

# colorlab

PRIVATE LABEL MAGAZINE

FALL 2011

## Fall

En Vogue  
Metallic Glimmer  
Wine & Roses

### HOLIDAY LOOK

WRAP IT UP!

### NEW PRODUCTS

RTW AIRBRUSH MAKEUP  
PERSONAL AIRBRUSH SYSTEM  
CUSTOM GLOSS PACKAGING  
RTW SHADES

The  
**En Vogue**  
Collection

[www.colorlabprivatelabel.com](http://www.colorlabprivatelabel.com)



# En Vogue

Are you mysterious, dangerous and a desirable strong woman? Then this look will suit you well! Fall 2011 makeup trends come in a myriad of styles and colors, with the power to create and reflect a strong yet sweet, delicate woman. Colors with daring accents, the timeless smoky eye coupled with a retro über feminine twist, which is meant to emphasize your traits in a stunning and unique way.



Pure Light  
Illuminating Concealer  
(very fair) two additional shades available



Golden Nectar  
Blush  
(warm, apricot)



Translucent Clear  
Shine Control Powder



Exposed  
Lipstick  
(neutral, light nude with shimmer)



Ingot  
Eyeshadow  
(neutral, pale light gold)



Matte Siren  
Lipstick  
(warm, brick red, matte)



Rose Gold  
Eyeshadow  
(warm, copper shimmer)



Muse  
Lip Gloss  
(warm, sheer toffee)



Slate  
Eyeshadow  
(neutral, charcoal with green undertone)



Spice Sketch Stick<sup>®</sup>  
for Lips



Caviar Sketch Stick<sup>®</sup>  
for Eyes



# Metallic Glimmer

Revive your self confidence with the true elegance of metallic that is sun-kissed, smoky and chic. This look focuses on the classics with a radically contemporary and modern translation. These golden bronze shades will always be in style and with the luminosity they offer, gives that final touch for any makeup application.



Daylight Luminizer  
(soft gold with shimmer)



Nice Tan Blush  
(neutral, bronze mauve)



Beach Eyeshadow  
(neutral, light sand with gold shimmer)



Brown Sugar Lipstick  
(warm, copper brown with shimmer)



Gilded Eyeshadow  
(warm, topaz shimmer)



Puppy Love Lipstick  
(neutral, beige shimmer)



Chocolate Velvet Eyeshadow  
(warm, brown shimmer)



Tempt Me Lip Gloss  
(neutral, bronze mauve shimmer)



Add this ready-to-wear collection to your *Showcase Display*.

Contact your account representative for more details.



Mocha Sketch Stick®  
for Lips

Mink Sketch Stick®  
for Eyes



# Wine and Roses

Vamp up your glam factor with the latest lipstick trend. Wine and roses stain the lips in rich shades of merlot, burgundy and sangría, coupled with sexy rosé tones. A crisp and clean eye, with soft definition and bold lid, compliment a muted blush on the cheekbone. Essential for this season is a glowing complexion.

## Moscato Luminizer

½ tsp. Twinkle Foil  
½ tsp. Diamond Dust  
⅓ tsp. Morganite Frost  
4 tiny scoops Garnet Frost  
1 tiny scoop Rubellite  
½ + ¼ + ⅛ tsp. Sunlight Gold

## Sauvignon Blanc Eyeshadow

1 tiny scoop Amber  
1 tiny scoop Rubellite  
½ tsp. Light Mineral Powder  
½ tsp. Medium Mineral Powder  
½ tsp. + 4 tiny scoops Alabaster

## Bordeaux Eyeshadow

⅛ tsp. Onyx  
¼ + ⅛ tsp. Agate  
¼ + ¼ tsp. Garnet Frost  
¼ + ⅛ tsp. Rose Quartz

## Grapevine Eyeshadow

⅛ + ⅛ + ⅛ Jade  
⅛ + ⅛ + ⅛ Onyx  
⅛ + ⅛ + ⅛ Saturated Green  
⅛ + ⅛ + ⅛ Matte Dark Blue

## Shiraz Blush

⅛ tsp. Sienna Frost  
⅛ tsp. Garnet Frost  
¼ + ⅛ tsp. Agate  
⅛ tsp. Moonlight Pearl  
¼ + ⅛ tsp. Rose Quartz  
¾ tsp. Translucent Modifier  
¼ tsp. Flawless Finish Powder

