

SPRING • SUMMER 2018

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FEATURED STORY
EYES
TAKE
FLIGHT

WHAT'S NEW!

4 NEW EYE SHADOWS
NATURAL VEGAN LIPSTICK
WISE DISGUISE CONCEALER
MINERAL POWDER PRESSED BLUSH
EYE GLITZ

LIP DELISH
GLOSSED OVER
SMOKE RIMMED
RAINBOW BRIGHTS
GLITZ & GLITTER

\$518 SPRING TRENDS

SS•2018 Trend Report

SS•2018

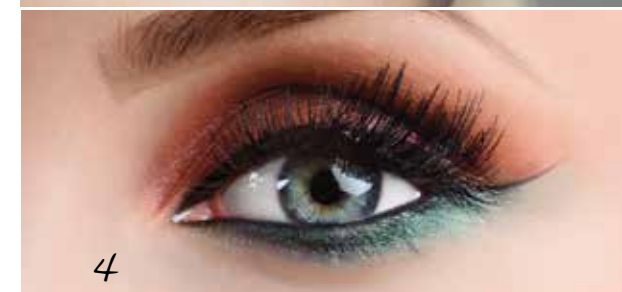
The looks this season are a direct reflection of a very colorful spring - in full bloom to the bright, gleaming days of summer. The focus is on anything bright, lots of glitter and anything glowing and gleaming.

The eyes have it with a trend to fit any comfort level. **Bright, opaque shadows**, in any shade of the rainbow, were seen sharing the lid with a combination of **vibrant sheer colors**. **Glitter**, once again, stole the show and has claimed its space near the lashes and up towards the brow. Turn the vibrant day look into an evening dreamy **smokey eye**. This classic look was brought into the light by dusting gold shadow into the corner of the eye and yeah, you guessed it... finished with a sprinkle of glitter. The scene stealer on all cat walks was the **cat eye**. Tiny wings neatly smudge on the outer corner to thick, heavily painted wings reminds us how much we love liner. Sport any variation of the **cat eye** and you will be on trend this season.

The deep, bold **lip of the seasons** past lightened up in shades of **pretty pinks, summery corals** to **flaming hot reds**.

Super shiny, glowing skin was seen mincing the 'wet-look' with high shine foundations and highlights and gleaming lids and lips.

The runway trends showcased a kaleidoscope of color, matched with a super sparkly feminine touch. If it's bright, you are doing it right!



1. Lip Delish
2. Glossed over
3. Smoke Rimmed Eye
4. Rainbow Bright
5. Glitz and Glitter
6. Eyes take Flight



NEW RTW

NATURAL VEGAN LIPSTICKS

● NUDE BEACH



VEGAN FRIENDLY

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EYES TAKE FLIGHT

Winged liner is soaring this season! This look can be adaptable for the make-up rookie to cosmetic junkie. All runways lined

up to get in on this trend. Well-played cat-eyes, thick winged liner to delicate winged corners have all angles of this trend covered.



CAKE EYELINER - CHARCOAL

RTW

SKETCH STICK: CAKE LINER:



BLACK



NAVY



BLACK BROWN



CHARCOAL



CAVIAR



MINK



MARINA



MARBLE



LUXURY GEL LINER:



LUSH BLACK



LUSH NAVY



LUSH BROWN



HEMATITE shimmer

CUSTOM BLEND



JET BLACK
4 pumps Fringe Benefit
3 pumps Thinner
2 pumps Black Toner
1 large + 1 small scoop Matte Black Color Adjuster
2 drops Whipping Crème
Package in 1/4 oz. jar



DARK BROWN
4 pumps Fringe Benefit
3 pumps Thinner
2 pumps Blue Brown Toner
1 small scoop Matte Black Color Adjuster
1 small scoop Dark Mineral Powder
1 small scoop Amethyst
2 drops Whipping Crème
Package in 1/4 oz. jar



NAVY
4 pumps Fringe Benefit
3 pumps Thinner
1 pump Purple Toner
1 pump Black Toner
1 small Saturated Blue
1 small Silver Frost
1 small Moonlight
1 small Amethyst
Package in 1/4 oz. jar



CHARCOAL
4 pumps Fringe Benefit
2 pumps Thinner
3 pumps Black Toner
1/4 t Onyx
1 tiny Gold Frost
2 tiny Azurite Frost
3 tiny Silver Frost
1 tiny Saturated Blue
2 drops Whipping Crème
Package in 1/4 oz. jar

