

FW-2019

color²lab⁺
PRIVATE LABEL

FEATURED STORY

DRAMA EYES +

- EARTHEN WARE
- ROMANTIC ROSE
- SUGAR PLUM

BROW & LASH GROWTH SERUM
NEW NATURAL PRODUCTS
NATURAL LIP GLOSS & CONCEALER
HI-BEAM LUMINIZER
AND MORE!

NEW PRODUCTS

TREND REPORT

FW-2019

As we welcome fall leaves and autumn breezes, we see a new twist on traditional beauty. From monochromatic glitter, to deep shades of sugar plums and terra cottas, this season is about updating classic beauty with a modern flair.



1. Romantic Rose



2. Sugar Plum

3. Drama Eyes

4. Earthen Ware

5. Hi-Beam Luminizers

With the transition of the season, make-up artists stayed true to the fresh faced, healthy glow of summer skin. Washes of **monochromatic toasty terra-cottas** and warm sunny shades were seen sharing the space on lids, cheeks and lips. A must have to prolong the sun-drench complexion of summer.

Glitter reigns again with coordinating fancy flecks falling over **fuchsia** and **pink** lids while **glitter eyes** were mirrored in the same shade. The eyes and lids have met their match.

Make-up artists at Tom Ford recreated the classic, elegant smoky eye with

a polished update. Layers of cream shadows placed over **brown** and **mauve** powders brought this timeless look into a new light. The eyes were rimmed with a heavy liner and topped off with a dollop of **clear eye gloss**.

Hues of rich **plums** and variations of **purples** will have visions of sugar plums dancing in your head. A soft wash of color on the lids were accented with brilliant **deep plum** lips. The sultry look is holiday party must-have.

The **regal red** lip stamped its place on the runways this season. The long-standing statement red lip is updated in true **blue reds** and **rubies**. The red lip

is front and center against a flawless and dewy complexion.

Shades of **rose gold** and **burgundy** were worn beautifully together on the eyes. Deep shades of **wine** and **burgundy** were concentrated on the inner half of the eye while **rose gold** shadows completed the look on the outer lid. The intense colors widen the eyes and add warmth.

The catwalks have truly breathed new life into traditional, classic beauty this season. Dramatic and ultra-feminine looks equate to on-trend beauty as we head into the holiday season.

Colors may vary due to monitor settings and devices.

DRAMA EYES

EYELIGHTS PRIMER
ray of light & spotlight



If anyone knows a thing or two about classic beauty...it is the team of talent over at **Tom Ford**. The dramatic smoky eye has become Ford's signature however his make-up artists added a twist on his tradition. A softer approach to the dramatic played up eye was center stage during his Fall/ Winter 2019 show. To achieve the smoky sensation, replace the usual palette of black and gray shadows with **shimmering browns** and **mauves**. Start by lining the eye with a dark- brown pencil. Blend out the pencil and smudge the liner to create a diffused effect. Repeat this process a couple of times. Layer on a palette of browns and mauve shadows. Next, apply **black pencil** next to the lash line to create definition finish. The new smoky eye was updated by finishing the look with **eye gloss** and flared black lashes. A subtle and stunning way to wear a classic.

EYES

RTW



GLISTEN UP! HIGHLIGHT
soft beige



CHAMPAGNE
light pink



TRUFFLE
taupe w/golden pink
undertone



BRANDIED WINE
bronzed plum



MYSTICAL
light silver grey

CB



DAY DREAM
20 pumps Fringe Benefit
4 pumps Pearl
4 tiny Champagne Frost



ENCHANTED
½ t Translucent Modifier
2 tiny Rose Quartz
¾ t Alabaster
¼ t Crystal Frost
1 tiny Pink Frost



BEAUTIFUL LIFE
1 t Lt. Mineral Powder
¼ t Rose Quartz
½ t Champagne Frost
½ t Alabaster



