

colorlab

PRIVATE LABEL MAGAZINE

FALL 2009



Step Out of the Shadows
& Into The Spotlight
With Our New Fall Looks

www.colorlabprivatelabel.com

See page 7 for a great
new marketing tool!

rtw in the spotlight



Making its big screen debut, fall 2009 is about getting noticed. Eyes take center stage with shimmering metallics and rich jewel tones. Lips, ever the attention seekers, are defined in bold berry or rich red. Cheeks, washed with sheer color, are content with a supporting role. Fall's look is ready for its close up!

Eyes:

Apply *Sensational Eyes* shadow primer to the entire eye. Apply *Bronzed Ambition* shadow to the entire lid. Blend *Plum Envy* from the center of the lid out and halfway up into the crease in a sideways V shape. Line the upper lid with *Midnight* sketchstick. Using the *No Time Line* brush and *Stuck on You*, apply a line of *Plum Envy* on top of the *Midnight* sketchstick. Highlight the brow bone with *Princess*.

Cheeks:

Apply *Camera Ready* blush to the apples of the cheeks and blend.

Lips:

Line lips with *Berry* sketchstick, then apply rich red *Red Carpet* or bold berry *Starlet* lipstick and finish with metallic *Premiere* Lip Glitz for subtle glamour.

EYES
Bronzed Ambition

EYES
Plum Envy

EYES
Princess

BLUSH
Camera Ready

LIPS
Red Carpet

LIPS
Starlet

LIP GLITZ
Premiere

uptown classic



Eyes:

Apply *Acting Blonde* shadow to the entire lid. Apply *Park Avenue* to the outer crease and under lower lashes. Apply *Silk Stocking* shadow to the brow bone and the inner eye area. Line top lash line with *Martini* sketchstick and smudge.

Cheeks:

Apply *Social Sweetie* blush to apples of cheeks and soften.

Lips:

Line lips with *Kiss* sketchstick and apply classic red *Well Heeled* or cool berry *Opinionista* lipstick. Top either with *Hot Topic* lip gloss.

ACTING BLONDE

1/8 t. Light Cov. Intensifier
2 1/2 t. Gold Frost
1/2 t. Sand Frost
1/4 t. Alabaster MP
1/4 t. Tigers Eye MP

PARK AVENUE

1/2 t. Onyx MP
1/8 t. Champagne Frost
1/8 t. Bronze Frost
1/8 t. Indigolite Frost
1/8 t. Chrysolite Frost
2 tiny scoops Nugget Foil

SILK STOCKING

1/2 t. Light MP
1/4 t. Moonlight Pearl
1/4 t. Sunlight Gold
1/8 t. Alabaster MP
1/4 t. Crystal Frost

SOCIAL SWEETIE

3/4 t. Translucent Modifier
1/2 t. Rubellite MP
1/2 t. Moonlight Pearl MP
1/8 t. Rose Quartz MP
1/8 t. Sunlight Gold MP

WELL HEELED

Crème or Matte Base
1.0 Red-Red
.50 Wineberry
1.0 Paprika
.50 Marigold

OPINIONISTA

Crème Base
1.5 Wineberry
.125 + .125 Sapphire
.25 Peach
.125 Black
1 Lg scoop Garnet Frost
1 ml Moisture Additive
6 drops Silkening Modifier

HOT TOPIC

Glacé Base
3 drops Red Red
1 drop Marigold
1 drop Wineberry
1 tiny scoop Crystal Frost
3 drops Silkening Modifier

EYES
Acting Blonde

EYES
Park Avenue

EYES
Silk Stocking

BLUSH
Social Sweetie

LIPS
Well Heeled

LIPS
Opinionista

LIP GLOSS
Hot Topic

EYES
Staying Out Late

EYES
Afterhours

EYES
Avenue Elle

BLUSH
Survival of the Chicest

LIPS
Made in Manhattan

LIPS
Sassy & Single

LIP GLOSS
Charming

EYES
Elusive

EYES
Stylish

EYES
Truly Cool

BLUSH
Trendsetter

LIPS
Live For the Moment

LIPS
Twitter

LIP GLOSS
Vanity

STAYING OUT LATE

½ t. Amethyst MP
¼ t. Fuchsia Frost
¼ t. Pink Frost
½ t. Champagne Frost
1/8 t. Bronze Frost
1/8 t. Alabaster MP

