

colorlab

PRIVATE LABEL MAGAZINE

FALL 2008



FALL MAKEUP

THREE COOL LOOKS +
HOLIDAY BEAUTY FROM THE RUNWAYS

NEW PRODUCTS

ILLUMINATING CONCEALERS,
CREAM TO POWDER FOUNDATION,
NEW CUSTOM PRODUCTS AND MORE

FABULOUS FALL FASHION

THE FALL 2008 LOOKS

Smoke lined eyes are accented with this fall's must-have color, dark plum, and made more predominant with the addition of warm gold and peach tones found in the traditional colors of the season.

RTW MISS ADVENTURE

EYES Uninhibited	CHEEKS Ecstasy
EYES Anticipation	LIPSTICK Escapade
EYES A Little Magic	LIPSTICK Promiscuous
EYES Vegas	LIP GLOSS Not So Innocent



Cool and neutral tones come together on the runway and in this look. Purple is the new black for this season and in defining the eye. Summer's bright hues are now muted and vibrant jewel tones emerge. This look combines all of the essential colors of season!

CUSTOM MISS TAKEN

EYES Forever Yours	LIPSTICK So In Love
EYES Got A Man!	LIPSTICK Hot Item
EYES Lovebirds	LIP GLOSS Off The Market
CHEEKS Promised	

SO IN LOVE LIPSTICK
Crème Base
.25 Magenta
1 drop Black
.25 + .25 White
.25 + .25 Peach
.25 + .25 Cocoa
.25 + .25 + .25 + .25 Mahogany
1 large scoop Alexandrite Frost
1ml Moisture Additive
6 drops Silkening Modifier

HOT ITEM LIPSTICK
Matte Base
.25 + .50 Red Red
.25 + .25 + .25 Magenta
3 small scoops Garnet Frost
3 tiny scoops Violet Frost
6 drops Silkening Modifier
1.5 ml Moisture Additive

OFF THE MARKET LIP GLOSS
Glacé Base
.25 Body Builder
1 small scoop Opal Frost
2 tiny scoops Crystal Frost
2 drops Mahogany
1 drop Peach
2 drops Brown

PROMISED BLUSH
¾ t. + ¼ t. Translucent Modifier MP
½ t. Rose Quartz MP
1/8 t. + 1/8 t. Rubellite MP

LOVEBIRDS EYESHADOW
½ t. + ¼ t. Alabaster MP
¼ t. Sand Frost
¼ t. Gold Frost
¼ t. Champagne Frost

GOT A MAN! EYESHADOW
¾ t. + ¼ t. Amethyst MP
¼ t. + 2 tiny scoops Onyx MP
3 tiny scoops Azurite Frost

FOREVER YOURS EYESHADOW
½ t. Dark MP
1/8 t. Moonlight Pearl MP
1/8 t. Onyx MP
1/8 t. + 1/8 t. + 1/8 t. Silver Frost

Jewel tones, metallics and shimmers prevail throughout the holiday season for beauty. Combining one of the season's majestic colors, vibrant green, with a warm glistening metallic will add sparkle to any occasion.

HOLIDAY MISS GIVING

EYES Spare Change	CHEEKS Charity
EYES Stocking Stuffer	LIPSTICK Secret Santa
EYES Generosity	LIP GLOSS Kind Hearted

SECRET SANTA LIPSTICK
Butter Base
.125 Black
.50 + .125 + .125 Blackberry
4 tiny scoops Morganite Frost
3 tiny scoops Copper Frost
3 tiny scoops Sand Frost
3 tiny scoops Gold Frost

KIND HEARTED LIP GLOSS
Lip Gloss Base
1 small + 3 tiny scoops Opal Frost
2 tiny scoops Fuchsia Frost
2 tiny scoops Azurite Frost

CHARITY BLUSH
¾ t. Translucent Modifier
½ t. Morganite Frost
¼ t. Rose Quartz MP
¼ t. Agate MP

STOCKING STUFFER EYESHADOW
¾ t. Saturated Green
¼ t. + 1/8 t. Onyx MP
¼ t. + 1/8 t. Silver Frost