NAUGHTY
½ t Lt. Mineral Powder
¼ t Rose Quartz
½ t Agate
½ t Champagne
½ t Onyx
4 tiny Brass Frost
3 tiny Garnet Frost
3 tiny Violet Frost
2 tiny Opal Frost
3 tiny Amber



NIGHT OWL
¼ t Lt. Mineral Powder
½ t Onyx
¼ t Alabaster
½ t Crystal Frost
½ t Bronze Frost
½ t Jade
2 tiny Diamond Dust

BLUSH

RTW



DEW DROPS
QUARTZ
natural



NICE TAN
cooled bronze

CB



ON THE EDGE
20 pumps Fringe Benefit
4 pumps Pearl
4 tiny Champagne Frost
3 tiny Crystal Frost



GORGEOUS
1 t Translucent Modifier
½ t Lt. Mineral Powder
½ t Rose Quartz
3 tiny Agate
4 tiny Sienna Frost
1 tiny Sunstone
1 tiny Bronze Frost

LIPS



HUSH
champagne mauve



HUGS AND KISSES
mauve



DESIRE
Crème Base
.125+.125 Mahogany +1 drop
.50 Peach
.125 Coral
.125 Ochre
.125 Cocoa
2 tiny Coral Frost
4 tiny Champagne Frost
3 tiny Crystal Frost
6 drops Silkening Modifier



LEAP OF FAITH
Liquid Matte Base
.125 Wineberry + 2 drops
.25 Brown
.50 +.50 Peach
.25 Ochre
.125 +.125 Red Red

FW-2019

EARTHENWARE

Bold and beautiful swatches of **monochromatic terra cotta** warm up the season with an autumn hue. **Warm brownish reds to browns and oranges** evenly distributed on lids, lips and cheeks instantly brighten the face with a **golden autumn glow** providing all over face definition.

Colors may vary due to monitor settings and devices.

EYES

RTW

CUSTOM



FRESCO
med. golden copper



ENVY
med. delicious brown



GAZE
whitened peach



CHOCOLATE VELVET
brown shimmer



EXOTIC SUN
bright orange w/ gold flecks



MERCURY RISING
¼ + ⅛ † Agate
¾ † Russet Frost
⅛ † Sunstone + 4 tiny
4 tiny Copper Frost



GAME ON
¼ † Agate
¼ † Sunstone
1 † Translucent Modifier



WHY NOT?
1 † Translucent Modifier
¼ † Sand Frost
⅛ † Champagne Frost
2 tiny Pink Gold Frost



NEUTRAL ZONE
½ † Translucent Modifier
½ † Bronze Frost + 3 tiny
⅛ † Copper Frost
2 tiny Antique Gold Frost
1 tiny Onyx



COLOR BOMB
¾ † Sunstone
¼ † Gold Frost
½ † Med. Mineral Powder

FACE & CHEEK

RTW

CUSTOM



ADOBE
matte / peach brown



SIENNA
peach brown w/ gold flecks shimmer



LOW KEY
1½ † Translucent Modifier
⅛ † Rubellite
2 tiny Dark Mineral Powder
1 tiny Sunstone
4 tiny Agate
2 tiny Sienna Frost



UPGRADE
½ † Translucent Modifier
½ † Lt. Mineral Powder
4 tiny Copper Frost
⅛ † Agate
⅛ † Sunstone
⅛ † Pink Gold Frost

LUMINIZER



DEW DROPS MOONSTONE
soft gold



GOLDEN TOUCH
20 pumps Fringe Benefit
4 pumps Pearl
4 tiny Gold Frost
1 tiny Sand Frost



MY OLD FLAME
brick red

LIPS

RTW

CUSTOM



KNOCK OUT
red brick shimmer



URGE TO SPLURGE
brick red shimmer



PAINT THE TOWN
Crème Base
.50 +.50 Paprika
.50 Brown
.25 +.25 Mahogany
1 small Pink Gold Frost



RED HOT
Glacé Base
5 drops Red Red
3 tiny Russet Frost
1 drop Blackberry
.25 Body Builder

NAILS



ALL THAT GLITTERS IS NOT GOLD
gold metallic

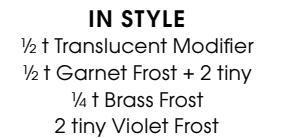
Colors may vary due to monitor settings and devices.

