

# BEAUTYCOUNTER



# Product Training Guide

# *Thank you for joining Beautycounter.*

You are helping to spread our mission to get safer products into the hands of everyone.

We believe that the products you use on your face and body should be gentle, effective, and safer for your health and the planet. We approach product development with safety and performance in mind. That's why we created our 5-Step Ingredient Selection Process, which prohibits over 1,500 ingredients from product formulations, screens ingredients for safety, and guides ingredient sourcing.

Transparency has been one of our values since the beginning, and we remain dedicated to it as we grow and continue to develop safer products for the whole family.

For our latest products, further education, and additional tips, visit [Beautycounter.com](https://www.beautycounter.com).

# Ingredient Selection Process

The Federal Government hasn't passed a major federal law in the United States regulating the ingredients used in cosmetic and personal care products since 1938—a lot has changed since then.

Meanwhile, the European Union has banned more than 1,300 chemicals in the product formulas of personal care products and restricted the levels of over 250 more in such products. In Canada there is a list of nearly 600 ingredients that are prohibited or restricted for use in cosmetic products. The U.S. has only partially banned 30 to date.

At Beautycounter, we're committed to a health and safety standard that goes well beyond what's required by U.S. law, and we've created an Ingredient Selection Process to ensure that our customers feel confident in the safety of our products.

## **STEP 1. BAN INTENTIONALLY**

We've banned the use of more than 1,500 questionable or harmful chemicals through The Never List™—all while ensuring our products perform and that they're as indulgent as any other luxe shampoo, lipstick, or oil in the market.

## **STEP 2. SCREEN RIGOROUSLY**

Using the best available sources, we screen every potential ingredient for information on specific hazards like cancer, developmental toxicity, hormone-disruption, and infertility.

## **STEP 3. LEARN CONSTANTLY**

There are major data gaps on most cosmetics ingredients, so we review emerging data regularly and even occasionally commission our own studies.

## **STEP 4. SOURCE RESPONSIBLY**

We choose the best organic, natural, sustainable, and synthetic ingredients that meet our standards. Over 80% of the ingredients in our products are natural or plant-derived.

## **STEP 5. SHARE TRANSPARENTLY**

Every formula ingredient, including known components of fragrances, flavors, and intentionally added preservatives, are listed on our product labels or on [Beautycounter.com](https://www.beautycounter.com).

# The Never List™

The Never List™ is robust, and made to help you recognize, understand, and avoid these ingredients commonly found in personal care products. We will never formulate our products with these ingredients:

**BENZALKONIUM CHLORIDE** a disinfectant used as a preservative and surfactant associated with severe skin, eye, and respiratory irritation and allergies. Found in: sunscreens, moisturizers.

**BHA AND BHT** synthetic antioxidants used to extend shelf life. They are likely carcinogens and hormone disruptors and may cause liver damage. Found in: lipsticks, moisturizers, diaper creams, and other cosmetics.

**COAL TAR HAIR DYES AND OTHER COAL TAR INGREDIENTS** a byproduct of coal processing that is a known carcinogen. It is used as a colorant and an anti-dandruff agent. Found in: hair dye, shampoo.

**ETHYLENEDIAMINETETRAACETIC ACID (EDTA)** a chelating (binding) agent added to cosmetics to improve stability. May be toxic to organs. Found in: hair color, moisturizers.

**ETHANOLAMINES (MEA/DEA/TEA)** surfactants and pH adjusters linked to allergies, skin toxicity, hormone disruption, and inhibited fetal brain development. Found in: hair dyes, mascara, foundation, fragrances, sunscreens, dry cleaning solvents, paint, pharmaceuticals.

**FORMALDEHYDE** used as a preservative in cosmetics. A known carcinogen that is also linked to asthma, neurotoxicity, and developmental toxicity. Present where quaternium-15, DMDM hydantoin, imidazolidinyl urea, diazolidinyl urea, sodium hydroxymethylglycinate, 2-bromo-2-nitropropane-1,3 diol (Bronopol), and several other preservatives are listed. Found in: shampoo, body wash, bubble bath.

**HYDROQUINONE** a skin-lightening chemical that inhibits the production of melanin and is linked to cancer, organ toxicity, and skin irritation. Found in: skin-lightening creams.

**METHYLISOTHIAZOLINONE AND METHYLCHLOROISOTHIAZOLINONE** chemical preservatives that are among the most common irritants, sensitizers, and causes of contact skin allergies. Found in: shampoo, conditioner, body wash.

**OXYBENZONE** sunscreen agent and ultraviolet light absorber linked to irritation, sensitization and allergies, and possible hormone disruption. Found in: sunscreen, moisturizer.

**PARABENS (METHYL-, ISOBUTYL-, PROPYL- AND OTHERS)** a class of preservatives commonly used to prevent the growth of bacteria and mold. Parabens are endocrine (or hormone) disruptors, which may alter important hormone mechanisms in our bodies. Found in: shampoo, face cleanser, body wash, body lotion, foundation.

**PHthalATES (DBP, DEHP, DEP AND OTHERS)** a class of plasticizing chemicals used to make products more pliable or to make fragrances stick to skin. Phthalates disrupt the endocrine system and may cause birth defects. Found in: synthetic fragrance, nail polish, hairspray, plastic materials.

**POLYETHYLENE GLYCOL (PEG COMPOUNDS)** PEGs are widely used in cosmetics as thickeners, solvents, softeners, and moisture-carriers. Depending on manufacturing processes, PEGs may be contaminated with measurable amounts of ethylene oxide and 1,4-dioxane, which are both carcinogens. Found in: creams, sunscreen, shampoo.

**RETINYL PALMITATE AND RETINOL (VITAMIN A)** a nutrient that may damage DNA and speed the growth of skin tumors when used topically. Found in: moisturizer, anti-aging skincare.

**SODIUM LAURYL SULFATE AND SODIUM LAURETH SULFATE (SLS AND SLES)** SLS and SLES are surfactants that can cause skin irritation or trigger allergies. SLES is often contaminated with 1,4-dioxane, a byproduct of a petrochemical process called ethoxylation, which is used to process other chemicals in order to make them less harsh. Found in: shampoo, body wash, bubble bath.

