



# colorlab

PRIVATE LABEL MAGAZINE

SPRING 2011

## Spring Looks

Bold Lips  
Bright Eye Makeup  
Healthy Glowing Skin

## New Products

Color Adjusters (matte) Mineral Powders  
Eyeshadows  
Matte Lipsticks  
Lip Gloss

## Colorlab Education

CEU Accredited Courses  
Advanced Makeup Courses

The  
**Garden Party**  
Collection

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



# Solaris

Tribal force and sun-worshipping rituals create flamboyant colors and rich warm tones for Spring. A spectrum of colors found in vast stretches of deserts, mirage skies and the crystalline formations of minerals in nature.



**Desert Sand Eyeshadow**  
(warm, light frosted gold)



**Island Bronze Bronzer**  
(warm, medium matte brown)



**Exotic Sun Eyeshadow**  
(warm, bright orange w/gold flecks)



**Glamazona Lipstick**  
(neutral, sheer red w/gold flecks)



**Tropical Teal Eyeshadow**  
(warm, bright medium blue-green frost)



**Matte Scarlett Lipstick**  
(cool, matte cherry red)



**Shimmering Sunset Blush**  
(warm, medium copper shimmer)



**Simply Bold Lip Gloss**  
(neutral, sheer red w/gold flecks)



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

Contact your account representative for more details.



**Twig Sketch Stick<sup>®</sup>**  
for Lips



**Cashmere Sketch Stick<sup>®</sup>**  
for Eyes



# Garden Party

An ode to nature, budding and blooming, the symbol of freshness and renewal. Reconnect to brilliant bright colors of your garden and celebrate. Punch up any Spring Time wardrobe with the Garden Party Collection.



## Calla Lily Cream Eyeshadow

6 pumps Fringe Benefit  
2 pumps Pearl  
2 pumps Thinner  
2 lg scoops Light M.P.  
1 lg scoop Sunlight Gold  
1 sm scoop Moonlight Pearl  
3 drops Whipping Crème



## Iris Gel Liner

4 pumps Fringe Benefit  
2 pumps Pearl  
2 pumps Thinner  
1 lg scoop Onyx  
1 lg scoop Rubellite  
1 sm scoop Sat. Blue  
1 sm scoop Sienna  
3 drops Whipping Crème



## Daffodil Eyeshadow

½ tsp. Sand  
½ tsp. Gold  
¼ tsp. Light M.P.  
⅛ tsp. Gold Dust  
⅛ tsp. Morganite



## Azalea Lipstick

Matte Base  
1.0 Red Red  
1.0 Coral  
4 drops Marigold  
4 drops Tangerine  
8 drops Sapphire  
6 drops Silkening Modifier  
6 drops Multi-Floral Complex



## Honey Suckle Eyeshadow

1 tsp. Rubellite  
⅛ tsp. Sand  
⅛ tsp. Medium M.P.  
⅛ tsp. Trans. Modifier  
⅛ tsp. Light M.P.  
2 tiny scoops Sat. Yellow



## Peony Lipstick

Butter Base  
.25 x 8 Peach  
.125 x 2 Cocoa  
.125 x 2 Wineberry  
4 drops Russet  
4 drops Tangerine  
6 drops Multi-Floral Complex



## Hyacinth Eyeshadow

½ tsp. Lapis  
½ tsp. Sienna  
¼ tsp. Amethyst + 3 tiny scoops  
¼ tsp. Rubellite  
2 tiny scoops Indigolite



## Lilac Lip Gloss

Lip Polish Base  
9 drops Peach  
1 drop Russet  
1 drop Cocoa  
1 drop Wineberry  
2 drops White  
2 tiny scoops Crystal  
.5 Body Builder  
3 drops Multi-Floral Complex