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ROMANTIC ROSE

Colors may vary due to monitor settings and devices.

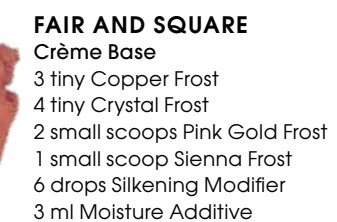
CUSTOM RTW



	CUSTOM	PTW
1. Customer	<p>Customer is the primary focus of the business. The business is designed to meet the needs of the customer.</p> <p>Customer is the primary focus of the business. The business is designed to meet the needs of the customer.</p>	<p>Customer is the primary focus of the business. The business is designed to meet the needs of the customer.</p> <p>Customer is the primary focus of the business. The business is designed to meet the needs of the customer.</p>
2. Product	<p>Product is the primary focus of the business. The business is designed to meet the needs of the customer.</p> <p>Product is the primary focus of the business. The business is designed to meet the needs of the customer.</p>	<p>Product is the primary focus of the business. The business is designed to meet the needs of the customer.</p> <p>Product is the primary focus of the business. The business is designed to meet the needs of the customer.</p>
3. Process	<p>Process is the primary focus of the business. The business is designed to meet the needs of the customer.</p> <p>Process is the primary focus of the business. The business is designed to meet the needs of the customer.</p>	<p>Process is the primary focus of the business. The business is designed to meet the needs of the customer.</p> <p>Process is the primary focus of the business. The business is designed to meet the needs of the customer.</p>
4. People	<p>People are the primary focus of the business. The business is designed to meet the needs of the customer.</p> <p>People are the primary focus of the business. The business is designed to meet the needs of the customer.</p>	<p>People are the primary focus of the business. The business is designed to meet the needs of the customer.</p> <p>People are the primary focus of the business. The business is designed to meet the needs of the customer.</p>
5. Profit	<p>Profit is the primary focus of the business. The business is designed to meet the needs of the customer.</p> <p>Profit is the primary focus of the business. The business is designed to meet the needs of the customer.</p>	<p>Profit is the primary focus of the business. The business is designed to meet the needs of the customer.</p> <p>Profit is the primary focus of the business. The business is designed to meet the needs of the customer.</p>



CUSTOM RTW



DRAMA QUEEN
wine



Visions of soft lilacs, amethyst and deep plums deliver regal flair with a modern twist. Dazzling gemstone hues are placed on lids in a kaleidoscope fashion. A striking plum lip completes the enchanting look.

EYES

RTW

CUSTOM



INGENUUE
pale pink shimmer



WISTERIA
med. purple w/ shimmer



A LITTLE MAGIC
deep plum



FAIRY DUST
pale lavender w/ gold sparkle



WHO ME?
¾ † Alabaster
¼ † Rose Gold Frost
⅛ † Rubellite
⅛ † Crystal Frost
¼ † Champagne Frost



OVER THE RAINBOW
¾ † Violet Frost
½ † Translucent Modifier
⅛ † Azurite Frost
2 tiny Matte Red Color Adjuster
2 tiny Lapis



TO THE MAX
1 † Translucent Modifier
⅛ † Lapis
⅛ + ¼ † Onyx
4 tiny Matte Red Color Adjuster
2 tiny Matte Blue Color Adjuster