## Angel Face Lipstick

Butter Base  
.25 Cocoa  
.25 Mahogany  
2 drops Peach  
2 drops Blackberry  
3 drops Wineberry  
.25 + .25 + .25 + .25 Peach  
1 small scoop Gold Dust  
1 small scoop Russet Frost  
3 tiny scoops Chrysolite Frost  
4 tiny scoops Champagne Frost

## American Beauty Lipstick

Crème Base  
.125 Black  
.25 Marigold  
.50 Body Builder  
.50 + .50 Wineberry  
.125 + .125 + .125 Ochre  
.25 + .25 + .25 + .25 Mahogany  
1 large scoop Diamond Dust  
1 small scoop Pink Gold Frost  
2 ml. Moisture Additive

## Sparkling Rosè Lip Gloss

Lip Polish Base  
1 drop Wineberry  
4 drops Blackberry  
3 tiny scoops Gold Dust  
2 tiny scoops Diamond Dust

## Jaded Sketch Stick® for Eyes

## Bourbon Sketch Stick® for Lips



# Wrap it up!

Regardless of the event you are attending, you will not have to worry about your Holiday Look. Whether it is discreet, bold or showing signs of sophistication... this look is it, glamorous yet feminine and strong!

## Winter Glow Luminizer

1/8 tsp. Opal Frost  
1/8 tsp. Morganite Frost  
1/2 tsp. Sunlight Gold  
1/2 tsp. Moonlight Pearl  
1/8 tsp. Medium Mineral Powder  
1/8 tsp. Light Mineral Powder

## Silver Bells Eyeshadow

1/2 tsp. Silver Frost  
1/8 tsp. Diamond Dust  
1/4 + 1/8 tsp. Crystal Frost  
1/8 tsp. Alabaster  
3 tiny scoops Onyx  
1/4 tsp. Light Mineral Powder

## Blue Christmas Eyeshadow

1/4 tsp. Silver Frost  
5 tiny scoops Opal Frost  
1/2 tsp. Onyx  
1/4 tsp. Matte Blue  
1/4 + 1/8 tsp. Saturated Blue  
2 tiny scoops Matte Black

## Crystal Snowball Eyeshadow

1/2 tsp. Crystal Frost  
1/8 tsp. Silver Frost  
1/8 tsp. Diamond Dust  
1/4 tsp. Moonlight Pearl  
1/2 tsp. Light Mineral Powder

## Angel's Kiss Blush

1/8 tsp. Gold Dust  
1/8 tsp. Pink Gold Frost  
3/4 tsp. Champagne Frost  
1/8 tsp. Rubellite  
1/8 tsp. Sunlight Gold  
1/2 tsp. Translucent Modifier  
1/4 tsp. Light Mineral Powder

## Party Dress Lipstick

Crème Base  
.25 White  
.25 Magenta  
.125 Blackberry  
.125 + .125 Brown  
.125 + .125 Sapphire  
2 small scoops Gold Dust  
1 small scoop Pink Gold Frost  
4 tiny scoops Champagne Frost  
2 ml. Moisture Additive

## Cheery Lipstick

Butter Base  
.25 Coral  
.25 Red-Red  
.125 Blueberry  
.125 Blackberry  
1 drop Crimson  
1 drop Paprika  
2 tiny scoops Ruby Foil

## Don't Peek Lip Gloss

Glace Base  
1 drop Sapphire  
.50 Body Builder  
1 tiny scoop Diamond Dust  
1 tiny scoop Pink Gold Frost  
1 tiny scoop Champagne Frost  
6 drops Silkening Additive

## Marina Sketch Stick® for Eyes

## Mauve Sketch Stick® for Lips

# New Ready to Wear Airbrush Makeup

## ***We have done it again!***

This is a **“Must Have”** for anyone offering airbrush services. Our Airbrush formula is Silicone Free and instantly reduces fine lines and firms the skin in a “flash” utilizing a soya protein, while creating an invisible shield that extends makeup wear and holds it in place for hours.

