cleansing Milk

Featuring breakthrough Bio-Mimic Technology, this ultra-gentle cleanser removes makeup and impurities without surfactants that can strip away natural oils. Its conditioning formula respects skin's balance, replenishing essential hydration so skin feels soft and nourished, never dry or tight.

US \$32

CAD \$42



SIZE: 150 ml / 5 fl. oz.

BEST FOR

Normal, dry, combination/oily, and sensitive skin.

PERFORMANCE & SELLING TIPS

- Removes makeup, dirt and impurities from face and eyes.
- Retains skin's moisture, leaving it soft and comfortable.
- Completely respects skin's fragile barrier.
- Rinses away clean, allowing skin care applied afterwards to optimally absorb.
- Ophthalmologist tested.

PRODUCT PROFILE

- Gluten-free*
- Vegan
- Fragrance 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?

Harsh sulfates, such as SLS and SLES, are found in many face cleansers and can cause skin irritation. Our Countermatch Pure Calm Cleansing Milk uses Jojoba Seed Oil to deliver the cleansing performance you love in a gentler way.

HOW TO USE

Morning and night, massage onto dry face and neck. Rinse with warm water.

KEY INGREDIENT BENEFITS

Plum Oil: rich in omega 6, 9 and Vitamin E, it reinforces the moisture barrier for healthy-looking, vibrant skin.

Jojoba Seed Oil: a lightweight, non-greasy emollient that cleanses while providing soothing and moisturizing properties.

Coconut Oil: gently breaks down makeup and impurities while nourishing skin.

Tocopherol (Vitamin E): an antioxidant which can help protect skin from environmental stress.

Glycerin: helps maintain the outer skin barrier and prevent dryness.

INGREDIENT LIST

Aqua/Water/Eau, Cocos Nucifera (Coconut) Oil, Caprylic/Capric Triglyceride, Glycerin, Simmondsia Chinensis (Jojoba) Seed Oil, Lecithin, Prunus Domestica Seed Oil, Tocopherol, Xanthan Gum, Hydrogenated Lecithin, Phytic Acid, Phenethyl Alcohol, Sodium Benzoate, Phenoxyethanol.

CROSS SELLING

- Countermatch Intense Moisture Serum
- Countermatch Eye Rescue Cream
- Countermatch Adaptive Moisture Lotion
- Countermatch Recovery Sleeping Cream
- Tint Skin Foundation

Countermatch Intense Moisture Serum

Infused with two forms of hyaluronic acid, this powerful serum absorbs quickly to deliver a concentrated boost of moisture for immediate and long-lasting hydration. Vitamins C and E provide antioxidant protection, while breakthrough Bio-Mimic Technology harnesses the unique life-giving properties of plants to exactly match the structure of skin, giving it precisely what it needs and nothing it doesn't.

US \$48

CAD \$58



SIZE: 30 ml / 1 oz.

BEST FOR

Normal, dry, combination/oily, or sensitive skin, and those seeking an intensive boost of hydration.

PERFORMANCE & SELLING TIPS

- Delivers an immediate boost of hydration.
- Infused with antioxidants to protect skin from environmental stress.
- Provides concentrated nutrition for healthy skin.
- Lightweight, fluid texture offers easy layering, morning and night.

PRODUCT PROFILE

- Vegan
- No added fragrance, however you may notice the natural scent of plum oil
- 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?

Countermatch Intense Moisture Serum is formulated with plant derived ingredients and without the use of mineral oil or synthetic fragrances.

HOW TO USE

Use morning and night after cleansing and before applying moisturizer. Massage gently into face, neck, and décolletage with upward strokes.

KEY INGREDIENT BENEFITS

Hyaluronic Acid: one of the most effective hydrating ingredients, it delivers moisture without clogging pores. Intense Moisture Serum contains two forms of Hyaluronic Acid for ultimate hydration.

Vitamins C & E: energize skin and provide antioxidant protection to help fight free radicals.

Arginine: found naturally in beet root, it provides nutrients and energy for vibrant, healthy skin.

INGREDIENT LIST

Aqua/Water/Eau, Betaine, Methylpropanediol, Pentylene Glycol, Squalane, C10-18 Triglycerides, Prunus Domestica Seed Extract, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Aloe Barbadensis Leaf Juice, Arginine, Lysolecithin, Sclerotium Gum, Tetrahexyldecyl Ascorbate, Glycerin, Glyceryl Laurate, Phytic Acid, Pullulan, Xanthan Gum, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Silica, Potassium Sorbate, Salicylic Acid, SD Alcohol 40B (Alcohol denat.).

CROSS SELLING

- Countermatch Eye Rescue Cream
- Countermatch Adaptive Moisture Lotion
- Countermatch Recovery Sleeping Cream
- Cleansing Balm
- Tint Skin Foundation

4. PROTECT AM

Countermatch Adaptive Moisture Lotion

This lightweight lotion helps skin adapt to the ever-changing aggressors of modern life by adjusting hydration levels throughout the day for a smooth look and feel, and a radiant glow. Breakthrough Bio-Mimic Technology harnesses the unique life-giving properties of plants to exactly match the structure of skin, giving it precisely what it needs and nothing it doesn't.

US \$49

CAD \$60

BEST
SELLER



SIZE: 50 ml / 1.7 fl. oz.

BEST FOR

Normal, dry, combination/oily, and sensitive skin.

PERFORMANCE & SELLING TIPS

- Leaves skin refreshed, vibrant, and radiant.
- Helps skin function at peak performance.
- Lightweight formula absorbs quickly.
- Adjusts hydration levels throughout the day to keep skin within the optimal hydration zone for 24 hours.

PRODUCT PROFILE

- Vegan
- Preservative-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 Countermatch Day Cream naturally adapts to your skin's hydration needs resulting in smoother, more even skin without the need for silicones or synthetic polymers.

HOW TO USE

Apply to face, neck, and chest after cleansing. Pairs perfectly with your favorite facial treatments, including serums and oils.

KEY INGREDIENT BENEFITS

- Shea Butter:* rich in vitamin E to boost hydration.
- Squalane:* derived from olives, it draws moisture into the skin and visibly restores elasticity.
- Phytic Acid:* sourced from green rice, this gentle exfoliator boosts radiance and helps skin breathe for a natural-looking glow.
- Plum Oil:* moisturizes and nourishes.
- Salicylic acid:* helps even skin tone.
- Arginine:* found naturally in beet root, it provides nutrients and energy for vibrant, healthy skin.

INGREDIENT LIST

Aqua/Water/Eau, Caprylic/Capric Triglyceride, Pentylene Glycol, Prunus Domestica Seed Extract, Glycerin, C12-16 Alcohols, Squalane, C10-18 Triglycerides, Butyrospermum Parkii (Shea) Butter, Phytic Acid, Aloe Barbadensis Leaf Juice, Palmitic Acid, Olus Oil (Vegetable Oil)/Huile végétale, Arginine, Behenyl Alcohol, Xanthan Gum, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Hydrogenated Lecithin, Hydrogenated Vegetable Oil, Salicylic Acid.

CROSS SELLING

- Cleansing Balm
- No. 2 Plumping Facial Mist
- Rejuvenating Eye Cream

Countermatch Recovery Sleeping Cream

This advanced blend of hyaluronic acid, plum oil, and tara gum creates a protective layer to shield skin from moisture loss, replenishing hydration and revitalizing skin while you sleep. Breakthrough Bio-Mimic Technology harnesses the unique life-giving properties of plants to exactly match the structure of skin, giving it precisely what it needs and nothing it doesn't.

US \$56

CAD \$69



SIZE: 50 ml / 1.7 oz.

BEST FOR

Normal, dry, combination/oily, or sensitive skin, and those seeking additional moisture at night.

PERFORMANCE & SELLING TIPS

- Provides rich, intense moisture to amplify skin's nightly repair process.
- Shields skin from moisture loss.
- Contains high percentages of moisturizing ingredients for more comforted, smoother skin.
- Airless jar dispenses the perfect amount every night.

PRODUCT PROFILE

- Vegan
- No added fragrance, however you may notice the natural scent of plum oil

*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?

Countermatch Recovery Sleeping Cream is formulated without silicones or synthetic polymers. Instead, it relies on plant derived ingredients, such as squalene, to hydrate the skin.

HOW TO USE

Use nightly after cleansing. Massage gently into face, neck, and décolletage with upward strokes.

KEY INGREDIENT BENEFITS

Hyaluronic Acid: one of the most effective hydrating ingredients, it delivers moisture without clogging pores. Recovery Sleeping Cream contains two forms of Hyaluronic Acid for ultimate hydration.

Plum Oil: rich in omegas 6 & 9 and vitamin E, it reinforces the moisture barrier for healthy-looking, vibrant skin.

Tara Gum: this Peruvian plant is a nutrient for skin, helping it effectively revitalize while you sleep.

INGREDIENT LIST

Aqua/Water/Eau, Pentylene Glycol, Butyrospermum Parkii (Shea) Butter, Prunus Domestica Seed Extract, C10-18 Triglycerides, Caprylic/Capric Triglyceride, Glycerin, C12-16 Alcohols, Behenyl Alcohol, Squalane, Macadamia Integriifolia Seed Oil, Olus Oil (Vegetable Oil)/Huile végétale, Palmitic Acid, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Betaine, Phytic Acid, Aloe Barbadensis Leaf Juice, Tocopherol, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Helianthus Annuus (Sunflower) Seed Oil, Salicylic Acid, Arginine, Caesalpinia Spinosa Gum, Xanthan Gum, Hydrogenated Vegetable Oil, Hydrogenated Lecithin.

CROSS SELLING

- Countermatch Adaptive Moisture Lotion
- Countermatch Eye Rescue Cream
- Countermatch Intense Moisture Serum
- Cleansing Balm
- Tint Skin Foundation

Countermatch Eye Rescue Cream

Formulated for the delicate eye area, this cream awakens eyes with hydrating squalane. Betaine works to boost oxygenation and help reduce the appearance of shadows and puffiness. Breakthrough Bio-mimic Technology harnesses the unique life-giving properties of plants to exactly match the structure of skin, giving it precisely what it needs and nothing it doesn't.

US \$39

CAD \$47



SIZE: 15 ml / .5 oz.

BEST FOR

All skin types and those wanting to address dryness, under-eye shadows and puffiness.

PERFORMANCE & SELLING TIPS

- Moisturizing formula energizes tired eyes.
- Easily absorbs so makeup glides on smoothly.
- Minimizes under-eye shadows.
- Ophthalmologist tested, safe for contact lens wearers.

PRODUCT PROFILE

- Vegan
- No added fragrance
- 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?

Countermatch Eye Rescue Cream is formulated without the use of formaldehyde, a potentially carcinogenic preservative commonly used in eye creams which has also been linked to detrimental effects on the immune system. Formaldehyde can also be listed as formalin, formic aldehyde, merthaldehyde, methanol and oxomethane.

HOW TO USE

Use morning and night. Lightly pat around eye area until fully absorbed.

KEY INGREDIENT BENEFITS

Squalane: derived from olives, it draws moisture into the skin and visibly restores elasticity.

Betaine: found in sugar beets, it increases oxygenation to help reduce the appearance of shadows.

Phytic Acid: stimulates oxygenation to help awaken tired eyes.

