

FW-2020

FALL TOPICS
PERFECT NUDES
FOR ALL SKIN TONES
SAFETY FIRST!

Go²lor⁺lab[®]
PRIVATE LABEL

FEATURED STORY

ALL OVER INKS!

BUDGE-PROOF GEL
6 NATURAL LIPSTICKS
WATERPROOF MIXING LIQUID
AND MORE!

16 NUDE NAIL COLORS

NEW PRODUCTS

PINKT ROSE

One look prevailed across several runways at NYFW which is a true classic, and a color that never goes out of style: **Pink**. Although **pink** makeup is not exactly a new trend, **pinks** are now worn in a new way and pink will remain the most popular lip color across all countries and age groups throughout 2021.

Shades of **pink rosy** tones are shown worn across the lips, eyes, and cheeks. These shades of **pink** will inspire you to wear it in a new way plus they flatter any skin tone.

Pinks can be worn for every occasion from everyday casual to a glammed up for a special occasion.

Pink it is... the happy, uplifting shade that will never go out of style!

Trend report

Natural
COLLECTION



NEW RTW HOLD ON TIGHT BUDGE-PROOF GEL

Perfect product for **foolproof, smudge-proof, waterproof, crease-proof**, makeup! This new 'must have' is your face saver. **Hold on Tight** is a super performer which contains **Argireline™** which is considered a Botox™ alternative. **Argireline™** (a hexapeptide) which searches out and destroys lines and wrinkles while replenishing skin lipids which have been lost to aging, environmental factors and chemical exposure.

Four Ways to Use:

- 1 Clearly creaseless shadow primer holds the product in place with true color.
- 2 Prime your brow area with product; your brow products glide on and stay put.
- 3 Mix it with your concealer for a creaseless, budge proof application.
- 4 Apply to lips prior to pencils or lipstick and products are non-transferrable.

INGREDIENTS: Isododecane, Distearidmonium, Hectorite, Propylene Carbonate, Polymethylsilsesquioxane, Cyclopentasiloxane, Trimethylsiloxysilicate, Argireline, Acrylates/Dimethicone Copolymer, Dimethicone Crosspolymer, Silica, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol



NEW RTW

GET A GRIP WATERPROOF MIXING LIQUID

Discover the endless possibilities with **Get A Grip Waterproof Mixing Liquid**. This magical liquid can be mixed with any makeup product to prolong its durability and to transform it into a waterproof formulation. A few drops of **Get A Grip** will enhance the performance and wear of the product.

- Mix 1 drop with 8 drops of **airbrush foundation** to create a waterproof formula.
- Mix 2 drops with 2 pumps of **RTW foundation** to create a long wear product.
- Mix 4 drops per 10ml or 12 drops for 1 oz. **custom blend foundation**

- Use it as a mixing medium for loose or pressed shadows to **create waterproof shadows** that apply like watercolors but will not budge.

- Transform any eye shadow into a **waterproof liquid eyeliner**, simultaneously enhancing the color.

- Quickly and effectively restores the right consistency of brow or gel eyeliner.

Ingredients: Isododecane, Dimethicone, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Hexylene Glycol



NEW RTW

6 NEW SHADES NATURAL LIPSTICKS

We have rounded out the color range of our natural lipsticks that caresses and cares for the lips.

These pure mineral lipsticks offer brilliant color and natural moisture with **Vitamin E** coupled with **Organic Grapeseed** and **Organic Jojoba Oils**. Made with organic oils and natural waxes, these lipsticks moisturize and smooth the lips. This product is **gluten-free**.

VEGAN FRIENDLY

ALL OVER INKS!

Sweep the eyes and cheeks in pinks, then choose a lip shade either soft or bold.

Colors may vary due to monitor settings and devices.