**SYNTHETIC FLAVOR OR FRAGRANCE** an engineered scent or flavoring agent that may contain any combination of 3,000-plus stock chemical ingredients, including hormone disruptors and allergens. Fragrance formulas are protected under federal law's classification of trade secrets and therefore can remain undisclosed. Found in: all types of cosmetics.

**TOLUENE** a volatile petrochemical solvent that is toxic to the immune system and can cause birth defects. Found in: nail polish.

**TRICLOSAN AND TRICLOCARBAN** antimicrobial pesticides toxic to the aquatic environment; may also impact human reproductive systems. Found in: liquid soap, soap bars, toothpaste.

Beautycounter will never test our finished products on animals, nor do we ask others to.

Sources: National Institutes of Environmental Health Sciences, CosIng, Health Canada, The Endocrine Disruption Exchange, EWG Skin Deep Cosmetics Database

# Countermatch Collection

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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.

# 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:** 30ml / .1oz

## 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

# 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:** 15ml / .5oz

## 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 Integriifolia 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 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 \$55

CAD \$67

**SIZE:** 50ml / 1.7oz

## 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 Integrifolia 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 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 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

# Essential Nourishing Collection

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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.

Just Cleanse, Prep, and Protect for radiant looking skin.

# 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 \$28

CAD \$34



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

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

- Infused with botanicals that gently cleanse, soften, and soothe 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

## 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 \$34

CAD \$43



**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

## 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

## 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 cococaprylate/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 Oliviate, Cetearyl Glucoside, Sorbitan Oliviate, 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

## 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

*Açai 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

## 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

## CROSS SELLING

- Nourishing Cream Cleanser
- Nourishing Day Cream

# 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 \$25

CAD \$30

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

## CROSS SELLING

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

# 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

**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

## CROSS SELLING

- Nourishing Eye Cream
- Sheer Lipstick

# Countertime Rejuvenating Collection

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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.

# 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

## CROSS SELLING

- Rejuvenating Eye Cream
- Rejuvenating Radiance Serum

# 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

## 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 Officinarum (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

## 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 \$66

CAD \$79



**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 Officinarum (Sugarcane) 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 Algin, 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

## CROSS SELLING

- Rejuvenating Face Cleanser
- Rejuvenating Day 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 \$60

CAD \$72

**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

# 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 Barbadosensis 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

## CROSS SELLING

- Rejuvenating Night Cream
- Rejuvenating Face Cleanser

# 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/Caprate, 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

## CROSS SELLING

- Rejuvenating Day Cream
- Rejuvenating Eye Cream

# Beautycounter+

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Beautycounter+ is a line of targeted treatments made with safer, high-performing ingredients. Each three-piece collection includes a mask, mist, and oil specially formulated to address specific skin concerns. Work them into your existing regimen to give your skin a Brightening, Plumping, or Balancing boost.

# No. 1 Brightening Facial Mask

This nutrient-rich mask instantly revives dull, tired skin, revealing a brighter-looking complexion. Polishing kaolin clay deeply cleanses and revitalizes while vitamin C helps minimize uneven tone for a more even complexion and radiant glow.

US \$49

CAD \$58



**SIZE:** 60 ml / 2 fl. oz.

## BEST FOR

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

## PERFORMANCE & SELLING TIPS

- Brightens skin.
- Helps minimize uneven tone and discoloration.
- Boosts radiance.

## 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 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.

## KEY INGREDIENT BENEFITS

*Vitamin C:* antioxidant that helps even skin tone.  
*Kakadu Plum:* rich in vitamin C, it helps smooth skin's surface.  
*Lime Pearl Extract:* provides gentle exfoliation for a brighter, more even complexion.

## INGREDIENT LIST

Aqua/Water/Eau, Kaolin, Bentonite, Magnesium Aluminum Silicate, Polyglyceryl-3 Olivat Phosphate, Titanium Dioxide, Magnesium Ascorbyl Phosphate, Glycerin, Mica, Pyrus Malus (Apple) Fruit Extract, Biosaccharide gum-1, Porphyridium polysaccharide, Tamarindus Indica Seed Polysaccharide, Terminalia Ferdinandiana Fruit Extract, Microcitrus Australasica Fruit Extract, Citrus Nobilis (Mandarin Orange) Peel Oil, Allantoin, Xanthan Gum, Tocopherol, Caprylyl/Capryl Glucoside, Propanediol, Ethylhexylglycerin, Caprylyl Glycol, Chlorphenesin, Phenoxyethanol, Tetrasodium Glutamate Diacetate, Citric acid.

## CROSS SELLING

- No. 1 Brightening Facial Mist
- No. 1 Brightening Facial Oil

## TEST RESULTS

IN AN INDEPENDENT CONSUMER STUDY, AFTER 2 WEEKS OF USE\*:  
**90%** said skin looked rested and refreshed.  
**86%** said skin felt softer and smoother.  
**80%** said skin looked brighter.

IN AN INDEPENDENT CONSUMER STUDY, AFTER 4 WEEKS OF USE\*:  
**90%** said skin felt smoother.  
**90%** said skin looked fresher and rested.  
**83%** said product awakened dull, tired skin for a brighter appearance.

\*Results obtained following consumer panel study of 30 women, using product 3 times a week.

# 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 Mask
- No. 1 Brightening Facial Oil

# 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

## CROSS SELLING

- No. 1 Brightening Facial Mist
- No. 1 Brightening Facial Mask

# No. 2 Plumping Facial Mask

Made with deeply cleansing kaolin clay, this nutrient-rich mask instantly gives skin a firm, toned look and more youthful appearance. Plumping peony root helps restore skin's elasticity, while konjac root smooths the appearance of fine lines.

US \$49

CAD \$58



**SIZE:** 60 ml / 2 fl. oz.

## BEST FOR

All skin types and those concerned with loss of firmness and elasticity.

## PERFORMANCE & SELLING TIPS

- Helps firm and plump skin while visibly increasing skin elasticity.
- Works to restore skin's volume.
- Smooths the appearance of fine lines.

## 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 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.

## KEY INGREDIENT BENEFITS

*Peony Root Extract:* helps restore skin's elasticity.

*Rye Seed Extract:* improves skin and softens expression lines.

*Konjac Root Extract:* retains water in skin for a firmer appearance.

