

colorlab

PRIVATE LABEL MAGAZINE

SPRING/SUMMER 2014

EXCITING NEW
PRODUCTS INSIDE
AND MORE!

2014

LATEST TRENDS

- SUMMER STUNNER
- COOL BREEZE
- AFTER SUNSET

INTRODUCING

ARCH-LOGY

THE ART OF PERFECT BROW



SPRING/SUMMER 2014

Goodbye Old Man Winter, summer is here. Whether spending the day just running around, going to a big party or trying to get the attention of special someone, we always want to look our best. Why not experiment with a new look or trend and then take it out for a test drive. It's time to get this show on the road with this spring's must haves.

This past season's matte skin has been lightened up and refreshed with luminosity. Smooth, glowing, dewy; almost wet, glazed skin is a major trend. Illuminated cheeks are accentuated by hints of rose or /and chiseled out with bronzer in the contours.

Although there were plenty of minimal makeup looks sporting the runway, electric **matte orange** lips seem to be the shade of the moment. It is actually quite flattering to most skin tones in one shade or another. The lighter the skin, the darker the color can be worn. If orange is too intimidating, opt for a **softer coral** or lip gloss. Also trending are **bright berry** stained lips and candy colored pastel lip shades.

Eyes are still making a statement and quite done-up for spring. Some of the trends include greased lids, **electric blue** lids, bright pastel-washed lids, bronze, silver and white eye shadows, tri colored eyeliner, **white** eyeliner and of course the perennial winged cat eye.

The looks we chose for this season are versatile and can be customized (adapted) for any age.

OUR AIM AT COLORLAB COSMETICS IS TO INSPIRE, SO WE ARE LOOKING TO OUR CUSTOMERS FOR INSPIRATION.

Share your story with us. Submit a picture of a look you have created or makeover that is outstanding. Do you have a tip or trick that you want to share? If so, you and your business could be featured in our next newsletter. Share the love.

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ARCH-OLOGY

THE ART OF CREATING *The Perfect Brow*

INTRODUCING ARCH-OLOGY™ AUTOMATIC BROW STYLER PENCIL



A unique brow pencil with a triangle tip creates the perfect brow in minutes. The triangular shape allows you to sculpt with broad strokes using the flat edge of the pencil, as well as fill in with fine lines using the pointed tip. Its unique triangular shape ensures precision application. The opposite end has both a sponge and a brush so to perfect your brows with the perfect tools!

This advanced formula combines powder, pencil and wax to create naturally fuller brows. The lasting pigments release upon contact with the brows, while the soft waxes allow the pigments to fasten to the hair, subtly building volume in turn, enhancing the symmetry of your face.

Starting with the retractable mechanical powder pencil, twist up slightly until the product reveals itself. Begin at the fullest part of you brow, then use the point of the triangle like a pencil and with a simple side movement fill in the entire brow. Turning the tip vertically allows you to draw individual hairs. When brows are defined to perfection, use the sponge on the other end of the component to clean up or soften brow line, if needed. Groom the brows into place by simply pulling off the sponge section then inserting the sponge into the pencil base to use the brush. Voila! Brow Perfection!

- Automatic pencil—no sharpener required.
- Free of sulfates, phthalates, synthetic dyes, fragrance, and vegan-friendly.
- The uni-shade allows you to customize your desired intensity: Layer and apply with more pressure to go dark and bold, or use a lighter touch and blend out with the attached brush and sponge to soften for a more natural look.