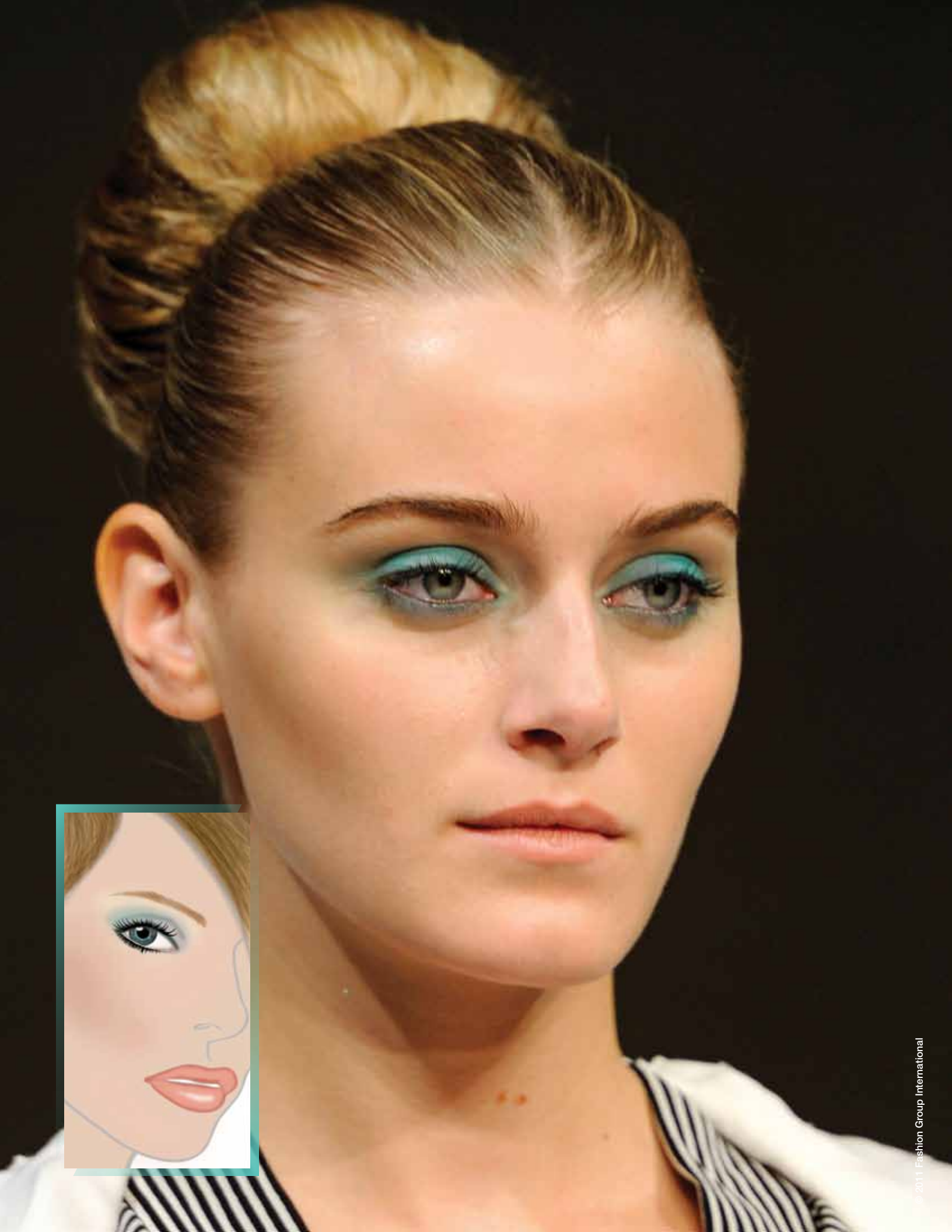


## Geranium Blush

¾ tsp. Rubellite  
½ tsp. Trans. Modifier  
¼ tsp. Sand  
¼ tsp. Sunlight Gold  
¼ tsp. Pink Gold  
2 tiny scoops Chrysolite



## Blossom Sketch Stick® for Lips



# Set Sail

Overcome the Winter Blues with thoughts of tropical destinations. Refresh, revive and immerse yourself in the effervescent energy of beauty this Spring. Whether you are emphasizing your eyes or your lips don't be afraid to have fun with color this season.