## **Benefits of our Airbrush Makeup** – Now available in ½ oz bottles

**Healthy** – can be worn daily for a fabulous flawless finish, free of talc, bismuth oxychloride, silicone and parabens.

**Moveable, Lightweight & Long lasting** – formulated to be moisture resistant and to last all day, can be applied with an airbrush, sponge or makeup brush.

**Non-Reflective** – the micro pulverized minerals do not reflect light during photography.

The perfect addition to your retail line, and when paired with our **New Personal Airbrush**, it couldn't get any easier!

## **18 shades of RTW Airbrush Foundation**

Our foundation shade range is so extensive you will be able to match any skin tone.



**3 blushes** in warm, cool and neutral

**2 Shimmers** in gold and pink and **1 Bronzer** for all skin tones.



## **Personal Airbrush 3 Speed Compressor & Gun**

Now you achieve professional makeup results in the convenience of your own home! Our easy to use personal airbrush can be used professionally or personally, for a high performance finish which is perfectly flawless!



## **Makeup Saver Setting Mist**

Instantly reduce fine lines and firm the skin in a “flash”, utilizing a soya protein while creating an invisible shield that extends makeup wear and holds it in place for hours. It is lightweight, breathable, heat and humidity resistant. Oil and paraben free.

**1oz & 4oz sizes** with a Spray Applicator for RTW

**4oz, 8oz & Now available in 16oz.** with Flip Cap for Custom Blending

For **Custom Blended Airbrush formula**, the **Makeup Saver Setting Mist** is used to dilute our custom foundation bases before airbrushing. Just add **Equal Parts** of **Foundation Base & Makeup Saver Setting Mist** and blend well.



To order call Toll Free 800.790.2417 or 815.965.2001

# New Products

## Eyeshadows

Luxuriously silky pressed eyeshadows that glide on smoothly, for long lasting, crease-proof color, made from pure micronized minerals.

### 6 new shades!



**Black Out**  
(neutral, black matte)



**Wisteria**  
(cool, medium purple with shimmer)



**London Fog**  
(cool, grey-blue shimmer)



**Slate**  
(neutral, charcoal with green undertone)



**Gilded**  
(warm, topaz shimmer)



**Chocolate Velvet**  
(warm, brown shimmer)

## Blush

Pressed mineral blush gives the skin a natural vitality, fresh glow and adds the perfect touch of color. Sheer and silky, made from pure micronized minerals.



**Blissful**  
(cool, berry shimmer)

## Artist Palettes

Convenient empty 12 pan palettes for both eyeshadow and blush size pans, will insure a perfectly organized makeup artist kit.

Fill the palette with your favorite shades so you can work "On the Fly" doing touch-ups or makeovers with ease.



## Lip Glitz

Ultra Shine lip gloss infused with Vitamin E.

### 3 new silky shades!



**Muse**  
(warm, sheer toffee)



**Bombshell**  
(neutral, sheer peachy pink)



**Tempt Me**  
(neutral, bronze-mauve shimmer)

## Lipsticks

Botanically based and Vitamin E infused formulations.

### 4 new shades!



**Exposed**  
(neutral, light nude with soft shimmer)



**Brown Sugar**  
(warm, copper-brown with shimmer)



**Natural Kiss**  
(cool, nude mauve)



**Firework**  
(cool, medium pink- brown)

# Mixology

## Gel Blush

Create a long lasting gel blush that glides on smoothly and dries quickly, leaving a sheer natural sun-kissed look. It's easy to make and apply. Follow the recipes below or customize your own combinations of frosts and pigments. Package in a ½ oz. jar code FA41.

### Gingerbread

(warm, peach brown)

10 pumps Ultra Hydrating Botanical Complex  
30 pumps Fringe Benefit  
10 pumps Thinner  
2 pumps Pearl  
1 pump Yellow Red  
1 ml. Texturizer  
2 tiny scoops Sienna  
1 tiny scoop Agate  
1 large scoop Diamond Dust Frost  
5 drops Whipping Crème



### Gumdrop

(cool, sheer pink)

10 pumps Ultra Hydrating Botanical Complex  
30 pumps Fringe Benefit  
10 pumps Thinner  
2 pumps Pearl  
1 pump Pink Toner  
1 ml. Texturizer  
1 tiny scoop Tourmaline  
1 large scoop Diamond Dust Frost  
1 tiny scoop Matte Red Color Adjuster  
4-5 drops Whipping Crème



## New Custom Blend Packaging

### Airless Pump Bottle

The 1 oz. Airless Pump bottle is perfect for your custom blended foundation. Simple to fill, convenient to use and easy to dispense every application from start to finish.



