

NEW PRODUCTS • NEW SHADES • NEW LOOKS

FALL 2012

# color<sup>2</sup>lab

PRIVATE LABEL MAGAZINE



**BEAUTY**  
*For All Skin Tones*

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

# New Products

## DOUBLE BACK AGE DEFYING BB CREAM

This multi-tasking, lightweight beauty balm **primes, hydrates, lightens, firms,** and visibly improves the look and feel of the skin. It helps to diminish the appearance of pores, fine lines and uneven skintone. Inspired by cutting-edge Asian beauty rituals, **Double Back** is a 5 in 1 secret for achieving flawless skin.

**1. Age Defy:**  
With **Triple Peptides** of **Dermaxyl, Argireline** and **Matrixyl 3000** helps to increase circulation, boost cell regeneration and minimize the appearance of lines and wrinkles. This formulation will help to repair the skin's texture and minimize the appearance of imperfections. Coupled with **Prickly Pear Extract** to protect against environmental stress.

**2. Moisturize:**  
With **Shea Butter** that also protects and provide vitamins. **Olive Squalene**, pure and botanically derived from olives, helps skin maintain moisture.

**3. Vitamins and Anti-Oxidants:**  
**Vitamins A, C, E**, along with extracts of **Acai, Goji Berry, Green Tea, Cucumber** and **Chamomile** help protect the skin from free radicals, that speed up the aging process. These ingredients will calm, soothe, and are reduce inflammation.

**4. Soothe:**  
With **Aloe Vera Oil**, that nourishes the skin and tissues with body- loving nutrients such as **Vitamins E and C**, which prevents the aging of the skin.

**5. Lighten:**  
With **Licorice Root**, which contains **Glabridin** that is an incredible skin whitening agent. It is enormously helpful in decreasing melanin and re-balancing the dermal cells and gentle unlike other chemical skin brighteners. **Arctostaphylos Uva Ursi (Bearberry) Leaf Extract** and **Mitracarpus Scaber Extract** are both natural skin lightening agents that effectively lighten age spots and darkened skin areas.

## FIT AND FLUSHED TINTED BB CREAM

A multifunctional, lightweight, oil free gel that provides flawless, natural looking coverage with anti-aging and protective benefits for the skin. This formulation will help to repair the skin's texture and minimize the appearance of imperfections.

- Formulated with **Triple Peptides** of **Argireline, Dermaxyl, Matrixyl 3000** and **Collagen** helps to increase circulation, boost cell regeneration and minimizes the appearance of lines and wrinkles.
- Coupled with **Vitamin E**, extracts of **Calendula, Roman Chamomile, Linden Flower, St. John's Wort, Prickly Pear Extract** and **Cornflower** to help heal, calm, balance and protect the skin.
- Formulated with **Optical Pearl Pigments** that provides the skin with a glowing, radiant sun-kissed look. It can be worn alone or under your foundation to help hydrate, enhance the skin and give a more youthful appearance.

## DAY BREAK EYE TREATMENT

This treatment is especially designed for the delicate tissue around the eyes to moisturize, minimize dark circles and reduce the appearance of lines and wrinkles. This lightweight eye cream can be applied to eyes prior to makeup and through out the day to revive and refresh the under eye area.

- **Dermaxyl and Collagen Tri-Peptides** helps to boost cell regeneration and minimize the appearance of lines and wrinkles.
- Contains a synergistic complex of 5 active plant extracts; **Marigold, Butcher Broom, Algae, Gotu Kola** and **Waltheria Indica Leaf**, which aids in reducing dark circles and brightening the eye area.
- **Hibiscus Esculentus Extract** is a botanical oligopeptide, that reduces the formation of expression lines and is referred to as the 'botox-like' ingredient.
- **Vitamins A, C, and E** help provide the skin with antioxidant protection from further free-radical damage and cell breakdown.

## CUSTOM BLEND: ULTRA LIGHTENING BOTANICAL COMPLEX

This advanced lightening serum contains **Bearberry Extract** and **Licorice Root** which are incredible skin whitening agents and tremendously helpful in decreasing melanin and re-balancing the dermal cells; gentle unlike other chemical skin brighteners. These ingredients effectively lighten age spots and darkened skin areas.

Add .5 ml to liquid foundation to reduce the appearance of dark spots and inhibit melanin. This serum will also improve the overall health and appearance of the skin by restoring radiance and delivering a brighter more even skin tone.



