



# color<sup>2</sup>lab

PRIVATE LABEL MAGAZINE

SPRING/SUMMER 2013

## RUNWAY LOOKS

GREEN WITH ENVY  
ALL EYES ON BLUE

NEW PRODUCTS

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



SPRING/SUMMER 2013

A sunny summer beckons bright and bold colors leading to the forefront of one of the biggest trends this spring. Mega bright colors of yellow, green, purple and blue popped on lips, nails, hair and eyes. More than any other color, **BLUE** and all variations of it, is the "must have" for the season. Whether you choose blue eye shadow or eye liner, it is the attention getter of the season.

SIGNIFYING THE BEGINNING OF A NEW SEASON, WE LOOK TO THE RUNWAY FOR NEW TRENDS TO GIVE US INSPIRATION.

There is a return to feeling pretty with high ponytails, deep side parts and luminous dewy skin. The look is natural and effortless with nude lips, nails and subtle shimmering nude eyes designed to go with everything.

**VIOLET** is one of the most in demand colors this spring, as it complements any skin tone. This statement color brings a touch of intrigue to the palette.

**GREEN** was dominating on the runway with lively spring time yellow-greens, shades of jade and emerald green. These calming tones create a harmonious palette for spring.

Every season has its lipstick trends. **RED** returns, but as a brighter version than this past winter. Shades of poppy, bright coral, sun block neon orange and pink, along with matte nude lips are trending.

All in all, a spectrum of hot colors takes center stage this Spring of 2013. Colorlab Cosmetics has created new looks based on this season's hottest trends. We celebrate femininity with our ready to wear look and playfulness with an ode to summer being our inspiration for our custom blend looks. Recreate our looks or create your own, the possibilities are limitless!

# colorlab

MIX•OLOGY

STRAIGHT FROM MARIO TRICOCI' S RUNWAY SHOW  
"MAKE ME A MODEL"



## SHOOTING STAR

Highlighter 5g.  
3/4 tsp. Champagne  
3/4 tsp. Crystal  
3/4 tsp. Pink Gold



## SPRING KISSES

Blush 5g.  
1/2 tsp. Moonlight Pearl  
1/2 tsp. Translucent Modifier  
1/2 tsp. Gold Dust  
1/8 tsp. Azurite  
1/4 tsp. Matte Red  
1/4 tsp. Crystal

From our "Lab" to "Yours" - Highlighting and Tinted BB Creams that you can create with Age Defying BB Cream

## TINTED BB CREAM

20ml BB Cream  
10ml of Foundation base  
1 to 5 pumps of Toner to create desired shade  
(Optional ) add 1-3 pumps of Pearl for soft light diffusion



## HIGHLIGHTS BB CREAM

25ml BB Cream  
15 pumps Pearl  
1 pump Yellow  
3 pumps Pink  
2 drops Yellow Red



If you prefer more coverage take down the ml of the BB Cream and add more ml of Foundation





GYPSY: READY-TO-WEAR

Once you have applied your foundation, brush on **Blissful Blush** to the apples of the cheeks, follow with **Starlight Glisten-Up** along the bridge of your nose, upper cheekbones, brow bone, chin and bow of the lip to highlight the face in a triangle effect. **Berry Exclusive** eye shadow is applied to the lid, followed with **Private Showing** eye shadow being applied in a ">" shape to the outer eye and blended into the crease. Use **Luxury Liner Black** or **Caviar Sketch Stick** eye pencil along the upper lash line and **Beaujolaais Sketch Stick** eye pencil along the lower lash line. **Sugar** eye shadow is applied around the tear ducts and below the lower lashes over the **Beaujolaais** eye liner. Lastly, **Ice** eye shadow is blended into the crease of the eye. The lips are lined with **Twig Sketch Stick** Lip pencil followed with **Show Off** lipstick and topped with **Miss Melrose** Lip gloss.

GYPSY:

Shades of violet combined with silvery-white makes a strong impact. This colorful, smoky look is sensual, dark and dramatic. Wear it soft in the day and layer it for a more intense look for the evening. Expressive and gorgeous, this color palette is a true standout and will compliment any skin tone.