### Lip gloss "Squeeze Tube"

Our new lip gloss "Squeeze Tube" is perfectly portable and glides the product onto your lips with its tube-tip applicator. Works great with any of our lip gloss bases. Each tube holds 1 full base.



You can get started with the formulas below;



### Merlot

Smoothie Base  
.50 Body Builder  
4 drops Wineberry  
2 drops Mahogany  
1 tiny scoop Platinum Foil



### Tinsel

Lip Polish Base  
.50 Body Builder  
2 tiny scoops Twinkle Foil  
1 tiny scoop Platinum Foil  
1 tiny scoop Crystal Frost



### Ms. Claus

Lip Polish Base  
.50 Body Builder  
1 drop Flame  
3 drops Red Red  
1 tiny scoop Nugget Foil  
1 tiny scoop Gold Dust



### Champagne

Lip Polish Base  
.50 Body Builder  
2 tiny scoops Nugget Foil  
1 tiny scoop Diamond Dust



### Poinsetta

Smoothie Base  
.50 Body Builder  
2 drops Red Red  
2 drops Ruby Red  
2 tiny scoops Platinum Foil

# Colorlab News

## Build Your Brand with Print on Demand!

Colorlab Private Label is excited to offer Your Business a new tool to help you build your brand: Custom Marketing materials. Our unique system allows you to design your marketing materials, order only what you need and when you need it. Choose from a selection of backgrounds and product photos; add text and your logo. The ordering process is quick, easy, secure, flexible and available 24/7. It provides you with

a cost effective option for high quality, full color, personalized marketing materials. Visit our website [www.colorlabprivatelabel.com](http://www.colorlabprivatelabel.com) click on the Resources tab, then scroll down the left side of the page to the Custom Marketing Materials header.



## *www.colorlabprivatelabel.com gets more resourceful!*

We've added some valuable new tools to the Resources tab of our website, [www.colorlabprivatelabel.com](http://www.colorlabprivatelabel.com). We hope these resources help you as you use your Colorlab products!

**How-To Videos:** If you've wondered how to make a product or use a new additive, then this is the place for you. These short videos demonstrate blending techniques, tips and product highlights. We have 8 videos posted so far and we'll be adding more.

<http://www.colorlabprivatelabel.com/resources/videos.html>

**Ingredients:** Technical Information & Product Presentation (TIPP) sheets on all of our custom and RTW products are now available in pdf form for you to download and print for your reference. These sheets are an invaluable resource for marketing your Colorlab products.

<http://www.colorlabprivatelabel.com/resources/ingredients.html>



**TALK TO A COLORLAB REPRESENTATIVE: 800-790-2417 • 815-965-2001**

# Education

## Earn CEUs\* this Fall with Colorlab Education

Come join Colorlab Private Label for our intensive and insightful makeup training classes!

### Makeup Classes

#### Makeup 101

The objective of this course is to provide students with the essential skills to become a makeup artist. This class is the fundamental building block for a strong foundation in the techniques of makeup artistry. Lectures combined with demonstrations are followed by hands on application with emphasis on perfecting the elements of the application.

**Cost \$200**

**Includes Kit (Value \$55 wholesale)**

10:00 am to 6:00 pm  
7 CEU credits

#### Rockford, IL Campus

September 12, 2011  
October 10, 2011  
November 7, 2011

#### Picture Perfect Bridal Makeup

Bridal Makeup is a fun and exciting way to combine your love of makeup with a great way of generating an income! Your makeup training will include how to do makeup on brides, color coordination and special techniques for Bridal Makeup.

**Cost \$200**

**Includes Kit (Value \$55 wholesale)**

10:00 am to 5:00 pm  
6 CEU credits

#### Rockford, IL Campus

August 29, 2011  
October 3, 2011



#### Conducting a Makeup Lesson

The class will provide students with a basic knowledge of the skin, and how to conduct a professional skin analysis. We will teach you how to use the appropriate tools and techniques in order to perform a thorough makeup lesson. We will discuss all types and textures of makeup products; how to pick the best makeup colors for every client; how to interact with your clients and sell more retail. This class is a must for those looking to increase their retail sales and gain repeat customers!