RTW



MELON
soft peachy coral
matte eyeshadow



FRESH PEACH
light coral peach
matte blush



BOMBSHELL
pinky peach
sheer lip glitz



SOFT SPOKEN
soft pink
colorwash

FAIR

EYESHADOW/BLUSH



PEACHY KEEN
½ t Fire Opal Frost
1½ t Medium Mineral Powder
1 t Alabaster
2 tiny Gold Frost

CB



PINK NUDE
Crème Base
.50 Peach
.25 Brown
.125 + .125 Mahogany
½ t Carnelian Frost
2 tiny Fire Opal Frost
2 drops Marigold



I PINK I CAN
Liquid Matte Base
.50 Red Red
.50 Peach x 2
5 tiny Star Ruby Frost
3 Drops Cinnamon
5 ml Lip Plumper

LIGHT

RTW



CELESTIAL
soft pink w/ gold frost
shimmer eyeshadow



L' AMORE
dusty rose
matte blush



CHAMPS ELYSEES
warm burnt orange
sheer lip gloss



ALL THE RAGE
watermelon
sheer shiny

EYESHADOW/BLUSH



BUBBLEGUM
¼ t Star Ruby Frost
2 tiny Matte Red Color Adjuster
1½ t Medium Mineral Powder
1 tiny Crystal Frost
2 tiny Sand Frost



CONCH PINK
Liquid Matte Base
2 large scoops Fire Opal Frost
.5 ml Lip Plumper
3 Drops Cinnamon



HOT PINK
Crème Base
1.0 + .25 Red Red
1.0 Peach
1 large Pink Diamond Frost

MEDIUM

RTW



IN THE PINK
dusty pink
matte eyeshadow



BARELY PLUM
mauve plum
shimmer blush



STEAL THE SHOW
frosted red
shimmer lip glitz



FREE SPIRIT
orange red
shimmer

EYESHADOW/BLUSH



PRETTY PINK
½ + ½ t Alabaster
½ + ½ t Medium Mineral Powder
½ t Star Ruby Frost
2 tiny Garnet Frost
¼ t Agate



PINKBERRY
Crème Base
.50 Red Red
.50 Peach
.25 Wineberry
.125 Blackberry
6 tiny Star Ruby Frost
.125 + .125 Brown
Drop Black



PINK MIMOSA
Liquid Matte Base
1 large Pink Diamond Frost
1 small Pink Diamond Frost
.125 +.25 Ochre
.5 ml Lip Plumper
3 Drops Cinnamon

DARK

RTW



GLISTERING GARNET
plum metallic
shimmer eyeshadow



MAUVELOUS
dusty mauve
shimmer blush



SIMPLY BOLD
red w/gold flecks
sheer lip glitz



FRANKLY SCARLET
burgundy
smooth creamy

EYESHADOW/BLUSH



SAVANNAH ROSE
¾ t Agate
¾ t Star Ruby Frost
5 tiny Onyx
2 tiny Brass Frost
3 tiny Garnet Frost



BERRY EXPOSED
Creme Base
1.0 Wineberry
.25 Black
.25 + .50 Brown
.50 Ochre
.50 Peach
.25 Russet
1 small scoop Brass Frost
2 tiny Garnet Frost



RED RED ROSE
Liquid Matte Base
.50 Red Red + .25 +.25
.25 Brown
.25 Blackberry
.125 + .125 Wineberry
.25 + .25 Peach

Colors may vary due to monitor settings and devices.

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FW•2020

PERFECT NUDE FOR ALL SKIN TONES

Who does not want to wear the perfect nude lipstick? I need a nude lipstick and so do you!

There is something about a great nude lipstick that's just oh-so-satisfying. Enough color to add a little something, but not so much that it makes a major statement, nude lipstick is a staple in our makeup bag for all occasions. The only issue? As is the case with nude nail polish or even nude clothing, not all nude hues are created equal. So we rounded up our bestselling nude lipliners and matched them up to ready to wear lipsticks that flatter every skin and created custom shades too!