Eye Shadows



ICE  
(COOL, WHITE)



SUGAR  
(COOL, LIGHT SILVERED WHITE)



BERRY EXCLUSIVE  
(COOL, PINK BERRY SHIMMER)



PRIVATE SHOWING  
(NEUTRAL, BLACKBERRY MATTE)

Blush



BLISSFUL  
(COOL, BERRY SHIMMER)



Highlighter



STARLIGHT GLISTEN-UP  
(SOFT PINK)

Lips



SHOWOFF LIPSTICK  
(WARM, CHAMPAGNE SHIMMER)



MISS MELROSE LIP GLOSS  
(NEUTRAL, BERRY SHIMMER)



TWIG SKETCH STICK® LIP PENCIL

Eye Liner



LUXURY LINER BLACK OR  
CAVIAR SKETCH STICK® EYE LINER



BEAUJOLAIS SKETCH STICK®  
EYE LINER





## BUDDING BEAUTY

For this spring look, start with a custom blended luminous foundation or **Tinted Moisturizer** for a dewy look. Follow by dusting **Flower Box** blush on top of the cheeks and with an upwards motion towards the temple. Apply **Violet Rush** eye shadow over the entire lid, just below the brow bone. Using the **Lemon Squeeze** eye shadow, apply in a "<" direction from the arch of the brow to in and around the tear duct. Using a flat liner brush and **Stuck On You**, apply **Bluebird** eye shadow to the upper lash line and along the lower lash line from the outer corner towards the center of lid or use **Luxury Liner** in **Navy** gel pencil and follow with a coat of **Lash of Luxury Mascara** in **Black**. **Kissed By A Rose** lipstick is applied to lips lined with **Berry Sketch Stick** lip pencil and finished with a light coat of **Fuchsia Berry** lip gloss.

## BUDDING BEAUTY:

Our anthem to summertime, filled with long days, warm nights and a freedom for lust of life. Vibrant, eye catching colors are one of the hottest trends of the season. Young, hip and cool with a modern twist of the 60's, the colors are happy and cheerful and certain to make a statement. Although pops of color are on trend for spring beauty, radiant and luminous skin rules the runway.

### Eye Shadows



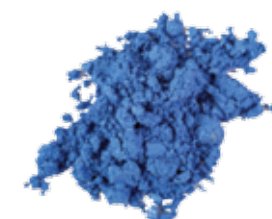
#### VIOLET RUSH (RTW VIBRANT VIOLET)

- 1/8 tsp. Violet
- 1/8 tsp. Azurite
- 1/2 tsp. Alabaster
- 1/8 tsp. Pink Gold
- 1/8 tsp. Matte Red
- 1/8 + 1/4 tsp. Fuchsia
- 1 tiny Onyx
- 1 tiny Dark Matte Blue



#### LEMON SQUEEZE (RTW VIBRANT YELLOW)

- 2 tiny Amber
- 1/2 tsp. Alabaster
- 1/4 tsp. Sat. Yellow
- 1/8 + 1/4 tsp. Gold Frost
- 1/8 tsp. Moonlight Pearl
- 1/4 tsp. Light Mineral Powder



#### BLUEBIRD (RTW VIBRANT BLUE)

- 1/8 tsp. Lapis
- 1/4 tsp. Crystal
- 1/8 tsp. Azurite
- 1/2 tsp. Alabaster
- 1/8 tsp. Sat. Blue
- 1/4 tsp. Matte Blue

### Blush



#### FLOWER BOX (RTW FRESH CORAL)

- 1/2 tsp. Coral Frost
- 1/2 tsp. Sunlight Gold
- 1 tsp. Translucent

### Lips



#### KISSED BY A ROSE LIPSTICK (RTW KISSED BY A ROSE)

- Crème Base
- .50 White
- .25 Mahogany
- .125 x 3 Ochre
- .125 Ruby Red
- .25 x 3 Wineberry
- .125 + .125 Marigold
- 1 sml. scoop Crystal
- 1 sml. + 1 lg. scoop Diamond Dust
- 2 ml. Moisture Additive