SPARE CHANGE EYESHADOW
¼ t. + 1/8 t. Silver Frost
¼ t. + 1/8 t. Gold Frost
2 tiny scoops Nugget Foil

GENEROSITY EYESHADOW
½ t. Onyx MP
¾ t. Agate MP
1 tiny scoop Bronze Frost

SCANDAL-LESS LIPSTICK
Butter Base
.25 + .25 White
.125 + .125 + .125 Peach
.125 + .125 + .125 Cocoa
.50 Body Builder
1 large scoop Alexandrite Frost
1 large scoop Azurite Frost
3 tiny scoops Chrysolite Frost
3 tiny scoops Twinkle Foil
.20 ml Moisture Additive

PURE AS SNOW LIPSTICK
Crème Base
.25 Cocoa
.25 + .25 + .25 + .25 Flame
.50 + .25 + .25 Tangerine
.125 + .125 Blackberry
.25 + .25 Mahogany
1 small scoop Alexandrite Frost
.5ml Moisture Additive

OH SO INNOCENT LIP GLOSS
Glacé Base
.25 Flame
.25 Marigold
.50 Body Builder
1 large scoop Champagne Frost
2 tiny scoops Alexandrite Frost
2 tiny scoops Twinkle Foil
12 drops Silkening Modifier

TOO SWEET BLUSH
½ t. Translucent Modifier MP
½ t. Sat. Yellow MP
¾ t. + 1/8 t. Rubellite MP

PLAY'N BY THE RULES EYESHADOW
¾ t. Onyx MP
¾ t. Medium Coverage Enhancer
1 tiny scoop Gold Frost

PRIM & PROPER EYESHADOW
¼ t. Onyx MP
¾ t. Rubellite MP
1/8 t. Moonlight Pearl MP

GOODY 2 SHOES EYESHADOW
¼ t. Moonlight Pearl MP
1/8 t. Onyx MP
½ t. + 1/8 t. Medium Coverage Enhancer
¼ t. Gold Frost

As the days grow shorter and the nights longer, this dramatic look will have you ready to go! Neutrals and a cool rich berry create a smoldering look for the eyes. Cheeks are soft and warm, while deep lips are softened by a multi-dimensional frost gloss.

CUSTOM MISS BEHAVIN'

EYES Play'n By the Rules	LIPSTICK Scandal-less
EYES Prim & Proper	LIPSTICK Pure As Snow
EYES Goody 2 Shoes	LIP GLOSS Oh So Innocent
CHEEKS Too Sweet	

mixology

★ WIN \$100 IN COLORLAB MERCHANDISE!!!
SEE BACK PAGE FOR DETAILS.



Eye Brightening Mineral Powder Primer

The best way to secure great coverage and long wear from your mineral powder shadows is to create a custom shadow primer to apply to eyes before shadow applications. A shadow primer is the perfect product to "link sell" with every mineral powder shadow. Introduce this product to clients who want a stronger payoff or need longer wearability from their shadows.

Mix in plastic cup:

- 6 pumps Fringe Benefit
- 2 pumps Pearl toner
- 3 large scoops Coverage Intensifier (appropriate shade)
- 2 tiny scoops Morganite frost
- Foundation toners to match skin (only drops - no pumps!)

Package: Pour into 1/8oz glass jar

Suggested Application: Apply the shadow primer over the entire lid with *Blend and Perfect* or *Hide and Conceal* brushes, then apply mineral powder shadow over primer as usual.

Suggested Retail: \$24.00

★ MIXOLOGY WINNER ★
STAFF PICK



Luminous Skin Benefit

Luminous Skin Benefit plumps fine lines and minimizes the look of pores while locking in moisture and creating an all over luminous glow with the benefit of Vitamin E and Dimethicone. Include one of the additives below to customize this luminous primer to your customers' skin care needs. Luminous Skin Benefit can be worn as a primer or alone for a healthy luminous glow with great skin care benefits!