INGREDIENT LIST

Aqua/Water/Eau, Pentylene Glycol, Caprylic/Capric Triglyceride, C12-16 Alcohols, Betaine, C10-18 Triglycerides, Squalane, Butyrospermum Parkii (Shea) Butter, Macadamia Integriolia Seed Oil, Glycerin, Olus Oil (Vegetable Oil)/Huile végétale, Aloe Barbadensis Leaf Juice, Phytic Acid, Tocopherol, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Helianthus Annuus (Sunflower) Seed Oil, Behenyl Alcohol, Palmitic Acid, Arginine, Xanthan Gum, Salicylic Acid, Hydrogenated Lecithin, Hydrogenated Vegetable Oil.

CROSS SELLING

- Countermatch Adaptive Moisture Lotion
- Countermatch Recovery Sleeping Cream
- Countermatch Intense Moisture Serum
- Cleansing Balm
- Dew Skin Tinted Moisturizer

Countermatch Adaptive Body Moisturizer

Achieve all-day hydration and smoother, youthful-looking tone with this breakthrough body lotion. Created with patent-pending Bio-Mimic Technology, Countermatch adapts to your skin, delivering exactly the nourishment it needs and nothing it doesn't. Rich yet rapidly absorbing, it softens without a trace of stickiness. The result? Refreshed, vibrant, radiant skin at its peak performance.

US \$39

CAD \$51



SIZE: 242 ml / 8.2 fl. oz.

BEST FOR

All skin types including sensitive.

PERFORMANCE & SELLING TIPS

- Provides 24-hours of hydration.
- Relieves dryness, dullness, and uneven texture.
- 100% naturally-derived and effective ingredients.
- Moisturizes without a trace of stickiness, meaning you can get dressed instantly.

PRODUCT PROFILE

- Gluten-free*
- Vegan
- Preservative-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?

With more skin to cover, body lotions offer the most exposure to potentially toxic ingredients, like mineral oil and PEGs. Our Countermatch Adaptive Body Moisturizer is free from PEGs (ethoxylated emulsifiers), synthetic fragrances, mineral oils, and silicones and instead uses 100% naturally-derived ingredients to nourish skin.

HOW TO USE

Smooth on after bath or shower and anytime skin feels dry.

KEY INGREDIENT BENEFITS

Shea Butter: rich in vitamin E, it boosts hydration and restores elasticity.
Squalane: derived from olives, it draws moisture into skin and helps retain moisture, restoring skin suppleness.
Plum Oil: rich in omegas 6 & 9 and vitamin E, it reinforces the moisture barrier for healthy-looking, vibrant skin.
Aloe Vera: rich in vitamins and minerals, it provides a soothing and calming effect.

INGREDIENT LIST

Aqua/Water/Eau, Caprylic/Capric Triglyceride, Pentylene Glycol, Glycerin, C12-16 Alcohols, C10-18 Triglycerides, Prunus Domestica Seed Extract, Butyrospermum Parkii (Shea) Butter, Phytic Acid, Aloe Barbadensis Leaf Juice, Palmitic Acid, Squalane, Arginine, Helianthus Annuus (Sunflower) Seed Oil, Behenyl Alcohol, Xanthan Gum, Tocopherol, Salicylic Acid, Hydrogenated Lecithin.

CROSS SELLING

- Body Wash in Citrus Mimosa
- Sugar Body Scrub in Lemongrass
- Countermatch Adaptive Moisture Lotion
- Glow Shimmer Oil

COUNTERTIME REJUVENATING COLLECTION

An advanced six-piece set specially formulated with jambu extract to boost skin's resilience and curb first signs of aging. Whether you're experiencing increased dryness, fine lines, or uneven skin tone, this full routine helps reveal a brighter, firmer complexion with consistent day-and-night use.

The Countertime Rejuvenating Regimen

A regimen is the first step in any skin care routine and an important building block for your Clients. For Countertime Rejuvenating the regimen includes:

1. Cleanse: Rejuvenating Face Cleanser
2. Prep: Rejuvenating Toner Pads
3. Treat: Rejuvenating Radiance Serum
4. Protect AM: Rejuvenating Day Cream
Protect PM: Rejuvenating Night Cream

1. CLEANSE

Rejuvenating Face Cleanser

A softening blend of fruit and berry seed oils keeps this face cleanser gentle and non-greasy, while providing nourishing benefits so skin looks and feels soft and clean.

US \$43

CAD \$54



SIZE: 100 ml / 3.4 fl. oz.

BEST FOR

All skin types and those who want to fight the signs of aging.

PERFORMANCE & SELLING TIPS

- Removes makeup and impurities.
- Provides light lather with gentle cleansing agents.
- Leaves skin feeling clean and soft.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Rejuvenating Face Cleanser is free of methylisothiazolinone and dimethyl-dimethyl (DMDM) hydantoin, preservatives commonly used in facial cleansers. Both of these preservatives have been associated with skin irritation and allergic reactions, and DMDM hydantoin functions by releasing formaldehyde, a known carcinogen.

HOW TO USE

Gently massage into damp skin and rinse thoroughly.

KEY INGREDIENT BENEFITS

Cranberry Seed Oil: lightweight and non-greasy, it helps soothe skin.
Raspberry Seed Oil: nourishes, softens, and conditions skin.
Apricot Kernel Oil: easily absorbed, it hydrates and softens skin.
Decyl Glucoside: mild and gentle cleanser.

INGREDIENT LIST

Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Glycerin, Cocamidopropyl Hydroxysultaine, Cetearyl Alcohol, Sodium Chloride, Decyl Glucoside, Glyceryl Caprylate, Carbomer, Xanthan Gum, Sodium Hydroxide, Caprylhydroxamic Acid, Butyrospermum Parkii (Shea) Butter, Prunus Armeniaca (Apricot) Kernel Oil, Sucrose*, Aloe Barbadensis Leaf Juice, Vitis Vinifera (Grape) Seed Oil*, Rubus Idaeus (Raspberry) Seed Oil*, Vaccinium Macrocarpon (Cranberry) Seed Oil*, Chamomilla Recutita (Matricaria) Flower Extract, Calendula Officinalis Flower Extract, Camellia Oleifera Leaf Extract, Arctium Lappa Root Extract, Equisetum Arvense Extract, Frangula Alnus Bark Extract, Geranium Maculatum Extract, Juglans Nigra (Black Walnut) Leaf Extract, Larrea Divaricata Extract, Quassia Amara Wood Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Symphytum Officinale Root Extract, Urtica Dioica (Nettle) Extract, Mimosa Tenuiflora Bark Extract, Artemisia Pallens (Davana) Flower Oil*, Anthemis Nobilis Flower Oil*, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Damascena Flower Oil, Magnolia Champaca Flower Oil.

*Organic/Biologique

CROSS SELLING

- Rejuvenating Toner Pads
- Rejuvenating Radiance Serum

Rejuvenating Toner Pads

Your first line of defense against daily stressors after cleansing, these lightly scented toning pads contain antioxidant-rich mixed fruit acid complex and vitamin C, along with lentil seed and algae extracts to refine skin's texture and tone.



US \$45

CAD \$56

SIZE: 40 pads

BEST FOR

All skin types and those who want to fight the first signs of aging.

PERFORMANCE & SELLING TIPS

- Brightens and tightens pores, and helps even skin tone.
- Preps skin before treatments and moisturizers.
- Easy to use pads make for a faster skin care routine.
- 73% of women experienced a significant decrease in the appearance of pores after four weeks of use.*

*Results based on independent, 8-week, 26-subject, single-blind clinical and consumer perception study.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Skin toners often contain polysorbates, ethoxylated solubilizers that may be contaminated with known carcinogens. Our Rejuvenating Toner Pads use a combination of plant-derived solubilizers to blend oil, and water-based ingredients safely for excellent performance.

HOW TO USE

Sweep a single pad over face and neck with upward strokes. Use daily after cleansing.

KEY INGREDIENT BENEFITS

Algae Extract: aids in softening and brightening skin.
Lentil Seed Extract: provides skin conditioning benefits.
Mixed Fruit Acid Complex: helps to refresh the skin's surface.
Jambu Extract: promotes a firmer, more youthful look.

INGREDIENT LIST

Aqua/Water/Eau, Propanediol, Glycerin, Glyceryl Caprylate, Polyglyceryl-4 Caprylate, Polyglyceryl-6 Caprylate/Caprinate, Saccharum Officinarium (Sugarcane) Extract, Caprylhydroxamic Acid, Sucrose, Tamarindus Indica (Tamarind) Seed Polysaccharide, Caprylic/Capric Triglyceride, Spilanthes Acmella (Paracress) Flower Extract, Lens Esculenta (Lentil) Seed Extract, Pyrus Malus (Apple) Fruit Extract, Citrus Aurantium Dulcis (Orange) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Calendula Officinalis (Calendula) Flower Extract, Camellia Oleifera (Camellia) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Magnesium Ascorbyl Phosphate, Rubus Idaeus (Raspberry) Seed Oil, Vaccinium Macrocarpon (Cranberry) Seed Oil, Vitis Vinifera (Grape) Seed Oil, Algae Extract, Xanthan Gum, Camellia Sinensis (Green Tea) Leaf Extract, Prunus Armeniaca (Apricot) Kernel Oil, Mimosa Tenuiflora (Mimosa) Bark Extract, Anthemis Nobilis (Chamomile) Flower Oil*, Artemisia Pallens (Davana) Flower Oil*, Michelia Champaca Flower Extract, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Damascena (Rose) Flower Oil, Sodium Benzoate.

*Organic/Biologique

CROSS SELLING

- Rejuvenating Face Cleanser
- Rejuvenating Radiance Serum

Rejuvenating Radiance Serum

Our Rejuvenating Radiance Serum helps even the look of skin tone, improve hydration, and reduce the appearance of fine lines thanks to a combination of vitamin C and algae extract. Lightweight and easily absorbed, the formula is a must for layering under moisturizer.

US \$68

CAD \$82



SIZE: 30 ml / 1 fl. oz.

BEST FOR

All skin types and those who want to fight the first signs of aging.

PERFORMANCE & SELLING TIPS

- Creamy yet lightweight formula hydrates while leaving skin feeling firm and refreshed.
- Layers smoothly under Rejuvenating Day Cream or Night Cream.
- 72% of women showed a significant increase in skin firmness after 8 weeks of use.*

*Results based on independent, 8-week, 25-subject, single-blind clinical and consumer perception study.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Retinol or retinyl palmitate (forms of vitamin A) are commonly used in anti-aging products to stimulate the regeneration of skin cells. However, when vitamin A is exposed to UV light, it can produce free radicals that damage DNA and may be linked to cancer. Instead, we use spilanthes acmella flower extract to gently stimulate collagen synthesis for firmer skin in the Rejuvenating Radiance Serum.

HOW TO USE

Use morning and night after cleansing and before applying moisturizer. Massage gently into face, neck, and décolletage with upward strokes. Follow with Rejuvenating Day Cream or Rejuvenating Night Cream.

KEY INGREDIENT BENEFITS

Ginger Root Extract: provides skin conditioning and soothing benefits.

Lentil Seed Extract: helps to reduce the appearance of pores.

Vitamin C: brightens skin and reduces the appearance of age spots, fine lines, and wrinkles.

Jambu Extract: promotes a firmer, more youthful look.