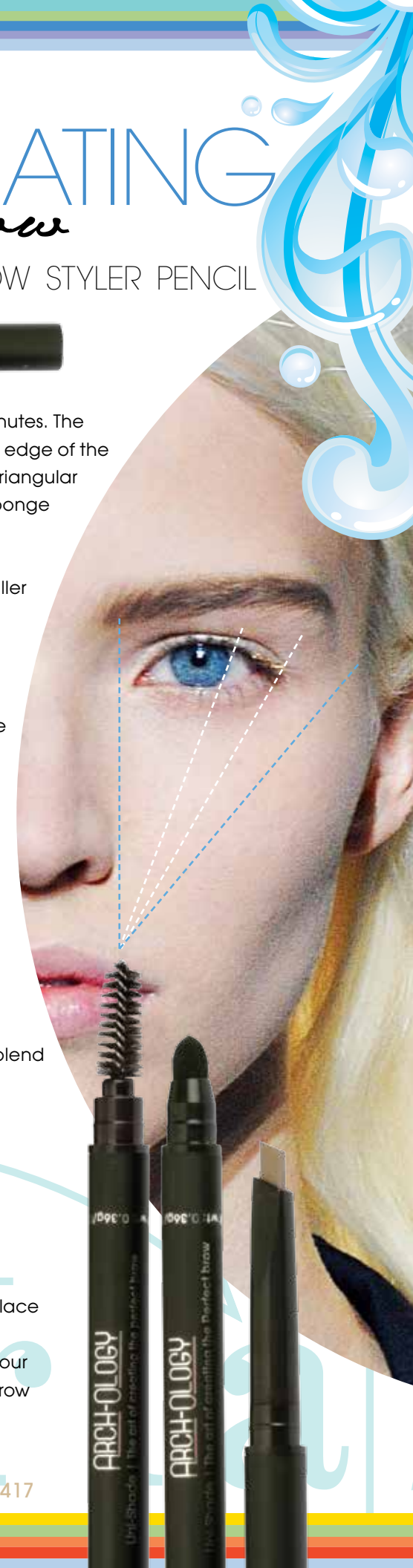
VEGAN
FRIENDLY



WONDERBROW™ BROW TINT

Colorlab's Wonderbrow™ Brow Tint colors, defines, and enhances brows. Wonderbrow™ fills brows, sets them in place and emphasizes the natural arch. Can be used alone or mixed with mineral powders to alter the shade. Use with our Brow Wow brush; a taklon/ nylon double ended angle brow with spooly. Available in 7 shades.

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Prime skin with **Double Back BB Cream** and apply **Moisture Tint** or **Superior Performance**. Pat **Fit and Flushed** over foundation to give skin a light dewy finish and dust cheeks with **Sienna** blush.

Prime eyes with **SensationalEyes™** and draw a thin line of **Cashmere Sketch Stick** on the top lash line. Next, apply **Desert Sand** eye shadow to the entire eye. Using the **In the Shadow** brush, press **Uninhibited** eye shadow on the lid and into crease of the eye.

For a more defined look, apply **Fresco** eye shadow to the outer corners of the eye and blend. With the **No Time Line** brush press the **Sable** eye shadow under the lower lashes. Contour sides of face with **Luxe** bronzer. Finish by lining lips with **Ginger Sketch Stick™** and **Ooh La La** lipstick (new). Top off with a coat of **Not So Innocent** lip gloss for shine.

SUMMER STUNNER: RTW

SUMMER STUNNER: RTW

Feminine and soft, these beachy shades of peach and orange will brighten anyone's eyes.

Eye Shadows



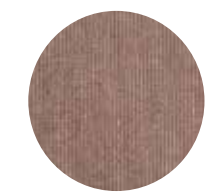
DESERT SAND
(LIGHT FROST GOLD)



UNINHIBITED
(RUSSET)



FRESCO
(MEDIUM GOLDEN COPPER)



SABLE
(DEEP BROWN W/GOLD UNDERTONES)

Eye Liner



CASHMERE SKETCH STICK™ EYE LINER
(LIGHT BROWN)

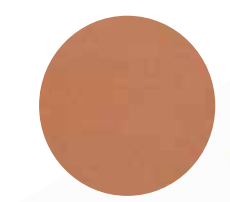
Blush



SIENNA
(PEACH BROWN W/GOLD FLECKS SHIMMER)



Bronzer



LUXE
(NEUTRAL BRONZE - SHIMMER)

Lips



OOH LA LA
(WARM CORAL ORANGE)



NOT SO INNOCENT LIP GLOSS
(SHEER FROSTED COPPER)



GINGER SKETCH STICK™ LIP PENCIL
(PEACH BROWN)