Created by:
Kimber Guy
Celebrity Makeup Artist
Los Angeles, CA

Mix in Plastic cup:

- 34 ml Fringe Benefit
- 1-2 pumps Pearl toner
- 4 drops Pink toner
- 2 drops Yellow Brown toner

And one of the below skin additives based on desired skin treatment

- .5 ml of Copper Peptide Multi-Mineral Complex
- .5 ml of Ultra Soothing Botanical Complex
- .5 ml of Ultra Firming Botanical Complex

Package: Pour into 1oz Glass Pump Bottle

Suggested Application: Apply small amount (pea size) to entire face using the *Get Even* foundation brush.

Suggested Retail: \$32.50

Mixology is all about creating new products through experimentation with Colorlab Private Label's Custom Cosmetic Systems. Here are a few mixology recipes we have gathered. Use them as a springboard to create your own. We'd love to hear about your mixology!



Plumping Lip Stain

Plumping Lip Stain enhances lips with long lasting color and perfects your pout. The color is wear-resistant and sheer enough to look natural. With regular use, the plumping additive will restore lips to their beautiful fullness.

Created by:
Andi Kirby
Midtown Boutique
New York, NY

Mix in Glacé Base pot:

- 1 Glacé Base
- .5 ml Lip Plumping Additive
- .50 Body Builder
- 3 drops Silkening Modifier
- 1ml Moisture Additive
- 6-8 drops of stain or pigment

Package: Heat 50-60 seconds in microwave and pour directly in Lip Gloss Wand and or Mini Lip Gloss Wands

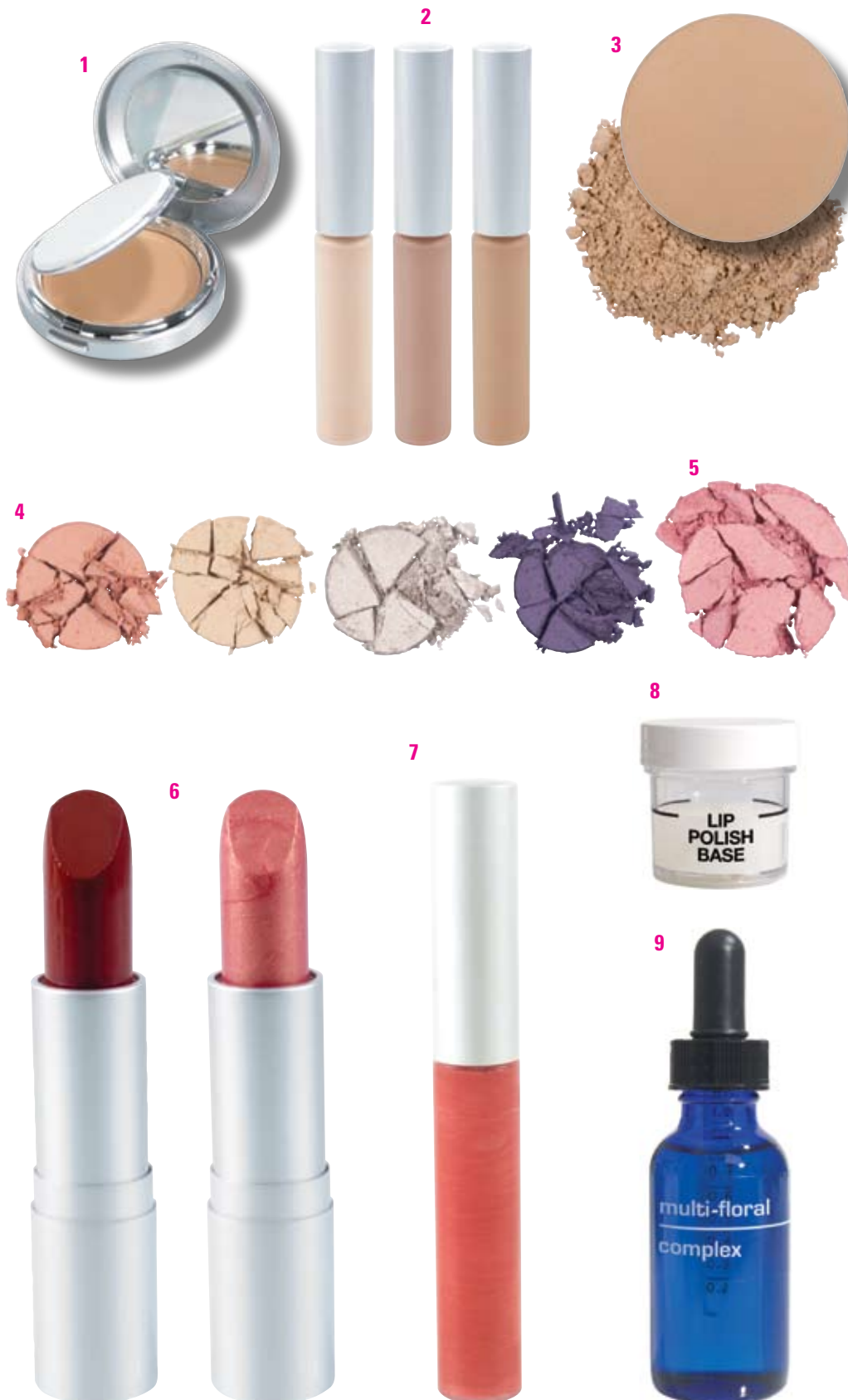
Product: Makes one Lip Gloss Wand and one Mini Lip Gloss Wand or 2-3 Mini Lip Gloss Wands