**Mist Eyeshadow**  
½ + ⅛ tsp. Alabaster  
½ tsp. Moonlight Pearl  
¼ + ⅛ tsp. Chrysolite  
2 tiny scoops Sat. Yellow



**Silver Lake Eyeshadow**  
1 tsp. Silver  
¼ + ⅛ tsp. Crystal  
⅛ tsp. Diamond Dust  
4 tiny scoops Platinum Foil



**Sea Green Eyeshadow**  
½ tsp. Medium M.P.  
½ tsp. Lapis  
⅛ tsp. Sat. Green  
⅛ tsp. Chrysolite  
⅛ + ⅛ tsp. Jade  
2 tiny scoops Sat. Blue



**Caribbean Gel Liner**  
4 pumps Fringe Benefit  
2 pumps Black Toner  
3 pumps Thinner  
1 lg scoop Lapis  
1 lg scoop Onyx  
1 sm scoop Jade  
1 sm scoop Sat. Green  
1 sm scoop Chrysolite  
1 drop Whipping Crème



**Serenity Blush**  
½ tsp. Trans. Modifier  
½ + ¼ + ⅛ tsp. Russet  
¼ tsp. Sunlight Gold  
⅛ tsp. Rose Quartz  
¼ tsp. Pink Frost



**Daiquiri Lipstick**  
Cream Base  
.25 x 2 Cocoa  
.25 x 4 White  
6 drops Peach  
.25 x 2 Red Red  
1 lg scoop + 2 tiny scoops  
Sienna Frost  
10 tiny scoops Champagne Frost  
10 tiny scoops Russet Frost  
2.0 ml. Moisture Additive  
6 drops Silkening Modifier



**Cargo Lipstick**  
Butter Base  
1.0 White  
1.0 Peach  
.25 x 2 Cocoa  
.125 x 2 Cocoa  
12 drops Marigold  
16 drops Mahogany  
10 drops Tangerine  
2 lg scoops Diamond Dust  
.5 Body Builder  
.5 ml Silkening Modifier



**Sea Breeze Lip Gloss**  
Smoothie Base  
3 drops Peach  
3 tiny scoops Crystal  
3 tiny scoops Champagne  
1 sm scoop Diamond Dust



**Spice Sketch Stick®**  
for Lips



# Hip Parade

70's glamour is back with a fresh and modern twist. A tribute to the decade that was focused on glitz, glitter and glamour. The Hip Parade collection is a revival of bright lips and smoky eyes from an era of over-the-top fun and flair.



## Dream On Eyeshadow

½ tsp. Violet Frost  
½ tsp. Crystal Frost  
¼ tsp. Amethyst  
⅛ tsp. Opal Frost  
⅛ tsp. Fuchsia Frost  
3 tiny scoops Twinkle Foil



## Stone Fox Eyeshadow

½ tsp. Amethyst  
¼ tsp. Onyx  
½ tsp. Alabaster  
¼ tsp. Agate



## Far Out Eyeshadow

¾ tsp. Agate  
½ tsp. Onyx  
⅛ + ⅛ tsp. Amethyst



## Flash Back Blush

¾ tsp. Moonlight Pearl  
½ tsp. Trans. Modifier  
½ tsp. Tourmaline  
¼ tsp. Amethyst  
3 tiny scoops Blush Foil



## Hot Pants Lipstick

Butter Base  
.25 x 3 White  
.25 Peach  
.125 + .25 Wineberry  
.125 Crimson  
.125 Ochre  
1 sm scoop Opal Frost  
1 sm scoop Gold Frost



## Funkadelic Lipstick

Matte Base  
.50 Ruby Red  
.25 x 5 Ruby Red  
.25 x 3 Blackberry  
.25 Ochre  
6 drops Silkening Modifier  
6 drops Multi-Floral Complex



## Stylin' Lip Gloss

Glace Base  
1 drop Magenta  
1 drop Sapphire  
1 drop Ochre  
1 tiny scoop Opal Frost  
1 tiny scoop Twinkle Foil  
1 tiny scoop Diamond Dust  
1 tiny scoop Blush Foil  
.50 Body Builder  
6 drops Moisture Additive  
3 drops Silkening Modifier



## Rosebud Sketch Stick<sup>®</sup> for Lips



## Mink Sketch Stick<sup>®</sup> for Eyes

# New Custom Blend Products

## Color Adjusters (matte)

Now you can create custom blended Colors that really POP! With Color Adjusters, you now have the perfect solution to bring up the intensity of any color. Your customers will never have to shop anywhere else for their makeup.