DELICATE MATTER
¾ † Alabaster
¼ + ⅛ † Pink Gold Frost
⅛ † Silver Frost + 5 tiny

FACE & CHEEKS

RTW

CUSTOM



ANTIQUE ROSE
matte rosy plum



BARELY PLUM
mauve plum shimmer



CROWNING GLORY
½ † Rose Quartz
½ † Light Mineral Powder
¼ † Alabaster
⅛ † Rubellite
4 tiny Tigers Eye
1 tiny Matte Red Color Adjuster
1 tiny Onyx



BEST GUESS
½ † Garnet Frost
½ † Med. Mineral Powder
¼ † Translucent Modifier
⅛ † Sienna Frost
2 † Bronze frost



HOLIDAY CRÈME LUMINIZER
Icy pearl base with soft pink shimmer



COLD SHOULDER
½ Crème Base
¼ † Crystal Frost
2 drops White
6 drops Silkening Modifier



FEARLESS
violet

LIPS

RTW

CUSTOM



CELEBRITY BALL
plum shimmer



FIREWORKS
med. pink brown



OPPOSITES ATTRACT
Crème base
1.50 Mahogany
.50 Wineberry
.25 Blackberry
2 drops Blueberry
3 small scoop Opal Frost
3 tiny Brass Frost
6 drops Silkening Modifier



PERSONAL TOUCH
Crème base
.25+ .25 Wineberry
1.0 Peach
.50 Brown + .25
.25 Mahogany + .125 +.125

NAILS



LAZY AFTERNOON
cool light pink

VEGAN FRIENDLY

Natural Collection



The trending ‘buzz’ in cosmetic products... natural, clean, non-toxic beauty...so we have expanded our offering too! Free from harsh chemicals, parabens, synthetic fragrances, phthalates, dyes and petrochemicals. Update your product line now to retail a full range of natural beauty products! Call your account executive today who will assist you in achieving some natural ‘buzz’ for your brand.

- Natural Liquid Foundation
- Natural Lipstick
- **NEW** Natural Lip Gloss
- **NEW** Natural Concealer
- Minerals: Pressed & Loose, Foundation
- Eyeshadow & Blush
- Luminizers & Finishing Powders
- Au Naturel Sunscreen & Beauty Oil

NATURAL LIP GLOSS

INFUSED WITH WHITE LILY EXTRACT & EVENING PRIMROSE OIL

All natural, gluten free, paraben free lip gloss formulated with Natural and Organic ingredients to deliver the ultimate hydration. Smooth, creamy and non-sticky for semi-sheer color and sheen with a soft shiny finish. Free from harsh chemicals, parabens, synthetic fragrances, phthalates, dyes and petrochemicals.



Packed with moisturizing ingredients to protect, hydrate, nourish, smooth and soothe your lips.

- Copernicia Cerifera (**Carnauba**) Wax, Euphorbia Cerifera (**Candelilla**) Wax, moisturize and smooth.
- Organic Ricinus Communis (**Castor**) Seed Oil, Organic Butyrospermum Parkii (**Shea Butter**), soothe and nourish.
- Oenothera Biennis (**Evening Primrose**) Oil Rich in omega-6 fatty acids and antioxidants it facilitates the healing process, reduces and calms inflammation.
- Lilium Candidum Flower Extract (**White Lily**) fortifies, protects, moisturizers and regenerates the skin due to the high level of saponins and polysaccharides.
- **Vitamin E Non-GMO** derived from Sunflowers rich in antioxidants

INGREDIENTS: Copernicia Cerifera (Carnauba) Wax, Euphorbia Cerifera (Candelilla) Wax, Organic Butyrospermum Parkii (Shea Butter), Organic Ricinus Communis (Castor) Seed Oil, Lilium Candidum Flower Extract (White Lily), Oenothera Biennis (Evening Primrose) Oil, Organic Tocopherol (Non-GMO Vitamin E), Natural Vanilla. May contain+/-: Mica (CI 77019), Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499).



NATURAL CONCEALERS

THE SHADES YOU KNOW AND LOVE!