RTW

CUSTOM



MADMOISELLE
medium mauve
sheer shiny



FIREWORKS
medium pink brown
smooth creamy



GLAMAZONA
red w/ gold flecks
sheer shiny



LET'S DO LUNCH
neutral café au lait
smooth creamy



ANGEL KISS
Crème Base
1.0 Mahogany
1.50 Peach
2 drops Wineberry



SHY ONE
Crème base
.50 +.50 Peach
.50 +.25 Magenta
.50 +.25 +.125 Mahogany
.25 +.125 Sapphire
.25+.125 Ochre
.125 +.125 Blueberry



ALLURE
Crème Base
.50 +.25 Peach
.50+ .125 Wineberry
.50 Brown
.25 + .25 Ochre



SUN VALLEY
Crème Base
.50 +.50 +.25 Cocoa
.25 +.25 +.25 +.25 Crimson
.50 +.50 Peach
.25 +.25 Mahogany
1 tiny scoop Garnet Frost

Colors may vary due to monitor settings and devices.

RTW

CUSTOM



PLUSH

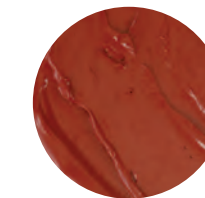
MERLOT



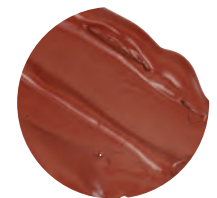
SPLENDID
red brown
sheer shiny



FRANKLY SCARLET
burgundy
smooth creamy



SCENE STEALER
Crème Base
1.0+ .25 Mahogany
.50 + .25 + .25 Russet
.50 Wineberry
.25 +.25 Ochre
.25 Peach



BERRY EXPOSED
Crème Base
1.0 Wineberry
.25 Black
.50 + .25 Brown
.50 Ochre
.50 Peach
.25 Russet
1 small Brass Frost
2 tiny Garnet Frost

There are a few trends out there that we can safely say will never go out of style like red lipstick and a nude nail polish. There's truly something to be said for a shade that works for every season and occasion. Nude nails are classic and always making their way into the spotlight in true, understated fashion. Current trend for nude nail color is to either go one shade lighter or darker than your actual skin tone.

- FAIR:** sheer pink, light pink, blush, light beige
- MEDIUM:** soft honey, pale taupe, beiges, dusty mauve
- OLIVE:** peachy brown, suntan, blush, soft mauve
- DEEP:** deep taupe, caramel, toffee, rich dark browns, deep rose tones

To find the best nude nail polish for you, we created a simple guide and **16 new shades** that will enhance any skin tone.

COOL



NEW YORK MINUTE
Seashell Pink



SKY'S THE LIMIT
Sheer Sand



WINNER TAKES ALL
Dusty Mauve



DRESSED TO IMPRESS
Sheer Blush

NEUTRAL



SEAL THE DEAL
Suntan



DAMAGE CONTROL
Fig



BERRY BAD
Eggplant



THE DARK SIDE
Raisin

NUDE NAIL COLORS

New!

WARM



TAKE COVER
Lt. Camel



LIFE IS CRAZY
Light Honey



PREP FOR SUCCESS
Sheer Butterscotch



JUST BETWEEN US
Peachy Nude



NAUGHTY NUDES
Buckskin



SMOKING HOT
Caramel



BROWNIE POINTS
Rich Toffee



MONKEY BUSINESS
Chocolate Brown

COME PLAY IN OUR SANDBOX!
WE HAVE YOUR BEST INTERESTS IN MIND

SAFETY FIRST!



lip·ette noun plural lipettes

Definition of lipette

- 1 :a lipstick or lip gloss in a small container for testing purposes
- 2 :a reference to the cutest, safest sample or tester for your customers use.
- 3 :sold in 6 packs per shade.
- 4 :available in all shades.

FULL FACE SHIELDS

- 13" X 9" Clear Design
- Lightweight with elastic band for maximum comfort
 - Ventilated design reduces fogging
- Provides a barrier directly in front of one's face
- Can be paired with N95, KN95, surgical masks and goggles
 - Easily cleaned
 - Made in USA

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SANITIZE IT!

