

colorlab

PRIVATE LABEL MAGAZINE

SPRING 2008

SPRING MAKEUP
FRESH LOOKS FROM THE RUNWAYS

DISPLAY TEMPLATES

NEW PRODUCTS
EYESHADOWS, LIPSTICK, GLOSS,
CUSTOM ADDITIVES, AND MORE

SPRING FASHION

www.colorlabcosmetics.com



The Spring '08 Colorlab Private Label statement is intensity, femininity, sensuality and a return of color. We have created four beautiful looks—three custom and one ready-to-wear—that showcase spring's (and summer's) essence. Let them inspire you to create your own interpretation.

Our new product introductions include: Mineral Cream to Powder Foundation in 10 versatile shades; Body Builder, a lip additive for our lipstick system; mini lip gloss wands and new ready-to-wear shades.

Congratulations to Kaila Spencer, Esthetician at Naturals Day Spa in Morgan Hill, CA. our "staff pick" winner! We love receiving your ideas and hope that you too will submit a product for our next newsletter.

Please join me in welcoming our new National Sales Director, Debbie Gurley. In the coming months, you can expect to see some tips, ideas and resources, through her or your sales reps, to help you boost your cosmetics sales. This is just part of our ongoing commitment to helping you grow your business.

Sincerely,
Mary Swaab
CEO Colorlab Cosmetics

RTW AMERICAN IN PARIS

The city of love infuses An American in Paris with sophisticated femininity. Soft, sensuous iridescent pinks and neutrals contrast with vibrant red and blackened green for a touch of excitement and create the perfect accompaniment to sophisticated styles.



BARRY ELZ



CUSTOM FLOWER CHILD

The inspiration of the 60's brings the free-spirited girl back for spring. Bright pinks and corals are applied in a "babydoll" style with heavy lashes, rosy cheeks and full, pouty lips. Twiggy would love it!

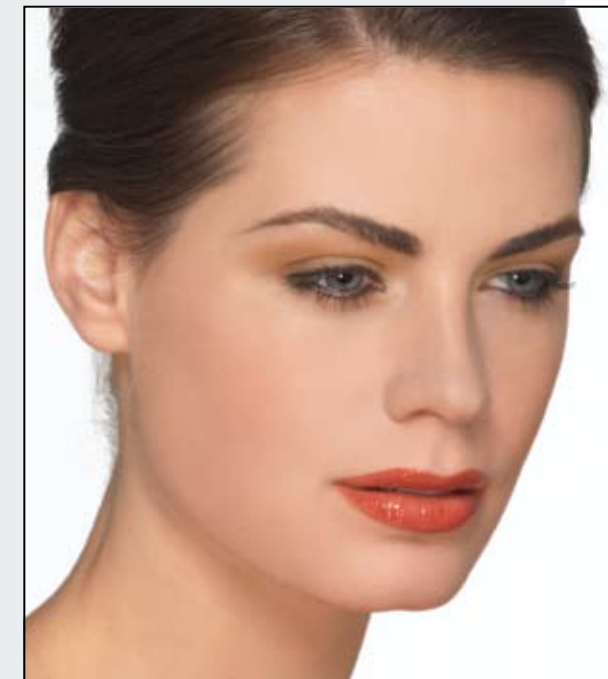


BARRY ELZ



CUSTOM SPRING ESSENTIALS

Think spring and fresh flowers, green grass, budding trees and new life come to mind. The Spring Essentials palette delivers the essence of spring in key custom shades that are soft and fresh.



BARRY ELZ



FLOWER CHILD

TWIGGY LIPSTICK
Crème base
.50 + .125 + .125 Blackberry
.25 + .25 Flame
.25 + .25 Peach

SUNSHINE LIP GLOSS
Smoothie base
2 drops Ruby Red
1 drop Marigold
2 tiny scoops Gold Frost
1 tiny scoop Fuchsia Frost

HAPPINESS BLUSH
3/4 t. Translucent Modifier MP
1/2 t. Medium MP
1/4 t. Tourmaline MP
1/4 t. Fuchsia Frost
1 tiny scoop Chrysolite Frost

PEACE EYESHADOW
1/4 t. Medium Coverage Intensifier MP
1/4 t. Saturated Yellow MP
1/4 t. Sand Frost
1/8 t. Coral Frost
1/8 t. Alexandrite Frost
1/8 t. Twinkle Foil

LOVE EYESHADOW
1/4 + 1/8 t. Dark MP
1/8 t. Tiger's Eye MP
1/2 t. + 1/8 t. Pink Frost
1/4 t. Champagne Frost
1/8 t. Bronze Frost