All-Natural zinc based creamy concealer with incredible coverage that blends seamlessly into skin. Concealer layers lightly for buildable **medium-to-full coverage** resulting in a beautiful, luminous finish. Conceal discolorations, dark under-eye circles and other skin imperfections effortlessly. The ingredients are simple, but the performance is powerful!



Free from harsh chemicals, parabens, synthetic fragrances, phthalates, dyes and petrochemicals.

INGREDIENTS: Zinc Oxide, Cera Alba (Beeswax), Jojoba Oil, Lonicera Caprifolium (Honeysuckle) Extract, Lonicera Japonica (Honeysuckle) Extract, Natural Vanilla. May contain+/-: Mica (CI 77019), Iron Oxides (CI 77491, CI 77492, CI 77499).

LET IT GLO!

PRESSED HI-BEAM LUMINIZERS

They were specifically designed to achieve a sun-kissed reflective glow for daywear or a high-impact shine for nightwear. Highlight your face, eyes, lips, collarbone - literally anywhere you crave a touch of light. Silky smooth pressed powders float on the skin for ultimate luminosity!

The four shades, ranging from lightest to darkest: **Let it Glo! Softly, Lightly, Dewy and Honey** will flatter many skin tones.

INGREDIENTS: Mica, Talc, Silica, Octyldodecyl Stearoyl Stearate, Zinc Stearate, Cetyl Dimethicone, Phenoxyethanol, Sodium Benzoate. May Contain +/-: Mica (CI 77019), Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499).



Colors may vary due to monitor settings and devices.



BROW & LASH GROWTH SERUM

WITH CAPIXYL™

Our Brow & Lash Growth Serum is powered with a high percentage (5%) of **Capixyl** derived from **Red Clover Extract** and **Acetyl Tetrapeptide-3, a biomimetic peptide** which will strengthen, lengthen, thicken and stimulate natural, noticeable hair growth. Clinical data results have proven significant increase in hair growth and density while preventing hair loss.

- Hair density increased by **79%** creating fuller, bolder lashes.
- Hair grew **3 times faster** than normal rate at a minimum.
- **46%** new lash grow at a minimum.
- **-52%** hair loss
- Above results of clinical data were based on a 2.5% of Capixyl in product. **Brow and Lash Serum formula contains 5% of Capixyl which should result in achieving results more rapidly.**

Let's sum it up: longer, healthier, fuller, bolder lashes and brows with less hair loss. Can be used with lash extensions. Who has ever said my lashes are too long?

Just apply twice daily for 28 consecutive days for incredible results. Gently massage excess into the base of lash or brow. **Product can be used with lash extensions.**

INGREDIENTS: Water, Butylene Glycol, Dextran, Acetyl Tetrapeptide 3, Trifolium Pratense (Red Clover) Flower Extract, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol, Xanthan Gum. Net Wt.: 8 grams

NEW PRODUCTS • FW19



CHANEL® INSPIRED 10 PIECE BRUSH SET WITH QUILTED POUCH

Beautiful brush set manufactured from the highest grade of synthetic fibers which are coveted by professional makeup artists. The luxurious soft feel of these brushes provides precision application in any medium whether, crème, liquid or powder with ultimate blend-ability! The quilted black satin pouch houses the set of matte black handle brushes with silver ferrule.

- Jumbo Powder
- Blush/Contour
- Oval Foundation
- Concealer
- Angle Brow/Liner
- Chisel Fluff
- Precision Crease
- Blending Crease
- Brow Groomer
- Oval Lip

SWATCH IT! STENCILS

Quick and easy method to swatch and post your shades on Instagram and Facebook. Swatch It! stencils create the perfect swatch every time. Simply remove the backing, place the swatch on your arm and apply your product. Voilà! Great way to showcase your color range. Now you can create the perfect swatch with Swatch It! Set of six. Two sizes.



Call **1-800-790-2417** or
815.965.2001 (outside us) for details to
schedule a training today.

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INNOVATOR OF CUSTOM BLEND COSMETICS