

## FREE PUBLICITY

Have you created new, innovative custom blend products with Colorlab's systems? Have you used Colorlab cosmetics on celebrities? Do you or your employer participate in interesting community events? If so, you may be in a position to garner some free publicity.

Colorlab is in constant contact with the media and can help you gain media attention. If you think you have something that is press worthy, please let your account representative know.

Here are some specific things the beauty media looks for:

1. New, innovative cosmetics
2. Cosmetics that have multiple benefits (2-in-1 or 3-in-1 types of products)
3. Celebrity tie-ins
4. Seasonal cosmetics (approximately 4 months before the actual season)
5. Makeup tips
6. Beauty/community event tie-ins

Free publicity is a great way to help build your business!

## UPCOMING TRADE SHOWS

**SIGN UP FOR CUSTOM BLENDING CLASSES NOW**  
Colorlab will be holding hands-on custom blending classes at all of the trade shows listed below. These classes offer an overview of all of Colorlab's custom blend systems and information on how you can make the most of them in your business. Colorlab's classes fill up quickly. To ensure your spot, be sure to pre-register. Look for our postcard listing the times and dates for the classes prior to each show.

Sept. 22-24, 2004  
Cosmeeting  
Paris, France

June 4-5, 2005  
America's Expo for Skin Care & Spa  
Navy Pier, Chicago, Illinois

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. If you would like a training session in your facility, please call us for details. To schedule your training today, please call us at 1-800-790-2417.

## HELP IS JUST A PHONE CALL AWAY!

With the purchase of any of Colorlab's custom blend systems, you can schedule a call with a Colorlab Phone Coach. Coaches will be available to answer any questions or address any concerns you may have with any of Colorlab's custom blend systems. If you are unable to schedule training, your phone coach can help train you over the phone! 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 for details.

## STAY IN TOUCH

Let us know what you think. Tell us what new products and services you would like us to offer. Tell us about your best Colorlab custom blend product creations - we may even feature them in our magazine. Please feel free to call us at 1-800-790-2417 or email us at [contactus@colorlabcosmetics.com](mailto:contactus@colorlabcosmetics.com).

## CONTRACT MANUFACTURING

Create your own exclusive cosmetics line infused with Colorlab's technical knowledge and commitment to quality. Contract manufacturing is now available in our new, state-of-the-art manufacturing facility in Williston, VT. Our plant was designed to fulfill all of your research, formulation and manufacturing needs...from lipstick, lip gloss, eyeshadow 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.

# colorlab

fall/winter 2004

## WHAT'S NEW COLORLAB THE BRAND

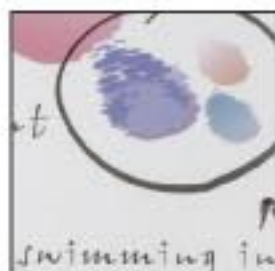
## FALL LOOKS HOT LOOKS FOR THE COOLEST SEASON

## CAMOUFLAGE NEW "WISE DISGUISE" LIQUID CONCEALERS

## FUR-GETTA-BOUT-IT A LOOK AT THE FALL FASHION TRENDS

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

**What's New**, Colorlab launches its brand 2,3



**Fall Fashion '04**, see what's hot and what's not this season 12,13

**Mixology**, great new products and formulas 4,5



**Mix It Up With Maurer**, Colorlab's national makeup artist shows you how to create his seasonal look 14

**New Products** see the new stackable dipstick sampler, pressed powder compacts, and many others 6,7



**Boosting Your Sales**, Colorlab's Director Of Education offers some business boosting tips 15

**Colors & Formulas** (pullout), a super selection of formulas to fill your seasonal display 8,9



**Success Stories**, an interview with Stephanie Manna, Professional Makeup Artist and Owner of Belleci Cosmetics 16

**Fall Looks**, custom blend and ready-to-wear, formulas, descriptions and face charts 10,11



**Custom Labeling & Take Over with a Makeover**, new packaging labels designed with you in mind and how to get your logo on our products 17

## who's that girl?

Colorlab announces the promotion of Justine Markese (left) to Senior Brand Manager, the addition of Samia Raja (middle) as National Sales Director, and Lisa Ryan (right), as Director of Education.

### promotion



#### Senior Brand Manager

Justine Markese, most recently Colorlab's Sales & Tradeshow Director has been promoted to Senior Brand Manager where she will focus her efforts on Colorlab's newest line, the Colorlab Custom Cosmetics brand. "Ms. Markese has been instrumental in growing our business over the past four years into the high profile retail and salon/spa markets," says Mary Swaab, Colorlab President and founder. "Extremely creative, imaginative and resourceful with a keen eye for merchandising, Ms. Markese will lend her talents to installing the turnkey branded line in upscale retail and salon/spa markets nationwide," continues Swaab. Ms. Markese will also serve as the Colorlab spokesperson.

### welcome



#### National Sales Director

Samia Raja, most recently the Chicago area director for Aura Science, has joined Colorlab as National Sales Director. Ms. Raja's responsibilities include leading Colorlab's sales initiatives and growing the existing sales department. "We are very pleased to have Ms. Raja as part of the Colorlab team," comments Colorlab President and founder, Mary Swaab, "she is innovative and entrepreneurial, has a great track record of creating high-functioning teams, and is a great asset for us."

### introduction



#### Director of Education

Lisa Ryan, Colorlab Director of Education, began her career in makeup over 17 years ago. A licensed esthetician, she has served as a regional and national makeup artist and trainer for prestige cosmetics companies. Her experience also led her to work as a makeup artist for a photographer and fashion show production company.

Not only is Ms. Ryan extremely talented in color and makeup application, she also has an uncanny ability to help women express their inner beauty in a way that is customized to their needs. Whether her client wants to express their natural beauty, create a professional image or delve into couture fashion, Ms. Ryan listens and offers them makeup that fulfills their needs.

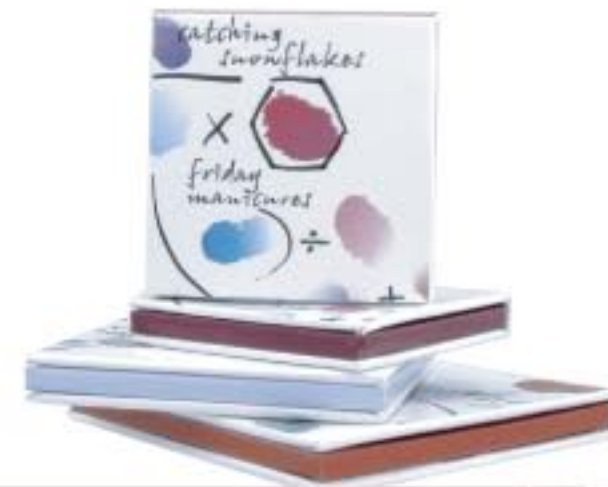
Ms. Ryan currently spends the majority of her time educating and training others in the art of makeup and custom blending.