GROOVY EYESHADOW
1 t. Onyx MP
1/8 t. Agate MP
1/8 t. Amethyst MP
1/8 t. Violet Frost

SPRING ESSENTIALS

FIRST TULIP LIPSTICK
Matte base
.50 + .25 Magenta
.50 + .25 Peach
.25 + .125 Brown
.25 + .125 Cocoa
1 small scoop Alexandrite Frost
4 tiny scoops Fuchsia Frost
4 tiny scoops Pink Gold Frost
1 ml Moisture Additive

BLOSSOMING BUDS LIP GLOSS
Glacé base
1 tiny scoop Champagne Frost
1 tiny scoop Bronze Frost
1 tiny scoop Sand Frost

HONEYSUCKLE BLUSH
1 1/4 t. Translucent Modifier MP
1/4 t. + 1/8 t. Sunstone MP
1/8 t. + 1 tiny scoop Gold Frost

GRASS STAIN EYESHADOW
1/4 t. Jade MP
1/2 t. Amber MP
1/4 t. Medium MP
6 tiny scoops Tiger's Eye MP
1/2 t. Gold Frost

MUD PIE EYESHADOW
1/2 t. Sunlight Gold MP
1/4 t. Dark MP
1/4 t. Amber MP
2 tiny scoops Amethyst MP
2 tiny scoops Jade MP
2 tiny scoops Onyx MP

WHITE LINEN EYESHADOW
3/4 t. Light MP
1/2 t. Moonlight Pearl MP
1 small + 1 tiny scoop Alexandrite Frost
6 tiny scoops Morganite Frost

mixology

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!



MIDNIGHT SKY EYESHADOW

Colorlab Private Label staff love Midnight Sky eyeshadow for its color and versatility. The sheer, smoky shade features all four multi-dimensional frosts and is very wearable—it will flatter any skin tone and any attire. It's great alone or over other shadows and it's the perfect end-of-the-day shade to brighten what you already have on. Apply to lid with *In the Shadow* brush.

- Blend:
- 1/2 t. Onyx MP
 - 1/8 t. Medium MP
 - 1/8 t. Chrysolite MDF
 - 1/8 t. Morganite MDF
 - 1/8 t. Azurite MDF
 - 1/8 t. Alexandrite MDF

Package in: 3 gram jar, PP2
Suggested Retail: \$18-\$24

Submitted by Kaila Spencer,
Esthetician/Makeup Artist at Naturals
Day Spa in Morgan Hill, CA



BRONZE BENEFIT BRONZER

Bronze Benefit plumps fine lines giving skin a smooth, silky texture and a healthy sun-kissed glow. It's great worn alone for those "no makeup" days, when you just don't have time for a complete make up application or as a bronzing primer under foundation. Apply a small amount (less than a dime size) to entire face using the *Get Even* foundation brush.

- Mix in plastic cup:
- 35 ml Fringe Benefit
 - 3-6 pumps Yellow Brown Toner (according to preference)

Package in: 1 oz pump bottle, FA31
Suggested Retail: \$32.50
Compare to Smashbox's Photo Finish Bronzing Foundation Primer



PIECE OF CAKE EYELINER

Piece of Cake creamy long-lasting eyeliner glides on the eye with ease and doesn't flake or run. It's a piece of cake to make and a piece of cake to wear. Customize the shade by creating your own combinations of frosts, foils and minerals. Apply with *It's a Fine Line* or *No Time Line* brushes.

- Mix in plastic cup:
- 1/2 jar Matte Base (heat to soften)
 - 6 pumps Fringe Benefit
 - 2 pumps Thinner
 - 2 pumps Pearl Toner
 - 4 large + 1 small scoops of MP/Frost

Heat all ingredients until liquefied (no more than 15-20 seconds) and pour into packaging. Recipe makes 2-3 eyeliners.

Package in: 1/8 oz. jar, FA28
Suggested Retail: \$18-\$22

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

new products

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



1 BODY BUILDER LIP ADDITIVE

Body Builder lip additive adds body, moisture and luster to any custom blend lip product. It's perfect for creating a full bodied lip glacé (with no separation), a silky lip gloss or a super luxurious lipstick.

2 MINERAL POWDER TONER RUBELLITE

Rubellite, the newest addition to the Colorlab Mineral Powder system, is a neutral red toner that is perfect for creating beautiful eyeshadows and blushes. Rubellite contains all natural ingredients and is safe for use in the eye area. Available in the medium mineral powder jar.