It's A Fine Line

SS•2018

Lip Delish

CUSTOM

WELL ROUNDED

- Matte Base
- .50 + .25 + .25 Peach
- 1.0+ .25 + .25 Paprika
- .50 Brown
- .25 + .25 Coral
- .125 + .125 Red Red
- 6 tiny Sand Frost
- 6 drops Silkening Modifier
- .2ml Moisture Additive

RTW

MATTE DIVA

coral red matte

CUSTOM

LOVE STRUCK

- Butter Base
- .50 Peach
- .50 Paprika
- .25 Brown
- .25 + .25 Coral
- .125 Crimson
- 1 small Gold Frost
- 6 drops Silkening Modifier

RTW

U WEAR IT WELL

orange shimmer -sheer shiny

CUSTOM

FIRED UP

- 1 Glacé Base
- 3 drops Red Red
- 2 drops Peach
- .50 Body Builder
- 2 tiny Diamond Dust
- 1 tiny Gold

RTW

STEAL THE SHOW LIP GLITZ

frosted red shimmer

FIT AND FLUSHED TINTED BB CREAM

DEW DROPS LUMINIZER

CUSTOM

PEACH GLOW GLAZE

- 20 pumps Fringe Benefit
- 4 pumps Pearl Toner
- 3 tiny Sand Frost
- 1 tiny Antique Gold Frost
- 1 tiny Gold Frost

RTW

SUNLIGHT GLISTEN UP

soft peach

CUSTOM

CHAMPAGNE GLAZE

- 20 pumps Fringe Benefit
- 4 pumps Pearl Toner
- 4 tiny Champagne Frost

RTW

HIGHLIGHT GLISTEN UP

soft beige

CUSTOM

NATURAL GLAZE

- 20 pumps Fringe Benefit
- 3 pumps Pearl Toner
- 5 tiny Pink Frost
- 1 tiny Gold Frost

RTW

LIMELIGHT GLISTEN UP

soft gold

CUSTOM

GOLDEN PEARL GLAZE

- 22 pumps Fringe Benefit
- 3 pumps Pearl Toner
- 2 tiny Gold Frost
- 4 tiny Pink Gold Frost

RTW

CITYLIGHT GLISTEN UP

soft coral

CUSTOM

PINK PEARLS GLAZE

- 20 pumps Fringe Benefit
- 4 pumps Pearl Toner
- 3 tiny Sand Frost

RTW

STARLIGHT GLISTEN UP

soft pink

Colors may vary due to monitor settings and devices.

LIP DELISH/HOT LIP Smiles make a statement this season. Lip tones range from playful pinks, rosy reds to summery corals. Soft, petal peaches to matte satin corals are a sure way to heat up your summer smooch.

GLOSSED OVER Gloss and Glisten. Healthy, radiant, glowing skin has crossed over to the 'wet look'. Super shiny foundations and heavily glossed lids and lips are the keys to turning up the shine. Depending on skin tone, opalescent or bronzy highlighters are strobed on cheekbones, forehead and eye lids. This trend can also be mimicked with moisture-rich foundations and highlighters.

Smoke Rimmed

CUSTOM

JET SETTER

- ¼ t + 1 tiny Onyx
- ½ t Alabaster
- ¼ t Silver Frost
- ⅛ t Crystal Frost
- 1 tiny Indigolite Frost

RTW

LONDON FOG

grey blue shimmer



CUSTOM

SOCIAL BUTTERFLY

- ½ t Light Mineral Powder
- ¼ t Alabaster
- ⅛ t Sunlight Gold
- ⅛ t Translucent Modifier
- 2 tiny Onyx
- 2 tiny Gold Dust Frost
- 1 tiny Amber

RTW

OYSTER

light taupe w/silver undertone



CUSTOM

CROWNED

- ¼ t Jade
- ¼ t + ⅛ t Gold Frost
- ¼ t + ⅛ t Amber
- ½ t Translucent Modifier
- ⅛ t Tigers Eye
- ⅛ t Antique Gold Frost
- ⅛ t Sand Frost
- 1 tiny Bronze Frost

RTW

ANTIQUE GOLD

frosted gold w/olive



CUSTOM

STORM CHASER

- ½ t Silver Frost
- ½ t + ⅛ t Onyx
- 2 tiny Azurite Frost
- 2 tiny Saturated Blue
- 1 tiny Gold Frost

RTW

SLATE

neutral charcoal w/green



Rainbow Bright

CUSTOM

ON THE COAST

- ⅛ t Lapis
- ⅛ t Alabaster
- ⅛ t Moonlight Pearl
- ½ + ¼ Translucent Modifier
- ⅛ t Crystal Frost
- 1 tiny Saturated Yellow
- 2 tiny Azurite
- 2 tiny Jade
- 1 tiny Onyx
- 2 tiny Gold Frost
- 2 tiny Silver Frost