### ALL OF THESE NEW PRODUCTS ARE FORMULATED WITHOUT:

Parabens  
Sulfates  
Synthetic Dyes  
Synthetic Fragrances  
Petrochemicals  
Phthalates  
GMOs  
Triclosan



READY TO WEAR

# New Products

## EYE SHADOWS

Luxuriously silky pressed eyeshadows that glide on smoothly, for long lasting, crease-proof color, made from pure micronized minerals. 2 new shades!



### BRANDIED WINE

Neutral, Bronzed Plum, Shimmer

### PINK MOCHA

Cool, Mocha, Matte

## LIPSTICK

Botanically based and Vitamin E infused formula.



### READ MY MIND

Neutral, Red, Shimmer

## LUXURY LINER MINERAL WATERPROOF GEL PENCILS

Available in LUSH BLACK and LUSH BROWN

Mineral pencils infused with anti-aging fruit and vegetable extracts of Avocado, Lemon, Grapeseed, Tomato, Kiwi and Pear coupled with Vitamin E creates a formula that nourishes and hydrates the delicate eye area.

The double ended gel pencil glides on the lid like a liquid liner and can be used to feather, smoke or smudge with the blending sponge. Buildable color that is smudge proof and waterproof once it is applied. TIP: We recommend removing it with DOUBLE UP! Eye make-up remover.



## NEW LOCKING SIFTERS FOR LOOSE MINERAL POWDER JARS

The new 5 and 10 gram jars are now available with a sifter that opens, closes and locks into place.... no more spills!



## UPDATED DELUXE KABUKI

The new KABUKI brush is composed of duo hair, a natural goat and sable black base with a synthetic top. This can be used with liquid and cream products, or with all loose or pressed powders.



**TIP:** Clean all your brushes with BRUSH OUT! brush cleaner, that disinfects and dries within minutes. Safe to use on all brushes.



## LUXURY LINER SHARPENER

Perfect for keeping your liner sharp for precision application.

# *Fair Skin*TONES

Achieve the best results with a custom blended foundation that compliments your complexion and skin type.

The majority of fair women have yellow undertones. Very fair skin which burns easily may have pink or porcelain undertones and should use a cool based foundation.

Bronzers are perfect for perking up a dull complexion during the winter months. Apply a light dusting to the areas where the sun naturally shines on your face; forehead, cheeks and chin to give a sun kissed glow.

Peach tones are used to deliver a warm softer look. Place the peach blush on the apples of the cheeks and just above the cheekbones then apply similar shades on the eyes and lips for a soft monochromatic make-up look. Jazz up the eyes with the "hottest" color of liner this season which is cobalt blue. This will wake up the eyes and is the new alternative to black.



## CUSTOM BLEND



### TENDER EYE SHADOW

1/4+1/4 tsp. Light Coverage Intensifier  
1/4 tsp. Sand Frost  
1/4+1/4 tsp. Alabaster  
1/8 tsp. Moonlight Pearl  
1 tiny scoop Matte Red  
2 tiny scoops Matte Yellow  
(Package in 3g eyeshadow jar PP2)



### PURE EYE SHADOW

1/2 tsp. Light Mineral Powder  
1/4+1/4 tsp. Moonlight Pearl  
1/4 tsp. Alabaster  
1/8 tsp. Sunlight Gold  
1 tiny scoop Tigers Eye  
1 tiny scoop Amber  
3 tiny scoops Morganite  
(Package in 3g eyeshadow jar PP2)



### KINETIC EYE SHADOW

1/2+1/8 tsp. Copper Frost  
1/4 tsp. Crystal Frost  
1/8 tsp. Russet Frost  
1/8+1/8 tsp. Onyx  
1/8 tsp. Morganite  
1/8 tsp. Sunstone  
(Package in 3g eyeshadow jar PP2)



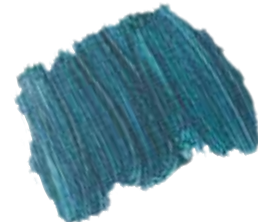
### EMBERLIGHT BRONZER

3/4 tsp. Translucent Modifier  
1/2 tsp. Sunlight Gold  
1/8 tsp. Sat Red  
1/4 tsp. Agate  
1/8 tsp. Tigers Eye  
1/8 tsp. Rose Quartz  
1/8 tsp. Garnet  
(Package in 5g blush jar PP3)



### MELODRAMATIC BLUSH

3/4 tsp. Translucent Modifier  
1/2+1/8 tsp. Sunlight Gold  
1/8 tsp. Tourmaline  
1/8 tsp. Coral Frost  
1/8+1/8 tsp. Sand Frost  
1/8 tsp. Moonlight Pearl  
2 tiny scoops Sunstone  
(Package in 5g blush jar PP3)