Be sure to check out her article, *Boosting Your Sales*, on page 15.

what's your makeup?

with

the new



Colorlab is pleased to announce the birth of its newest line, the Colorlab Custom Cosmetics brand. "The branded Colorlab line is designed for upscale retailers who want to offer their clients a full custom blend cosmetics experience. We provide you with everything you need to transform your cosmetics counter into a dynamic, engaging, interactive center of makeup creation," explains Mary Swaab, Colorlab founder and president.

Colorlab has proven, through its remarkable growth over the past eight years, that there is tremendous demand for its botanically and mineral based custom blend and ready-to-wear cosmetics. Many salons and spas, dermatology/plastic surgery clinics and retailers have the ability and resources to build and promote their private label brand but choose not to. "Many of these businesses are extremely successful. Building a brand and installing it in one's

business takes a great deal of time, effort and resources—a lot of these businesses simply wish to focus their effort on building their overall business, rather than focusing on one brand within it," states Justine Markese, Senior Brand Director.

"The Colorlab brand takes a weight off the shoulders of the business owners by offering them a turnkey solution for our cosmetics," Markese continues. "Colorlab will train you and your staff

on the products, provide ongoing support and recommend successful sales strategies based on your market niche. Merchandising and point-of-purchase support as well as national publicity for the brand are all provided."

#### A Look at the Packaging

Colorlab's new packaging captures the essence of the Colorlab experience. "We wanted to capture the creativity, the boundless opportunities, the beauty and the science of our cosmetics in our

packaging," says Swaab. "Our packaging is designed around a square to reflect the Colorlab philosophy of thinking outside the box. We use cardboard packaging wherever we can—the cardboard packaging really lets us express ourselves graphically in a way no other medium can right now. Our branding team worked tirelessly to marry the artistic with the scientific; the result is some of the most innovative design work in cosmetics packaging."

Watercolor brushstrokes, bold use of color and handwritten scientific imagery convey the dynamism that is at the very core the Colorlab brand. "Our packaging had to be as spectacular as the product itself," comments Nick Dal Pra, Creative Director. "Color is prominent throughout all of our packaging," continues Dal Pra. "Color stimulates the senses, symbolizes abstract thought, awakens memories, creates moods and triggers an emotional response."

For more information regarding retailing of the Colorlab brand in your location, contact Justine Markese at 1-800-790-2417 or 1-815-965-2001.

**Photos clockwise from above:** Pressed Powder Compacts, Loose Powder Boxes, Lipstick Tubes, and Lip Gloss Pots

colorlab  
custom cosmetics



Got a great mixology recipe to share? We'd love to see it and we just might feature it in our next magazine!

# mixology

## 3-IN-1 EYESHADOW

Get a dual effect from a single eyeshadow by using Saturated Color Mineral Powders. Saturated Colors' opacity help create this effect when mixed with frosts. When applied softly with a large brush (All Over It brush), the frost is the prominent color. When applied with a small brush (Detail Oriented brush) and blended into the eye area, the depth of the Saturated Color becomes prominent. For a third option, use Stuck On You eyeliner fixative to moisten a No Time Line brush to create a wet liner.

### FORMULA:

1/8 t. Saturated Blue Mineral Powder  
1/8 t. Saturated Green Mineral Powder  
1/8 t. Lapis Mineral Powder  
1/8 t. Gold Frost  
1/2 t. Sand Frost  
Blend well

Best packaged in a 3 gram jar, PP2  
Suggested Retail: \$16.50



## COLOR CORRECTOR

This tinted green concealer is perfect for blotchy skin. Apply to any area that appears too red or pink. Green Color Corrector should be applied after foundation, before translucent powder. If using a Mineral foundation, apply Green Color Corrector first. The perfect product for a flawless finish!

### FORMULA:

2 Large Scoops Coverage Enhancer (use the appropriate color to match your clients skin tone)

1 Small Scoop Mattifier  
7 Pumps Green Toner

This recipe makes two retail products.

Best packaged in the 1/8 oz. jar, FA19  
Suggested Retail: \$18 or 2 for \$30



## EYE PUDDING

Full-bodied eye cream in any color under the sun!  
Apply with Blend & Perfect brush.

### FORMULA:

8 Pumps Fringe Benefit  
3 Pumps Thinner  
3 Pumps Pearl Toner  
3 Large Scoops Mineral Powder/Frost  
Blend well

Best packaged in the 1/8 oz. jar, FA19  
Suggested Retail: \$22



## DAILY DEFENSE 24

Receive the protection that your face needs year-round with this all natural sunscreen with an SPF of 24. Octyl Methoxycinnamate and Pomegranate Extract are used in this sunscreen to create a lightweight, non-greasy product that is safe for all skin types. Custom blend the perfect formula for your client's skin type by adding Oil Control or Hydrator to your recipe. Apply sunscreen alone or over moisturizer and under foundation when wearing makeup.

### FORMULA:

Mix recipe in a glass beaker with a glass stirrer.  
30 ml Sunscreen Additive (FM12)\*  
2 Drops Texturizer  
0.5 ml Oil Control (for clients with oily skin) optional  
0.5 ml Hydrator (for clients with dry skin) optional  
1 Pump Pearl Toner (for a slight shimmer) optional  
\*One 4 oz. bottle will make 4 retail products if packaged in a 1 oz. bottle.

Best packaged in a 1 oz. pump bottle, FA2  
Suggested Retail: \$40



## COLORLESS MAKEUP

Heather Owens, owner and master esthetician of A Positive Image Spa, created these light diffusing products in response to her clients' requests for colorless makeup to even out their skin tone and give the illusion of smoother, more radiant skin. Both products diminish the appearance of fine lines, clarify and protect the skin and are virtually weightless. Diminish fine lines with this light refracting highlighter. Hydrators, botanicals and vitamins aid in alleviating dark circles and firming the skin including the delicate area around the eyes. Apply this product as a true highlighter under mineral foundation or the Light Diffusing Powder or layered over these products to create more drama. Heather's favorite techniques include blending under the eye area (at the inner corner of the eye, directly under the lower lashes, fanned out to the temple) as well as stippling along the outer corner of the mouth and at the apple of the cheek. For a more dramatic look, layer over makeup in strategic areas such as high on the cheekbones, the center of the lower lip and high on the brow bone. Apply Light Diffusing Powder over Light Refracting Highlighter instead of mineral foundation or as a subtle highlight over foundation.