**Available in 5 shades, including Matte Red, that is safe to use around the eyes.**



MATTE DARK BLUE

MATTE BLUE

MATTE BLACK

MATTE YELLOW

MATTE RED

(can be used on the eyes)

Take your custom blended eyeshadows and blush to the next level with our **NEW** Color Adjusters. Experience the intensity with the following recipes:

### Matte Purple Eyeshadow

¼ tsp. Matte Red  
¼ + ¼ tsp. Lapis  
¼ + ¼ + ⅛ tsp. Rubellite  
2 tiny Matte Black  
3 tiny Matte Blue

### Bright Blue Eyeshadow

½ + ⅛ tsp. Matte Blue  
½ + ⅛ tsp. Matte Dark Blue  
¼ tsp. Lapis

### Bright Purple Eyeshadow

½ + ¼ + ⅛ tsp. Matte Blue  
½ + ⅛ tsp. Matte Red

### Matte Orange Eyeshadow

½ + ¼ tsp. Matte Red  
½ + ¼ tsp. Matte Yellow

### Bright Fuchsia Blush

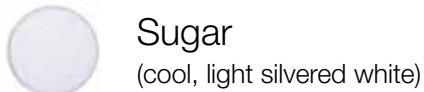
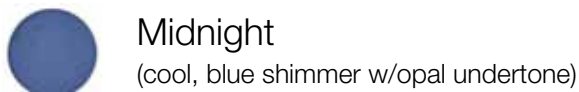
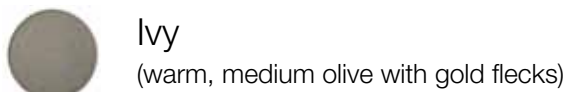
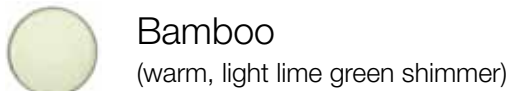
½ tsp. Matte Red  
½ tsp. Trans. Modifier  
1 tsp. + 4 tiny Alabaster

# New Products

## Eyeshadows

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

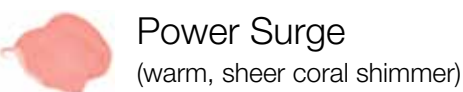
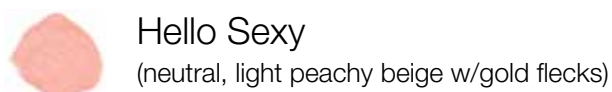
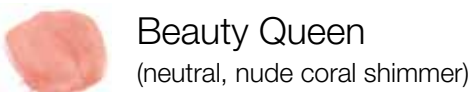
### *8 new shades!*



## Lip Glitz

Ultra Shine lip gloss infused with Vitamin E.

### *4 new silky shades!*



## Matte Lipsticks

Botanically based and Vitamin E infused matte formulations.



## Glisten Up!

### Face and Body Illuminator

This mineral based creamy formula is sheer, easy to use and blends well onto the face, cheekbones, brow bone, eyes, décolleté and body to accent them with polished perfection. No greasy residue, just a beautiful soft glow. For even more glitz and glamour, you can pump it up for that special evening or event by simply applying additional layers.

### *NOW available in 6 luminous shades, suitable for all skin levels!*



# Mixology

## Cream Shadow

Create a highly pigmented, custom blend cream shadow that blends smoothly over the lids. Cream based shadows are long-wearing and can be used alone or under mineral powder shadows. Package in a 1/8 oz. jar code-FA42.

### In the Buff Eyeshadow

1 lg + 2 sm scoops Light M.P.  
2 sm. scoops Sunlight Gold  
4 sm scoops Moonlight Pearl  
8 pumps Fringe Benefit  
3 pumps Pearl  
2 pumps Thinner  
2 drops Whipping Crème



### Bulletproof Eyeshadow

1 lg + 1 sm scoop Silver  
1 lg scoop Bronze  
1 sm scoop Onyx  
8 pumps Fringe Benefit  
3 pumps Pearl  
2 pumps Thinner  
2 drops Whipping Crème



### Gleam Eyeshadow

1 lg scoop Crystal  
1 lg scoop Gold  
2 lg scoops Sunlight Gold  
1 sm scoop Gold Dust  
8 pumps Fringe Benefit  
3 pumps Pearl  
2 pumps Thinner  
2 drops Whipping Crème