### NEPTUNE GEL EYELINER

4 pumps Fringe Benefit  
2 pumps Pearl  
3 pumps Thinner  
1 sml scoop Matte Dk Blue  
1 sml scoop Sat Green  
1 sml scoop Sat Blue  
2 tiny scoops Indigolite  
3 tiny scoops Onyx  
2 drops Whipping Cream  
(Package in 1/8 oz. glass jar FA19)



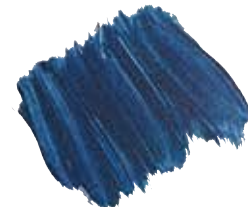
### IGNITE LIPSTICK

Crème Base  
.25 Magenta  
.25 Cocoa  
.25 Coral  
1 lg scoop Pink Gold Frost  
1 sm scoop Diamond Dust  
3 tiny scoops Gold Dust  
1.5 ml Moisture Additive



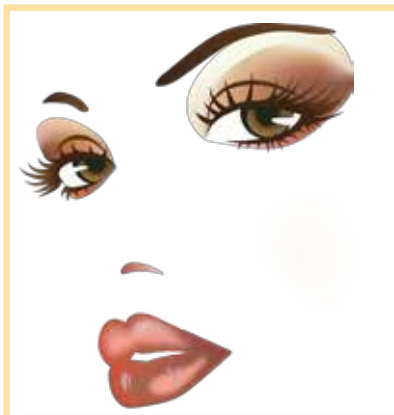
### WAI F LIP GLOSS

Lip Polish Base  
2 drops Peach  
2 drops Coral  
1 drop Cocoa  
1 tiny scoop Morganite  
2 tiny scoops Crystal Frost  
3 tiny scoops Diamond Dust  
1 tiny scoop Gold Dust  
(Package in lip gloss wand  
or package squeeze tube)



### SONIC GEL EYELINER

4 pumps Fringe Benefit  
4 pumps Thinner  
2 pumps Blue Toner  
2 sm scoops Matte Dk Blue  
1 sm scoop Sat Blue  
5 tiny scoops Moonlight Pearl  
2 tiny scoops Azurite  
2 drops Whipping Cream  
(Package in 1/8 oz. glass jar FA19)



### GINGER SKETCH STICK LIP LINER

Warm, Peach Brown

# Fair Skin

CUSTOM BLEND LOOK





## *Yellow Skin* TONES

A custom blended foundation with yellow undertones provide a natural, modern look and gives a flawless finish. Concealers should be a shade lighter than your foundation and have a slight yellow undertone.

Highlighters are recommended for yellow skin tones as the luminosity gives sallow skin a healthy glow. Apply to cheekbones, upper bridge of nose and brow bone.

The eyes are the most distinctive feature. If your client desires, you can create an almond shape by simply 'drawing on' a crease or you may enhance the existing shape with neutral smoky shades. Applying a dark eye liner will define the eyes and add definition. "Play Up" the eye shape with thick cat eye liner and go from natural to dramatic! As seen on the runway this season.

Kiss goodbye to the thin over tweezed eye brows, thick defined brows are the look of the season.

## CUSTOM BLEND



### KITTEN WHITE EYE SHADOW

1/2 tsp. Alabaster  
1/4 tsp. Crystal Frost  
1/8+1/4 tsp. Sunlight Gold  
1/4 tsp. Moonlight Pearl  
1 tiny scoop Fushia Frost  
1 tiny scoop Pink Gold Frost  
(Package in 3g eyeshadow jar PP2)



### FLEETING GLIMPSE BLUSH

1 tsp Translucent Modifier  
1/4+1/8 tsp. Rose Quartz  
1/8+1/8 tsp. Agate  
1/4 tsp. Garnet Frost  
1/8 tsp. Sunlight Gold  
(Package in 5g blush jar PP3)



### MOCHA MAUVE LIPSTICK

Butter Base  
.50 Cocoa  
.50 Brown  
.50 Blackberry  
.125 Black  
1 lg scoop Champagne Frost



### TAWNY EYE SHADOW

1/2 tsp. Med Mineral Powder  
1/4 tsp. Moonlight Pearl  
1/4 tsp. Rose Quartz  
1/8 tsp. Agate  
1/8 tsp. Sunlight Gold  
1/8 tsp. Light Mineral Powder  
(Package in 3g eyeshadow jar PP2)



### LIQUID HIGHLIGHTER

10 ml Thinner  
12 ml Pearl  
4 ml Pink Toner  
4 ml Oil Free Beige  
1 tiny scoop Morganite  
(Package in 1 oz pump bottle or airless pump)