### LIGHT-DIFFUSING POWDER FORMULA:

1 1/4 t. Light Mineral Powder (use Medium or Dark as appropriate)  
1 t. Translucent Modifier Mineral Powder  
1/8 t. Medium Mineral Powder  
1/2 t. Moonlight Pearl Mineral Powder  
1 Small Scoop Moonlight Pearl Mineral Powder  
1 Small Scoop Gold Frost  
Add minimal Mineral Toner to adjust color as necessary.  
Blend thoroughly

Best packaged in a 10 Gram jar, PP8  
Suggested Retail: \$45

### LIGHT-REFRACTING WAND FORMULA:

1 Large Scoop Moonlight Pearl Mineral Powder  
8 Pumps Thinner  
8 Pumps Pearl Toner  
3 Pumps Fringe Benefit  
.5 ml Hydrator  
Heat approximately five seconds in a disposable cup, FA24  
Stir thoroughly and pour into packaging.

Best packaged in a silver wand applicator, LC14  
Suggested Retail: \$20



## 3-IN-1 LIP GLOSS

Create two custom colors to combine. For maximum impact, make sure the colors contrast and that they look, taste and smell great when blended together. After creating the colors, return the lip glosses to the lip gloss jars to soften. Place both jars in the microwave on the outer edge and heat to the consistency of honey (approximately 30 seconds or about half the time you usually use to melt just one base). Once melted, stir quickly and pour the bases into the pot simultaneously, one on each side. With the straight blending knife, make a swirl in the center. To make the second gloss, re-soften the bases and repeat the process.

Best packaged in a lip gloss pot, LC13 or LC5  
Suggested Retail: \$22 or 2 for \$35



# new products



Flower Power  
Sweet Tart  
Hot Shot  
Roman Holiday  
Let's Do Lunch  
Puppy Love  
Schmooze  
Celebrity Ball

### PUCKER UP!

Eight new smooth, creamy lipsticks infused with Vitamin E and Jojoba that soothe, hydrate, moisturize, and protect lips. Lipsticks add color and shine to lips with conditioning benefits that continue even after the color is removed. Lipsticks are packaged in an exquisite, sleek silver metal tube.



### GLOSS OVER

Colorlab's new high-shine color glosses pamper lips with Green Tea Extract and antioxidant Vitamin E. Lip gloss is packaged in a silver cap wand applicator.



Ring Of Fire



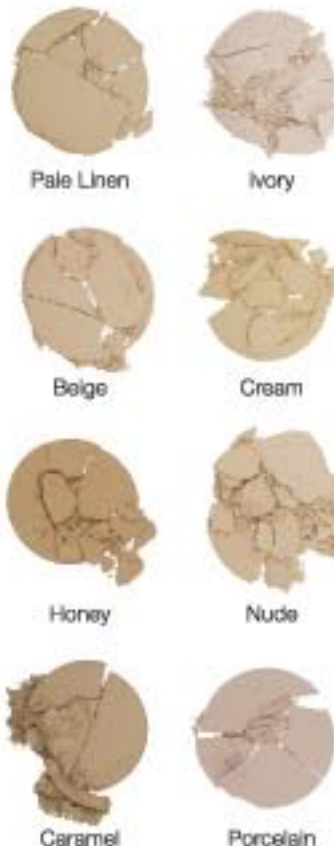
I'm No Angel



Tea Time



Tu-Tu



Pale Linen  
Ivory  
Beige  
Cream  
Honey  
Nude  
Caramel  
Porcelain

### PRESS ON

Colorlab's luxurious Mineral Powder Cosmetics are made exclusively from micronized minerals. The minerals are talc-free, fragrance-free, dye-free, and non-comedogenic. They provide long-lasting coverage with a lightweight, natural look and feel. Their exceptional adherence and crease resistance will keep makeup looking fresh all day. Colorlab's Mineral Cosmetics form a protective barrier on the skin, which allows the skin to breathe while healing.



Buff  
Cameo  
Beige  
Sand  
Natural  
Tawny  
Mocha  
Yellow

### WISE DISGUISE™

The undercover solution for skin perfection. Lightweight, creamy, talc-free, Vitamin E infused, crease-proof liquid camouflage heals as it lightens dark areas, erases spots and evens out skin tone. Use alone, under foundation or over foundation to create flaw-free skin. Wise Disguise Concealer is formulated with Centipeda Cunninghamii extract, a potent anti-inflammatory, cell renewal, and healing agent with distinct sunscreen activity. Centipeda Cunninghamii is native to Australia and has been used by the aborigines for burns, wounds, and skin infections. Available in eight shades.



DUPLICATE TO PRINTING PROCESS ACTUAL COLORS MAY VARY

**(1) Dipstick.** Great for samples or testers. Create custom blend testers or samplers—simply dip the dipstick into your melted lipstick; lipstick will harden immediately. Dipsticks are easy to make and can be used in place of disposable brushes for testers. Use them individually or stack them to create a multi-shade or formula sampler or tester. Transform your leftover lipsticks into eye-catching sampler stacks for additional revenue! Dipsticks deliver two to four applications.

**(2) Colorlab's Color ID Slide Charts** for Lips, Foundation and Minerals will assist you in formulating all your custom blend products. The slide charts provide information on each step of the custom blend process coupled with descriptions and functions of all the modifiers and additives. All vertical and horizontal views of the slide charts illustrate the effect of color combinations of pure base colors with the toners, frosts, and modifiers. Use these slide charts as quick reference guides to make your custom blending technique more accurate and efficient.

**(3) 3 new Flavors & Essences: Sambuca Flavor** - Discover this smooth, delightful flavor of licorice overlaid with a medley of botanicals. According to folklore, Sambuca is said to inspire romance. You be the judge. **Mimosa Flavor** - Lift your spirits with this refreshingly light and calming cocktail. Said to have been invented in Paris in the 1920's, let this exceptional flavor take you from the sandy beaches of the French Riviera to the islands of Guadeloupe. **Parisian Rose Essence** - The soft melody of Parisian Rose sings its faint rose essence and is punctuated by our secret bottom note. Bring back the memories of the dozen of roses sent by your loved one.

**(4) Liquid Nylons.** Guaranteed not to run or snag. Infused with Vitamin E and extracts of Calendula, Linden, Chamomile, Cornflower, and St. John's Wort, this silky, sheer, skin nourishing lotion pampers and soothes your legs. Discover the true elegance of nylons with the long lasting comfort of Liquid Nylons. Feel free to apply anywhere you need a little color enhancement. All you need to glow! Be sure to check out the "Take over with a Make over," and "Custom Labeling," articles on page 17, to find out how you can get your logo on our packaging.