Due to printing process actual colors may vary

Start with custom tinted **BB Cream** or foundation. Smooth on a custom blended **BB Cream Highlighter** to temples, upper cheeks and top of the nose. Add **Petal Pink** blush over highlighted cheeks for a glazed effect. Apply **Opal Pearl** eye glaze to eyelid and let dry. Press **Starfish** eye shadow over the eye glaze using the **In the Shadow brush**. Apply **Sand Dollar** eye shadow to the arch with the **Detail Oriented brush**. Line top and bottom lash lines with **Marble Sketch Stick™** starting 1/8 inch from inside corners and soften. Using the tip of the applicator wand, carefully add **Opal Pearl** eye glaze to the inside corners of eye. Apply **Hibiscus** lipstick to the center of the top and bottom lip and blend with finger to give the lip a stained look. For a softer stained effect, use the **Paradise** lip gloss.

COOL BREEZE: CUSTOM BLENDS

COOL BREEZE: CUSTOM BLENDS

Illuminated skin and opalescent textures play up eyes, but allow the berry lips to stand out in this fresh breezy spring look.

Eye Shadows + Glaze



OPAL PEARL EYE GLAZE
(RTW HARMONY)

- 10 pumps Pearl
- 10 Pumps Thinner
- 3 pumps Fringe
- 1 Lg Scoop Moonlight Pearl
- 1 sml Scoop Rose Gold
- 4 tiny Scoops Opal

PACKAGE IN WAND APPLICATOR



SAND DOLLAR
(RTW BISQUE)

- 1/8 + 1/4 Moonlight Pearl
- 1/2 Sunlight Gold
- 1/8 + 1/4 Alabaster
- 1/8 Chrysolite
- 1/8 Alexandrite



STARFISH
(RTW CHABLIS)

- 1/2 Alabaster
- 1/2 Sunlight Gold
- 1/4 Medium Mineral Powder
- 1/8 Champagne
- 2 tiny Rubellite
- 1 tiny Saturated Yellow

Blush



PETAL PINK
(RTW PIXIE)

- 1/2 Rose Gold
- 1/2 Moonlight
- 1/2 Sand
- 1/4 Rose Quartz
- 1/8 Rubellite

Lips



HIBISCUS LIPSTICK
(RTW PLUM LIP STAIN)

- Matte Base
- 1.0+1.0 Ruby Red
- .25+.25 Blueberry
- .25+.25 Blackberry
- .125 +.125 Wineberry
- 6 drops Silkening



PARADISE LIP GLOSS
(RTW I'M NO ANGEL)