AFTERHOURS

½ t. Amethyst MP
¼ t. Rubellite MP
¼ t. Garnet Frost
1/8 t. Dark Cov.
Intensifier
1/8 t. Rose Quartz MP
¼ t. Onyx MP
2 tiny scoops Alabaster MP
2 tiny scoops Sat. Blue MP
1 tiny scoop Bronze Frost
1 tiny scoop Azurite Frost

AVENUE ELLE

½ t. Pink Frost
¼ t. Pink Gold Frost
½ t. Moonlight Pearl MP
¼ t. Alabaster MP

ELUSIVE

½ t. Alabaster MP
¼ t. Light MP
¼ t. Moonlight Pearl MP
¼ t. Sunlight Gold MP
1 tiny scoop Onyx MP
1 tiny scoop Violet Frost
1 tiny scoop Azurite Frost
2 tiny scoops Fuchsia Frost
2 tiny scoops Indigolite Frost
2 tiny scoops Opal Frost
2 tiny scoops Pink Frost

STYLISH

1/8 t. + 2 tiny scoops Agate MP
½ t. + 1 tiny scoop Alabaster MP
5/8 t. Onyx MP
1/8 t. Amethyst MP
1/8 t. + 1 tiny scoop Morganite Frost
3 tiny scoops Alexandrite Frost

TRULY COOL

1/8 t. Jade MP
¼ t. Lapis MP
7/8 t. Onyx MP
¼ t. Saturated Green MP
1/8 t. Sunlight Gold MP
1/8 t. Azurite Frost
3 tiny scoops Indigolite Frost
3 tiny scoops Champagne Frost
2 tiny scoops Sat. Blue MP

SURVIVAL OF THE CHICEST

1 t. Translucent Modifier
1/8 t. Morganite Frost
1/8 t. Agate MP
¼ t. Rose Quartz MP
¼ t. Rubellite MP

MADE IN MANHATTAN

Matte Base
1.0 Mahogany
1.0 Blackberry
.50 Brown
.25 Ochre
6 drops Silkening Modifier

SASSY & SINGLE

Matte Base
.50+.50+.25+.125+.125 Red Red
.50+.25+.25 Ruby Red
.25+.25+.125 x 3 Wineberry
.125 x 3 Sapphire
.125 Black
6 drops Silkening Modifier

CHARMING

Smoothie Base
2 drops Mahogany
2 drops Peach
1 drop Brown
1 sm. scoop Champagne Frost
3 tiny scoops Opal Frost
2 tiny scoops Sienna Frost

TRENDSETTER

¾ t. Translucent Modifier
¼ t. Med. Coverage Intensifier
3/8 t. Pink Gold Frost
3/8 t. Sand Frost
¼ t. Rubellite MP
3 tiny scoops Sunstone MP
5 tiny scoops Sat. Red MP

LIVE FOR THE MOMENT

Crème Base
1.0 Red Red
.50 Cocoa
.25 +.25 Wineberry
.25 White

TWITTER

Butter Base
.25 x 3 Peach
.25 +.125 +.125 Brown
.125 +.125 Flame
.125 Tangerine
.25 Coral
.125 x 3 Red Red
.125 Mahogany
1 small scoop Pink Frost
1 small scoop Coral Frost
1 small scoop Pink Gold Frost

VANITY

Glacé Base
4 drops Red Red
1 drop Crimson
1 drop Sapphire
1 tiny scoop Sienna Frost
1 tiny scoop Garnet Frost
3 drops Silkening Modifier
6 drops Moisture Additive

downtown chic

Eyes:

Apply *Staying Out Late* to the entire lid. Apply *Afterhours* to the crease and and blend. Apply *Avenue Elle* to the brow bone and down towards the inner eye to brighten. Line top lash line and outer half of the lower lash line with *Vintage* sketchstick, then smudge to soften.

Cheeks:

Apply *Survival of the Chicest* blush to apples of cheeks and blend.

Lips:

Line lips with *Valentine* sketchstick and apply *Made in Manhattan* lipstick. For more dramatic lips, apply *Sassy & Single* lipstick. Top with *Charming* lip gloss.



hip & hot

Eyes:

Apply *Elusive* shadow to the entire lid and brow bone. Apply *Stylish* shadow to the outer crease and under the outer half of the lower lash line. Apply *Caviar* sketchstick to the upper lash line. Mix *Truly Cool* shadow with *Stuck on You* and apply with the *It's a Fine Line* brush over the *Caviar* sketchstick.