**(5) The Mascara** you'll treasure thru thick and thin! Whether your clients long for thick, lush or naturally defined lashes, they'll love Colorlab's vitamin and seaweed infused mascara. Smudge and clump-proof, this lightweight, extremely water resistant mascara builds smooth, silky lashes while conditioning with Vitamins A, C and E, Seaweed and Algae Extract.



# colors & formulas

fall/winter 2004

## lipsticks

### Azalea

Crème Base  
1.0 White  
.50 Peach  
.50 Wineberry  
.125 + .125 Ochre  
.25 Ochre  
1 sm. scoop Opal Frost  
1 sm. scoop Gold Frost  
1 ml Moisture Additive

### Royale

Butter Base  
.50 Wineberry  
.25 Blackberry  
.125 + .125 Ochre  
.125 + .125 Peach

### Black Violet

Butter Base  
.50 + .25 Blackberry  
.125 Peach  
.125 Blueberry

### Cocoa Puff

Butter Base  
.25 + .25 Brown  
.125 Cocoa  
1 sm. scoop Bronze Frost  
2 tiny scoops Sand Frost

### Royal Plum

Crème Base  
1.5 White  
1.0 Mahogany  
.50 Blackberry

### Pink Fizz

Crème Base (Super Frost)  
1 lg. scoop Coral Frost  
1 sm. scoop Copper Frost  
1 sm. scoop Garnet Frost

### Calypso

Butter Base  
.50 + .125 Crimson  
.25 Tangerine  
.25 Peach  
.25 Flame  
.25 Paprika  
.125 Russet

### Bilueful

Butter Base  
.50 White  
.25 Cocoa  
.25 Ruby Red  
.125 + .125 + .125 Brown  
2 tiny scoops Champagne Frost

### Berry Kiss

Matte Base  
1.5 Red Red  
.25 Black  
.25 Blackberry  
.25 Blueberry  
1 lg. scoop Garnet Frost  
1 ml Moisture Additive

### Maple Syrup

Matte Base  
.50 Mahogany  
.50 Russet  
.125 Sapphire  
1 sm. scoop Crystal Frost  
1 sm. scoop Silver Frost  
1 ml Moisture Additive

### Sunbeam

Matte Rose  
1.0 Flame  
1.0 Red Red  
.125 Peach  
.125 Ochre  
.125 White  
1 sm. Champagne Frost  
6 drops Moisture Additive

### Chenille

Matte Base (Sheer)  
.25 + .125 Cocoa  
.125 + .125 Blackberry  
.125 + .125 Mahogany  
2 lg. Scoops Pink Frost  
2 ml Moisture Additive

## eyeshadows

### Aloe

1/2 t. Lapis MP  
1/4 t. + 1/8 t. Silver Frost  
1/4 t. Jade MP  
1/8 t. Onyx MP

### Strawberry Remond

1/2 t. Light MP  
1/2 t. Medium MP  
1/8 t. Moonlight Pearl MP  
1/8 t. Coral Frost  
1 Tiny scoop Sunstone MP

### Saffron

1/2 t. Amber MP  
1/2 t. Crystal Frost  
1/4 t. Pink Gold Frost

### Silver Dust

1/2 t. Moonlight Pearl MP  
1/2 t. Silver Frost  
1/4 t. Sand Frost

### Lavender

3/4 t. Amethyst MP  
1/4 t. Champagne Frost

### Herbal Tea

3/4 t. Agate MP  
1/4 t. Pink Gold Frost  
1/8 t. Moonlight Pearl MP

### Spanish Clay

1/2 t. Sunstone MP  
1/4 t. Light MP  
1/4 t. Garnet Frost  
1/8 t. Silver Frost

### Bamboo

1/2 t. Light MP  
1/2 t. Jade MP  
1/8 t. Moonlight Pearl MP  
2 Tiny Scoops Onyx MP

## eyeliner

### Cocoa Bean

3/4 t. Bronze Frost  
1/4 t. Onyx MP  
1/8 t. Silver Frost

### Black Pepper

1 t. Onyx MP  
1/4 t. Saturated Blue MP  
1/8 t. Platinum Foil

## eye shimmer

### Amaryllis

8 Pumps Thinner  
8 Pumps Pearl Toner  
3 Pumps Blue Brown Toner  
2 Pumps Pink Toner

### Coriander

8 Pumps Thinner  
8 Pumps Pearl Toner  
5 Pumps Black Toner

## eye glaze

### Bay Rum

10 pumps Thinner  
10 pumps Pearl Toner  
3 pumps Fringe Benefit  
1 lg. scoop Bronze Frost  
1 sm. scoop Agate MP  
1 sm. scoop Violet Frost

### Jasmine

10 pumps Thinner  
10 pumps Pearl Toner  
3 pumps Fringe Benefit  
1 lg. scoop Amethyst MP  
1 lg. scoop Violet Frost

### Marjoram

10 Pumps Thinner  
10 Pumps Pearl Toner  
3 Pumps Fringe Benefit  
1 lg. scoop Gold Frost  
1 sm. scoop Amber MP  
1 sm. scoop Moonlight Pearl MP

### Bergamot

10 pumps Thinner  
10 pumps Pearl Toner  
3 pumps Fringe Benefit  
1 lg. scoop Sienna Frost  
1 sm. scoop Garnet Frost  
1 sm. scoop Sunstone MP

## lip gloss

### Vanilla Bean

.25 Peach  
.125 Brown  
1 sm. scoop Champagne Frost

### Cherry Plum

.25 Red Red  
.125 Black

### Cedarwood

.125 + .125 Peach  
.125 White  
.125 Ochre  
.125 Tangerine  
2 tiny scoops Pink Gold Frost  
1 tiny scoop Bronze Frost

### Sweet Pea

.125 + .125 Cocoa  
.125 Ruby Red  
.125 White  
1 sm. scoop Crystal Frost

## smoothies & glacé

### Papaya Freeze

.25 Red Red  
.125 Coral  
.125 Tangerine

### Prim Rose

.25 + .125 Red Red  
.125 Mahogany  
1 sm. scoop Pink Frost

### Mandarin

.25 + .25 Crimson  
.25 Paprika  
.125 Ochre  
1 sm. scoop Gold Frost

### Nutmeg

.125 + .125 Mahogany  
1 tiny scoop Copper Frost

### Aster

.125 Blueberry  
.125 Wineberry  
1 tiny scoop Crystal Frost  
1 tiny scoop Champagne Frost

### Peppermint

.125 + .125 Paprika  
.125 + .125 Red Red  
.125 Ochre

## blush

### Chakra

1 t. Fuchsia Frost  
1/2 t. Light MP  
1/4 t. Tourmaline MP  
1/4 t. Coverage Intimidator MP

### Carrot Juice

3/4 t. Light MP  
3/4 t. Sunlight Gold MP  
1/4 t. Rose Quartz MP  
1/8 t. Sunstone MP

Create these colors and formulas to fill your Seasonal Display (right).