INGREDIENT LIST

Aqua/Water/Eau, Caprylic/Capric Triglyceride, Glycerin, Glyceryl Stearate, Sclerotium Gum, Saccharum Officinarium (Sugar cane) Extract, Cetyl Alcohol, Polyglyceryl-6 Palmitate/Succinate, Propanediol, Glyceryl Caprylate, Cetearyl Alcohol, Tetrahexyldecyl Ascorbate, Butyrospermum Parkii (Shea) Butter, Caprylhydroxamic Acid, Prunus Armeniaca (Apricot) Kernel Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Trehalose, Bisabolol, Camellia Sinensis (Green Tea) Leaf Extract, Pyrus Malus (Apple) Fruit Extract, Spilanthes Acmella (Paracress) Flower Extract, Trisodium Ethylenediamine Disuccinate, Sucrose, Vitis Vinifera (Grape) Seed Oil*, Rubus Idaeus (Raspberry) Seed Oil, Vaccinium Macrocarpon (Cranberry) Seed Oil, Citrus Aurantium Dulcis (Orange) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Hydrolyzed Alginate, Boerhavia Diffusa (Red Spiderling) Root Extract, Calendula Officinalis (Calendula) Flower Extract, Camellia Oleifera (Camellia) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Maris Aqua/Sea Water/Eau de Mer, Chlorella Vulgaris Extract, Palmitoyl Tripeptide-37, Zingiber Officinale (Ginger) Root Extract, Algae Extract, Mimosa Tenuiflora (Mimosa) Bark Extract, Artemisia Pallens (Davana) Flower Oil*, Anthemis Nobilis (Chamomile) Flower Oil*, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Damascena (Rose) Flower Oil, Magnolia Champaca (Joy Perfume Tree) Flower Oil, Sodium Hydroxide, Sodium Benzoate.

*Organic/Biologique

CROSS SELLING

- Rejuvenating Face Cleanser
- Rejuvenating Day Cream

4. PROTECT AM

Rejuvenating Day Cream

Soften and soothe skin while helping increase elasticity. A combination of omega-rich natural oils and vitamin-rich fruit extracts hydrates and brightens skin, while Spilanthes acmella flower extract helps reduce the appearance of fine lines and wrinkles.

US \$73

CAD \$87



SIZE: 0.4 fl. oz. / 11g

BEST FOR

All skin types and those who want to fight the signs of aging.

PERFORMANCE & SELLING TIPS

- Lightweight and hydrating.
- Doubles as a primer for makeup.
- Helps to increase firmness and elasticity.
- 90% of women reported skin was more soft and supple after eight weeks of use.*

*Results based on independent, 8-week, 29-subject, single-blind clinical and consumer perception study.)

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Retinol or retinyl palmitate (forms of vitamin A) are commonly used in anti-aging products to stimulate the regeneration of skin cells. However, when vitamin A is exposed to UV light, it can produce free radicals that damage DNA, and may be linked to cancer. Rejuvenating Radiance Serum contains spilanthes acmella flower extract to gently stimulate collagen synthesis for firmer skin.

HOW TO USE

Apply one pump or pearl-sized amount to face, neck, and décolletage, massaging gently into skin with upward strokes. Use daily after cleansing.

KEY INGREDIENT BENEFITS

Para Cress Flower: gives skin a firmer look and reduces the appearance of fine lines.

Vitamin C: brightens skin, evens skin tone, and reduces the appearance of fine lines.

Hydrolyzed Algin: forms a protective layer to lock in moisture.

Jambu Extract: promotes a firmer, more youthful look.

INGREDIENT LIST

Aqua/Water/Eau, Caprylic/Capric Triglyceride, Dicaprylyl Carbonate, Propanediol, Glyceryl Stearate, Silica, Glycerin, Polyglyceryl-6 Palmitate/Succinate, Cetyl Alcohol, Dimethicone, Aloe Barbadensis Leaf Juice, Sodium Stearoyl Glutamate, Cetearyl Alcohol, Butyrospermum Parkii (Shea) Butter, Prunus Armeniaca (Apricot) Kernel Oil, Carbomer, Xanthan Gum, Bisabolol, Butylene Glycol, Pentylene Glycol, Moringa Oleifera (Moringa) Seed Extract, Spilanthes Acmella (Paracress) Flower Extract, Tetrahexyldecyl Ascorbate, Vitis Vinifera (Grape) Seed Oil*, Rubus Idaeus (Raspberry) Seed Oil, Vaccinium Macrocarpon (Cranberry) Seed Oil, Calendula Officinalis (Calendula) Flower Extract, Camellia Oleifera (Camellia) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Hydroxyphenyl Propamidobenzoic Acid, Hydrolyzed Algin, Zingiber Officinale (Ginger) Root Extract, Maris Aqua/Sea Water/Eau de mer, Palmitoyl Tripeptide-37, Chlorella Vulgaris Extract, Sucrose, Mimosa Tenuiflora Bark Extract, Artemisia Pallens (Davana) Flower Oil*, Anthemis Nobilis Flower Oil*, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Damascena (Rose) Flower Oil, Magnolia Champaca (Joy Perfume Tree) Flower Oil, Phenoxyethanol, Ethylhexylglycerin.

*Organic/Biologique

CROSS SELLING

- Rejuvenating Night Cream
- Rejuvenating Face Cleanser

4. PROTECT PM

Rejuvenating Night Cream

Lock in moisture during sleep for skin that looks and feels smoother, firmer, and more hydrated in the morning. Formulated with algae extract and safflower oil, this rich night cream helps intensify the nightly cycle of natural skin repair.

US \$75

CAD \$89



SIZE: 45 ml / 1.5 fl. oz.

BEST FOR

All skin types and those who want to fight the first signs of aging.

PERFORMANCE & SELLING TIPS

- Provides both immediate and long-lasting moisture.
- Leaves skin supple, soft, and dewy.
- 100% of women showed a significant increase in skin hydration and 81% of women showed a significant improvement in skin elasticity after 8 hours.*

*Results based on independent, single-blind, clinical and consumer perception study.

PRODUCT PROFILE

- Vegan
- Gluten-free*

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

WHY IS IT SAFER?

Our Rejuvenating Night Cream does not contain retinol or retinyl palmitate (forms of vitamin A), two of the most common ingredients in anti-aging products. When vitamin A is exposed to UV light, it can produce free radicals that damage DNA and may play a part in causing cancer.

HOW TO USE

Massage gently into face, neck, and décolletage with upward strokes. Use nightly after cleansing.

KEY INGREDIENT BENEFITS

Apricot Kernel Oil: soothes, hydrates, and softens skin without leaving greasy residue.
Hydrolyzed Algin and Chlorella Vulgaris: protective layers lock in moisture.
Raspberry Seed Oil: high in vitamin E and rich in antioxidants.
Jambu Extract: promotes a firmer, more youthful look.

INGREDIENT LIST

Aqua/Water/Eau, Butyrospermum Parkii (Shea) Butter, Caprylic/Capric Triglyceride, Carthamus Tinctorius (Safflower) Oleosomes, Propanediol, Coconut Alkanes, Cetearyl Oliviate, Sorbitan Oliviate, Cetyl Alcohol, Dimethicone, Prunus Armeniaca (Apricot) Kernel Oil, Stearic Acid, Hydrogenated Lecithin, Glycerin, Carbomer, Coco-Caprylate/Caprata, Ethylhexylglycerin, Xanthan Gum, Vitis Vinifera (Grape) Seed Oil*, Rubus Idaeus (Raspberry) Seed Oil, Vaccinium Macrocarpon (Cranberry) Seed Oil, Tetrahexyldecyl Ascorbate, Trisodium Ethylenediamine Disuccinate, Calendula Officinalis (Calendula) Flower Extract, Camellia Oleifera (Camellia) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Spilanthes Acmella (Paracress) Flower Extract, Hydrolyzed Algin, Maris Aqua/Sea Water/Eau de mer, Palmitoyl Tripeptide-37, Chlorella Vulgaris Extract, Sucrose, Mimosa Tenuiflora (Mimosa) Bark Extract, Artemisia Pallens (Davana) Flower Oil*, Anthemis Nobilis Flower Oil*, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Damascena (Rose) Flower Oil, Magnolia Champaca (Joy Perfume Tree) Flower Oil, Sodium Hydroxide, Sodium Benzoate, Phenoxyethanol.

*Organic/Biologique

CROSS SELLING

- Rejuvenating Day Cream
- Rejuvenating Eye Cream

Rejuvenating Eye Cream

Reduce puffiness and diminish the appearance of fine lines with this soothing formula, made with skin-conditioning algae and caffeine.

US \$63

CAD \$75



SIZE: 15 ml / 0.5 fl. oz.

BEST FOR

All skin types and those who want to fight the signs of aging.

PERFORMANCE & SELLING TIPS

- Soothing formula leaves eye area instantly refreshed and moisturized.
- Decreases the appearance of under-eye dark circles.
- 89% of women reported under-eye puffiness was reduced and fine lines were diminished.*

*Results based on independent, 8-week, 28-subject, single-blind clinical and consumer perception study.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Rejuvenating Eye Cream does not contain retinol or retinyl palmitate (forms of vitamin A), two of the most common ingredients in anti-aging products. When vitamin A is exposed to UV light, it can produce free radicals that damage DNA and may be linked to cancer.

HOW TO USE

Lightly pat a small, pearl-sized amount around eye area with your ring finger until fully absorbed. Use morning and night.

KEY INGREDIENT BENEFITS

Brown and Red Algae Extracts: combat the appearance of dark circles and puffiness under eyes.

Caffeine: cools, soothes, and helps diminish the appearance of under-eye puffiness.

Vitamin C: brightens skin, evens skin tone, and reduces the appearance of fine lines.

Jambu Extract: promotes a firmer, more youthful look.

INGREDIENT LIST

Aqua/Water/Eau, Propanediol, Prunus Armeniaca (Apricot) Kernel Oil, Coco-Caprylate, Cetearyl Alcohol, Caprylic/Capric, Triglyceride, Dimethicone, Silica, Sodium Stearoyl Glutamate, Sorbitol, Carbomer, Cetyl Alcohol, Sodium Benzoate, Xanthan Gum, Glycerin, Caffeine, Ethylhexylglycerin, Vitis Vinifera (Grape) Seed Oil, Rubus Idaeus (Raspberry) Seed Oil, Vaccinium Macrocarpon (Cranberry) Seed Oil, Sodium Hydroxide, Spilanthes Acmella (Paracress) Flower Extract, Ascophyllum Nodosum (Algae) Extract, Asparagopsis Armata (Red Algae) Extract, Tetrahexyldecyl Ascorbate, Trisodium Ethylenediamine Disuccinate, Calendula Officinalis (Calendula) Flower Extract, Camellia Oleifera (Camellia) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Palmitoyl Tripeptide-37, Hydrolyzed Algin, Sucrose, Maris Aqua/Sea Water/Eau de mer, Chlorella Vulgaris Extract, Phenoxyethanol.

CROSS SELLING

- Rejuvenating Day Cream
- Rejuvenating Radiance Serum

COUNTERMAN

Countermand is a line of safer, results-driven skin care designed specifically for men. Featuring our breakthrough Sequoia Stem Cell Complex, all Countermand formulas help protect skin from every day stress.

Clean deeper. Groom Safer. Look better.
Because men deserve cleaner, safer skincare, too.

The Countermand Shave Regimen

1. Cleanse: Daily Exfoliating Cleanser
 2. Shave: Smoothing Shave Cream
 3. Prep: Clarifying Toner Pads
 4. Protect: Oil-Free Face Lotion
- Soothe: Cooling Aftershave Tonic*

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

The Countermand Beard Regimen

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

CLEANSER

Counterman Daily Exfoliating Cleanser

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



US \$25

CAD \$33

NEW

SIZE: 177mL / 6 fl oz

BEST FOR

For men of all skin types.