## INGREDIENT LIST

Aqua/Water/Eau, Kaolin, Bentonite, Magnesium Aluminum Silicate, Glycerin, Pyrus Malus (Apple) Fruit Extract, Paeonia Albiflora Root Extract, Secale Cereale (Rye) Seed Extract, Hydrolyzed Pepper Fruit Extract, Amorphophallus Konjac Root Extract, Magnolia Champaca Flower Oil, Camellia Oleifera Seed Oil, Tocopherol, Lactic Acid, Allantoin, Niacinamide, Pentylene Glycol, Xanthan Gum, Caprylyl Glycol, Sodium Hyaluronate, Tetrasodium Glutamate Diacetate, Chlorphenesin, Ethylhexylglycerin, Phenoxyethanol, Sodium Hydroxide, Citric Acid.

## CROSS SELLING

- No. 2 Plumping Facial Mist
- No. 2 Plumping Facial Oil

## TEST RESULTS

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

**86%** said skin felt soft, moisturized, and was improved.

**83%** said skin looked and felt smoother.

IN AN INDEPENDENT CONSUMER STUDY, AFTER 4 WEEKS OF USE\*:

**96%** said skin felt soft and moisturized.

**90%** said skin was improved.

**83%** said skin looked and felt smoother, and was more supple.

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

# 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 Plumping Facial Mask
- No. 2 Plumping Facial Oil

# 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

## CROSS SELLING

- No. 2 Plumping Facial Mist
- No. 2 Plumping Facial Mask

# 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

- 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. 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

## 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 Olivatate, 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

## CROSS SELLING

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

# Hair Care Collections

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Good hair days start with safer ingredients. These next-generation collections offer safer targeted solutions for beautiful, healthy hair. Each collection contains a Shampoo, Conditioner, and a Treatment or Styling Product. Every product is free of sulfates, silicones, mineral oil, and synthetic fragrances. Plus, they are all safe for color treated hair.

# Volume & Shape Shampoo

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

US \$26

CAD \$31



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

## BEST FOR

Fine hair.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Nut-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

*Hibiscus Proteins:* volumizes and lifts hair for extra body.

## INGREDIENT LIST

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

\*Organic

## CROSS SELLING

- Volume & Shape Conditioner
- Volume & Shape Volumizing Mist

# Volume & Shape Conditioner

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

US \$26

CAD \$31



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

## BEST FOR

Fine hair.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Nut-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

*Hibiscus Proteins:* volumizes and lifts hair for extra body.

*Coconut Oil:* detangles, moisturizes, protects and provides shine.

## INGREDIENT LIST

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

## CROSS SELLING

- Volume & Shape Shampoo
- Volume & Shape Volumizing Mist

# Volume & Shape Volumizing Mist

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

US \$28

CAD \$35



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

## BEST FOR

Fine hair.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Nut-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

*Quinoa, Apple, and Hibiscus Plant Proteins:* volumizes and lifts hair, provides body.

## INGREDIENT LIST

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

## CROSS SELLING

- Volume & Shape Shampoo
- Volume & Shape Conditioner

# Smooth & Control Shampoo

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



US \$26

CAD \$31

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

## BEST FOR

Fighting frizz, taming unruly tresses, and smoothing hair.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Nut-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

*Wild Cotton Extract:* helps tame unmanageable hair, calm frizz, smooth for a polished look.

## INGREDIENT LIST

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

## CROSS SELLING

- Smooth & Control Conditioner
- Smooth & Control Hair Oil

# Smooth & Control Conditioner

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

US \$26

CAD \$31



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

## BEST FOR

Fighting frizz, taming unruly tresses, and smoothing hair.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Soy-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

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

*Shea Butter:* delivers rich hydration.

## INGREDIENT LIST

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

## CROSS SELLING

- Smooth & Control Shampoo
- Smooth & Control Hair Oil

# Smooth & Control Hair Oil

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

US \$32

CAD \$40



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

## BEST FOR

Fighting frizz, taming unruly tresses, and smoothing hair.

## PERFORMANCE & SELLING TIPS

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

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

*Coconut Oil:* nourishes hair.

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

## INGREDIENT LIST

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

## CROSS SELLING

- Smooth & Control Shampoo
- Smooth & Control Conditioner

# Repair & Nourish Split End Serum

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



US \$32

CAD \$40

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

## **BEST FOR**

Reviving dry, damaged hair.

## **PERFORMANCE & SELLING TIPS**

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

## **WHY IS IT SAFER?**

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

## **HOW TO USE**

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

## **KEY INGREDIENT BENEFITS**

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

*Brazilian Bataua Oil:* helps repair damage.

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

## **INGREDIENT LIST**

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

## **CROSS SELLING**

- Repair & Nourish Shampoo
- Repair & Nourish Conditioner

# Body Collection

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

# Daily Shampoo

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

US \$23

CAD \$29



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

## BEST FOR

All hair types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

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

*Marula Oil:* helps deliver shine.

## INGREDIENT LIST

Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Glycerin, Citrus Grandis (Grapefruit) Peel Oil, Glycol Distearate, Decyl Glucoside, Panthenol, Sodium Methyl Cocoyl Taurate, Glyceryl Caprylate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Disodium Cocoyl Glutamate, Tetrasodium Glutamate Diacetate, Sodium Cocoyl Hydrolyzed Amaranth Protein, Sclerocarya Birrea (Marula) Seed Oil, Ximenia Americana (Tallowwood) Seed Oil, Maltodextrin, Aspalathus Linearis (Rooibos) Leaf Extract, Caprylhydroxamic Acid, Sodium Benzoate.

## CROSS SELLING

- Daily Conditioner
- Body Wash in Citrus Mimosa

# Daily Conditioner

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



US \$23

CAD \$29

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

## BEST FOR

All hair types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

*Grapefruit Peel Oil:* rich in antioxidants.

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

## INGREDIENT LIST

Aqua/Water/Eau, Cetyl Alcohol, Glycerin, Cetearyl Alcohol, Citrus Grandis (Grapefruit) Peel Oil, Dimethicone, Dicapryldimonium Chloride, Amodimethicone, Stearyl Alcohol, Behentrimonium Methosulfate, Stearalkonium Chloride, Glyceryl Caprylate, Hydroxyethylcellulose, Panthenol, Carthamus Tinctorius (Safflower) Oleosomes, Hydrolyzed Amaranth Protein, Citric Acid, Schinziophyton Rautanenii (Mongongo) Kernel Oil, Sclerocarya Birrea (Marula) Seed Oil, Ximenia Americana (Tallowood) Seed Oil, Maltodextrin, Aspalathus Linearis (Rooibos) Leaf Extract, Caprylhydroxamic Acid, Sodium Benzoate.