The Seasonal Display (DIS7) holds:  
12 wands (LC14),  
12 lipstick tubes (LC2),  
16 pots (LC13 and PP2).

MP = Mineral Powder

Due to the printing process actual colors may vary



# fall looks

## walk the walk (custom blend)

**1. Milk Bath** (Eyeshadow)  
 3/4 t. Alabaster Mineral Powder  
 1 Tiny Scoop Tourmaline Mineral Powder  
 1/4 t. Pink Frost  
 1 Tiny Scoop Silver Frost  
 (package in 3 gram jar)  
 all over eyes, apply with Clean Sweep brush

**2. Seaweed Wrap** (Eyeshadow)  
 1/2 t. Medium Mineral Powder  
 6 Tiny Scoops Onyx Mineral Powder  
 3 Tiny Scoops Saturated Green Mineral Powder  
 1/2 t. Silver Frost  
 (package in 3 gram jar)  
 smudge around eyes,  
 apply with Socket to Me brush

**3. Caviar Sketch Stick™** Eyeliner  
 top and bottom lash line

**4. Wildflower** (Blush)  
 1 t. Translucent Modifier Mineral Powder  
 1/4 t. Moonlight Pearl Mineral Powder  
 1/4 t. Tourmaline Mineral Powder  
 1/4 t. Alabaster Mineral Powder  
 1/8 t. + 1 Tiny Scoop Saturated Red Mineral Powder  
 2 Tiny Scoops Lapis Mineral Powder  
 (package in 5 gram jar)  
 contour, apply with Give and Take brush

**5. Cranberry** (Lip Gloss)  
 Glacé Base  
 .125 + .125 Wineberry  
 1 Tiny Scoop Pink Frost  
 1 Tiny Scoop Fuchsia Frost  
 1 Tiny Scoop Sand Frost  
 (package in wand applicator)

**6. Amazing Mascara** (Black)  
 two coats on top and bottom lashes



## autumn glitz (custom blend)

**1. Honeysuckle** (Eyeshadow)  
 3/4 t. Sunlight Gold Mineral Powder  
 1/2 t. Alabaster Mineral Powder  
 (package in 3 gram jar)  
 all over eyes, apply with All Over It brush

**2. Mango Peel** (Eye Glaze)  
 10 Pumps Thinner  
 10 Pumps Pearl Toner  
 3 Pumps Fringe Benefit  
 1 Small Scoop Sunlight Gold Mineral Powder  
 5 Tiny Scoops Alabaster Mineral Powder  
 2 Tiny Scoops Sunstone Mineral Powder  
 1 Small Scoop Coral Frost  
 1 Small Scoop Sand Frost  
 (package in wand applicator)  
 lid, apply with wand applicator

**3. Serenity** (Blush)  
 1 1/4 t. Light Mineral Powder  
 1/4 t. Sunstone Mineral Powder  
 1/4 t. Sienna Frost  
 (package in 5 gram jar)  
 apple of cheek,  
 apply with Give and Take brush

**4. Sugar Gie** (Lipstick)  
 Crème Base  
 1.0 Coral  
 1.0 Crimson  
 .25 + .25 Peach  
 .25 Russet  
 .25 White  
 .125 Marigold  
 (package in 2 lipstick tubes)

**5. L'Orange** (Lip Gloss)  
 Lip Gloss Smoothie Base  
 .25 Coral  
 .125 Crimson  
 .125 Peach  
 .125 Russet  
 (package in wand applicator)

**6. Ginger Sketch Stick™** (Lip Liner)

**7. Amazing Mascara** (Black)  
 top lashes only



## don't mind if i do (ready-to-wear)

**1. Bisque** (Matte Eyeshadow)  
 highlight and all over lid, apply with Clean Sweep brush

**2. Ingot** (Shimmer Eyeshadow)  
 inner corner and lid, apply with Detail Oriented brush

**3. Jade Suede** (Matte Eyeshadow)  
 crease, outer corner and under eye, apply with Socket to Me brush

**4. Bloom** (Blush)  
 contour, apply with Give and Take brush

**5. High Maintenance** (Lipstick)

**6. You Flirt** (Lip Gloss)

**7. Sorbet Sketch Stick™** (Lip Liner)

**8. Amazing Mascara** (Black)  
 top and bottom lashes



## earth girl (ready-to-wear)

**1. Wheat** (Matte Eyeshadow)  
 highlight and all over lid, apply with All Over It brush

**2. Mosaic** (Shimmer Eyeshadow)  
 smudge around entire eye (including lid and crease),  
 apply with In the Shadow brush and smudge  
 with Socket to Me brush

**3. Mink Sketch Stick™** (Eyeliner)  
 upper lashes (very fine line)

**4. Adobe** (Blush)  
 apple of cheek, apply with You're Blushing brush

**5. Look of Love** (Lipstick)

**6. Girls Nite Out** (Lip Gloss)

**7a. Ginger Sketch Stick™** (Lip Liner) for color, or  
**7b. Twig Sketch Stick™** (Lip Liner) for a more neutral lip

**8. Amazing Mascara** (Black/Brown)  
 top lashes only



Do you have a look that kills? Send in a face chart with a description of products, ingredients listing, and application techniques. If selected, Colorlab will showcase your look. Send looks to Colorlab Magazine, 1112 5th Avenue, Rockford, IL 61104.

# Fall Fashion 2004

Elegant, feminine, and vintage are the three words you need to know for the fall season. Urban street looks are out the door and elegant vintage looks reminiscent of the 20's through the 50's paint a picture of self-assured glamour and femininity. While lingerie looks still linger, designers, for the most part, have you covered this fall with lower hemlines and higher neck lines. An emphasis on the waist is played out with pencil skirts, full skirts with fitted jackets, narrow dresses and thin waist cinching belts.

Velvet, chiffon, suede, cashmere, and satin are mixed and matched in traditional and unusual but sophisticated combinations. Tweed is back in bold colors and prints as well as big plaid prints. Big and chunky knit sweaters were contrasted by prim-sweater sets. Cropped pants are still going strong, but for the most part, the look for pants is sleek and short while skirts are full or fitted and definitely pleated. The pencil skirt won't be going anywhere as it remains a constant wardrobe item.