### CHILL LIP GLOSS

Glace Base  
1 drop Blackberry  
1 tiny Diamond Dust  
1 tiny Champagne Frost  
6 drops Moisture Additive  
6 drops Silkening Modifier  
(Package in lip gloss wand or squeezetube)



### CHOCÓ-CHERRY EYE SHADOW

1/2+1/2 tsp. Agate  
1/8+1/8 tsp. Onyx  
4 tiny scoops Matte Dark Blue  
4 tiny scoops Matte Red  
4 tiny scoops Lapis  
1/8 tsp. Rubellite  
(Package in 3g eyeshadow jar PP2)

★  
NEW!



### LUSH BROWN LUXURY LINER GEL PENCIL

Eyeliner Pencil

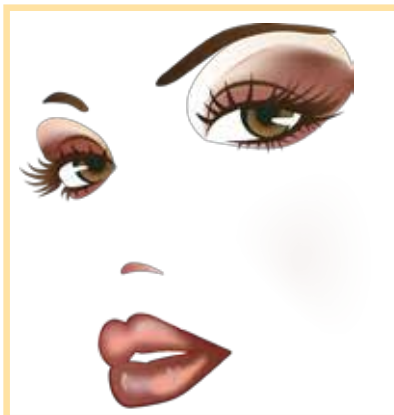


### COCOA SKETCH STICK LIP LINER

Cool Mahogany



### STUCK ON YOU Eyeliner Fixative



*Yellow Skin*  
CUSTOM BLEND LOOK



# *Dark Skin*

## **TONES**

Dark skin tones range from one end of the color spectrum to the other and finding the right shade can be tricky. Colorlab Cosmetics has revolutionized the cosmetic industry with its innovative custom blend products. You will be able to match every skin tone with the foundation and powder systems.

The Fall 2012 look is focusing on "Mesmerizing Eyes" Go bold! One of the great things about having a deeper complexion is you are able to wear bold shades that may overpower women with fair skin. Select the feature you want to enhance and focus on that area, leaving the rest of the face neutral. Such as "Play Up" the eyes with a smoky green shimmer with a medium gold copper shimmer and the cheeks and lips in warm terracotta shades.

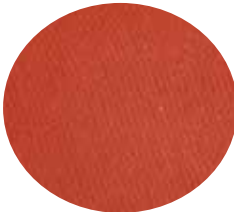




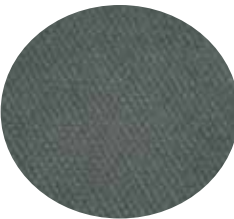
READY TO WEAR



**SHY EYE SHADOW**  
Neutral Soft, Gold, Shimmer



**FRESCO EYE SHADOW**  
Warm, Medium Golden Copper, Shimmer



STAFF  
FAVORITE!

**LEFT BANK EYE SHADOW**  
Neutral, Teal Shimmer

★  
NEW!



**LUSH BLACK LUXURY LINER  
GEL PENCIL**  
Eyeliner Pencil



**MEDIUM SENSATIONAL EYEST™  
OR TAWNY DISGUISE  
W/BLEND AND PERFECT BRUSH**  
Eye Shadow Primer



**PUPPY LOVE LIPSTICK**  
Neutral Beige, Shimmer



**FEMME FATALE  
LIP GLITZ**  
Neutral, Cocoa, Shimmer



**CINNABAR BLUSH**  
Matte, Warm, Burnished Terra-cotta



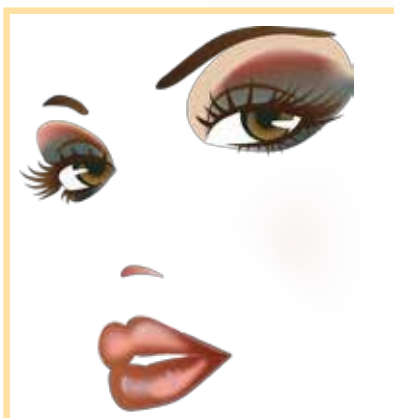
**FIG YOURS LIPSTICK**  
Warm, Red Brown



**MOCHA SKETCH STICK LIP LINER**  
Warm, Chocolate Brown



**EVA WONDERBROW  
W/ BROW WOW BRUSH**  
Black Brown



*Dark Skin*  
READY TO WEAR LOOK

# *Olive Skin* TONES

Another trend this fall is wearing a sultry, sexy lip. Fall's best colors are either very dark or blazing bright – take your pick. From intense red orange, burgundy to dark wine shades.