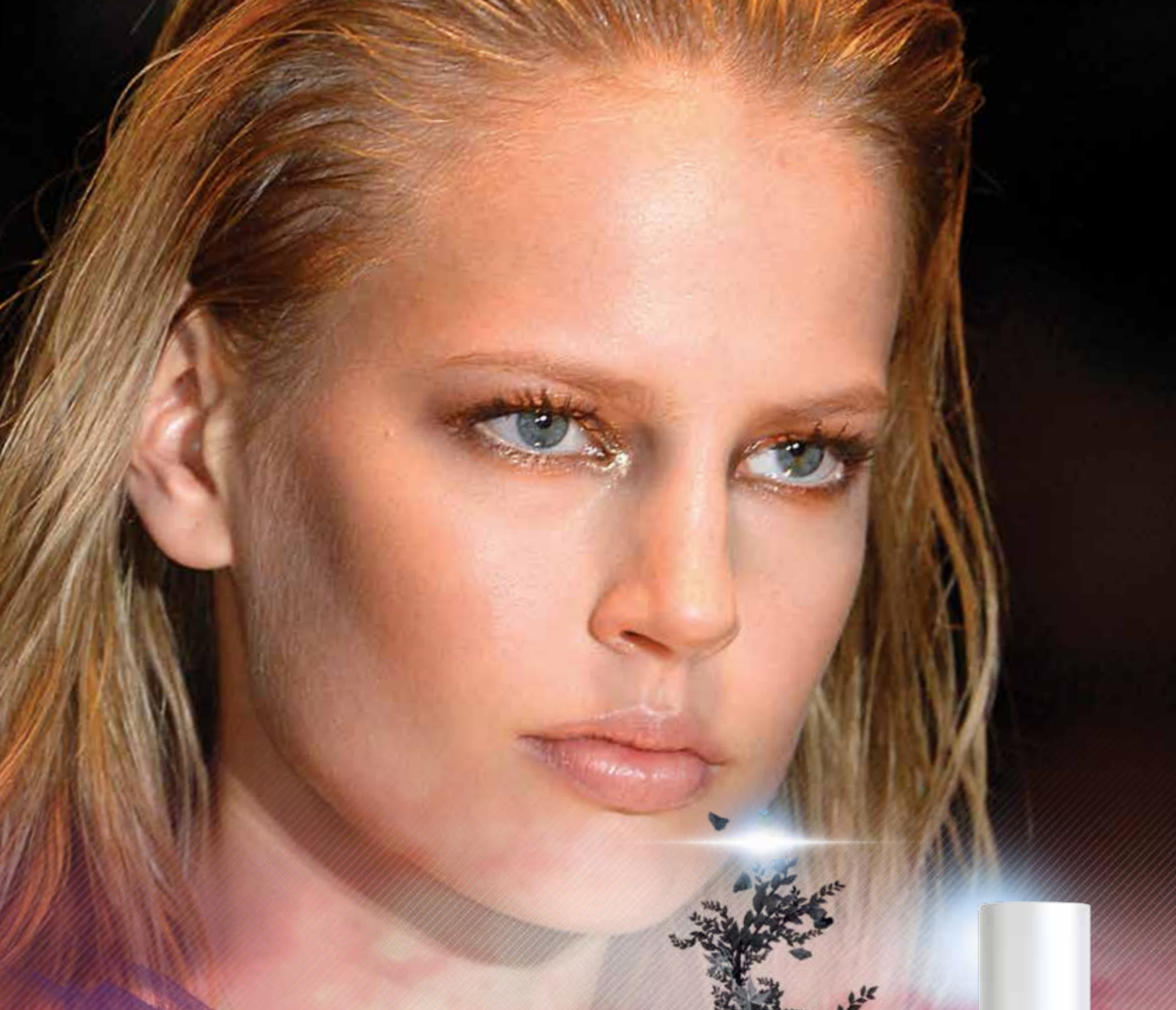
- Smoothie Base
- 5 drops Ruby Red
- 1 drop Blueberry
- 6 drops Wineberry
- 2 drops Magenta
- 3 drops Blackberry

Eye Liner



MARBLE
SKETCH STICK™ EYE PENCIL
(GRAY)

Due to printing process actual colors may vary



Prepare skin and apply custom foundation or custom tint. Add **Fit and Flushed** on top for a soft dewy glow. Apply **Beach Bum** bronzer to contours and dust **Tycoon** blush to the apples of the cheeks. Prime eyes with **SensationalEyes™** and add **Whiskey** eye shadow to eye lid. Apply **Topaz** eye shadow to the crease of eye, blend shadow out and extend past outer corner. Fill in the outer corner blending back into the crease to darken. Smudge **Topaz** under the eye. Line top and bottom lash lines with **Mink Sketch Stick™**. Smudge the liner on lower lashes to soften. For a special night out or just for fun, lightly pat **Gold Coast** eye pudding onto eye lid using your finger or the **In the Shadow** brush. Finish with **Cognac** lipstick and top off with **Fresh** lip gloss for a brilliant shine.

AFTER SUNSET: CUSTOM BLENDS

AFTER SUNSET: CUSTOM BLENDS

This versatile look can be dressed up or down for the occasion. Add a dash of grown-up glitter to kick things up a notch.