Suggested Application: Wear alone as a lip gloss for a sheer and long wearing stain, or wear under your favorite color to increase its longevity.

Suggested Retail: \$22.50

new products

A sweet selection of new ready-to-wear and custom products



DUE TO PRINTING PROCESS ACTUAL COLORS MAY VARY

1. MINERAL CREAM TO POWDER FOUNDATION

This unique all-day coverage cream to powder foundation instantly softens the appearance of fine lines and wrinkles and delivers a sheer, perfectly natural finish. Contains two active ingredients known for their targeted intervention: Dermaxyl™, and Collagen Tripeptide. Available in 10 versatile shades.

2. ILLUMINATING CONCEALER

Colorlab Private Label's Illuminating Concealer has a smooth, silky texture that glides easily over skin leaving it with a dewy finish. It contains active botanical ingredients of Algae Extract, Ruscus Aculeatus Root, Centella Asiatica and Calendula Officinalis Flower to diminish under-eye dark circles and Hibiscus Esculentus to smooth wrinkles and expression lines. Available in three shades: Pure Light, Peach Light and Golden Light. Packaged in the mini wand.

3. NEW MINERAL FOUNDATION SHADE

Warm Honey joins our current line of mineral foundations. Made from Colorlab's natural micronized minerals, Warm Honey (light golden tan) offers long lasting coverage with a lightweight look and feel. Warm Honey mineral foundation is available in both loose and pressed powders.

4. EYESHADOWS

Four rich, velvety smooth mineral eyeshadows made from pure micronized minerals make eyes look dramatic and glamorous. Uninhibited (warm, russet shimmer), Anticipation (neutral, pale amber matte), Vegas (neutral, nickel shimmer), and A Little Magic (cool, deep plum shimmer).

5. BLUSH

Pure micronized minerals give cheeks a subtle flush: Ecstasy (neutral, light rose shimmer)

6. LIPSTICK

Botanically based and vitamin E infused shades: Escapade (neutral, rich red, smooth creamy), Promiscuous (warm, golden pink shimmer, sheer shiny)

7. LIP GLOSS

Sheer and infused with Vitamin E, lips shine with Not So Innocent (warm, frosted copper, sheer)

8. LIP POLISH

Colorlab Private Label introduces Lip Polish, our newest custom blend base. Lip Polish is both beautiful and beneficial for your lips. This base contains exceptional ingredients to prepare and repair lip tissue. The active ingredient, Prickly Pear extract, conditions and restores tissue. Other nourishing ingredients include Jojoba Seed Oil and Vitamin E. Lip Polish delivers a sheer, high gloss finish without stickiness.

9. MULTI-FLORAL COMPLEX

Colorlab's Multi-floral Complex, a custom lip system additive, contains extracts of Orchid and Sea Lavender for skin smoothing, anti-aging and collagen boosting. Multi-floral Complex is also naturally rich in skin nourishing minerals such as zinc, calcium, magnesium, iron and copper.