## CROSS SELLING

- Daily Shampoo
- Hydrating Body Lotion in Citrus Mimosa

# Style Sea Salt Spray

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

US \$28

CAD \$33



**SIZE:** 3.7 oz.

#### **BEST FOR**

All hair types.

#### **PERFORMANCE & SELLING TIPS**

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

#### **PRODUCT PROFILE**

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

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

#### **WHY IS IT SAFER?**

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

#### **HOW TO USE**

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

#### **KEY INGREDIENT BENEFITS**

*Red Algae Extract:* helps protect and restore shine.

*Pink Himalayan Sea Salt:* adds texture and volume to hair.

*Sodium Hyaluronate:* provides conditioning and moisturizing benefits.

#### **INGREDIENT LIST**

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

\*Organic

#### **CROSS-SELLING**

- Daily Shampoo
- Daily Conditioner

# Body Wash in Citrus Mimosa

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

US \$25

CAD \$30



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

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Vegan
- Gluten-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

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

## INGREDIENT LIST

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

## CROSS SELLING

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

# Sugar Body Scrub in Lemongrass

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

US \$40

CAD \$49



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

## BEST FOR

All skin types. Ideal for dry or rough skin.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Vegan
- 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?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

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

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

## INGREDIENT LIST

Sucrose, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Helianthus Annuus (Sunflower) Seed Oil, Citrus Aurantifolia (Lime) Oil, Citrus Limon (Lemon) Peel Oil, Oenothera Biennis (Evening Primrose) Oil, Prunus Armeniaca (Apricot) Kernel Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Phenoxyethanol, Citrus Grandis (Grapefruit) Peel Oil, Cymbopogon Citratus (Lemongrass) Leaf Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Euterpe Oleracea Sterols, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Ethylhexylglycerin, Linoleic Acid, Oleic Acid, Linolenic Acid.

## CROSS SELLING

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

# Citrus Mimosa Hand Wash

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

US \$26

CAD \$33



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

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

*Wild Chamomile:* helps calm and hydrate skin.

*Calendula:* calming and soothing properties.

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

## INGREDIENT LIST

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

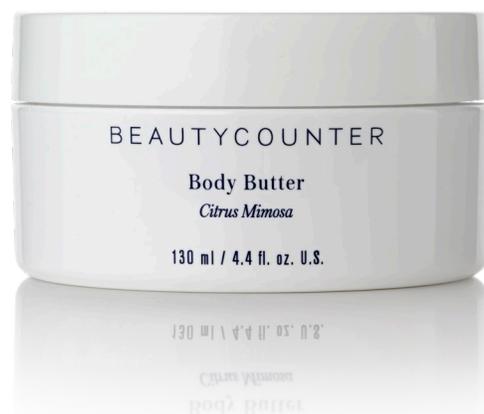
\*Organic

## CROSS SELLING

- Citrus Mimosa Hand Cream

# Body Butter in Citrus Mimosa

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



US \$39

CAD \$46

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

## BEST FOR

All skin types. Ideal for dry or rough skin.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Vegan
- Gluten-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

Massage into clean skin as needed.

## KEY INGREDIENT BENEFITS

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

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

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

## INGREDIENT LIST

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

\*Organic

## CROSS SELLING

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

# Hydrating Body Lotion in Citrus Mimosa

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

US \$25

CAD \$30



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

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Vegan
- Gluten-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

*Jojoba Butter:* non-greasy, soothing, and promotes an even skin tone.

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

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

## INGREDIENT LIST

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

## CROSS SELLING

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

# Glow Shimmer Oil

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

US \$35

CAD \$44



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

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Vegan
- Gluten-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

Body: Shake well and dispense a generous amount into hands. Massage onto legs, décolletage, shoulders, arms, face, or hair.  
Face: Shake well and massage a small amount onto your cheekbones, nose, and forehead to highlight.

## KEY INGREDIENT BENEFITS

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

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

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

## INGREDIENT LIST

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

\*Organic

## CROSS SELLING

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

# Body Oil in Citrus Rosemary

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

US \$75

CAD \$91



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

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

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

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

## INGREDIENT LIST

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

\*Organic

## CROSS SELLING

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

# Hand Cream in Citrus Mimosa

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

US \$18 / \$ 30

CAD \$21 / \$38



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

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

Massage into hands and cuticles as needed.

## KEY INGREDIENT BENEFITS

*Shea Butter:* hydrates and conditions skin.

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

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

## INGREDIENT LIST

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

\* Organic

## CROSS SELLING

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

# Citrus Mimosa Body Bar

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

US \$22

CAD \$25



**SIZE:** 5 oz.

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

*Shea Butter:* non-greasy hydration and conditioning for skin.  
*Marula Oil:* from the same family as the mango, this botanical is ultra-moisturizing, rich in antioxidants, and is easily absorbed.  
*Mongongo Oil:* found in Africa, this oil is rich in hydrating omega-6 and antioxidant vitamin E.

## INGREDIENT LIST

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

\*Organic

## CROSS SELLING

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

# Cosmetics Collection

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We believe you shouldn't have to compromise your health in the name of beauty—and this is the reason why we defined a higher standard of safety and performance. See how safer makeup can be effective, beautiful, sophisticated, and empowering.

# Tint Skin Hydrating Foundation



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

US \$42

CAD \$51



**SIZE:** 40 ml / 1.35 fl. oz.

## SHADES

*Porcelain:* very fair—neutral to pink undertones.

*Linen:* fair—neutral undertones.

*Sand:* light—neutral to yellow undertones.

*Honey:* medium—neutral to yellow undertones.

*Golden:* medium—yellow undertone.

*Tan:* medium—red undertone.

*Chestnut:* deep—red undertone.

*Mocha:* deep—yellow undertone.

*Cocoa:* very deep—red undertone.

*Espresso:* very deep—neutral undertone.

## BEST FOR

All skin types. Light to medium coverage.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Gluten-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

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

## INGREDIENT LIST

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

## CROSS SELLING

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

# Dew Skin Tinted Moisturizer

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

\*Available in the US only.