#### FUCHSIA BERRY LIP GLOSS (RTW CATFIGHT)

- Lip Polish Base
- 1 tiny Fuchsia
- 3 tiny Violet
- 2 tiny Matte Red
- 3 tiny Pink Frost
- 1 drop Ruby Red



#### BERRY SKETCH STICK® LIP PENCIL

### Eye Liner



#### LUXURY LINER NAVY

### MASCARA



#### LASH OF LUXURY MASCARA BLACK





## STAYING NEUTRAL

Begin with a **Tinted Moisturizer** for a dewy finish and follow with **Rouge Dust Mousse** blush for a soft flush on the cheeks. Apply **Water Lily** eye glaze to the entire lid. **Solstice** eye shadow is applied to the crease and **Luna** eye shadow along the arch and under the lower lash line. Use either **Luxury Liner Brown** or **Cashmere Sketch Stick®** Eye Liner along the upper lash line. **Almost Nude** lipstick topped with **Driftwood** lip gloss completes this look.

## STAYING NEUTRAL:

Natural is the buzzword for spring, but this does not mean no make-up. This season's nudes radiate with subtle shimmer for a polished and fresh look. With colors that delicately catch the light that gives the complexion a flattering glow. The "go with everything" palette is suitable for all skin tones.

### Eye Shadows



#### WATER LILY EYE GLAZE (RTW CHABLIS)

- 10 pumps Pearl
- 10 pumps Thinner
- 3 pumps Fringe Benefit
- 2 tiny Gold Frost
- 1 sml scoop Pink Gold
- 1 sml scoop Champagne
- 1 sml scoop Light Coverage Intensifier



#### SOLSTICE (RTW SOLSTICE)

- ¾ tsp. Alabaster
- ¼ tsp. Tigers Eye
- ⅛ + ¼ tsp. Champagne



#### LUNA (RTW DESERT SAND)

- ¼ tsp. Gold Frost
- ½ tsp. Sand Frost
- 1 tiny Lapis
- ½ tsp. Light Mineral Powder

### Blush



#### ROUGE DUST MOUSSE (RTW BARELY ROSE)

- 10 ml Pearl
- 8 pumps Pink Toner
- 3 pumps Blue Red Toner
- 4 pumps Yellow Red Toner
- 1 pump Yellow Brown Toner
- 3 drops Whipping Crème

### Lips



#### ALMOST NUDE LIPSTICK (RTW EXPOSED)

- Matte Base
- .25 Cocoa
- .50 Peach
- .125 x 3 Coral
- .25 x 3 White
- .25 x 3 Brown
- .125 Tangerine
- .125 x3 Sapphire
- 1 ml Moisture Additive



#### DRIFTWOOD LIP GLOSS (RTW PREMIER)

- Lip Polish Base
- 4 tiny sand
- 1 drop Sapphire
- 1 tiny Gold Dust
- 2 tiny Champagne
- 4 tiny Diamond Dust

### Eye Liner



#### LUXURY LINER BROWN OR CASHMERE SKETCH STICK® EYE LINER





## SEEING GREEN

Start with a custom blended foundation that is lightweight and provides even coverage. Next apply **Rumor Blush** on the apples of the cheeks and blend out towards the temples. Dust **Chartreuse** eye shadow over the entire lid, staying just below the brow bone. **Envious** eye shadow is applied in a ">" shape from the outer corner of eye and smudge inward towards the crease and blend. Apply **Luxury Liner Black** or **Caviar Sketch Stick**® eye pencil along the upper lash line. For a more dramatic look, extend the line farther into a cat eye. Using the flat liner brush and **Stuck On You!**, take the **Harlequin** eye shadow and apply over the top of the eye-liner. **White Jade** eye shadow is applied to the arch in a "<" shape to the inner eye around the tear duct.

Line the lips with **Valentine Sketch Stick**® lip pencil, followed with **All The Rage** lipstick paired with **Hot Coral** lip gloss.