[illegible]

This unique all-day coverage cream to powder foundation instantly softens the appearance of fine lines and wrinkles and delivers a sheer, perfectly natural finish. Luxurious and “buildable”, Mineral Cream to Powder Foundation glides on effortlessly as a cream then turns into a silky powder that stays flawless and smooth in any environment.

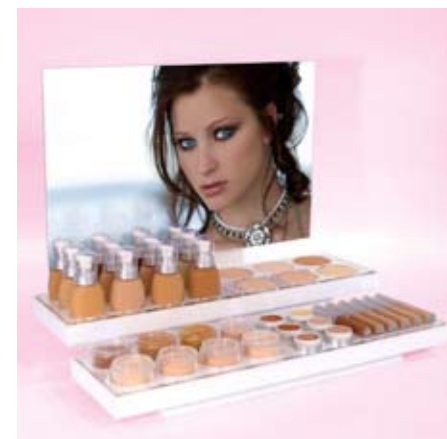
Two open compact mirrors are shown. The top mirror is open, revealing a clear, circular mirror. The bottom mirror is also open, showing a clear, circular mirror. The mirrors are silver-colored and have a smooth, rounded design. The top mirror is slightly tilted, and the bottom mirror is positioned directly below it, creating a visual effect of a mirror reflecting a mirror.

Creamy Ivory
Creamy Nude
Creamy Pale Porcelain
Creamy Beige
Creamy Almond
Creamy Natural Porcelain
Creamy Honey
Creamy Caramel
Creamy Tan
Creamy Mocha



Our newest display templates are tiny—but their impact is huge! Introducing Tiny Templates, Colorlab Private Label's latest innovation for the Custom Showcase Display. Each Tiny Template is half the size of large templates and focuses on a single product category. There are eight different templates to choose from.

Tiny Templates can be easily interchanged to highlight a new product or promotion. Used in combination with Colorlab's existing Large and Small templates, Tiny Templates give you added flexibility to create a truly Custom Showcase Display.



HOLDS 16 LIPSTICK TUBES
DIS14-TT1



HOLDS 16 WANDS
DIS14-TT2



HOLDS 4 LOOSE POWDER JARS
DIS14-TT3



HOLDS 6 BLUSH PANS
DIS14-TT4



HOLDS 4 WANDS
DIS14-TT5



**HOLDS 6 SUPERIOR PERFORMANCE
DIS14-TT7**

TRADE SHOWS

Colorlab Private Label, an innovator of the finest custom blend cosmetics, invites you to experience what your competitors have been talking about. Wouldn't it be great to have your cosmetic clientele experience cosmetics created just for them while they watch? Colorlab Private Label allows you to custom blend perfectly matched foundations, lipsticks, glosses, mineral powder eyeshadows and blushes in unlimited colors right before their eyes. The best part is they will keep coming back because you hold the secret to their unique creation. Look for our email or postcard listing the shows where we will be exhibiting next.

COLORLAB TRAINING

If you currently sell or have recently purchased any of Colorlab's custom blend systems (lipstick, foundation, or mineral powder) you are eligible for a free training session at Colorlab corporate headquarters. Trainings may also be scheduled at your location for a nominal fee. To schedule training, call 1-800-790-2417.

CONSULTING SERVICES

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

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

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

BULK PRICING ON READY-TO-WEAR SHADES

Your favorite ready-to-wear shades are available in bulk. Call us at 800-790-2417.

CONTRACT MANUFACTURING

Create your own exclusive cosmetics line infused with Colorlab's technical knowledge and commitment to quality. Contract manufacturing is available in our state-of-the-art facility in Williston, VT. Our plant is designed to fulfill your research, formulation and manufacturing needs...from lipstick, lip gloss, eye-shadow and foundation to skin care, body care and beyond. Take advantage of our flexible production capacity. Our equipment can accommodate runs from small to large. We look forward to the opportunity to help you achieve your business goals. For more information, please call 800-790-2417.

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/Summer 2009 newsletter. Please submit your recipes by November 1, 2008 for the next contest. Send entries to:

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

ONLINE CATALOG & NEWSLETTER IMAGES

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

COVER PHOTO BY Kasha Bonnell for Colorlab Private Label
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