US \$45

CAD \$56



**SIZE:** 40 ml / 1.35 fl. oz.

## SHADES

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

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Gluten-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

## INGREDIENT LIST

*Active ingredient (%w/w):* Zinc Oxide 14%

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

## CROSS SELLING

- Touchup Concealer Pen
- Powder Blush Duo
- Matte Bronzer

# Touchup Skin Concealer Pen

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

US \$33

CAD \$40



**SIZE:** 0.09 fl. oz.

## SHADES

Fair: very fair skin tones.

Light: fair to light skin tones.

Medium 1: light to medium skin tones.

Medium 2: medium to medium-dark skin tones.

Dark: dark skin tones.

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

## INGREDIENT LIST

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

## CROSS SELLING

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

# Mattifying Powder

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



US \$38

CAD \$46

**SIZE:** 9 g / 0.32 oz.

## BEST FOR

All skin types and tones.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

## INGREDIENT LIST

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

## CROSS SELLING

- Powder Brush
- Tint Skin Hydrating Foundation

# Matte Bronzer

Moisturizing porcelain flower extract helps this bronzer deliver a radiantly healthy glow that's easy to apply and blend. With a refined matte finish, it doubles as a shimmer-free contour for natural-looking definition.



US \$40

CAD \$49

**SIZE:** 0.35 oz. / 10g

## BEST FOR

All skin types.

## SHADES

*No. 01:* for light and medium skin tones.

*No. 02:* for medium and deep skin tones.

## PERFORMANCE & SELLING TIPS

- Creates an easy-to-achieve, natural contour.
- Velvety matte finish offers a warm, natural-looking bronzing effect.
- Both the Angled Blush Brush and Powder Brush are designed to work perfectly with the compact.

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

For a sun-kissed bronzing effect, dust with the Powder Brush over forehead, cheeks, eyelids, and chin. Use the Angled Blush Brush for a flattering contour under cheekbones and around the jawline.

## KEY INGREDIENT BENEFITS

*Porcelain Flower Extract:* a delicate flower from Thailand known for its antioxidant and healing benefits.

## INGREDIENT LIST

Talc, Mica, Caprylic/Capric Triglyceride, Ethylhexyl Palmitate, Silica, Hoya Lacunosa Flower Extract, Lauroyl Lysine, Capryloyl Glycine, Undecylenoyl Glycine, Zinc Stearate, Tin Oxide†. May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Manganese Violet (CI 77742).

†not present in all shades

## CROSS SELLING

- Powder Brush
- Angled Blush Brush

# Illuminating Cream Highlighter

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

US \$32

CAD \$42



**SIZE:** 5.7 g / 0.2 oz each

## BEST FOR

All skin tones.

## SHADES

BRONZE GLOW: Sheer Bronze  
ROSE GLOW: Luminous Pink  
PEARL GLOW: Illuminating Pearl

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

PEARL GLOW: Illuminate cheekbones, brow bones, and décolleté.

BRONZE GLOW: Apply to high points of cheekbones for a sun-kissed glow.

ROSE GLOW: Blend over cheeks for a healthy, youthful look.

## KEY INGREDIENT BENEFITS

*Jojoba Esters:* soothe, condition, and hydrate skin.

## INGREDIENT LIST

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

BRONZE GLOW / ROSE GLOW: Caprylic/Capric Triglyceride, Jojoba Esters, Silica, Butyrospermum Parkii (Shea) Butter, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Mica, Cera Microcristallina (Microcrystalline Wax)/Cire microcristalline, Polyglyceryl-3 Beeswax, Ricinus Communis (Castor) Seed Oil, Tocopherol, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba.

May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Red 27 Lake (CI 45410), Yellow 5 Lake (CI 19140).

## CROSS SELLING

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

# Powder Blush Duo

Made with moisturizing porcelain flower extract, a Thai bloom with antioxidant benefits, each satiny powder blends seamlessly to emulate naturally flushed cheeks. Wear alone, layered, or blended together.



US \$42

CAD \$50

**SIZE:** 0.35 oz. / 10g

## BEST FOR

All skin types.

## SHADES

*Bloom:* soft pink.

*Tulip:* bright hot pink.

*Flamingo:* vibrant coral.

*Apricot:* warm peach.

*Tawny:* caramel tan.

*Whisper:* soft peach pink.

## PERFORMANCE & SELLING TIPS

- Developed for easy application and color performance.
- Two shades with different levels of sheen, can be layered, blended together, or worn alone.
- The Angled Blush Brush and Powder Brush are designed to work perfectly with the size of the duo.

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

Gently tap excess blush from your Angled Blush Brush or Powder Brush before application. Brush lightly along cheekbones and onto cheeks with the Angled Blush Brush for more precise contouring, or use the Powder Brush for an all-over flush.

## KEY INGREDIENT BENEFITS

*Porcelain Flower Extract:* a delicate flower from Thailand known for its antioxidant, moisturizing, and healing benefits.

## INGREDIENT LIST

Talc, Mica, Caprylic/Capric Triglyceride, Ethylhexyl Palmitate, Silica, Hoya Lacunosa Flower Extract, Capryloyl Glycine, Lauroyl Lysine, Undecylenoyl Glycine, Zinc Stearate, Tin Oxide†.

May Contain (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Manganese Violet (CI 77742), Red 7 Lake (CI 15850), Red 6 (CI 15850), Ultramarines (CI 77007).

†not present in all shades

## CROSS SELLING

- Angled Blush Brush
- Powder Brush

# Color Pinch Cream Blusher



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

US \$38

CAD \$46

**SIZE:** 5.7g / 0.2 oz

## BEST FOR

All skin types.

## SHADES

*Caramel:* light apricot bronze.

*Hibiscus:* intense rose pink.

*Umber:* terracotta rose.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

*Jojoba Ester:* smooths, conditions, and hydrates.

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

## INGREDIENT LIST

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

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

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

\*Organic

## CROSS SELLING

- Tint Skin Hydrating Foundation
- Matte Bronzer
- Lip Gloss

# Eye Shadow Duo

Wear these satiny, universally-flattering powders alone, layered, or mixed together for the ultimate eye shadow wardrobe. Each shade is made with antioxidant-rich porcelain flower extract to blend seamlessly and stay comfortable on the delicate eye area.