Brooches and bows are the favorite accents for designers this fall. Jewels are everywhere: from front closures to collars, cuffs, and belts. The Louis Vuitton collection showed bows at the hem, shoulder, midriff, and tied in the back of skirts.

Throw away the pink and go get some mink. This season the fur was flying on the catwalk (coats, jackets, capes, you name it). Brightly dyed or natural colors, fur was both whimsical and sophisticated. Whether it's faux or not, fur added elegance to everything from evening gowns to jeans.

Anything worth doing is worth overdoing; sensible is not one of this autumn's themes for outerwear. Coats are covered in jewels, trimmed with fur, and overlaid with extravagant embroidery or lace.

Heels reign. Round toed shoes have overcome the super point of late. Exotic skins, strappy heels, baroque prints, and embroidery are some of the decorations used for this season's shoes. Heels range from stiletto to wedge and even slightly chunky and high. Metallics are popular with designers like D&G

and Rocha. Boots are knee high and higher for skirts and ankle high for pants. All the shoes, including the occasional flat are slim in keeping with the silhouette of the season.

Handbags made of exotic skins, chunky straps of bead and chain, lively prints and even sweater patterns are popular this fall. The chain handle bags by Vuitton, Dior, Gucci, and D&G seem to be in high demand.

This season's colors for makeup are earthy and neutral. Focus on the eyes; heavy shadows, metallics, browns, and shimmerers. Lips range in value from pale pinks to deep reds. Brush on the blush for the rosy-cheek look. For more makeup tips, check out *Mix It Up With Maurer* on page 14.

**Do's:** Fur Shrug, The Bow, The Cardigan, Exotic Skins, The Brooch, Estate Vintage, Pleated Skirts, Scarf Tied Blouse, Big Plaids, Purples, Round Toes



Oscar de la Renta

Ralph Lauren

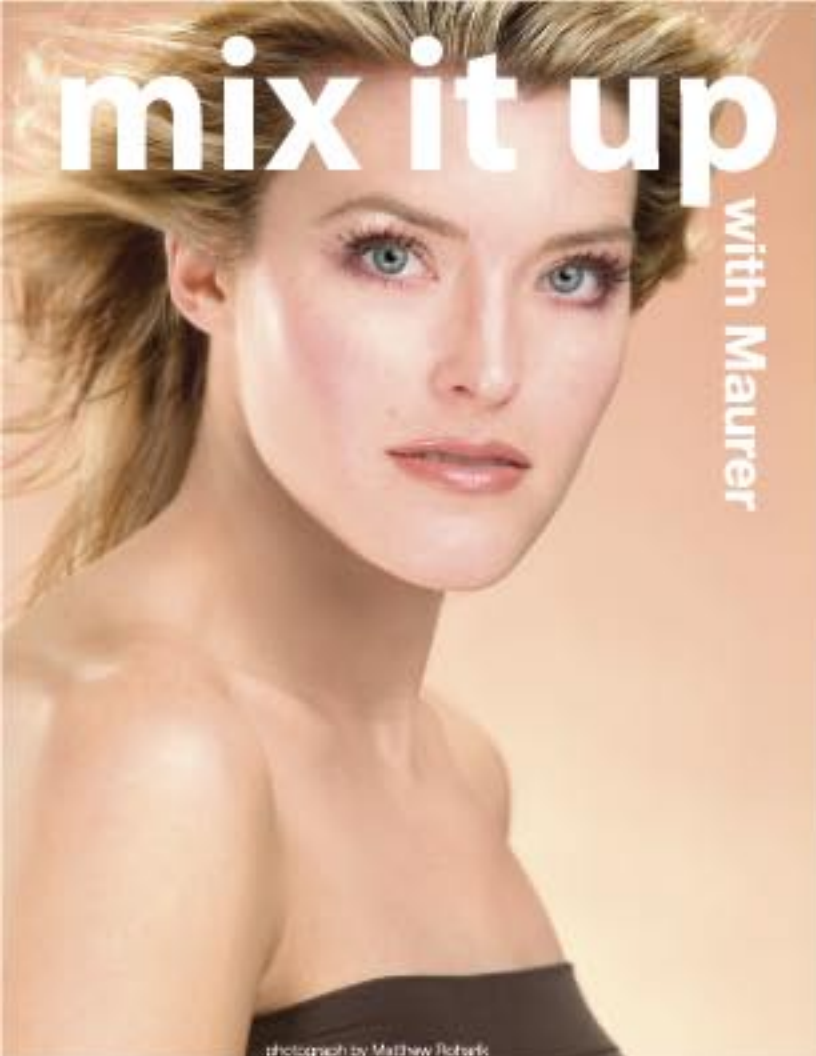
Chado

Michael Kors



# mix it up

with Maurer



photograph by Matthew Roberts

Romance is back! Directly from the heat of spring and summer comes the breezy chill of fall. This look will certainly light a fire and cause some major cuddling to keep you warm. The make-up is in soft focus, with clean lines and diffused edges.

Perfecting the canvas for painting will take the most time and patience. It is always more difficult to create a flawless yet natural looking skintone. Simply spackling on enough foundation to look alien is much easier. With a more sophisticated cosmetic consumer than ever before, you'd better choose the first scenario.

Use the formulas I've given you (right) to create a foundation with full pigment yet sheer texture. Use your judgment with additives; Pearl Toner can be nice.

After creating the foundation, apply a sheer coat with a damp flocked sponge. Press the liquid into the face, and then blend with a dry cosmetic sponge. Continue to conceal areas of need with a

pressing or stippling motion, allowing the pigment to build. Only use Coverage Enhancer when absolutely necessary.

The brow is defined but soft. Using short, hair like strokes apply the appropriate Sketch Stick™ or brow wax to fill in sparseness or holes. Apply Halo Eye Glaze from the back of your hand. (At body temperature, products blend much more readily). Line the entire eye with the Beaujolais Sketch Stick™ and diffuse with the sponge tip. Apply Aubergine eye shadow directly over the pencil and blend with Colorlab's Divide & Contour brush.

Remembering to apply a very small amount of the shadow to a crease brush - blend at the brow bone on the outer 1/3 of the eye.

Plenty of mascara or lash enhancement (false lashes) should be applied. After doing the top lashes, do the tips. This keeps little black dots off your shadow.

The lips are defined with a brush, no pencil. Sugared Lip Glaze is applied on top of the cheekbone as well as the lips. Elizabethan Crème Blush is used more as contour than as blush. Center your placement under the cheekbone and blend upwards toward the apple.