### Illusion Eyeshadow

2 lg scoops Jade  
1 lg scoop Gold Dust  
1 lg scoop Moonlight Pearl  
8 pumps Fringe Benefit  
3 pumps Pearl  
2 pumps Thinner  
2 drops Whipping Crème



## Gel Liner

Ultra smooth high intensity mineral gel liners provide the precision of a liquid liner with a silkier creamier texture. Create the perfect color that suits your client with our Custom Blend Systems. Easy to use and goes on with a brush. Smudge proof, long lasting formula. Packaged in a 1/8 oz. jar code- FA42.

### Royal Velvet Gel Liner

4 pumps Fringe Benefit  
2 pumps Black Toner  
3 pumps Thinner  
1 lg + 1 sm scoop New Blue Color Adjuster  
1 sm New Red Color Adjuster  
2 drops Whipping Crème



### Jet Black Gel Liner

4 pumps Fringe Benefit  
2 pumps Black Toner  
3 pumps Thinner  
1 lg + 1 sm New Black Color Adjuster  
2 drops Whipping Crème



### Cobalt Blue Gel Liner

4 pumps Fringe Benefit  
2 pumps Black Toner  
3 pumps Thinner  
2 lg scoops New Blue Color Adjuster  
2 drops Whipping Crème



### Brown Sugar Gel Liner

4 pumps Fringe Benefit  
2 pumps Pearl  
2 1/2 pumps Thinner  
1 sm scoop Bronze Frost  
1 sm scoop Gold Frost  
1 sm scoop Onyx  
2 tiny Gold Dust  
1 tiny Bronze Foil  
4 tiny Copper Frost  
1 drop Whipping Crème\*



### Fierce Teal Gel Liner

4 pumps Fringe Benefit  
2 pumps Pearl  
3 pumps Thinner  
1 sm scoop Sat Blue  
1 sm Azurite  
1 sm scoop Onyx  
1 sm scoop Light Cov Intensifier  
3 drops Whipping Crème\*



\*Whipping Crème—You can use 1-6 drops depending on the desired thickness. Start with one to two drops at a time; add more if necessary one drop at a time. Product will thicken upon standing. Whipping crème should always be added as the last ingredient.

# Colorlab News

## Colorlab Private Label is excited to announce the addition of Custom Blend Mineral Airbrush Kits.

Airbrush application is the hottest and latest technique for makeup application. With pictures and film being taken in high definition, it is more important than ever, to be able to create a flawless face.

This moveable, lightweight, Silicone Free formulation can be custom blended to match any skin-tone and is a healthy alternative that can be applied daily for long lasting wear. With our micro-pulverization technology, Colorlab's Mineral Airbrush Makeup will not reflect light when photographed.

\* If you already have our Custom Blend Foundation System, you will only need to add a few items to be able to get started.



**Contact your Colorlab Account Representative for more information; 800-790-2417 or 815-965-2001.**

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

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

**Dates:**

**Rockford, IL Campus**

April 18, 2011  
May 2, 2011  
June 13, 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)**

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

**Dates:**

**Rockford, IL Campus**

March 21, 2011  
April 4, 2011  
April 25, 2011  
May 9, 2011  
June 6, 2011

**San Antonio, TX Campus**

April 11, 2011  
May 16, 2011  
June 27, 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)**

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

**Dates:**

**Rockford, IL Campus**

March 28, 2011  
April 11, 2011  
May 16, 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.

**Cost \$450**

**Includes dual action airbrush and compressor**

**Cost \$250**

**With your own airbrush and compressor**

**Minimum Requirement to attend:**

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

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

**Dates:**

**Rockford, IL Campus**

June 20, 2011

**San Antonio, TX Campus**

March 21, 2011  
April 25, 2011  
May 30, 2011  
June 13, 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. Call your Colorlab Account Representative for more details.

\*CEUs are for IL licensees only.



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ROCKFORD, IL 61104

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### **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: Megan Rainbird / Ford Models  
Hair and Make-up: Kasha Bonnell for Colorlab Cosmetics / Ford Artists  
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 Fall/Winter 2011 newsletter. Please submit your recipes by August 1, 2011 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)**