AT A GLANCE

This daily cleanser contains exfoliating jojoba beads to unclog pores and remove dirt, oil, and dead skin cells, and aloe to help to soothe and calm skin.

PERFORMANCE & SELLING TIPS

- Effectively removes dirt, oil, and other impurities.
- Gently exfoliates.
- Leaves skin feeling refreshed, not stripped or dry.
- To further control excess oil and help remove impurities, use No.3 Balancing Facial Mask 1-2 times a week.
- Sequoia Fresh Scent.

PRODUCT PROFILE

- Gluten-free*
- Peanut-free*
- Soy-free*

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

WHY IS IT SAFER?

Formulated without harsh irritants like Benzyl Benzoate, BHT & formaldehyde releasers, which can be harmful to human health.

HOW TO USE

Massage onto face and rinse with warm water.

KEY INGREDIENT BENEFITS

Jojoba Beads: Gently exfoliate to help unclog pores and remove dead skin cells and impurities.

Aloe: Known to soothe and hydrate skin.

Sequoia Stem Cell Complex: All Counterman formulas feature Sequoia Stem Cell Complex, an anti-oxidant to help protect skin from environmental stress.

INGREDIENT LIST

Aqua/Water/Eau, Sodium Cocoyl Glutamate, Sodium Lauryl Glucose Carboxylate, Glycerin, Lauryl Glucoside, Jojoba Esters, Sodium Citrate, Xanthan Gum, Gluconolactone, Acacia Senegal Gum, Aloe Barbadensis Leaf Juice Powder*, Pogostemon Cablin Oil, Panthenol, Sequoia Sempervirens Leaf Cell Extract, Pelargonium Graveolens Flower Oil, Sodium Phytate, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citric Acid, Myristica Fragrans (Nutmeg) Kernel Oil, Vitis Vinifera (Grape) Flower Cell Extract, Lavandula Angustifolia (Lavender) Oil, Calcium Gluconate, Vetiveria Zizanoides Root Oil, Sorbic Acid, Sodium Benzoate.

*Organic/Biologique

CROSS SELLING

- Counterman Clarifying Toner Pads
- Counterman Oil-Free Face Lotion
- Counterman Smoothing Shave Cream
- Counterman Cooling Aftershave Tonic
- Counterman Conditioning Beard Oil
- Counterman Energizing Charcoal Body Wash
- Counterman Charcoal Body Bar
- No.3 Balancing Facial Mask

SHAVE

Counterman Smoothing Shave Cream

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

US \$20

CAD \$26

NEW



SIZE: 125mL / 4.5 fl oz

BEST FOR

For men of all skin types.

AT A GLANCE

A conditioning cream for a close, comfortable shave.

PERFORMANCE & SELLING TIPS

- Provides a close, comfortable shave.
- Conditions and softens facial hair.
- In conjunction with Smoothing Shave Cream, use Overnight Resurfacing Peel to help clear dull surface skin cells and improve skin.
- Fragrance free.

PRODUCT PROFILE

- Gluten-free*
- Peanut-free*
- Soy-free*

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

WHY IS IT SAFER?

Formulated without EDTA, polysorbates, and parabens which may be harmful to health.

HOW TO USE

Before applying Smoothing Shave Cream, shake the bottle well. Apply to damp face, shave, and rinse.

KEY INGREDIENT BENEFITS

A blend of aloe and shea butter: Helps condition and soften facial hair.
Sequoia Stem Cell Complex: All Counterman formulas feature Sequoia Stem Cell Complex, an anti-oxidant to help protect skin from environmental stress.

INGREDIENT LIST

Aqua/Water/Eau, Myristic Acid, Palmitic Acid, Stearic Acid, Coconut Acid, Potassium Hydroxide, Capryloyl/Caproyl Methyl Glucamide, Lauroyl/Myristoyl Methyl Glucamide, Aloe Barbadensis Leaf Extract*, Sequoia Sempervirens Leaf Cell Extract, Vitis Vinifera (Grape) Flower Cell Extract, Menthol, Butyrospermum Parkii (Shea) Butter*, Glycerin, Taurine, Lauric Acid.

*Organic/Biologique

CROSS SELLING

- Counterman Daily Exfoliating Cleanser
- Counterman Clarifying Toner Pads
- Counterman Oil-Free Face Lotion
- Counterman Cooling Aftershave Tonic
- Counterman Conditioning Beard Oil
- Counterman Energizing Charcoal Body Wash
- Counterman Charcoal Body Bar
- Overnight Resurfacing Peel

PREP

Counterman Clarifying Toner Pads

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



US \$36

CAD \$47

NEW

SIZE: 40 Pads; 3 in (7.62 cm) Diameter

BEST FOR

For men of all skin types.

AT A GLANCE

These easy-to-use pads quickly remove dirt and excess oil with every swipe.

PERFORMANCE & SELLING TIPS

- Removes residual dirt and excess oil.
- Helps tighten pores.
- Helps improve skin's texture.
- Great for the gym bag or as an on-the-go product to quickly refresh the skin.
- Sequoia Fresh Scent.

PRODUCT PROFILE

- Gluten-free*
- Peanut-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?

Skin toners often contain polysorbates, ethoxylated solubilizers that may be contaminated with potentially harmful ingredients. Our Toner Pads use a combination of plant-derived solubilizers to blend oil and water-based ingredients for excellent performance and feel.

HOW TO USE

Sweep over clean, dry face and neck after cleansing. If shaving, skip the Clarifying Toner Pads and apply Aftershave Tonic and Oil-Free Face Lotion.

KEY INGREDIENT BENEFITS

Witch Hazel: Astringent to remove dirt, excess oil and help tighten pores.
Sequoia Stem Cell Complex: All Counterman formulas feature Sequoia Stem Cell Complex, an anti-oxidant to help protect skin from environmental stress.
Camellia Oleifera Leaf Extract (Green Tea): Known for its anti-aging properties, with high anti-oxidant benefits and skin-soothing properties.

INGREDIENT LIST

Aqua/Water/Eau, Propanediol, Hamamelis Virginiana (Witch Hazel) Water, Glycerin, Alcohol, Polyglyceryl-4 Caprate, Sequoia Sempervirens Leaf Cell Extract, Vitis Vinifera (Grape) Flower Cell Extract, Polyglyceryl-3 Cocoate, Polyglyceryl-6 Caprylate, Pogostemon Cablin Oil, Polyglyceryl-6 Ricinoleate, Lavandula Angustifolia (Lavender) Oil, Ethylhexylglycerin, Tamarindus Indica Seed Polysaccharide, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Camellia Oleifera Leaf Extract, Myristica Fragrans (Nutmeg) Kernel Oil, Taurine, Pelargonium Graveolens Flower Oil, Vitis Vinifera (Grape) Seed Oil*, Vetiveria Zizanioides Root Oil, Sodium Benzoate, Phenoxyethanol.

*Organic/Biologique

CROSS SELLING

- Counterman Daily Exfoliating Cleanser
- Counterman Oil-Free Face Lotion
- Counterman Smoothing Shave Cream
- Counterman Cooling Aftershave Tonic
- Counterman Conditioning Beard Oil
- Counterman Energizing Charcoal Body Wash
- Counterman Charcoal Body Bar
- Overnight Resurfacing Peel

PROTECT

Counterman Oil-Free Face Lotion

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

US \$32

CAD \$42

NEW



SIZE: 75mL / 2.5 fl oz

BEST FOR

For men of all skin types.

AT A GLANCE

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

PERFORMANCE & SELLING TIPS

- Provides daily hydration.
- Helps control oil.
- Lightweight and non-greasy.
- Fragrance free - men have oilier skin than women and may prefer an oil-free moisturizer. No essential oils were added for fragrance.

PRODUCT PROFILE

- Gluten-free*
- Peanut-free*
- Soy-free*

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

WHY IS IT SAFER?

Formulated without the use of silicones, polysorbate, colorants, and synthetic fragrances.

HOW TO USE

Morning and night, apply to clean face and neck.

KEY INGREDIENT BENEFITS

Corn Starch: Helps control oil.

Taurine: A type of adaptogen that helps with skin's resiliency. Adaptogens are non-toxic plants that are considered to help the body resist physical, chemical, and biological stressors.

Sequoia Stem Cell Complex: All Counterman formulas feature Sequoia Stem Cell Complex, an anti-oxidant to help protect skin from environmental stress.

INGREDIENT LIST

Aqua/Water/Eau, Methylpropanediol, Coconut Alkanes, Glycerin, Cetearyl Alcohol, Zea Mays (Corn) Starch, Sequoia Sempervirens Leaf Cell Extract, Taurine, Vitis Vinifera (Grape) Flower Cell Extract, Phytic Acid, Aloe Barbadensis Leaf Juice, Behenyl Alcohol, Lauroyl Lysine, Coco-Caprylate/Caprate, Caffeine, Xanthan Gum, Allantoin, Malic Acid, Sodium Hydroxide, Potassium Sorbate, Ethylhexylglycerin, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Phenoxyethanol.

CROSS SELLING

- Counterman Daily Exfoliating Cleanser
- Counterman Clarifying Toner Pads
- Counterman Smoothing Shave Cream
- Counterman Cooling Aftershave Tonic
- Counterman Conditioning Beard Oil
- Counterman Energizing Charcoal Body Wash
- Counterman Charcoal Body Bar

TREAT

Counterman Conditioning Beard Oil

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

US \$30

CAD \$39

NEW



SIZE: 120mL / 4 fl oz

BEST FOR

For men of all skin types.

AT A GLANCE

Made with a blend of pure plant oils, this lightweight, leave-in conditioning beard oil nourishes facial hair and relieves dry skin.

PERFORMANCE & SELLING TIPS

- Helps condition facial hair.
- Helps relieve dry skin.
- Best when applied directly after shower. Pat beard with towel, then apply Conditioning Beard Oil while hair is still slightly damp to improve the absorption of oil. Massage what is left into dry cuticles.
- Expert Tip: Take a warm shower before bed and massage few extra drops of oil into your face and beard—then let it absorb overnight. You'll wake up to a softer beard and glowing skin.

WHY IS IT SAFER?

Formulated without cyclic silicones and styrene which can be harmful to health and the environment.

HOW TO USE

Massage a small amount into facial hair. Groom downward with fingers or a comb.

KEY INGREDIENT BENEFITS

Jojoba Seed Oil, Macadamia Seed Oil & Sunflower Seed Oil: Conditions facial hair and relieves dry skin.

Sequoia Stem Cell Complex: Featuring Sequoia Stem Cell Complex, all Counterman formulas help protect skin from environmental stress.

INGREDIENT LIST

Caprylic/Capric Triglyceride, Helianthus Annuus (Sunflower) Seed Oil, Capryloyl Glycerin/Sebacic Acid Copolymer, Simmondsia Chinensis (Jojoba) Seed Oil, Macadamia Integrifolia Seed Oil, Diheptyl Succinate, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Oryza Sativa (Rice) Bran Extract, Lavandula Angustifolia (Lavender) Oil, Sequoia Sempervirens Leaf Cell Extract, Vitis Vinifera (Grape) Flower Cell Extract, Pelargonium Graveolens Flower Oil, Menthol, Vetiveria Zizanoides Root Oil, Tocopheryl Acetate, Pogostemon Cablin Oil, Helianthus Annuus (Sunflower) Extract, Myristica Fragrans (Nutmeg) Kernel Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Tocopherol.