Apply lower mascara and in less than 30 minutes your client will look fabulous. For a mature client, adjust the shades with less frost and jazz up the lip color with the Beaujolais pencil. I recently did

this look on a sixty-year young beauty. Her husband said he fell in love all over again.



Tim Maurer, Colorlab National Makeup Artist

#### FOR PERFECT LOOKING SKIN

combine 1/2 Oil-Free and 1/2 Matte foundation bases:

**Oily Skin**  
15 ml Matte base  
15 ml Oil-Free base  
1 Small Scoop Mattifier  
Oil Control - (as needed)  
5 Pumps Thinner  
Toners (as needed)

**Normal or Combo Skin**  
10 ml Matte base  
20 ml Oil-Free base  
Hydrator or Texturizer (as needed)  
8 Pumps Thinner  
Toners (as needed)

**Dry Skin**  
10 ml Oil-Free base  
10 ml Enriched base  
10 ml Matte base  
Hydrator (as needed)  
1 Pump Fringe Benefit  
10 Pumps Thinner  
Toners (as needed)



**Halo Eye Glaze (1)**  
10 pumps Pearl Toner  
1 large scoop Champagne Frost  
1 large scoop Sand Frost  
1 tiny scoop Bronze Frost  
3 tiny scoops Translucent Modifier Mineral Powder  
1 tiny scoop Mattifier

**Aubergine Mineral Shadow (2)**  
1/2 t. Tourmaline Mineral Powder  
1/2 t. Amethyst Mineral Powder  
1 small scoop Garnet Frost  
2 tiny scoops Alabaster Mineral P.  
1 tiny scoop Saturated Blue Mineral P.  
1 tiny scoop Bronze Frost

**Beaujolais Sketch Stick™ (3)**  
**Gold Nugget Foil**  
With a flat paddle brush, place a small amount of foil w/Stuck on You to the middle of the lid. Taper softly to the inner corner of the eye.

**Sugared Lipstick (4)**  
Glacé Base  
1/4 Butter Base  
.25 Mahogany  
1 tiny scoop Sienna Frost  
1 tiny scoop Garnet Frost

**Elizabethan Crème Cheek (5)**  
Crème Lip Base  
.375 Peach  
.375 + .375 Wineberry  
.25 White  
.25 Magenta  
.25 Brown  
Add 1 small scoop of Botanical Crème Complex (whip in at end)

YOUR

# BOOSTING

By Lisa Ryan, Director of Education

SALES



Selling Colorlab Custom Cosmetics is an excellent way to boost sales in your business. Customized, naturally based cosmetics created especially for each of your clients' needs... what more could your client ask for? If they are not aware of your unique product offering, the answer is your competitor's products. How do you capture your clients' attention and make the sale? A few simple steps can make a huge impact.

**Who is Your Competition?** In order to compete against your competitors, you first need to identify who they are. Most salons and spas assume their competition is other salons and spas in their area. However, if you peek into your clients' makeup bags, the majority of their products will be from the local mall, particularly from department stores. This is your main competition!

**Adopt Your Competition's Strategy (Location, Location, Location)** Have you ever noticed that department stores have their makeup in the very front of the store? Makeup is located here because it generates the highest sales dollars per square foot over all other merchandise. Turns out that most women will impulse buy makeup when shopping at the mall—this is no accident. They walk by the makeup on their way into and out of the store. Many salons and spas put their makeup in the back of the business in a private room which has low visibility and which reduces potential sales.

Try custom blending in the front of your salon to grab your clients' attention. Custom blending is exciting and engaging—everyone loves to watch a demo or makeup appointment underway. This visibility goes a long way towards generating interest in your products and helping you book new makeup appointments.

**Point-of-Purchase Promotions** If you don't have the space to custom blend near the front (and even if you do), be sure to have a promotional makeup item displayed at all times at the point-of-purchase to encourage impulse buys. Use a variety of promotions—they can be seasonal, holiday, discounts or gift with purchase. Be sure to change your point-of-purchase promotion monthly to maintain your clients' interest. Department stores have enjoyed enormous success with these promotions.

**Eventing** Another way to boost makeup sales is eventing—your competition does this on a regular basis. Eventing is where you create a special event, usually around some theme, to showcase your products. You could create an event at the beginning of each season to showcase the season's color trends and then adapt them (custom blend them) for your clients. Other events might focus on Mother's Day, Valentine's Day, one of the many winter holidays, mother/daughter day, graduations, etc. Whatever your event, make sure it is tailored to your clientele.

To maximize your event success, invite your best clients first and fill in any extra spots with remaining clients and walk-ins. Make sure all the details of your event are well planned and executed to ensure success. Regular events can increase your makeup sales while also creating a sense of community for your clients. This "community" fosters increased customer loyalty and boosts your makeup sales and sales in other parts of your business as well.



To drive sales at your event, create special incentives to buy. Some successful incentives include discounts, money saved when a certain number of products are purchased or dollar amount is spent, and gift with purchase, which has proven enormously successful with department store brands.

By adopting and adapting your competition's strategy, you too can enjoy soaring cosmetics sales.

### Lisa's Makeup Tips:

**Soft Focus Eyes**  
For women with mature and/or dry skin around the eyes, apply matte shadows in a light and medium tone, then create an eye glaze in soft medium tones to take away the "flat" look of matte shadows and add luminosity for a light reflecting soft focus.

**Soft Focus Lips**  
For women with fine lines on their lips the same trick applies as it does with the eyes. Create a soft focus with a Superfrost; the luminosity will diminish the look of fine lines.

**Time Pinch**  
When in a pinch for time, these four products will save you:  
• Mineral Powder foundation—brush on as concealer and foundation all over the face and eyes  
• Mineral Powder blush—blend on the cheeks and dust on the eyes  
• Lipstick: any color—if you apply with a brush, like Colorlab's Sable lip brush, it will look like your lips are lined  
• Mascara—finish off your eyes with a quick coat of black or brown mascara and you're ready to go!



# SUCCESS STORIES

An Interview with Stephanie Manna, Professional Makeup Artist and Owner of Belleci Cosmetics.

## How long have you been in business?

I started Belleci in 1998 after a five year stint as a National Makeup Artist for Benefit Cosmetics.

## How long have you used Colorlab products?

I have been using Colorlab for about 3 years.

## What prompted you to use Colorlab?

As a makeup artist, I love a challenge and I love creating new makeup, so I knew I would have to custom blend. I also have a responsibility to give my clients the best products. Colorlab allows me to fill all those needs.