US \$35

CAD \$43



**SIZE:** 4g / 0.14 oz.

## BEST FOR

All skin types.

## SHADES

*Fawn:* luminous beige.  
*Night:* soft charcoal black.  
*Oyster:* nude peach.  
*Amethyst:* soft plum.  
*Peach:* pale apricot.  
*Bronze:* warm metallic.  
*Pearl:* illuminating white.  
*Champagne:* luminous gold.  
*Shell:* petal pink.  
*Malt:* neutral brown.  
*Slipper:* lavender pink.  
*Slate:* velvet grey.

## PERFORMANCE & SELLING TIPS

- Two complementary shades designed to be worn together or alone.
- All-Over Eye and Crease Eye Brushes work perfectly with the compact.
- Formulated with porcelain flower extract, a Thai bloom known for its antioxidant benefits, to help illuminate and soothe the delicate skin around the eyes.

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

Use with our All-Over Eye Brush for a soft sweep of color, or our Crease Eye Brush for a more defined look.

## KEY INGREDIENT BENEFITS

*Porcelain Flower Extract:* a delicate flower from Thailand known for its antioxidant, moisturizing, and healing benefits.

## INGREDIENT LIST

Talc, Mica, Caprylic/Capric Triglyceride, Silica, Ethylhexyl Palmitate, Capryloyl Glycine, Undecylenoyl Glycine, Lauroyl Lysine, Hoya Lacunosa Flower Extract, Zinc Stearate, Tin Oxide†.  
May Contain (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Manganese Violet (CI 77742), Ultramarines (CI 77007), Ferric Ferrocyanide (CI 77510), Carmine (CI 75470)\*.

†not present in all shades

\*Only present in Malt, Shell, Amethyst, Oyster, Peach, Slipper shades.

## CROSS SELLING

- Crease Eye Brush
- All-Over Eye Brush

# Lengthening Mascara

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

US \$29

CAD \$36



**SIZE:** 5ml/0.17 fl oz

## BEST FOR

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

## SHADES

*Black*

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Gluten-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

*Bataua Oil:* conditions lashes to keep them soft and flexible.  
*Carnauba Wax:* adds structure and texture to lengthen and separate lashes.

## INGREDIENT LIST

Aqua/Water/Eau, Cera Microcristallina (Microcrystalline Wax)/Cire microcristalline, Acrylates Copolymer, VP/Hexadecene Copolymer, Glyceryl Behenate, Palmitic Acid, Oryza Sativa (Rice) Bran Wax, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Centaurea Cyanus Flower Water, Methylpropanediol, Microcrystalline Cellulose, Aminomethyl Propanediol, Dimethicone, Acacia Senegal Gum, Oenocarpus Bataua Fruit Oil\*, Jasminum Grandiflorum (Jasmine) Flower Wax, Stearic Acid, Hydroxyethylcellulose, Sodium Citrate, Myristic Acid, Rosa Centifolia Flower Wax, Rosa Damascena Flower Wax, Sodium Benzoate, Phenoxyethanol. May Contain/Peut contenir (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499)

\*Organic

## CROSS SELLING

- Color Outline Eye Pencil
- Volumizing Mascara
- Instant Eye Makeup Remover (*Coming Soon*)

## TEST RESULTS

IN A CONSUMER STUDY OF 30 WOMEN:

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

# Volumizing Mascara

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

US \$29

CAD \$36



**SIZE:** 12ml/0.4 fl oz

## BEST FOR

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

## SHADES

*Black*

## PERFORMANCE & SELLING TIPS

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

\* Clinical results based on two coats.

## PRODUCT PROFILE

- Gluten-free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

*Microcrystalline Cellulose:* builds lash volume.

## INGREDIENT LIST

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

\*Organic

## CROSS SELLING

- Color Outline Eye Pencil
- Lengthening Mascara
- Instant Eye Makeup Remover (*Coming Soon*)

## TEST RESULTS

IN A CONSUMER STUDY OF 30 WOMEN:

**100%** said it lasted all day.

**96%** reported no flaking or smudging.

**96%** agreed it was easy to remove.

# One-Step Makeup Remover Wipes

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

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



US \$20

CAD \$25

**SIZE:** 30 Wipes (7"X7.5")

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

†The wipes passed the biodegradation and disintegration tests for compostability as specified by European standard EN 13432, conducted at ambient temperatures.

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

*Cornflower water:* calms and soothes skin.

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

## INGREDIENT LIST

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

## CROSS SELLING

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

# Instant Eye Makeup Remover

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

US \$25

CAD \$30



**SIZE:** 125 ml / 4.23 fl oz

## BEST FOR

All skin types including those with sensitive eyes

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- No added fragrance

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

*Cornflower Extract:* calms and soothes skin.  
*Macadamia Oil:* smooths, restores, and provides hydrating moisture to the skin.

## INGREDIENT LIST

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

## CROSS SELLING

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

# Color Outline Eye Pencil

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

US \$24

CAD \$29



**SIZE:** 0.03 oz / 0.9g

## BEST FOR

All skin tones.

## SHADES

*Black:* jet black.

*Brown:* warm brown.

*Violet:* plum with a hint of sheen.

*Navy:* rich midnight blue.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

## INGREDIENT LIST

Stearic Acid, Hydrogenated Palm Kernel Glycerides, Hydrogenated Vegetable Oil, Hydrogenated Castor Oil, Hydrogenated Fish Oil, Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Cetyl Palmitate, Hydrogenated Coco-Glycerides, Caprylic/Capric Triglyceride, Calcium Carbonate, Hydrogenated Palm Glycerides, Hydrogenated Coconut Oil, Coco-Caprylate/Caprates, Paraffin Wax, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract.

May Contain (+/-): Mica\*, Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Ultramarines (CI 77007), Ferric Ferrocyanide (CI 77510), Carmine (CI 75470)†.

\*present in Navy, Brown, Violet shades

†present in Violet shade

## CROSS SELLING

- Color Shade Eye Duo
- Lengthening Mascara

# Color Define Brow Pencil

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

US \$24

CAD \$29



**SIZE:** 0.02 oz. / 0.7 g

## BEST FOR

All skin tones

## SHADES

*Light:* natural beige for light hair.