CROSS SELLING

- Counterman Daily Exfoliating Cleanser
- Counterman Clarifying Toner Pads
- Counterman Oil-Free Face Lotion
- Counterman Smoothing Shave Cream
- Counterman Cooling Aftershave Tonic
- Counterman Energizing Charcoal Body Wash
- Counterman Charcoal Body Bar

SOOTHE

Counterman Cooling Aftershave Tonic

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

US \$22

CAD \$29

NEW



SIZE: 120mL / 4 fl oz

BEST FOR

For men of all skin types.

AT A GLANCE

Refreshes skin and calms post-shave irritation.

PERFORMANCE & SELLING TIPS

- Cools post shave discomfort.
- Helps visibly tighten pores.
- Leaves skin feeling refreshed.
- After shaving, splash cold water onto your skin to help visibly tighten pores, then apply tonic.
- Sequia Fresh Scent.

PRODUCT PROFILE

- Gluten-free*
- Peanut-free*
- Soy-free*

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

WHY IS IT SAFER?

Formulated without PEGs, synthetic fragrances, formaldehyde releasers and potentially toxic dyes.

HOW TO USE

Apply directly to face after shaving, avoiding eye area. Do not rinse.

KEY INGREDIENT BENEFITS

Witch Hazel: Helps tighten pores and refreshes skin.

Menthol: Cools post-shave discomfort.

Taurine: A type of adaptogen that helps with skin's resiliency. Adaptogens are non-toxic plants that are considered to help the body resist physical, chemical, and biological stressors.

Sequoia Stem Cell Complex: All Counterman formulas feature Sequoia Stem Cell Complex, an anti-oxidant to help protect skin from environmental stress.

INGREDIENT LIST

Aqua/Water/Eau, SD Alcohol 40-B (Alcohol Denat.), Hamamelis Virginiana (Witch Hazel) Water, Polyglyceryl-4 Caprate, Polyglyceryl-6 Caprylate, Propanediol, Sequoia Sempervirens Leaf Cell Extract, Vitis Vinifera (Grape) Flower Cell Extract, Capryloyl/Caproyl Methyl Glucamide, Pelargonium Graveolens Flower Oil, Polyglyceryl-3 Cocoate, Polyglyceryl-6 Ricinoleate, Lavandula Angustifolia (Lavender) Oil, Glycerin, Panthenol, Vetiveria Zizanoides Root Oil, Menthol, Taurine, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Ethylhexylglycerin, Phytic Acid, Myristica Fragrans (Nutmeg) Kernel Oil, Tocopherol, Pogostemon Cablin Oil, Alcohol, Phenoxyethanol.

CROSS SELLING

- Counterman Daily Exfoliating Cleanser
- Counterman Clarifying Toner Pads
- Counterman Oil-Free Face Lotion
- Counterman Smoothing Shave Cream
- Counterman Conditioning Beard Oil
- Counterman Energizing Charcoal Body Wash
- Counterman Charcoal Body Bar

Counterman Energizing Charcoal Body Wash

Made without potentially harsh sulfates that strip away moisture, this energizing body wash features activated charcoal and our Sequoia Stem Cell Complex to help detoxify skin, wash away impurities, and protect skin from every day stress. A blend of natural citrus, mint, rosemary, and cedarwood oils give this daily body wash a refreshing scent.

US \$25

CAD \$33

NEW



SIZE: 295mL / 10 fl oz

BEST FOR

For men of all skin types.

AT A GLANCE

Cleanses the body and helps protect skin from every day stress.

PERFORMANCE & SELLING TIPS

- Helps detoxify skin.
- Skin is left clean and refreshed, not stripped or dry.
- Made with an invigorating blend of natural rosemary, mint, and citrus oils.
- Recommend either body wash or soap, depending on your client's personal preference.
- Travel friendly for easy use.
- For additional exfoliation, use with a loofah or wash cloth.

PRODUCT PROFILE

- Peanut-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 Energizing Charcoal Body Wash is free of synthetic fragrances, dyes, parabens, and ethoxylated ingredients which can contain potentially harmful impurities. Instead, it is formulated with coconut-derived cleansing ingredients.

HOW TO USE

Massage onto wet skin, work into a rich lather, and rinse.

KEY INGREDIENT BENEFITS

Activated Charcoal: Helps detoxify skin and absorb impurities.

Sequoia Stem Cell Complex: Featuring Sequoia Stem Cell Complex, all Counterman products help protect skin from environmental stress.

INGREDIENT LIST

Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Sodium Cocoyl Isethionate, Cocamidopropyl Hydroxysultaine, Glycerin, Panthenol, Carbomer, Glycol Distearate, Sequoia Sempervirens Leaf Cell Extract, Vitis Vinifera (Grape) Flower Cell Extract, Charcoal Powder, Rosmarinus Officinalis (Rosemary) Leaf Oil, Disodium Cocoyl Glutamate, Citrus Paradisi (Grapefruit) Peel Oil, Sodium Hydroxide, Eucalyptus Globulus Leaf Oil, Coconut Acid, Citrus Aurantium Dulcis (Orange) Peel Oil, Sodium Isethionate, Cedrus Atlantica Wood Oil, Guar Hydroxypropyltrimonium Chloride, Pelargonium Graveolens Flower Oil, Ethylhexylglycerin, Mentha Piperita (Peppermint) Oil, Phenoxyethanol.

CROSS SELLING

- Counterman Daily Exfoliating Cleanser
- Counterman Clarifying Toner Pads
- Counterman Oil-Free Face Lotion
- Counterman Smoothing Shave Cream
- Counterman Cooling Aftershave Tonic
- Counterman Conditioning Beard Oil
- Counterman Charcoal Body Bar
- Hydrating Body Lotion in Citrus Mimosa

Counterman Charcoal Body Bar

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



US \$19

CAD \$25

NEW

SIZE: 142 g / net wt 5oz

BEST FOR

For men of all skin types.

AT A GLANCE

Made with charcoal and coconut oil, this invigorating body bar helps wash away impurities without stripping the skin.

PERFORMANCE & SELLING TIPS

- Helps detoxify skin with charcoal.
- Doesn't leave skin feeling stripped or dry.
- Invigorating blend of natural rosemary, mint, and citrus oils.
- Recommend either body wash or soap, depending on your client's personal preference.
- Easy and convenient to use in the shower.

WHY IS IT SAFER?

Our Charcoal Body Bar is free of synthetic fragrances which can be contaminated with potentially harmful ingredients. Instead, we used natural extracts and oils to deliver an energizing scent and rich moisturizing properties.

HOW TO USE

Work into a rich lather with water, massage onto body, and rinse.

KEY INGREDIENT BENEFITS

White Charcoal: Charcoal helps to absorb impurities. Derived from the Uba oak, a tree with great strength, this charcoal contains a variety of minerals that were absorbed during the tree's lifetime.

Coconut Oil: Helps to nourish the skin so it doesn't feel stripped or dry.

Sequoia Stem Cell Complex: Featuring Sequoia Stem Cell Complex, all Counterman products help protect skin from environmental stress.

INGREDIENT LIST

Sodium Palmate, Sodium Palm Kernelate, Aqua/Water/Eau, Glycerin, Sorbitol, Sodium Gluconate, Palm Acid, Charcoal Powder, Citrus Paradisi (Grapefruit) Peel Oil, Kaolin, Citrus Aurantium Dulcis (Orange) Peel Oil, Palm Kernel Acid, Butyrospermum Parkii (Shea) Butter*, Pelargonium Graveolens Flower Oil, Cocos Nucifera (Coconut) Oil*, Eucalyptus Globulus Leaf Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil, Vitis Vinifera (Grape) Flower Cell Extract, Cedrus Atlantica Wood Oil, Sequoia Sempervirens Leaf Cell Extract, Mentha Piperita (Peppermint) Oil, Sodium Chloride, Titanium Dioxide (CI 77891).

*Organic/Biologique

CROSS SELLING

- Counterman Daily Exfoliating Cleanser
- Counterman Clarifying Toner Pads
- Counterman Oil-Free Face Lotion
- Counterman Smoothing Shave Cream
- Counterman Cooling Aftershave Tonic
- Counterman Conditioning Beard Oil
- Counterman Energizing Charcoal Body Wash
- No.3 Balancing Facial Mask

ESSENTIAL NOURISHING COLLECTION

This easy skin care routine covers all the basics while offering ultimate nourishment. These safer staples are made with organic coconut oil to deliver rich hydration and long-term protection for normal and normal/dry skin types.

Nourishing Cream Cleanser

Soothe and nourish skin as you wash away makeup and other impurities with this gentle daily cleanser. Lightweight yet moisturizing, the creamy formula contains witch hazel to tone skin, and coconut oil and aloe to help hydrate.

US \$29

CAD \$36



SIZE: 118 ml / 4 fl. oz.

BEST FOR

All skin types.

PERFORMANCE & SELLING TIPS

- Infused with botanicals that gently cleanse, soften, and soothe the skin.
- Tones and refreshes skin.
- Removes makeup without stripping moisture.
- Versatile uses with and without water.

PRODUCT PROFILE

- Vegan
- Gluten-free*

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

WHY IS IT SAFER?

Our Nourishing Cream Cleanser harnesses the power of sugar-derived surfactants to gently cleanse the skin, rather than using sulfate-based cleansers that can cause dryness or irritation.

HOW TO USE

Dampen skin, then gently massage cleanser onto face. Rinse thoroughly. To remove without rinsing, gently wipe away with a tissue or Cleansing Cloth.

KEY INGREDIENT BENEFITS

Witch Hazel: helps to tone and tighten.

Organic Coconut Oil: removes impurities while softening skin.

Organic Green Tea Extract: helps soothe and calm with rich antioxidants.

INGREDIENT LIST

Aqua/Water/Eau, Decyl Glucoside, Cetearyl Alcohol, Glycerin, Stearic Acid, Glyceryl Stearate, Cetearyl Oliviate, Aloe Barbadensis Leaf Juice, Cocos Nucifera (Coconut) Oil*, Sorbitan Oliviate, Hamamelis Virginiana (Witch Hazel) Water, Cetearyl Glucoside, Caprylic/Capric Triglyceride, Xanthan Gum, Hydrogenated Lecithin, Hydrolyzed Vegetable Protein, Lavandula Angustifolia (Lavender) Flower Extract*, Geranium Maculatum (Wild Geranium) Extract, Camellia Sinensis (Green Tea) Leaf Extract*, Panthenol, Bisabolol, Maltodextrin, Allantoin, Beta-Glucan, Aloe Barbadensis Leaf Extract, Alcohol, Sodium Hyaluronate, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Phenoxyethanol, Ethylhexylglycerin.

*Organic/Biologique

CROSS SELLING

- Nourishing Day Cream
- Nourishing Cream Exfoliator
- Tint Skin Foundation

Nourishing Cream Exfoliator

This gentle yet effective exfoliating cleanser sweeps away flaky skin and impurities to reveal fresh, radiant skin. Non-abrasive jojoba beads help smooth skin, while organic coconut oil and aloe soothe and hydrate.

US \$35

CAD \$44



SIZE: 118 ml / 4 fl. oz.

BEST FOR

All skin types.

PERFORMANCE & SELLING TIPS

- Perfectly round jojoba beads exfoliate to uncover glowing skin.
- Natural oils cleanse without stripping moisture.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Our Nourishing Cream Exfoliator uses natural, biodegradable jojoba beads rather than plastic (which can sneak past wastewater treatment facilities and end up in waterways, affecting wildlife) so that our rivers and oceans stay clean.