When I found Colorlab, I was custom blending already, but I was looking for a higher quality makeup that would set me apart from the competition and fill my customers' needs better. The quality of the makeup is amazing and the total flexibility of the systems lets me really get creative with colors and textures—my clients absolutely love it!

## What do your customers look for when buying makeup?

My customers tend to be upscale; they are looking for high-end, high quality makeup that makes them look their best in a natural way.

## How do you get them to try Colorlab?

First of all, I have a large cosmetics counter in the front of the salon. This is so important—I am the first person they see when they walk in. We usually have two makeup artists working at the counter—people are just so amazed when they watch us custom blend.

It's not hard to sell Colorlab. I paint them a verbal picture of what the cosmetics will do for them—how they will look and feel. 'They are going to make you look more beautiful, more natural, younger—your skin will glow.' I talk about the SPF and how it will protect their skin...and then I custom blend the cosmetics for them. When they see how flawless they look, they want to buy everything and they are hooked.

## Does your business come from walk-ins or scheduled appointments?

It really comes from both. I am pretty busy so I often have back-to-back appointments scheduled, but when a walk-in approaches the counter I try to fit them in somehow—you never want to turn away a customer.

## How do you manage to serve everyone?

If I am unavailable, I have a second makeup artist working with me who can handle the overflow and create the products. I have a tester bar set up so that clients can try out colors and textures. My counter accommodates a lot of customers. If they have time to wait, they will just pull up a stool and join the "party"—we have so much fun at the counter it's really like one big party.

If they can't wait, often they can give me some color and texture direction and I will create the product for them and either send it

to them or have them pick it up, whichever suits them—it's "orders to go". I have makeup artists at the counter 5 days a week. When we're not there, other staff can help customers place their "orders to go" and we can have their products ready within 24 hours. Customers can also call their orders in ahead of time if they want a refill or want us to tweak their cosmetics to accommodate their changing skin needs or the changing season. I have many repeat customers that I know very well (and we keep great records of their products) so I know what they are looking for.

## Do you use other staff to help you sell?

Absolutely. Besides having them take orders for "orders to go", other staff like the estheticians and brow specialists will talk up the products. After a facial, the esthetician will recommend a face powder as it will not clog pores. After a brow service, the specialist will recommend a brow powder to fill in any empty spaces and give them a natural look.

I make sure that all the staff wears Colorlab makeup—the receptionist, the stylists, esthetician, brow specialists. I give them all discounts. Customers ask them where they got their products—it is a great form of advertising.

## How do you compete against the major cosmetics companies?

Once my customers see what Colorlab can do for them it creates strong customer loyalty; the competition is not really an issue. I can make them any color and texture they want. I can color match discontinued shades or match the color to outfits. Many times, women will bring in fashion magazines and ask me to match the products.

## Why do you think they ask you to color match rather than buying the products shown in the magazines?

They know that the product quality isn't always going to be there and that it won't be tailored to them. One department store brand in particular tends to have lipsticks that are too dry for my clients—it's easy for me to duplicate the color and give them the moisture they need. Often the color in the magazine also needs some tweaking to really bring out my clients' true glamour. They know I can customize anything they want.

## In addition to having your cosmetics counter up front, cross marketing with other staff, and creating your tester bar, are there other things you do to promote your business?

Yes, I do a bunch of things. I do professional makeup parties where a client brings six to twelve people (and I bring in another one or two makeup artists) to the salon. Whoever brings in the others gets a gift certificate for her efforts. I also give free product incentives when someone refers a certain number of new customers. I do seasonal promotions like buy-one-get-one-free or 10% off—whatever makes sense.

My business has grown tremendously just by word-of-mouth. I do makeup for Leslie Griffith, an anchor on Fox News 2 (Bay Area)—that was completely through word of mouth. My customers talk to their plastic surgeons and now I have plastic surgeons calling me and referring their patients to me. I have also been asked to write the seasonal makeup column for the newspaper here which was formerly done by MAC.

## Why do you think word-of-mouth has been so strong for your business?

I love what I do—and I love that Colorlab allows me to be as creative as I want to be. If you really have a passion for your work, it shows through. As a makeup artist, it is my job to help clients look their best—whatever that means for them. It is so gratifying to be able to create the products myself to fit their specific needs and desires.

## How do you price your products?

My cosmetics are not cheap. My lipsticks and eyeshadows are \$20. When you price your products, you can't sell yourself short. These are great products and you have to make sure you compensate yourself for the time and energy you put into your business. My prices have never been an issue with my clients.

## What advice would you give to those who are just starting out with Colorlab custom blending?

Take advantage of Colorlab's training and support, then practice, practice, practice. You really need to work the system to get to know it. After that, have fun with it—the sky's the limit. I see so many makeup artists who are so serious—this should be fun for you and your clients. And be sure not to sell yourself or your products short; customers will always pay for what is great.

## Take Over with a Makeover

Face It!, Stuck on You, Liquid Nylons and Fringe Benefit are getting makeovers so that you can take over with your logo. These popular ready-to-wear items have a new label, allowing you to custom label the packaging with your own design or logo. The labels include the product name, description, application directions, ingredients and net weight.



## Custom Labeling

Colorlab's custom labels offer a flexible and inexpensive alternative to hot stamping and screening for logo and product information application on your products. If you want to private label your own packaging, labels are a great way to give your product an exciting image. Colorlab can create and produce labels in minimum quantities of 72 (per label size), versus minimum quantities of 144 for hot stamping/screening. Labels can be printed with single or multiple colors allowing great flexibility and creativity in your design. Labels can be placed on virtually any packaging surface. For pricing and more information about Colorlab's labeling service call 1-800-790-2417.

Some things to know about custom labeling...

- Custom labels are made of high-quality, water-proof vinyl.
- Almost any color can be produced through a 4-color process.
- Labels can be custom cut to accommodate many surfaces and designs however, complex cuts can become difficult to apply.
- In order for a logo or design to be used as a label, the artwork must be sent to [graphics@colorlabcosmetics.com](mailto:graphics@colorlabcosmetics.com) as an .EPS Adobe Illustrator file.
- Any fonts that are to be used on a label must be converted to outlines and the original font should accompany the artwork.
- All artwork files must be approved for production by Colorlab.
- Some designs work better on certain pieces of packaging than others. Some logo designs may need modifications or different versions to accommodate a wide range of packaging styles and sizes.
- After an order has been placed for label production, an Approval Form containing mockups of labels and their placement on desired packaging, will be emailed to you for your approval. Once approved your order will be completed.
- Colorlab's Creative Department can help you design your label as well as answer your questions concerning this issue 1-800-790-2417.