3 MINI LIP GLOSS WAND

This mini lip gloss wand gives you the ability to create two lip glosses from one lip gloss base. Ideal for samples, giveaways or travel sizes.

4 EYESHADOWS & EYELINER

Soft, sophisticated velvety smooth mineral eyeshadows made from pure micronized minerals keep eyes looking refined and beautiful: Chablis (neutral, light pink-brown, shimmer), Champagne (neutral, off-white, shimmer), Left Bank (neutral, teal, shimmer).

5 BLUSH

Pure micronized minerals give cheeks a sensuous flush: Risqué (neutral, light salmon, shimmer)

6 LIPSTICK

Botanically based and infused with vitamin E are two great new shades: Colette (neutral, latte, sheer shiny shimmer), Moulin Rouge (warm, deep salmon, smooth creamy, shimmer)

7 LIP GLOSS

Sheer and infused with Vitamin E, lips shine with Champs Élysées (warm, burnt orange, sheer)

DUE TO PRINTING PROCESS ACTUAL COLORS MAY VARY



SPRING FASHION 2008



SUMMER FEATURE CUSTOM LOOK: **ESCAPE TO THE TROPICS**

Getaway meets glamour. Spring color trends liven the summer with shades straight from paradise. Earth toned eyes make for carefree days while a berry lip and fuchsia gloss steam up the night. This palette is sure to leave you refreshed and reenergized, as if you've just escaped on that dream vacation.



ESCAPE TO THE TROPICS

HOT, HOT, HOT LIPSTICK
Butter base
.50 Blackberry
.50 Red Red
.25 + .25 Crimson
.25 + .25 Mahogany
.25 Peach
.125 Magenta

MAI TAI LIP GLOSS
Glacé base
2 drops Tangerine
2 tiny scoops Fuchsia Frost

HIDEAWAY BLUSH
1/2 t. Translucent Modifier MP
1/2 t. Medium MP
1/4 t. Agate MP
1/8 t. Sunstone MP
1/8 t. Moonlight Pearl MP
1/4 t. Champagne Frost
1/8 t. Morganite Frost
1 tiny scoop Fuchsia Frost

DEEP SEA DIVE EYESHADOW
1/2 t. Violet Frost
1/8 t. + 4 tiny scoops Onyx MP
6 tiny scoops Saturated Blue MP
2 tiny scoops Silver Frost

ISLANDER EYESHADOW
1/2 t. + 2 tiny scoops Champagne Frost
1/4 t. Amber MP
1/4 t. Agate MP
3 tiny scoops Chrysolite Frost

BEACHSIDE BLISS EYESHADOW
3/4 t. Gold Frost
1/4 t. Sand Frost
1 tiny scoop Chrysolite Frost

MISSION CRITICAL: DISPLAYING YOUR COSMETICS

Make sure your cosmetics are in sight and beautifully displayed—it's a surefire way to increase your sales! Colorlab Private Label's multifunctional Custom Showcase Display gives you the flexibility to merchandise your products to fit your needs. Ask your sales rep how displays can work for you!

TINY TEMPLATES MAKE HUGE IMPACT

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 six 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-TT2



HOLDS 16 WANDS
DIS14-TT3



HOLDS 4 LOOSE POWDER JARS
DIS14-TT4



HOLDS 6 BLUSH PANS
DIS14-TT5



HOLDS 4 WANDS
DIS14-TT6



HOLDS 6 SUPERIOR PERFORMANCE
DIS14-TT7

The showcase display can hold 4 large templates, 6 small templates, or 8 tiny templates, or a combination of each.

UPCOMING TRADE SHOWS

Colorlab will be holding hands-on custom blending classes at the IECSC trade show in Las Vegas. These classes offer an overview of all of Colorlab Private Label's custom blend systems and information on how you can make the most of them in your business. These classes fill up quickly. To ensure your spot, be sure to pre-register. Look for our email listing the times and dates for the classes prior to the show.

June 28-30, 2008

IECSC, Las Vegas
Las Vegas Convention Center
Tentative Booth #953
www.iecsc.com/lasvegas.php

Other dates and locations to be announced.

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 your own cosmetics 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 1-800-790-2417.

BULK PRICING ON READY-TO-WEAR SHADES

Your favorite ready-to-wear shades are available in bulk. Call us at 1-800-790-2417.

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 1-800-790-2417.

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 favorite from all those received. The winner will receive \$100.00 in Colorlab products and have their product featured in our fall/winter newsletter. Please submit your fall/winter 2008 recipes by May, 1 2008.

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 BARRY ELZ
MAKEUP BY KASHA**

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