HOW TO USE

Apply a small amount to damp skin and massage in circular motion. Rinse with warm water. Use 2–3 times per week.

KEY INGREDIENT BENEFITS

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

Organic Coconut Oil: removes impurities while moisturizing and softening.

Geranium Extract: promotes even-toned skin.

INGREDIENT LIST

Aqua/Water/Eau, Jojoba Esters, Cetearyl Alcohol, Decyl Glucoside, Glyceryl Stearate, Glycerin, Cetearyl Oliviate, Cocos Nucifera (Coconut) Oil*, Stearic Acid, Cetyl Alcohol, Sorbitan Oliviate, Cetearyl Glucoside, Caprylic/Capric Triglyceride, Aloe Barbadensis Leaf Juice, Lavandula Angustifolia (Lavender) Flower Extract*, Geranium Maculatum (Wild Geranium) Extract, Camellia Sinensis (Green Tea) Leaf Extract*, Xanthan Gum, Limnanthes Alba (Meadowfoam) Seed Oil, Sodium Cocoyl Alaninate, Xylitol, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Gluconolactone, Sodium Benzoate, Potassium Sorbate.

*Organic/Biologique

CROSS SELLING

- Nourishing Day Cream
- Nourishing Eye Cream

Nourishing Rosewater Mist

Wake up your complexion with our skin-softening, toning spray, made with organic rose essence, purified water, and moisturizing sodium hyaluronate. It prepares skin for better absorption of skin care products.

US \$36

CAD \$44



SIZE: 48 ml / 1.6 fl. oz.

BEST FOR

All skin types.

PERFORMANCE & SELLING TIPS

- Preps skin before treatments and moisturizers.
- Gives an initial boost of hydration.
- Refreshes and soothes for a daily pick-me-up.

PRODUCT PROFILE

- Vegan
- Soy-free*
- 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 Nourishing Rosewater Mist is scented with organic rosewater instead of synthetic fragrances, many of which are linked to health issues like allergies, asthma, and hormone disruption.

HOW TO USE

After cleansing, spray generously onto a cotton pad and sweep all over face and neck. Follow with your favorite treatment and moisturizer. Can also be used as a refreshing mist by spritzing directly onto face.

KEY INGREDIENT BENEFITS

Organic Rosewater: refreshes, nourishes, and soothes.
Sodium Hyaluronate: hydrates complexion.

INGREDIENT LIST

Aqua/Water/Eau, Rosa Damascena (Rose) Water*, Sodium Hyaluronate, Citrus Sinensis (Sweet Orange) Peel Oil, Rosmarinus Officinalis (Rosemary) Extract, Alcohol, Ethylhexylglycerin, Phenoxyethanol.

*Organic/Biologique

CROSS SELLING

- Nourishing Eye Cream
- Nourishing Day Cream

Nourishing Eye Cream

Pamper the delicate skin around eyes with our lightweight, soothing eye cream. Rich in aloe and organic coconut oil, this unscented formula is easily absorbed and offers an instant boost of moisture.

US \$37

CAD \$44



SIZE: 13.3 ml / 0.45 fl. oz.

BEST FOR

All skin types.

PERFORMANCE & SELLING TIPS

- Provides moisture without a heavy or greasy feeling.
- Nourishes and softens the delicate skin around eyes.
- Multi-use, either under or over makeup.

PRODUCT PROFILE

- Vegan
- Unscented
- 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?

Nourishing Eye Cream hydrates the delicate eye area with coco-caprylate/caprate and coconut alkanes, which are gentle, plant-derived ingredients.

HOW TO USE

Using ring finger, gently tap a small, pearl-sized amount of product around the delicate eye area until product is absorbed. Can also be used on top of makeup to refresh and boost the look of tired eyes. Use morning and night.

KEY INGREDIENT BENEFITS

Aloe: rich in vitamins B, C, and E to soothe and hydrate.
Organic Coconut Oil: moisturizes and softens skin.

INGREDIENT LIST

Aqua/Water/Eau, Caprylic/Capric Triglyceride, Aloe Barbadensis Leaf Juice, Glycerin, Glyceryl Stearate, Cetearyl Alcohol, Cocos Nucifera (Coconut) Oil*, Cetearyl Olivatate, Cetearyl Glucoside, Sorbitan Olivatate, Cetyl Alcohol, Xanthan Gum, Stearic Acid, Coconut Alkanes, Coco-Caprylate/Caprate, Lavandula Angustifolia (Lavender) Flower Extract*, Geranium Maculatum (Wild Geranium) Extract, Camellia Sinensis (Green Tea) Leaf Extract*, Maltodextrin, Allantoin, Sodium Hyaluronate, Beta-Glucan, Aloe Barbadensis Leaf Extract, Panthenol, Hydrogenated Lecithin, Hydrolyzed Vegetable Protein, Bisabolol, Xylitol, Ethylhexylglycerin, Phenoxyethanol.

*Organic/Biologique

CROSS SELLING

- Nourishing Rosewater Mist
- Nourishing Day Cream

Nourishing Day Cream

Lock in moisture all day long with this lightweight yet hydrating face cream. Easily absorbed and never greasy, the unscented formula includes a mix of organic coconut oil, safflower oil, and aloe to provide nourishing hydration, plus antioxidant-rich acai to protect against dryness.

US \$45

CAD \$54



SIZE: 48.7 ml / 1.65 fl. oz.

BEST FOR

Normal and normal/dry skin types.

PERFORMANCE & SELLING TIPS

- Lightweight, non-greasy formula absorbs quickly.
- Primes skin for smooth makeup application.
- Hydrates and softens skin.

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?

Our Nourishing Day Cream gets its moisturizing power from organic coconut oil instead of mineral oil, which may inhibit your body's ability to absorb vitamin D.

HOW TO USE

Gently massage into face, neck, and décolletage. Use daily after cleansing and treatments.

KEY INGREDIENT BENEFITS

Açaí Fruit Extract: rich in antioxidants, fatty acids, and natural enzymes to promote healthy-looking skin.

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

Organic Coconut Oil: moisturizes and softens skin.

INGREDIENT LIST

Aqua/Water/Eau, Caprylic/Capric Triglyceride, Aloe Barbadensis Leaf Juice, Glycerin, Glyceryl Stearate, Cocos Nucifera (Coconut) Oil*, Cetearyl Oliviate, Cetearyl Glucoside, Cetearyl Alcohol, Lavandula Angustifolia (Lavender) Flower Extract*, Euterpe Oleracea (Acai) Fruit Extract, Punica Granatum (Pomegranate) Fruit Extract, Carthamus Tinctorius (Safflower) Seed Oil*, Aloe Barbadensis Leaf Extract, Bisabolol, Sorbitan Oliviate, Panthenol, Beta-glucan, Hydrolyzed Vegetable Protein, Hydrogenated Lecithin, Xanthan Gum, Maltodextrin, Xylitol, Sodium Hyaluronate, Allantoin, Phenoxyethanol, Ethylhexylglycerin.

*Organic/Biologique

CROSS SELLING

- Nourishing Cream Cleanser
- Nourishing Night Cream

Nourishing Night Cream

This non-greasy formula features rich aloe and organic coconut oil to help quench skin and lock in moisture, while organic green tea extract provides antioxidant protection.

US \$49

CAD \$59



SIZE: 48.7 ml / 1.65 fl. oz.

BEST FOR

Normal and dry skin types.

PERFORMANCE & SELLING TIPS

- Ultra-moisturizing; can also be used during the day if a richer cream is needed.
- Non-greasy formula absorbs quickly.
- Made with botanicals that soothe and refresh.

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?

Nourishing Night Cream gets its moisturizing power from organic coconut oil instead of mineral oil, which can impair cell turnover necessary for the regeneration of healthy skin.

HOW TO USE

Gently massage into face, neck, and décolletage. For extra nourishment, mix with a few drops of your favorite Facial Oil. Use nightly after cleansing and treatments.

KEY INGREDIENT BENEFITS

Green Tea Extract: packed with antioxidants to soothe, calm, and support healthy-looking skin.

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

Organic Coconut Oil: moisturizes and softens skin.

INGREDIENT LIST

Aqua/Water/Eau, Aloe Barbadensis Leaf Juice, Caprylic/Capric Triglyceride, Glyceryl Stearate, Glycerin, Cocos Nucifera (Coconut) Oil*, Cetearyl Alcohol, Cetearyl Oliviate, Cetearyl Glucoside, Sorbitan Oliviate, Xanthan Gum, Geranium Maculatum (Wild Geranium) Extract, Camellia Sinensis (Green Tea) Leaf Extract*, Lavandula Angustifolia (Lavender) Flower Extract*, Aloe Barbadensis Leaf Extract, Cetyl Alcohol, Panthenol, Hydrogenated Lecithin, Beta-Glucan, Bisabolol, Hydrolyzed Vegetable Protein, Sodium Hyaluronate, Xylitol, Maltodextrin, Allantoin, Phenoxyethanol, Ethylhexylglycerin.

*Organic/Biologique

CROSS SELLING

- Nourishing Cream Cleanser
- Nourishing Day Cream

Lip Conditioner

Nourish lips with this ultra-moisturizing lip balm, formulated with soothing and softening avocado oil, shea butter, meadowfoam seed oil, and jojoba oil. Choose from either minty-fresh peppermint and rosemary oils to refresh and cool, or calming calendula and chamomile oils to help heal dry lips.

US \$22

CAD \$25



SIZE: 11 g / 0.4 oz. Net. Wt.

BEST FOR

All skin types, especially dry lips.

PERFORMANCE & SELLING TIPS

- Conditions bare lips for a soft, moisturized feel.
- Flavored with natural essential oils.
- Wear it under your favorite Sheer Lipstick any time your lips need extra moisture.

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 Lip Conditioners use natural essential oils to enhance our nourishing balm, rather than use synthetic flavors that may have undisclosed harmful ingredients.

HOW TO USE

Rub a small amount onto lips. Use daily as needed.

KEY INGREDIENT BENEFITS

Avocado Oil: loaded with vitamins D and E to soften and protect.

Shea Butter: rich in vitamin E to boost hydration.

Meadowfoam Seed Oil: acts as a natural barrier to lock in moisture.

INGREDIENT LIST

Peppermint: Persea Gratissima (Avocado) Oil, Cera Alba/Beeswax/Cire d'abeille, Ricinus Communis (Castor) Seed Oil, Olus/Vegetable Oil/Huile végétale, Butyrospermum Parkii (Shea) Butter, Limnanthes Alba (Meadowfoam) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil*, Mentha Piperita (Peppermint) Extract, Candelilla Cera/Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Hydrogenated Vegetable Oil, Lanolin, Tocopherol (Vitamin E), Rosmarinus Officinalis (Rosemary) Leaf Oil.

*Organic/Biologique

Calendula: Persea Gratissima (Avocado) Oil, Cera Alba/Beeswax/Cire d'abeille, Ricinus Communis (Castor) Seed Oil, Olus/Vegetable Oil/Huile Végétale, Butyrospermum Parkii (Shea) Butter, Limnanthes Alba (Meadowfoam) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil*, Candelilla Cera/Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Citrus Nobilis (Mandarin Orange) Peel Oil, Hydrogenated Vegetable Oil, Lanolin, Tocopherol, Anthemis Nobilis (Chamomile) Flower Oil, Calendula Officinalis (Calendula) Flower Oil, Glycine Soja (Soybean) Oil.