Cheeks:

Apply *Trendsetter* blush to apples of cheeks and soften.

Lips:

Line lips with *Plush* sketchstick and apply either *Live for the Moment* or *Twitter* lipstick. Top with *Vanity* lip gloss.



new products

new ready to wear

Eyeshadows

Three rich, deep, velvety smooth mineral eyeshadows made from pure micronized minerals make eyes look dramatic and glamorous. 1) Princess (neutral, pale pink w/gold undertone, shimmer), 2) Bronzed Ambition (warm, golden bronze, shimmer), 3) Plum Envy (neutral, iridescent plum shimmer).

Blush

Pure micronized minerals give cheeks a healthy flush: 4) Camera Ready (warm, rose pink, shimmer)

Lipsticks

Botanically based and Vitamin E enriched shades: 5) Red Carpet (neutral, rich red, smooth creamy), 6) Starlet (cool, berry pink, smooth creamy)

Lip Glitz

Sheer and infused with Vitamin E, lips shine with 7) Premiere (warm, frosted bronze, sheer)



shine control blotting powder

A pressed powder created to provide shine control without adding any noticeable color. Perfect for frequent touch-ups. Our Shine Control contains synergistic ingredients including Niacinamide, Yeast Extract, Horse Chestnut Seed Extract, Algae Extract, Panthenol and Biotin to regulate sebum, absorb excess oils and maintain a matte finish on the skin.

Available in two shades
Translucent Clear for skin levels 1-4
and Translucent Dark for skin levels 5-7

Pricing	
	17.00
3-11	16.50
12-71	16.00
72 plus	15.75

gold dust & diamond dust

The two newest additions to our Frost Additives, Gold Dust and Diamond Dust add sophistication to your formulas. Brilliant flecks of Gold and Diamond shimmer are suspended in a translucent powder. They create high luster and lasting shine when mixed in lipsticks, glosses or mineral powders.



new wonderbrow shade

By your request, we have added a new Wonderbrow shade to color, define and enhance your natural brow shape. Use alone or mix with mineral shadows to alter the shade. New shade: Michelle (Black)

new bronzer

Colorlab Private Label welcomes a new pressed bronzer, Sundrenched, to our ready to wear line. Sundrenched gives a light warm, golden tanned glow that's perfect all year long. Pressed into the foundation size pan, Sundrenched is available for sale in compacts or pans only.



We've added a twist to Mixology this issue. Our Resident Makeup Artist, Andi Ward, has created a custom collection, Natural Glow, which will give your clients' skin that healthy, 'no makeup' look. These products are gentle enough to be worn post-treatment or just for every day beauty. There are 3 looks; Natural Glow Light, Natural Glow Medium and Natural Glow Dark, to match all skin levels.

Natural Glow Light

Light Luminizing Powder
Pink Flamingo Eye Glaze
All Neutral Eyeshadow
RTW Pure Light Illuminating Concealer
Prism Lipstick
Pink Diamond Lip Polish

Natural Glow Medium

Medium Luminizing Powder
Sassafras Eye Glaze
All Neutral Eyeshadow
RTW Peach Light Illuminating Concealer
Sugar Pop Lipstick
Shimmy Lip Polish

Natural Glow Dark

Dark Luminizing Powder
Sassafras Eye Glaze
All Neutral Eyeshadow
RTW Golden Light Illuminating Concealer
Sugar Pop Lipstick
Shimmy Lip Polish

How to Apply: Apply Luminizing Powder all over for glowing skin. Dot Eye Glaze onto lid and blend onto the entire lid and brow bone. Apply Eyeshadow to lids. Smooth Illuminating Concealer under eyes and any place that needs a brightening touchup. Finish with Lipstick and top with Lip Polish.

Formulas:

1) Light Luminizing Powder

¾ t. Translucent Modifier
5/8 t. Moonlight Pearl MP
½ t. Sunlight Gold MP
1/8 t. Morganite Frost

2) Medium Luminizing Powder

¾ t. Moonlight Pearl MP
½ t. Light Base MP
¼ t. Medium Base MP
¼ t. Diamond Dust
1/8 t. Gold Dust
1/8 t. Morganite Frost

3) Dark Luminizing Powder

½ t. Medium Base MP
¾ t. Sunlight Gold MP
3/8 t. Translucent Modifier
¼ t. Gold Dust
1/8 t. Morganite Frost