Finish with a light dusting of sheer custom powder with a touch of luminosity added.

## SEEING GREEN:

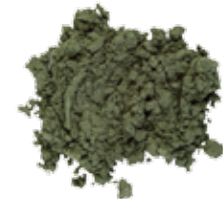
The smoky eye is revamped with smudged green hues that will instantly make the eyes pop. Two shades of eyeliner update this look and give added dimension. Watermelon is on everyone's lips as one of the must have colors of the season. This wearable shade of red is not too orange and not too pink, the perfect lip color for spring.

### Eye Shadows



#### CHARTREUSE (RTW CHARTREUSE)

- ¼ tsp. Alabaster
- ⅓ tsp. Sat. Yellow
- 5 tiny Chrysolite
- ⅓ tsp. + ⅓ tsp. Sat. Green
- ¼ tsp. + ½ tsp. Moonlight Pearl



#### ENVIOUS (RTW IVY)

- ½ tsp. Onyx
- ⅓ tsp. Amber
- ¼ tsp. Sat. Green
- ⅓ tsp. + ¼ tsp. Jade
- 3 tiny Silver
- 3 tiny Chrysolite
- 4 tiny Alexandrite



#### WHITE JADE (RTW MOTHER OF PEARL)

- ½ tsp. Alabaster
- ½ tsp. Moonlight
- ⅓ tsp. Indigolite
- ⅓ tsp. Chrysolite
- ¼ tsp. Light Mineral Powder



#### HARLEQUIN (ANTIQUE GOLD)

- ½ tsp. Jade
- ¼ tsp. Gold Dust
- ½ tsp. Gold Frost
- ⅓ tsp. Alexandrite

### Blush



#### RUMOR (RTW FRESH PEACH)

- ⅓ tsp. Tourmaline
- ¼ + ½ tsp. Alabaster
- ⅓ + ¼ tsp. Rubellite
- ⅓ tsp. + 3 tiny Sat. Yellow
- ⅓ tsp. + ½ tsp. Moonlight Pearl

### Lips



#### ALL THE RAGE LIPSTICK (RTW ALL THE RAGE)

- Butter Base
- .25 x 3 White
- .25 x 6 Red Red
- .125 Wineberry
- .125 Sapphire
- 1 small scoop Sand
- 1 small scoop Diamond Dust



#### HOT CORAL LIP GLOSS (RTW STEAL THE SHOW)

- Smoothie Base
- 3 drops Red
- 2 drops White
- 1 drop Flame
- 1 drop Crimson
- 1 drop Magenta
- 2 tiny Sand
- 2 tiny Morganite



#### VALENTINE SKETCH STICK® LIP PENCIL

### Eye Liner



#### LUXURY LINER BLACK OR CAVIAR SKETCH STICK® EYE LINER







## WE'RE INTO NAVY NOW WITH OUR NEW LUXURY LINER

### LUXURY LINER NAVY - GEL WATERPROOF PENCIL

Our mineral pencils are infused with anti-aging fruit and vegetable extracts of Avocado, Lemon, Grapeseed, Tomato, Kiwi and Pear coupled with Vitamin E to create a formula that nourishes and hydrates the delicate eye area.

The double ended gel pencil glides on the lid like a liquid liner and can be used to feather, smoke or smudge with the blending sponge. Buildable color that is smudge proof and waterproof once it is applied.

We recommend removing it with **Double Up!** Eye Make-up Remover.



## 5 NEW SHADES OF EYE SHADOW

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



CHARTREUSE  
light shimmer green



GREEN WITH ENVY  
deep teal green with  
gold flecks



VIOLET RUSH  
intense pink with  
opal frost undertone



SOLSTICE  
neutral shimmering  
beige



CELESTIAL  
soft pink with  
gold frost



## 2 NEW SHADES OF LIPSTICK

Smooth, creamy lipsticks infused with Vitamin E and Jojoba that soothes, hydrates, moisturizes and protects lips.