*Medium:* neutral medium brown for medium to dark hair.

*Dark:* neutral deep brown for dark hair.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Gluten-Free\*
- Nut-Free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

## INGREDIENT LIST

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

\*present in Light shade

## CROSS SELLING

- Color Shade Eye Duo
- Lengthening Mascara

# Makeup Brushes

An assortment of brushes designed specially for the face, eyes, and cheeks to achieve flawless application. Each brush is made from soft, animal hair-free taklon bristles that feel soft on the skin.



## PRICE:

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

*Angled Blush Brush:* US \$35 / CAD \$44

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

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

*Crease Eye Brush:* US \$25 / CAD \$31

*All-Over Eye Brush:* US \$25 / CAD \$31

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

## PERFORMANCE & SELLING TIPS

- Taklon is a synthetic polyester-derived fiber that is soft and flexible.
- Easy to clean.
- Works with both cream and powder makeup products.

## WHY IS IT SAFER?

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

## WHAT IT DOES

***Powder Brush:*** A luxurious all-purpose brush designed for dusting blush, bronzer, or finishing powder. Gently swirl or dip brush into powder, then tap brush to remove excess powder before dusting onto face.

***Angled Blush Brush:*** Swirl the fluffy bristles into the powder, tap away excess product, and gently sweep blush onto the cheekbones in an upward motion for a pop of color. To contour, apply bronzer below the apples of cheeks and around jawline to emphasize definition.

***Flat Complexion Brush:*** Created for use with liquid foundation, tinted moisturizer, or concealer, this flathead brush is ideal for covering larger areas. Coat brush in product and apply for desired coverage.

***Retractable Foundation Brush:*** Designed for liquid foundation and tinted moisturizer, this travel-friendly, dome-shaped brush creates flawless, even coverage. Dip brush into product and swirl to distribute the coat brush. Apply to skin with a light dabbing motion before blending outward with even strokes.

***Crease Eye Brush:*** Shaped for blending darker shadows into eye creases for contouring precisely. To use, apply directly into crease focusing on the outer edge and blend.

***All-Over Eye Brush:*** Designed to easily blend shadow all over eyelids or to highlight brow bones. Be sure to coat both sides of the brush, then tap away excess product. Press over each eyelid for a seamless, eye-brightening wash of color.

***Precision:*** Created for multiple uses, this brush can be used to cover imperfections, define and line eyes, or as a lip brush. To brighten and highlight eyes, place the shadow at the inside and outside corners of the eye and blend gently.

## HOW TO CLEAN

Dampen the brush and rub it into gentle shampoo or brush cleaner using circular motions. Rinse and repeat until the brush is clean. Blot with a towel and leave uncovered to dry. Clean brushes monthly.

## CROSS SELLING

- Color Shade Eye Duo
- Powder Blush
- Tint Skin Hydrating Moisturizer.

# Lip Gloss

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



US \$29

CAD \$36

**SIZE:** 0.24 oz. / 6.8 g

## BEST FOR

All skin tones.

## SHADES

*Peony:* warm pink.

*Buff:* sheer beige.

*Sienna:* sheer raisin.

*Opal:* moonstone.

*Dahlia:* cool pink.

*Fig:* sheer plum.

*Bare Shimmer:* neutral pink with golden shimmer.

*Bellini:* peach shimmer.

*Rosewood:* warm neutral.

*Poppy Shimmer:* pink red shimmer.

*Azalea:* bright pink.

*Blush Shimmer:* peach pink shimmer.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Gluten-Free\*
- Nut-Free\*
- Soy-Free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

*Joboba Seed Oil:* easily absorbs into skin for immediate moisture.

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

## INGREDIENT LIST

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

\*Organic/Biologique

† present in Fig shade

†† not present in all shades

## CROSS SELLING

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

# Sheer Lipstick

The ultimate everyday lipstick, this silky-smooth and ultra-moisturizing formula gives lips a sheer wash of color and a touch of polished sheen. It also includes jojoba esters and carnauba wax to condition and hydrate lips and no synthetic fragrance—just a hint of natural vanilla.



US \$32

CAD \$38

BEST  
SELLER

**SIZE:** 0.12 oz. / 3.4 g

## BEST FOR

All skin tones.

## SHADES

*Twig:* rosy beige.

*Terra:* earthy pink.

*Petal:* light pink.

*Lily:* luminous neutral pink.

*Rose:* vibrant pink.

*Poppy:* shimmering pink red.

*Orchid:* cool berry.

*Plum:* true berry.

*Currant:* rich maroon.

*Raisin:* brown berry.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Vegan
- Gluten-Free\*
- Nut-Free\*
- Soy-Free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

*Candelilla Wax:* smooths and conditions lips.

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

## INGREDIENT LIST

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

† not present in all shades

## CROSS SELLING

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

# Color Intense Lipstick

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

US \$34

CAD \$42



**SIZE:** 3.4g / 0.12 oz each

## BEST FOR

All skin tones.

## SHADES

*Backstage:* beige pink.  
*Brunch:* tawny pink.  
*First Date:* rosy pink.  
*Garden Party:* bright pink.  
*Little Black Dress:* neutral berry.  
*9 to 5:* luminous mauve.  
*Twilight:* bright berry.  
*Girls' Night:* classic red.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Vegan
- Nut-Free\*
- Soy-Free\*
- Gluten-Free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

*Jojoba Esters:* help moisturize, soothe, and soften skin.  
*Carnauba Wax:* native to Brazil, this plant is known as the 'queen of waxes,' and promotes long-lasting hydration and shine.

## INGREDIENT LIST

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

†not present in all shades

## CROSS SELLING

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

# Kids Bath Collection

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The Kids Bath Collection is a trio of kid-friendly formulas for hair and body, made without any hidden ingredients. It includes our berry-scented Kids Body Wash, as well as our citrus vanilla-scented Nice Do Shampoo and Not a Knot Conditioner.

# Nice Do Kids Shampoo

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

US \$18

CAD \$23



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

## BEST FOR

All skin and hair types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

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

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

## INGREDIENT LIST

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

## CROSS SELLING

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

# Not a Knot Kids Conditioner



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

US \$18

CAD \$23

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

## BEST FOR

All skin and hair types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

After shampooing, massage through entire length of hair. Rinse. Perfect for all hair types.