Package in: 5g Foundation jar, PP3
Suggested Retail: \$24 - \$30

4) All Neutral Eye Shadow

¼ t. Light Base MP
½ t. Bronze Frost
½ t. Champagne Frost
1/8 t. Gold Dust
1/8 t. Onyx MP
4 tiny scoops Amber MP

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

5) Pink Flamingo Eye Glaze

10 pumps Pearl Toner
10 pumps Thinner
3 pumps Fringe Benefit
1 sm. scoop Light Base MP
1 sm. scoop Sunlight Gold MP
1 sm. scoop Morganite Frost
1 sm. scoop Pink Frost

Mix all ingredients in a cup and microwave for 6 seconds.

6) Sassafras Eye Glaze

10 pumps Pearl Toner
10 pumps Thinner
3 pumps Fringe Benefit
1 sm. scoop Light Base MP
1 sm. scoop Chrysolite Frost
1 sm. scoop Alexandrite Frost
2 tiny scoops Gold Frost
3 tiny scoops Sand Frost
3 tiny scoops Nugget Foil

Mix all ingredients in a cup and microwave for 6 seconds.

Package in: Lip Gloss wand, LC14
Suggested Retail: \$18 - \$22

7) Prism Lipstick

Butter Base
.50 Body Builder
.25 x 3 Magenta
.125 x 3 White
.125 x 3 Ruby Red
.25 + .125 x 6 Brown
.125 Wineberry
.125 + .125 Marigold
1 sm. scoop Diamond Dust
1 sm. scoop Opal Frost
.5 ml Moisture Additive

8) Sugar Pop Lipstick

Butter Base
.50 Body Builder
1 sm. scoop Diamond Dust
1 sm. scoop Gold Dust
5 tiny scoops Morganite Frost
2 tiny scoops Sienna Frost
2 tiny scoops Pink Gold Frost
2 tiny scoops Pink Frost
1 tiny scoop Russet Frost
1 tiny scoop Bronze Frost
.5 ml Moisture Additive
Package in: Lipstick tube, LC16
Suggested Retail: \$20 - \$25

9) Pink Diamond Lip Polish

Lip Polish Base
1 drop Wineberry
1 sm. scoop Diamond Dust
3 tiny scoops Morganite Frost
.5 ml Moisture Additive

10) Shimmy Lip Polish

Lip Polish Base
2 drops Cocoa
3 drops White
1 sm. scoop Morganite Frost
4 tiny scoops Gold Dust
.5 ml Moisture Additive

Package in: Lip Gloss wand, LC14
Suggested Retail: \$18 - \$24



light



medium



dark



all neutral



prism



sugar pop



pink diamond



shimmy



pink flamingo



sassafras

for 2009 fashion



Build Your Brand with Print on Demand!

Colorlab Private Label is excited to offer Your Business a new tool to help you build your brand: Custom Marketing materials. Our unique system allows you to design your marketing materials, order only what you need and when you need it. Choose from a selection of backgrounds and product photos; add text and your logo. The ordering process is quick, easy, secure, flexible and available 24/7. It provides you with a cost effective option for high quality, full color, personalized marketing materials. Visit our website, www.colorlabprivatelabel.com,

click on the Resources tab, then scroll down the left side of the page to the Custom Marketing Materials header.



All Colorlab Products are now Paraben Free!

Because we are committed to both our customers' safety and our products' quality, we have been testing natural preservatives in an effort to find a viable alternative to parabens. We are happy to announce that we have found a natural botanical extract that has broad spectrum preservative properties. We have replaced the parabens previously used in our products with this ingredient and now all Colorlab products* are paraben free. We are pleased to be able to offer you this product improvement for your clientele.

*(Wonderbrow, Disguise and Wise Disguise concealer still contain parabens but have been reformulated to be paraben free and are currently in testing.)



COLORLAB COSMETICS
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COLORLAB TRAINING DVDS

Training DVDs are now 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 regarding these items, please call 1-800-790-2417.

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 sales rep to get on the list today!

CONSULTING SERVICES

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

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

...just ask. Colorlab can help you create, develop and grow a successful cosmetics business. For more information 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 winner from all those received. The winner will receive \$100.00 in Colorlab products and have their product featured in our Spring/Summer 2010 newsletter. Please submit your recipes by December 1, 2009 for the next contest. Send entries to:

Colorlab Private Label Mixology
Show Us Your Stuff
1112 Fifth Avenue
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