KISSED BY A ROSE  
sheer intense hot pink



ALL THE RAGE  
sheer watermelon

## 2 NEW SHADES OF WISE DISGUISE™

Lightweight, creamy, talc-free, Vitamin E infused and crease proof. **Wise Disguise™** is formulated with a potent anti-inflammatory, cell renewal, and healing agent Centipedia Cunningham which is native to Australia and has been used by the Aborigines for years. Both shades are yellow based and round out the entire collection. Honey is one shade darker than Natural and Mocha is one shade darker than Tawny.



HONEY  
medium yellow beige



MOCHA  
dark yellow beige

## 2 NEW SHADES OF LIP GLITZ

Ultra high shine gloss that can be worn alone for a sheer shine or layered on top of lipstick for a beautiful lacquered effect.



PRETTY PLEASE  
sheer deep berry



ELECTRIC AVENUE  
Sheer intense pink with  
opal undertones

## NEW SHADE OF SENSATIONAL EYES™ EYE SHADOW PRIMER

**MEDIUM NEUTRAL** (is a shade darker than Medium)

Our formula utilizes the latest technology and is developed with Hibiscus Esculentus Complex, the vegetal alternative to Botox. It's powerful anti-wrinkle activity reduces wrinkles by 26% when applied daily for 21 days. Paraben Free.

## YOU ASKED, WE LISTENED!

**New Packaging** for our world class **Superior Performance** Liquid Foundation featuring Green Tea, Calendula, Chamomile, Cornflower, Linden and St. John's Wort to perfect and protect skin.

Available in 18 shades. Now packaged exclusively in an Airless Pump Bottle.







## PRODUCTS: CUSTOM BLEND

SPRING/SUMMER 2013

### SMALLER SIZE COMPLETE MINERAL FOUNDATION PACKAGE

OUR FAMOUS CUSTOM BLEND MINERAL POWDER SYSTEM IS NOW AVAILABLE IN SMALLER 70 GRAM SIZE PACKAGING.

You've got it all! The Complete package contains everything you need to create powder foundations, translucent powders, bronzers, blushes, luminizers, highlighters and eyeshadows.

#### Includes:

- 3 bases: light, medium, dark
- 12 color toners: amber, jade, sunstone, tiger's eye, agate, amethyst, rose quartz, lapis, tourmaline, onyx, alabaster, rubellite;
- 11 modifiers: moonlight pearl, sunlight gold, translucent modifier, light, medium and dark coverage intensifiers, eye brightening complex, balancing complex, firming complex, moisturizing complex, lightening complex;
- blending tools • instructional DVD • training manual and much more!

YOUR PRICE  
**\$2368.00**



THE PACKAGE VALUE IS \$2547.00



AVAILABLE IN  
4 AND 8oz  
SIZES

### DOUBLE BACK AGE DEFYING BB CREAM FOR CUSTOM BLENDING

NOW AVAILABLE IN PROFESSIONAL 4 AND 8OZ SIZES

This multi-tasking, lightweight cream primes, hydrates, lightens, firms and visibly improves the look and feel of the skin. It helps to diminish the appearance of pores, fine lines and uneven skin tone. Inspired by cutting-edge Asian beauty rituals, **Double Back** is a 5 in 1 secret for achieving flawless skin.

#### AGE DEFY:

Formulated with Triple Peptides of Dermaxyl, Argireline, Matrixyl and Prickly Pear Extract to protect against environmental stress. This formulation will help to repair the skin's texture and minimize the appearance of imperfections.

#### MOISTURIZE:

Shea Butter to moisturize, protect and provide vitamins, with Lemon Butter and Olive Squalene to deter free radicals and maintain the skin's moisture.

#### VITAMINS AND ANTI-OXIDANTS:

Vitamins A, C and E along with extracts of Acai, Goji Berry, Green Tea, Cucumber and Chamomile to help protect the skin from free radicals and calm, soothe and reduce inflammation.

#### SOOTHE:

Aloe Vera Oil prevents the aging of the skin. It nourishes the skin and tissues with body-loving nutrients such as vitamin E and C.