Eye Shadows



WHISKEY
(RTW MALT)

- ½ Tigers Eye
- ½ Agate
- ¼ Alabaster
- ½ Sunlight Gold
- 3 tiny Onyx



TOPAZ
(RTW COAL)

- ¼+¼ Agate
- ½+¼ Onyx
- ¼ Amethyst

Eye Pudding



GOLD COAST
(RTW GILDED)

- 6 pumps Fringe Benefit
- 2 pumps Thinner
- 1 pump Yellow Toner
- 1 pump Yellow-brown Toner
- 1 sml scoop Gold Nugget
- 1 tiny Gold Dust

PACKAGE IN POT CONTAINER



MINK SKETCH STICK™ EYE LINER

Blush



TYCOON
(RTW SUNSET SHIMMER)

- ¾+¼ Translucent
- ¼ Chrysolite
- ⅛ Matte Red
- ½ Sienna
- ⅛ Sunstone
- ⅛ Gold Dust



Bronzer



BEACH BUM
(RTW SUNDRENCHED)

- ½ Sunlight Gold
- ½ Medium Mineral Powder
- ¼ Antique Gold
- ⅛+¼ Rose Gold
- ⅛ Brass
- ¼ Agate

Lips



COGNAC LIPSTICK
(RTW NIGHTCAP)

- Matte Base
- 1.0 Coral.
- 1.0 White
- .375+.375 Cocoa
- 6 drop Silkening



FRESH LIP GLOSS
(RTW DREAM ON)

- Glace Base
- 1 drop Blackberry
- 1 drop Brown
- 1 tiny Opal
- 1 tiny Gold
- 1 tiny Twinkle



TWIG SKETCH STICK™ LIP PENCIL



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PRODUCTS

SPRING/SUMMER 2014

NEW NATURAL VEGAN LIPSTICKS

Our natural lipstick 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.



N NEUTRAL
W WARM
C COOL



NIGHT CAP
N Pink Brown



QUICKSAND
N Champagne Shimmer



OH LA LA
W Coral Orange



SHINING STAR
W Warm Peach Shimmer



FREE SPIRIT
W Orange Red Shimmer

NEW CAKE EYELINERS

Recent makeup trends empowered us to bring back the all time favorite....cake eyeliner! Now you will have several ways to create the elongated liner, cat eye or just a thin line of eyeliner to fill in the base line of lashes. Use with our **Stuck on You! Eyeliner Fixative** for the ultimate in long lasting eyeliner.



BLACK



BLACK BROWN



BROWN



CHARCOAL



NAVY



BLACK VIOLET



PURPLE HAZE (FROSTED)

NEW VEGAN FRIENDLY NAIL POLISH SHADES

These classic and trend-setting shades are straight from the runway and packaged in our signature square bottle with a matte, platinum metal cap. This beautiful presentation will enhance any location. Our state-of-the-art formula strengthens and moisturizes nails as it delivers long-wearing, high-shine, chip-resistant color. The polish applies evenly without streaking, due to our larger, flexible brush. The performance of our polish demands a high price tag. Take them for a test drive and see for yourself...quality does matter! Don't forget to look at our original 11 shades and 3 specialty nail products. Free from the harsh chemicals Toluene, Formaldehyde, Formaldehyde Resin, DBP (Dibutyl Phthalate) and Camphor.



STRIP TEASE
N Sheer White



SOUTH BEACH
C Fuchsia Pink shimmer



CALYPSO
W Medium Coral shimmer



ON VACATION
N Bright Coral



PINKY SWEAR
N Soft Coral Pink



SAMBA IN RIO
N Salmon Pink



BAHAMA MAMA
C Medium Rose shimmer



HERE COMES THE SUN
W Orange Frost



NEW SHIMMER TONES TO OUR LUXURY LINER GEL WATERPROOF PENCILS

Our mineral pencils are infused with anti-aging fruit and vegetable extracts of Avocado, Lemon, Grapeseed, Tomato, Kiwi and Pear, coupled with Vitamin E, create a formula that nourishes and hydrates the delicate eye area. We recommend removing it with **Double Up! Eye Make-up Remover**.



EMERALD
blackened Green



TOPAZ
blackened Gold



TANZANITE
blackened Purple



3 NEW FROSTS

You asked and we listened as requests for pinks, darker gold and warm brown were requested...and now you have them! Our 3 new Frosts will widen your scope in color creation for both mineral powders and lipsticks.



Antique Gold Frost is a warm darker gold with a slight coppery finish.