**Cost \$200**

**Includes Kit (Value \$55 wholesale)**

10:00 am to 6:00 pm  
7 CEU credits

#### Rockford, IL Campus

September 27, 2011  
October 24, 2011  
November 24, 2011



#### Airbrush Makeup

Be a part of this rewarding industry! Lead the wave in makeup application for the 21st century. Airbrushing is the technique preferred for digital and HDTV and is a 'must have' technique for those who work in the print, fashion and bridal industries.

#### **Minimum Requirement to attend:**

Each student must have a dual action airbrush and a compatible compressor to attend.

**Cost \$250** – With your own airbrush and compressor

**Cost \$450** – Includes purchase of dual action airbrush and compressor

9:30 am to 5:00 pm  
6.5 CEU credits

#### Rockford, IL Campus

September 26, 2011  
November 14, 2011

#### San Antonio, TX Campus

September 19, 2011  
December 5, 2011

### Enrollment

In order to secure a place in class, you must register and pay at time of enrollment. Maximum class size is 8-12 students, so it is advisable to enroll early. No refunds will be given as class sizes are limited. **Private classes available.**

Call your Colorlab Account Representative for more details.

**1-800-790-2417**

\*CEUs are for IL licensees only.



# Fall 2011 Fashion



COLORLAB COSMETICS  
1112 FIFTH AVENUE  
ROCKFORD, IL 61104

PRST STD  
US POSTAGE  
PAID  
ROCKFORD, IL  
PERMIT NO. 1244

### **COLORLAB TRAINING DVDS**

Training DVDs are now available for Colorlab's Custom Blend Lipstick, Mineral and Foundation Systems. The training DVDs are divided into sections that coordinate with the System Manuals to replicate the face-to-face training experience. For more information regarding these items, please call 1-800-790-2417.

### **COLORLAB EMAIL UPDATES**

**Our monthly email updates include promotional ideas and special sales offers. If you haven't been receiving these updates, then we don't have your email address! Please email or call your sales rep to get on the list today!**

### **CONSULTING SERVICES**

If you've ever wondered how you can...

- launch the Colorlab line
- best train your makeup staff
- re-launch / re-energize your makeup line
- raise in-house awareness of your cosmetics
- boost sales through events and promotions
- approach clients with cosmetics offerings

...just ask. Colorlab can help you create, develop and grow a successful cosmetics business. For more information call 1-800-790-2417.

#### **COVER PHOTO**

Model: Lizzy / Ford Models  
Hair and Make-up: Kasha Bonnell for Colorlab Cosmetics / Kashabeauty.com  
Styling: Annie Guercini / Ford Artists  
Photography: Johnny Pfarr

### **MIXOLOGY (SHOW US YOUR STUFF & WIN!)**

Send in the Mixology recipes you've created using Colorlab Private Label's custom lip, mineral or foundation systems. Our staff will test the products and select a winner from all those received. The winner will receive \$100.00 in Colorlab products and have their product featured in our Spring/Fall 2012 Newsletter. Please submit your recipes by February 1, 2012 for the next contest. Send entries to:

Colorlab Private Label Mixology  
Show Us Your Stuff  
1112 Fifth Avenue  
Rockford, IL 61104

### **BUILD YOUR BRAND WITH THE COLORLAB PRINT STORE!**

Our unique system allows you to design your own marketing materials, then order what you need, when you need it. Choose from a selection of images, add text and your logo. The ordering process is quick, secure, flexible and available 24/7. It provides you with a cost effective option for high quality, full color, personalized marketing materials. Visit our website, [www.colorlabprivatelabel.com](http://www.colorlabprivatelabel.com), click on the Resources tab, then scroll down the left side of the page to the *Custom Marketing Materials* header.

### **ONLINE CATALOG & NEWSLETTER IMAGES**

Visit Colorlab Private Label's online catalog and find newsletter images you can print at

**[www.colorlabprivatelabel.com](http://www.colorlabprivatelabel.com)**