*Organic/Biologique

CROSS SELLING

- Nourishing Eye Cream
- Sheer Lipstick

SPECIALTY + TREATMENT PRODUCTS

Our specialty skin care products, including specialty cleansers, masks, oils, and mists, can be incorporated into any skin care regimen. These boosters target specific concerns, and are perfect add-ons to your Clients' existing routine to enhance their daily skin care routines. We compare this to adding nutritional supplements to your daily healthy diet in order to give you the best result for your specific needs.

Cleansing Balm

Cleansing Balm melts into your skin to hydrate while it cleanses, removing makeup and other impurities but never stripping away moisture. With vitamin C to brighten the appearance of skin and raspberry and cranberry seed oils to hydrate, this multi-purpose formula can also be used as a nourishing face mask. Bonus? You also get our reusable 100% muslin cloth, which is softer and easier on skin than a traditional washcloth.

US \$80

CAD \$94

BEST
SELLER



SIZE: 78 g / 2.75 fl. oz.

BEST FOR

All skin types. Ideal for dry skin.

PERFORMANCE & SELLING TIPS

- Multi-tasking balm can be used as a cleanser, makeup remover, or hydrating overnight mask.
- Hydrates as it cleanses, leaving skin glowing and revitalized.
- Includes a 100% muslin reusable cloth.
- 100% of women showed a significant increase in skin hydration after eight hours, with an average increase of 25%.*

*Results based on independent, 24-hour, 25-subject, single-blind clinical and consumer perception study.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Our Cleansing Balm gently cleanses and nourishes skin using nutrient-rich oils, butters, and lightly-scented natural extracts instead of synthetic fragrance ingredients linked to health issues like allergies, asthma, and hormone disruption.

HOW TO USE

In light, circular motions, massage an almond-sized amount onto dry skin, applying gentle pressure to cheeks, forehead, and eyebrows for increased circulation. Gently wipe off balm with a dampened cleansing cloth and thoroughly rinse skin.

KEY INGREDIENT BENEFITS

Polyglyceryl-3 Cocoate: a plant-based cleansing agent derived from coconut helps remove makeup and impurities while keeping skin hydrated and smooth.

Cranberry Seed Oil: has antioxidant properties.

Mango Seed Butter: provides hydrating benefits.

INGREDIENT LIST

Caprylic/Capric Triglyceride, Prunus Armeniaca (Apricot) Kernel Oil, Butyrospermum Parkii (Shea) Butter, Helianthus Annuus (Sunflower) Seed Wax, Cetearyl Alcohol, Glyceryl Stearate SE, Polyglyceryl-3 Cocoate, Silica Silylate, Mangifera Indica (Mango) Seed Butter, Persea Gratissima (Avocado) Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Vitis Vinifera (Grape) Seed Oil*, Rubus Idaeus (Raspberry) Seed Oil*, Vaccinium Macrocarpon (Cranberry) Seed Oil*, Aqua/Water/Eau, Tocopherol, Tetrahexyldecyl Ascorbate, Mimosa Tenuiflora (Mimosa) Bark Extract, Artemisia Pallens (Davana) Flower Oil*, Anthemis Nobilis (Chamomile) Flower Oil*, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Damascena (Rose) Flower Oil, Magnolia Champaca (Joy Perfume Tree) Flower Oil, Phenoxyethanol.

*Organic/Biologique

CROSS SELLING

- Rejuvenating Eye Cream
- Rejuvenating Radiance Serum

Charcoal Cleansing Bar

Our Charcoal Cleansing Bar detoxifies and absorbs impurities in skin without drying it out, resulting in a smoother, brighter complexion. Made with antioxidant-rich organic green tea and hydrating organic coconut oil, the gentle formula can be used daily on the face and body.

US \$26

CAD \$32

BEST
SELLER



SIZE: 3 oz. / 85 g

BEST FOR

All skin types. Ideal for combination or acne prone skin.

PERFORMANCE & SELLING TIPS

- Deeply cleanses and detoxifies skin.
- Active Binchotan charcoal powder, combined with witch hazel, helps to purify and balance skin.
- Helps refine the appearance of pores for healthier-looking skin.

PRODUCT PROFILE

- Vegan
- Unscented
- 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?

Soaps are often made with overly drying and irritating surfactants, parabens, and fragrances that can act as hormone-disrupting chemicals. Our Charcoal Cleansing Bar is formulated with safer choices like organic sunflower and coconut oils, and pure essential oils.

HOW TO USE

Work soap into a lather with water, gently massage onto face and body, and rinse thoroughly.

KEY INGREDIENT BENEFITS

Binchotan Charcoal: deeply cleanses and draws out impurities from the skin.

Organic Witch Hazel: helps to tone and tighten.

Organic Green Tea Extract: helps refine the appearance of pores and provides antioxidant benefits.

INGREDIENT LIST

Sodium Rapeseedate, Sodium Cocoate, Aqua/Water/Eau, Glycerin, Charcoal Powder, Sodium Citrate, Hamamelis Virginiana (Witch Hazel) Water*, Carthamus Tinctorius (Safflower) Seed Oil*, Cocos Nucifera (Coconut) Oil*, Alcohol*, Camellia Sinensis (Green Tea) Leaf Extract*, Tocopherol.

*Organic/Biologique

CROSS SELLING

- No. 3 Balancing Facial Mask
- No. 3 Balancing Facial Mist
- No. 3 Balancing Facial Oil

Overnight Resurfacing Peel

Goodnight, dullness. Good morning, glow. Fifteen botanically-derived acids in this leave-on AHA/BHA peel target skin texture, the appearance of pores, fine lines and dark spots—without irritation or over-drying. Glycolic, lactic, and malic acids clear away dull surface skin cells, while hyaluronic acid and essential fatty acids soothe and nourish to reveal a smoother, brighter complexion.

US \$63

CAD \$79



SIZE: 30 ml / 1 fl. oz.

BEST FOR

All skin types and those concerned with dull, uneven skin tone.

PERFORMANCE & SELLING TIPS

- Promotes cellular turnover for a smoother complexion.
- Boosts overall clarity and radiance.
- Reduces the appearance of fine lines.
- Minimizes the appearance of pores.
- Evens skin tone and reduces the appearance of dark spots.

PRODUCT PROFILE

- Dairy-free
- Vegan

WHY IS IT SAFER?

Our Overnight Resurfacing Peel is formulated without synthetic fragrances, PEGs and formaldehyde-based preservatives commonly found in other peels. Many peels use high levels of 1 or 2 resurfacing acids that may cause irritation. Our peel uses a combination of both resurfacing acids and soothing acids that hydrate, replenish and protect skin. This combination of acids at precise levels optimizes performance while maintaining the right PH level to not cause irritation.

HOW TO USE

Apply 1-2 pumps to clean face and neck 3-4 times per week as a leave-on treatment. Can be used every night. May tingle upon application. Allow product to fully absorb (3-5 minutes), follow with a moisturizer. An oil can be used after the peel, though a moisturizer is recommended to maximize the peel's effectiveness. Leave on overnight. Follow your morning skin care routine as usual.

KEY INGREDIENT BENEFITS

Glycolic Acid: improves skin texture, resurfaces, exfoliates.

Lactic Acid: stimulates cell renewal promoting smoother, brighter, younger-looking skin.

Malic Acid: decreases the appearance of fine lines.

Citric Acid: evens skin tone and reduces the appearance of dark spots.

Hyaluronic Acid: hydrates skin and helps it retain moisture.

Fatty Acids: including omegas 3 & 6, maintain skin's barrier to prevent moisture loss, smooth skin, and provide antioxidant benefits.

INGREDIENT LIST

Aqua/Water/Eau, Triheptanoin, Glycerin, Lactic Acid, Glycolic Acid, Pentylene Glycol, Capryloyl Glycerin/Sebacic Acid Copolymer, Sodium Hydroxide, Diheptyl Succinate, Tetrahexyldecyl Ascorbate, Citric Acid, Linoleic Acid, Malic Acid, Salicylic Acid, Hydroxystearic Acid, Linolenic Acid, Phytic Acid, Ascorbic Acid, Gluconic Acid, Sodium Hyaluronate, Tartaric Acid, Rubus Idaeus (Raspberry) Seed Oil, Vernonia Appendiculata Leaf Extract, Cetearyl Alcohol, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Arachidyl Alcohol, Arginine, Coco-Glucoside, Behenyl Alcohol, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Arachidyl Glucoside, Xanthan Gum, Acacia Senegal Gum, Tocopherol, Phenoxyethanol.

CROSS SELLING

- Rejuvenating Night Cream
- Rejuvenating Toner Pads
- Rejuvenating Eye Cream

No. 1 Brightening Facial Mist

Active-infused and alcohol-free, this revitalizing mist preps skin, sets makeup, and refreshes throughout the day. Antioxidant-rich vitamin C helps even tone, while lime pearl extract gently promotes a brighter complexion.

US \$36

CAD \$44



SIZE: 47 ml / 1.6 fl. oz.

BEST FOR

All skin types and those concerned with dull, uneven skin tone.

PERFORMANCE & SELLING TIPS

- Provides an instant boost of radiance.
- Sets makeup and leaves skin with a luminous dewy finish.
- Hydrates, revitalizes, and soothes skin.
- Provides antioxidant protection from environmental stressors.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Our No. 1 Brightening Facial Mist has passed Beautycounter's Ingredient Selection Process. It is formulated without silicones or sulfates.

HOW TO USE

Shake gently before use. Close eyes and press slowly for a fine, even mist. Can be used under or over makeup for a radiant boost and dewy glow.

KEY INGREDIENT BENEFITS

Vitamin C: a natural antioxidant that helps even skin tone.

Kakadu Plum: rich in vitamin C, this powerful antioxidant helps boost luminosity and refine the skin's surface.

Lime Pearl Extract: gently promotes a brighter complexion.

INGREDIENT LIST

Aqua/Water/Eau, Propanediol, Pyrus Malus (Apple) Fruit Extract, Magnesium Ascorbyl Phosphate, Microcitrus Australasica Fruit Extract, Glycerin, Terminalia Ferdinandiana Fruit Extract, Tamarindus Indica Seed Polysaccharide, Porphyridium Polysaccharide, Citrus Nobilis (Mandarin Orange) Peel Oil, Biosaccharide Gum-1, Caprylyl Glycol, Hexylene Glycol, Polyglyceryl-4 Caprate, Heptyl Glycoside, Caprylyl/Capryl Glucoside, Tetrasodium Glutamate Diacetate, Glyceryl Caprylate, Sodium Lauroyl Glutamate, Ethylhexylglycerin, Phenoxyethanol, Sorbic Acid, Citric Acid.

CROSS SELLING

- No. 1 Brightening Facial Oil
- Overnight Resurfacing Peel
- Cleansing Balm
- Countermatch Eye Rescue Cream

No. 1 Brightening Facial Oil

This citrus-scented facial oil quickly absorbs and penetrates skin to awaken and replenish. Lightweight and silky smooth, our proprietary blend of seven natural oils moisturizes and improves radiance. Omega-rich marula oil provides intense hydration, while antioxidant vitamin C brightens and evens skin tone.

US \$69

CAD \$82



SIZE: 20 ml / 0.67 fl. oz.

BEST FOR

All skin types and those concerned with dull, uneven skin tone.

PERFORMANCE & SELLING TIPS

- Brightens and revitalizes skin.
- Deeply nourishes and soothes.
- Provides lasting moisture.
- Easily absorbs into skin.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Our No. 1 Brightening Facial Oil has passed Beautycounter's Ingredient Selection Process. It is formulated without synthetic or mineral oils.