- 1/2 Antique Gold
- 1/4 Crystal
- 1/2 Sunlight Gold
- 1/4 Alabaster



Brass Frost is a warm golden brown

- 1/2 Brass
- 1/2 Med. Mineral Powder
- 1/2 Champagne



Rose Gold Frost has a strong pink undertone with a small amount of gold.

- 1/2 Rose Gold
- 1/8+1/4 Garnet
- 1/4 Crystal



NATURAL, ORGANIC AND VEGAN LIPSTICK BASE

Natural, Organic and Vegan lipstick base Yes, you read it right! We have been creating this unique lipstick base for months as we wanted our clients to have the very best to offer so we made sure that the ingredients were excellent and the performance of the base would be outstanding. Now it is available for all of you to create and market your lipsticks as you see fit for your marketplace!

Ingredients:Copernicia Cerifera (Carnauba) Wax, Euphorbia Cerifera (Candelilla) Wax,Organic Butyrospermum Parkii (Shea Butter), Organic Ricinus Communis (Castor) Seed Oil, Simmondsia Chinensis (Organic Jojoba) Seed Oil, Organic Vitis Vinifera (Grape) Seed Oil, Lonicera Japonica (Japanese Honeysuckle), Lonicera Caprifolium (Honeysuckle Flower Extract), Tocopherol (Vitamin E).



- SUNDRESS**
- Natural Base
 - .50 Coral
 - .25+.25 Paprika
 - .50 Peach
 - .25 Tangerine
 - .125x3 Brown
 - 1 sml scoop Sand
 - 1 sml scoop Pink Gold
 - 1 ml Moisture Additive



- SURF**
- Natural Base
 - 1.0 Mahogany
 - 1.0 +25+.25 White
 - .25 Magenta



- CARNIVAL**
- Natural Base
 - 1.0 Wineberry
 - 1.0 Ruby-Red
 - .25 Blueberry
 - 1 lg + 1 sml scoop Azurite
 - 1.5 ml Moisture Additive



- BEACHY KEEN**
- Natural Base
 - .125x4 Cocoa
 - 1 lg scoop Champagne
 - 1 lg scoop Crystal
 - 2 ml Moisture Additive

Melt base 15 seconds to soften (800 watt microwave). Microwave 30-35 seconds to pour.

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Due to printing process actual colors may vary

ready-to-wear

custom blend

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EDUCATION:

VIRTUAL TRAINING

Colorlab Cosmetics is excited to announce that we are now offering Virtual Training using WWW.ZOOM.US for our new and existing customers. With this site, we can connect with multiple computers, allowing your employees to train from various locations, yet still be together as a group.

A convenient way to interact directly with one of our professional instructors or sales associate. The perfect tool for learning about your new custom blend system, airbrushing or a bridal make-up course. Even if you need a refresher course, we are here to help you succeed. Call your Account Representative to schedule a training today! (Additional fees may apply)

COLORLAB TRAINING DVDS

Training DVDs are 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 PLEASE CALL **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 account representative to get on our list today!

ONLINE CATALOG & NEWSLETTER IMAGES



Visit the Colorlab Private Label online catalog and find newsletter images you can print at
ColorlabPrivateLabel.com

MIX•OLOGY

Custom Blended BB Cream Highlighter: This multi-tasking, lightweight cream primes, hydrates, lightens, firms and visibly improves the look and feel of the skin while adding luminosity.

CUSTOM BB CREAM HIGHLIGHTER

- 25 ml BB Cream
- 15 pumps Pearl Toner
- 1 pump Yellow Toner
- 3 pumps Pink Toner
- 2 drops Yellow Red Toner

PACKAGE IN AIRLESS PUMP



SHOW US YOUR STUFF & WIN!

Send in the Mixology recipes you've created using Colorlab Private Label Custom Lip, Mineral or Foundation systems. Our staff will test the products and select a winner from all those received. The winner will receive a \$100 credit towards Colorlab products and have their product featured in our Newsletter. PLEASE SUBMIT YOUR RECIPES BY **AUGUST 1, 2014**.

SEND ENTRIES TO:

Colorlab Private Label Mixology
Show Us Your Stuff
1112 Fifth Ave
Rockford, IL 61104