## KEY INGREDIENT BENEFITS

*Safflower:* delivers intense and instant hydration while steadily releasing moisture over time so hair feels soft and smooth.  
*Broccoli Extract:* full of fatty acids and phytonutrients to give shine without a heavy feel.

## INGREDIENT LIST

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

## CROSS SELLING

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

# Super-Duper Clean Kids Body Wash



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

US \$19

CAD \$23

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

## BEST FOR

All skin types.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

*Pomegranate Extract:* a natural antioxidant promotes healthy-looking skin.

*Cranberry Fruit Extract:* nutrient-rich to help nourish skin.

## INGREDIENT LIST

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

## CROSS SELLING

- Nice Do Kids Shampoo
- Not a Knot Kids Conditioner

# Baby Collection

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

# Calming Diaper Rash Cream



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

\*Available in the US only.

US \$18

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

## BEST FOR

Newborns, and healing and preventing diaper rash.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Vegan
- Nut-Free\*
- Soy-Free\*
- Gluten-Free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

Apply as frequently as needed to relieve and soften skin.

## KEY INGREDIENT BENEFITS

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

*Jojoba Oil:* helps to calm and soften.

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

## INGREDIENT LIST

*Active ingredient:* Zinc Oxide 14%

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

\*Organic

## CROSS SELLING

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

# Baby Gentle All-Over Wash

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

US \$20

CAD \$26



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

## BEST FOR

Newborns and babies.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

*Decyl Glucoside:* mild cleansing ingredient.

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

## INGREDIENT LIST

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

## CROSS SELLING

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

# Baby Daily Protective Balm

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

US \$22

CAD \$28



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

## BEST FOR

Newborns and babies.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

- Unscented
- Nut-Free\*
- Soy-Free\*
- Gluten-Free\*

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

*Shea Butter:* hydrates and conditions skin.

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

## INGREDIENT LIST

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

## CROSS SELLING

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

# Baby Soothing Oil

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

US \$22

CAD \$28



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

## BEST FOR

Newborns and babies.

## PERFORMANCE & SELLING TIPS

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

## PRODUCT PROFILE

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

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

## WHY IS IT SAFER?

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

## HOW TO USE

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

## KEY INGREDIENT BENEFITS

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

## INGREDIENT LIST

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

\*Organic

## CROSS SELLING

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

# Classic Diaper Bag

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



US \$98

CAD \$118

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

**ORIGIN:** China

## **BEST FOR**

Carrying baby essentials in style.

## **PERFORMANCE & SELLING TIPS**

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

## **PRODUCT PROFILE**

- Vegan

## **WHY IS IT SAFER?**

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

## **MATERIALS**

*Body:* cotton canvas shell.

*Handles & Trim:* vegan leather.

*Strap & Interior Lining:* nylon.

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

## **CROSS SELLING**

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

# Countersun Collection

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

# Mineral Sunscreen Mist

## SPF 30

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

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



US \$20 (89ml / 3oz)  
\$36 (178ml/6oz)

CAN \$26 (89ml / 3oz)  
\$46 (178ml/6oz)

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

### BEST FOR

Adults and children of all skin types.

### PERFORMANCE & SELLING TIPS

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

### WHY IS IT SAFER?

#### Technology

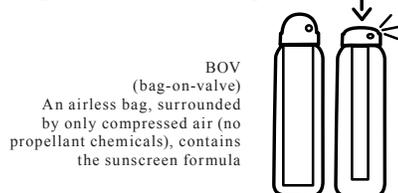
At Beautycounter, we prohibit chemical SPF filters due to their high potential for skin irritation. We prefer to use physical sunscreens, more commonly known as mineral sunscreen. Zinc oxide or titanium dioxide sit on the surface of the skin and physically bounce or reflect sun's rays away from the skin.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

#### Formula

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

#### Packaging

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



When button is pushed, air pressure in the bottle increases, forcing formula out of the bag

### PRODUCT PROFILE

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

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

### APPLICATION TIPS

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

### KEY INGREDIENT BENEFITS

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

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

### INGREDIENT LIST

**Active ingredient:** Zinc Oxide 14.5%

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

### CROSS SELLING

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

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

# Mineral Sunscreen Lotion

## SPF 30

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



US \$39

CAN \$49

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

### BEST FOR

Adults and children of all skin types.

### PERFORMANCE & SELLING TIPS

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

### WHY IS IT SAFER?

#### Technology

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

#### Formula

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

### PRODUCT PROFILE

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

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

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

### APPLICATION TIPS

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

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

### KEY INGREDIENT BENEFITS

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

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

### INGREDIENT LIST

*Active ingredient:* Zinc Oxide 19%

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

### CROSS SELLING

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

# Mineral Sunscreen Stick

## SPF 30

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



US \$20

CAN \$26

**SIZE:** 0.52oz

### BEST FOR

Adults and children of all skin types.

### PERFORMANCE & SELLING TIPS

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

### WHY IS IT SAFER?

#### Technology

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

#### Formula

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

### PRODUCT PROFILE

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

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

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

### APPLICATION TIPS

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

### KEY INGREDIENT BENEFITS

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

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

### INGREDIENT LIST

*Active ingredient:* Zinc Oxide 15.4%

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

\*Organic

### CROSS SELLING

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

# Sunscreen 101

## SUN'S RAYS DEFINED

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

### UVB = BURNING

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

### UVA = AGING

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

### BLUE LIGHT

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

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

#### *The effects of Blue Light\*\**

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

## SUNSCREEN CLAIMS

### *Broad Spectrum*

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

### *SPF*

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

*SPF 15 = blocks 93% of UVB rays*

*SPF 30 = blocks 97% of UVB rays*

*SPF 50 = blocks 98% of UVB rays*

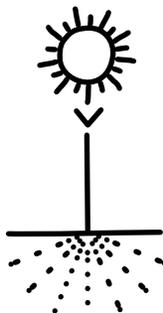
### *Water-Resistant*

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

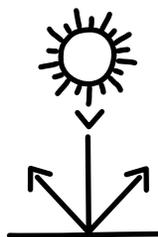
\*\*This Blue Light claim is only applicable in the US.

## SUNSCREEN TECHNOLOGY: CHEMICAL VS MINERAL

There are two main types of sunscreen protection technologies available.



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



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