NEW RTW

MERMAID

teal -shimmer



CUSTOM

DISCO

- 1 t Fuchsia Frost
- ¼ t + 1 tiny Opal Frost
- ⅛ t Violet Frost

RTW

VIOLET RUSH

intense pink w/opal undertone



CUSTOM

STORYTELLER

- ½ t Champagne Frost
- ¼ t Sand Frost
- ¼ t Light Mineral Powder
- 4 tiny Sienna Frost
- 2 tiny Garnet Frost
- 1 tiny Amethyst
- 3 tiny Agate
- 1 tiny Rose Quartz
- 1 tiny Russet Frost
- 1 tiny Antique Gold

NEW RTW

MIRAGE

champagne -shimmer



CUSTOM

TANGERINE DREAMS

- ¼ t Copper Frost
- ⅛ t Sienna Frost
- ⅛ t Sand Frost
- ⅛ t Light Mineral Powder
- ⅛ t Rose Quartz
- 1 tiny Antique Gold Frost
- 1 tiny Garnet Frost

NEW RTW

BRUSH WITH FAME

golden peach -shimmer



Colors may vary due to monitor settings and devices.

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SMOKE RIMMED The classic smokey eye - a runway favorite. Gunmetal greys lay on lids with lash lines defined with ashy charcoal. Add a wash of gold in the inner corner to bring this look into the summer light. Finish off the classic look by dusting glitter over the entire lid.



RAINBOW BRIGHT If its Bright, then its Right! Beaming blues, blazing yellows and dazzling greens dance playfully across the lids this season. Multi shades blend nicely together or make a statement by featuring a single bright color. Eyeliner also follows suit with strokes of color. It's kaleidoscopic color!



SS•2018

Glitz & Glitter

Colors may vary due to monitor settings and devices.

CUSTOM

GLAM FACTOR

- ¾ † Bronzed Foil
- ¾ † Nugget Foil



NEW RTW
BRONZE GLITZ



NEW RTW
GOLD GLITZ



It's A Fine Line

GLITZ & GLITTER Yep... it's here to stay and it's not moving out of the way. Once again, we see glitter playing up the eye. Neatly sprinkled from the lash line all the way up towards the brow. Bronze and golden flecks are reflective of warm summer nights while icy cool blues soften the look. Glitter was also seen falling gracefully onto the cheek. Think Glitter Goddess!

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What's New

SS•2018
● cool ● warm ● neutral

NEW RTW

MINERAL POWDER PRESSED EYESHADOWS

4 NEW SHADES Luxuriously silky pressed eye shadows glide on smoothly for long lasting crease-proof color. These 4 new shades are straight off the runway and trending now.



MIRAGE

● champagne - shimmer



BRUSH WITH FAME

● golden peach - shimmer



MERMAID

● teal - shimmer



SUNSET

● peach coral - matte



Colors may vary due to monitor settings and devices.

NEW RTW

NATURAL VEGAN LIPSTICK

NUDE BEACH

● pink beige

VEGAN FRIENDLY

1 NEW SHADE: Our natural lipstick caresses and cares for the lips. These pure mineral lipsticks offer brilliant color and natural moisture. Made with organic

oils and natural waxes, they moisturize and smooth the lips. This product is gluten-free. We added the perfect hue to our collection to capture the nude lip rage.

Nude Beach is a wearable pink-beige nude that will flatter the skin tone.



NEW RTW

WISE DISGUISE LIQUID CONCEALER

APRICOT

● peachy orange

1 NEW SHADE: We got it covered! **Apricot** Wise Disguise will neutralize blue undertones under the eye and eliminate dark circles.

Great for camouflaging hyper-pigmentation, tattoos and bruises.



NEW RTW

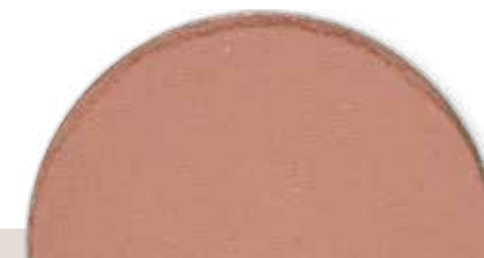
MINERAL POWDER PRESSED BLUSH

CHAI TEA

● soft bronze

1 NEW SHADE: Flush the skin with natural vitality and a fresh glow.

Chai Tea is the perfect hue for a hint of color or soft sculpting. Micro-fine, sheer and silky, this easy to wear shade adds the perfect touch of color.





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