BACTRONIX C3 C3 COSMETOLOGY COMPLETE CARE

- **EPA registered** hospital disinfectant.
 - **C3** is a bactericide, virucide and fungicide meeting the highest of state infection control standards for salons, spas, beauty academies and makeup artists.
 - **C3** is environmentally friendly and does not contain any dangerous poisons such as bleach, hydrogen peroxide or alcohol.
 - **C3** provides long lasting disinfection for the individual and the beauty professional.
 - Can be used on any surface or fabric, tools, cosmetics, and airbrush machines.
 - **C3** has no odor.
 - This product passes the state law requirements.
 - Made in the USA
- 32 oz. and Gallons**



FACE MASKS

- **Surgical masks** are lightweight with 3 layers of protection which will protect from dust and airborne odor and viruses.
- **KN95** is a filtering respirator with 5 layers of protection from dust and small particles such as airborne pollen, odors and viruses. Comfortable, adjustable nose fitting and easy to breathe with. This mask is reusable and sturdy.

HAND SANITIZER DON'T GET CAUGHT GERMY HANDED

A light, sprayable, non-drying alcohol-based hand sanitizer with purifying and hydrating properties for when soap and water are not available. Hands are protected and left with a light lingering essence of coconut.

- Manufactured in accordance with the CDC guidelines
 - Formulated for ease of use and powerful sanitizing while taking into consideration the hand's delicate skin condition.
 - Glycerin acts as a powerful humectant that will replenish dry skin with natural hydration while protecting the moisture barrier of the skin.
 - Anti-Bacterial
 - Anti-Viral
 - 75% Alcohol
 - Kills 99.9% of germs
- 2, 4 and 16 oz.**

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Why Branding is Essential for **Growing Your Small Business**

In the time when it's been harder than ever for small business to gain traction, you need to utilize every tool at your disposal to continue on the path of success. But one of the most underused tools for millions of small businesses continues to be branding.

Many people think branding is a pretty logo, but it's much more than that. Branding is essentially a process in which you create a strong and positive perception of a company and its' products or services. It combines visual elements, such as logo, color schemes and graphics, with verbal elements, such as messaging, voice, and tone. Good branding gives your business an identity that makes you memorable and stand-out in the crowd.

But developing a strong brand takes a lot of time, energy, and funding. But with so many small business owners short on time and resources, why is branding worth it? Let's dive into the five huge benefits of branding and why over small business owner needs to invest in their brand.

The Undeniable Benefits of Branding

Branding Brings Awareness

Arguably, the biggest benefit of branding is brand awareness. A strong, easily recognizable brand has unlimited potential. Think about the "Golden Arches" that unmistakably belong to McDonalds. The fatal mistake of many small business owners is that they feel that strong visual branding should be left to the "big guys." But even in your small local market, an impactful logo can leave lasting impression.

Branding Increases Business Value

If your small business dreams of going big, then branding can help get you there. Investors actively search for brands that have a strong brand presence and view it as a sign of health in a small business. Investing in your brand can have a major pay off when it's time to find investors by giving you leverage.

Branding Creates Trust in the Market

When consumers feel like they can identify with a brand, they are significantly more like to view that business as trustworthy. They feel that they can trust your products or services, your employees, and the overall way your business is conducted.

Branding Helps You Find New Customers

Once a brand has established trust, it's easier than ever to find new customers. Word-of-mouth marketing will quickly become one of your most valuable advertising strategies as your current customers will have no problems recommending your business and new customers will be inclined to take a chance on your business.

Branding Brings Your Employees Pride

People want to feel connected to their workplaces as well. Employees that believe in your brand provide immeasurable amounts of value. When employees feel satisfied with their work, they are more productive and produce better results because they have high pride in their work.

As you can see, branding isn't just about your visual identity. Strong branding can positively impact every aspect of your business. From customer retention to employee happiness, branding unifies people by helping their identity with your brand.

Don't wait any longer and let Zion Marketing help your company with a real **BRANDING! Starting at \$299!**

Email us at **socialmedia@zioncomunicacao.com** to learn more about our Marketing Services!