HOW TO USE

Apply 4-6 drops into the palm of your hands and press onto face, alone or under moisturizer.

KEY INGREDIENT BENEFITS

Vitamin C: helps brighten skin.

Avocado Oil: rich in vitamins B, D and E for intense moisture.

Black Currant Oil: rich in omegas 3 and 6 to enhance radiance.

INGREDIENT LIST

Rosa Canina Fruit Oil, Persea Gratissima (Avocado) Oil, Vitis Vinifera (Grape) Seed Oil, Ribes Nigrum (Black Currant) Seed Oil, Sclerocarya Birrea Seed Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Argania Spinosa Kernel Oil*, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Tetrahexyldecyl Ascorbate, Tocopherol, Citrullus Lanatus (Watermelon) Seed Oil, Rosa Damascena Flower Oil, Hippophae Rhamnoides Fruit Oil.

*Organic/Biologique

CROSS SELLING

- No. 1 Brightening Facial Mist
- Cleansing Balm
- Countermatch Eye Rescue Cream

No. 2 Plumping Facial Mist

Active-infused and alcohol-free, this revitalizing mist preps skin, sets makeup, and refreshes throughout the day. Replenishing peony root helps plump skin, while rye seed minimizes the appearance of fine lines.

US \$36

CAD \$44



SIZE: 47 ml / 1.6 fl. oz.

BEST FOR

All skin types and those concerned with dry skin, loss of elasticity, and fine lines.

PERFORMANCE & SELLING TIPS

- Helps firm and plump skin.
- Provides immediate hydration.
- Smooths the appearance of fine lines.
- Sets makeup for a more even and refined finish.
- Provides antioxidant protection from environmental stressors.

PRODUCT PROFILE

- Vegan
- 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 No. 2 Plumping Facial Mist has passed Beautycounter's Ingredient Selection Process. It is formulated without silicones or sulfates.

HOW TO USE

Shake gently before use. Close eyes and press slowly for a fine, even mist. Can be used under or over makeup for instant hydration and a satin finish.

KEY INGREDIENT BENEFITS

Peony Root Extract: helps to plump skin.

Rye Seed Extract: has anti-aging properties that help smooth fine lines.

Apple Fruit Extract: has astringent properties to help tighten and lift the skin.

INGREDIENT LIST

Aqua/Water/Eau, Propanediol, Glycerin, Pyrus Malus (Apple) Fruit Extract, Paeonia Albiflora Root Extract, Hydrolyzed Pepper Fruit Extract, Secale Cereale (Rye) Seed Extract, Camellia Oleifera Seed Oil, Michelia Champaca Flower Oil, Caprylyl Glycol, Hexylene Glycol, Polyglyceryl-4 Caprylate, Pentylene Glycol, Heptyl Glucoside, Caprylyl/Capryl Glucoside, Tetrasodium Glutamate Diacetate, Sodium Lauroyl Glutamate, Glyceryl Caprylate, Ethylhexylglycerin, Phenoxyethanol, Sorbic Acid, Sodium Hydroxide, Citric Acid.

CROSS SELLING

- No. 2 Brightening Facial Oil
- Overnight Resurfacing Peel
- Cleansing Balm
- Countermatch Eye Rescue Cream

No. 2 Plumping Facial Oil

Lightweight and silky smooth, our proprietary blend of seven natural oils moisturizes, nourishes, and helps firm skin. Fragrant jasmine oil replenishes moisture, while omega-rich argan oil helps minimize the appearance of fine lines.

US \$69

CAD \$82



SIZE: 20 ml / 0.67 fl. oz.

BEST FOR

All skin types and those concerned with dry skin, loss of elasticity, and fine lines.

PERFORMANCE & SELLING TIPS

- Helps firm and plump skin while visibly increasing skin elasticity.
- Provides immediate and long-lasting hydration.
- Helps smooth the appearance of fine lines.
- Leaves skin with a radiant glow.

PRODUCT PROFILE

- Vegan
- 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 No. 2 Plumping Facial Oil has passed Beautycounter's Ingredient Selection Process. It is formulated without synthetic or mineral oils.

HOW TO USE

Apply 4-6 drops into the palms of your hands and press onto face, alone or under moisturizer.

KEY INGREDIENT BENEFITS

Jasmine Oil: helps boost hydration and provides a subtle floral scent.
Argan Oil: helps minimize the appearance of fine lines.

INGREDIENT LIST

Vitis Vinifera (Grape) Seed Oil, Rosa Canina (Rose Hip) Fruit Oil, Sclerocarya Birrea (Marula) Oil, Argania Spinosa (Argan) Kernel Oil*, Limnanthes Alba (Meadowfoam) Seed Oil, Hippophae Rhamnoides (Sea Buckthorn) Oil, Rosa Damascena (Rose) Flower Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Paradisi (Grapefruit) Peel Oil, Jasminum Grandiflorum (Jasmine) Flower Oil.

*Organic/Biologique

CROSS SELLING

- No. 2 Brightening Facial Mist
- Cleansing Balm
- Countermatch Eye Rescue Cream

No. 3 Balancing Facial Mask

This nutrient-rich kaolin clay mask purifies and balances, absorbing excess oil and drawing out impurities. Activated charcoal minimizes the appearance of pores, giving skin a smooth, polished appearance while salicylic acid stimulates exfoliation.

US \$49

CAD \$58



SIZE: 60 ml / 2 fl. oz.

BEST FOR

All skin types and those concerned with congestion and oily skin.

PERFORMANCE & SELLING TIPS

- Absorbs excess oil.
- Visibly minimizes pores.
- Purifies, detoxifies, and clarifies complexion.
- Helps calm, refine, and smooth skin.

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 No. 3 Balancing Facial Mask has passed Beautycounter's Ingredient Selection Process. It is formulated without artificial colorants or synthetic fragrances.

HOW TO USE

Apply an even layer to clean skin. Let dry for 10 minutes, then rinse thoroughly with warm water. Use 2-3 times per week. Can also be used as a spot treatment.

KEY INGREDIENT BENEFITS

Charcoal Powder: rich in natural minerals to help balance and purify.
Salicylic Acid: helps with cell turnover to smooth and refine skin.
Lactic Acid: gently exfoliates and smooths skin's surface.

INGREDIENT LIST

Aqua/Water/Eau, Kaolin, Charcoal Powder, Magnesium Aluminum Silicate, Illite, Glycerin, Pyrus Malus (Apple) Fruit Extract, Tetrahexyldecyl Ascorbate, Xanthan Gum, Camellia Sinensis (Green Tea) Leaf Powder, Olea Europaea (Olive) Leaf Powder, Zingiber Officinale (Ginger) Root Powder, Salicylic Acid, Caprylyl Glycol, Pentylene Glycol, Mentha Piperita (Peppermint) Extract, Allantoin, Lactic Acid, Ethylhexylglycerin, Mentha Piperita (Peppermint) Oil*, Sodium Hyaluronate, Sodium Hydroxide, Chlorphenesin, Phenoxyethanol.

*Organic/Biologique

CROSS SELLING

- No. 3 Balancing Facial Mist
- No. 3 Balancing Facial Oil

TEST RESULTS

IN AN INDEPENDENT CONSUMER STUDY, AFTER 2 WEEKS OF USE*:

- 97% said mask refined and smoothed skin.
- 94% said mask absorbed excess oil.
- 87% said mask detoxified pores and purified skin.
- 87% said mask helped clarify complexion.
- 84% said mask made skin look clearer and more even-toned.

*Results obtained following consumer panel study of 31 women, using product 3 times a week.

No. 3 Balancing Facial Mist

Active-infused and alcohol-free, this revitalizing mist preps skin, sets makeup, and refreshes throughout the day. Specially formulated with charcoal powder and kaolin clay, it absorbs excess oil, refines skin texture, and helps calm redness.

US \$36

CAD \$44



SIZE: 47 ml / 1.6 fl. oz.

BEST FOR

All skin types and those concerned with skin clarity, calming, and balancing.

PERFORMANCE & SELLING TIPS

- Balances oily areas and hydrates dry areas.
- Visibly minimizes the appearance of pores.
- Helps purify, detoxify, and clarify the complexion.
- Sets makeup without leaving a sticky residue.
- Provides antioxidant protection from environmental stressors.

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 No. 3 Balancing Facial Mist has passed Beautycounter's Ingredient Selection Process. It is formulated without silicones or sulfates.

HOW TO USE

Shake gently before use. Close eyes and press slowly for a fine, even mist. Can be used under or over makeup to balance and refresh your complexion.

KEY INGREDIENT BENEFITS

Charcoal Powder: highly absorbent and rich in natural minerals to help balance and purify skin.

Kaolin: a soft clay that effectively absorbs excess oil.

Wild Rose Extract: rich in vitamin C, it helps reduce redness.

INGREDIENT LIST

Aqua/Water/Eau, Propanediol, Butylene Glycol, Pyrus Malus (Apple) Fruit Extract, Rosa Canina Fruit Extract, Charcoal Powder, Cocos Nucifera (Coconut) Water, Rosmarinus Officinalis (Rosemary) Leaf Oil, Cocos Nucifera (Coconut) Fruit Juice, Mentha Piperita (Peppermint) Oil, Kaolin, Glycerin, Caprylyl Glycol, Hexylene Glycol, Polyglyceryl-4 Caprylate, Octyldodecyl Olivat, Heptyl Glucoside, Lecithin, Glyceryl Undecylenate, Caprylyl/Capryl Glucoside, Tetrasodium Glutamate Diacetate, Glyceryl Caprylate, Sodium Benzoate, Sodium Lauroyl Glutamate, Ethylhexylglycerin, Phenoxyethanol, Sorbic Acid, Citric Acid.

CROSS SELLING

- No. 3 Balancing Facial Mask
- No. 3 Balancing Facial Oil

No. 3 Balancing Facial Oil

Lightweight and silky smooth, our proprietary blend of seven natural oils moisturizes, smooths, and helps even skin tone. Softening meadowfoam seed oil restores balance, while wild chamomile calms and soothes skin.

US \$69

CAD \$82



SIZE: 20 ml / 0.67 fl. oz.

BEST FOR

All skin types and those concerned with skin clarity, calming, and balancing.

PERFORMANCE & SELLING TIPS

- Helps balance and soothe.
- Deeply nourishes and calms skin.
- Absorbs easily.
- Leaves skin glowing.

PRODUCT PROFILE

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

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

WHY IS IT SAFER?

Our No. 3 Balancing Facial Oil has passed Beautycounter's Ingredient Selection Process. It is formulated without synthetic or mineral oils.

HOW TO USE

Apply 4-6 drops into the palm of your hands and press onto face, alone or under moisturizer.

KEY INGREDIENT BENEFITS

Ylang Ylang: moisturizes skin and has a delicate herbal scent.
Wild Chamomile: calms and soothes skin.

INGREDIENT LIST

Vitis Vinifera (Grape) Seed Oil, Rosa Canina (Rose Hip) Fruit Oil, Sclerocarya Birrea (Marula) Oil, Argania Spinosa (Argan) Kernel Oil*, Limnanthes Alba (Meadowfoam) Seed Oil, Hippophae Rhamnoides (Sea Buckthorn) Oil, Rosa Damascena (Rose) Flower Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Paradisi (Grapefruit) Peel Oil, Cananga Odorata (Ylang Ylang) Flower Oil, Anthemis Nobilis (Chamomile) Flower Oil.

*Organic/Biologique

CROSS SELLING

- No. 3 Balancing Facial Mist
- No. 3 Balancing Facial Mask