#### LIGHTEN:

Licorice Root contains Glabridin which is an incredible skin whitening agent. Arctostaphylos Uva Ursi (Bearberry) Leaf Extract and Mitracarpus Scaber Extract which are both natural skin lightening agents, which effectively lighten age spots and dark skin area.

#### FORMULATED WITHOUT:

- Parabens
- Sulfates
- Synthetic Dyes
- Synthetic Fragrances
- Petrochemicals
- Phthalates
- GMOs
- Triclosan

### NEW AND IMPROVED! DIVIDE AND CONTOUR BRUSH

We have recreated the brush so that it has more functionality. This brush is a pony and squirrel blend so it is very soft and silky.

### DOUBLE BACK AGE DEFYING BB CREAM SAMPLES ARE NOW AVAILABLE.

Packaged in adorable roller ball packaging will give your client the opportunity to test the product or you can use them for a gift with purchase. **This roller packaging is also available empty** so that you can use it for other samples, such as liquid foundation or loose mineral powders.

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### DOUBLE UP! EYE MAKEUP REMOVER

NOW AVAILABLE IN PROFESSIONAL 8 AND 16 oz. SIZES

Double-phase, light-as-water liquid eye makeup remover. Instantly removes eye makeup leaving no oily residue. Infused with botanical extracts of Cucumber, Goji fruit, Acai, Green Tea and Chamomile that aid in soothing, calming and reducing inflammation and redness around the eye area.

Activates when shaken to gently whisk away waterproof eye makeup, while conditioning and refreshing the skin. Ideal for sensitive skin and contact lens wearers. Can be used to refill your dispenser. or Use shaken from the Professional size flip top bottle.

### "SHINE BRIGHT LIKE A DIAMOND" WITH COLORLAB'S CUSTOM BLEND FOILS!

Colorlab's foils can be applied directly onto the face and around the eye area! When you want to make a dramatic statement, simply dip a brush into one of our custom blend foils, **Blush** (pink), **Platinum** (silver), **Ruby** (red), or **Nugget** (gold), and by using our **Stuck On You!**, your look is sure to last all night.

For those who do not have our custom blend systems, you can purchase a collection of foils in our conveniently filled stackable!

#### GLITTER NAIL POLISH!

Follow the latest fashion trend in nail polishing with glitter on your nails. Start by simply dipping an eye shadow brush into the foil and placing it directly onto the top of your wet polish, then follow with a top coat of polish to seal the foil. If you prefer, you can also just dip your finger directly into the foil while your polish is still tacky and follow with a top coat layer.

For a real eye catcher apply foil to the ring finger only on each hand.



DOUBLE UP!

DOUBLE BACK

AVAILABLE IN  
8 & 16oz







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1112 FIFTH AVE  
ROCKFORD IL 61104

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ROCKFORD, IL  
PERMIT #1244

## EDUCATION:

### VIRTUAL TRAINING



Colorlab Cosmetics is excited to announce that we are now offering Virtual Training using [WWW.ZOOM.US](http://WWW.ZOOM.US) for our new and existing customers. With this site, we can connect with multiple computers, allowing your employees to train from various locations, yet still be together as a group.

A convenient way to interact directly with one of our professional instructors or sales associate. The perfect tool for learning about your new custom blend system, airbrushing or a bridal make-up course. Even if you need a refresher course, we are here to help you succeed. Call your Account Representative to schedule a training today! (Additional fees may apply)

### COLORLAB TRAINING DVDS

Training DVDs are 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 PLEASE CALL [800-790-2417](tel: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 account representative to get on our list today!



## MIX•OLOGY

### SHOW US YOUR STUFF & WIN!

Send in the Mixology recipes you've created using Colorlab Private Label Custom Lip, Mineral or Foundation systems. Our staff will test the products and select a winner from all those received. The winner will receive a \$100 credit towards Colorlab products and have their product featured in our Fall 2013 Newsletter. PLEASE SUBMIT YOUR RECIPES BY [APRIL 1, 2013](#).

### SEND ENTRIES TO:

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

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