When the color focus is on the lips, soft focus the eyes and cheeks. In this look, the lips are the focal point with the model wearing a neutral red shimmer and the eyes are played down with our new Pink Mocha and Brandied Wine shadows. This look can be worn beautifully on all skin tones.

Skin tones vary with olive skin and these clients have difficulty finding their perfect foundation to match. Everyone is an individual with unique coloring and skin type therefore custom blending their makeup only makes sense. It's the way cosmetics should be! Having a perfectly matched foundation for all of your ethnic customers is vital. The Colorlab Cosmetics custom blend foundation and powder system allows you to create perfect products and gain loyal repeat customers.





READY TO WEAR



**MOTHER OF PEARL  
EYE SHADOW**  
Neutral, Pearl Shimmer

★  
**NEW!**



**PINK MOCHA  
EYE SHADOW**  
Cool, Mocha, Matte

★  
**NEW!**



**BRANDIED WINE  
EYE SHADOW**  
Neutral, Bronzed Plum Shimmer

★  
**NEW!**

**STAFF  
FAVORITE!**



**LUSH BROWN LUXURY LINER  
GEL PENCIL**  
Eyeliner Pencil



**MEDIUM SENSATIONAL EYEST™**  
Eye Primer  
**W/BLEND AND PERFECT BRUSH**

★  
**NEW!**



**READ MY MIND LIPSTICK**  
Neutral, Red Shimmer



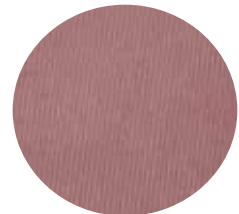
**MATTE VIXEN LIPSTICK**  
Cool, Berry Red



**SHOW STOPPER LIP GLOSS**  
Nude, Cranberry Shimmer



**LASH OF LUXURY MASCARA**  
Black



**BARELY PLUM BLUSH**  
Cool, Mauve Plum Shimmer



**BEST  
SELLER!**

**JULIA WONDERBROW  
W/ BROW WOW BRUSH**  
Dark Brown  
AVAILABLE IN 7 COLORS!



**COCOA SKETCH STICK**  
Cool, Mahogany



**Olive Skin**  
READY TO WEAR LOOK

# color<sup>2</sup>lab

MIX•OLOGY  
LIQUID LIPSTICKS



## PORT WINE

Gloss Base  
.5 Body Builder  
Wineberry 9 drops  
Red Red 9 drops  
Black 5 drops



## CRIMSON TIDE

Gloss Base  
.5 Body Builder  
Brown 3 drops  
Coral 5 drops  
Magenta 3 drops  
Crimson 2 drops  
Paprika 1 drop  
Ochre 1 drop  
Sand Frost 4 tiny scoops  
Bronze Frost 1 tiny scoop

MIX. HEAT. POUR into our popular squeeze tube or lip gloss wand.  
ADD Your Favorite Flavor or Essences!

## CUSTOM BLEND FOUNDATION AND POWDER SYSTEMS

ColorLab Cosmetics offers custom blending systems that allow you to make an endless array of foundation and powder products. You can make sheer moisture tints, full coverage foundations, rich mousse foundations, and concealers with the foundation system and you can make eye shadows, blushes, bronzers, translucent powders or high coverage powder foundations with the powder system. Whatever your customers need, you can customize it for them!

Most women have the hardest time finding a foundation that matches their skin perfectly without leaving a line of demarcation or breaking them out. That is one of the great benefits of having custom blend products you can match any skin tone with products that are actually good for the skin.



Our products are 100% pure minerals, no chemicals, fragrances, dyes, or artificial ingredients. They are paraben free and do not include talc or bismuth-oxychloride which are a known skin irritant. You can even add moisturizing botanicals, hydrating serums, or protective sunscreens to help balance and protect the skin.

Our superior quality, custom blend systems provide you with an unparalleled opportunity to offer exclusive products, foster customer loyalty and reap substantial profits.

# Custom



# Fall... Must Haves!

## SENSATIONAL EYES SHADOW PRIMER

Apply before any powdered eye shadow to hold the shadow in place all day without creasing. **Hydrolyzed Hibiscus Esculentus Extract** helps to smoothes the skin on the lids and reduces wrinkles by 26% when applied daily for 21 days.

Paraben free and available in 2 shades- Light and Medium. Place a thin layer from lash to brows using the **BLEND AND PERFECT** brush, and then apply your shadow. *(Shown in Medium)*



## STUCK ON YOU EYELINER FIXATIVE

Unique water-like product is used with any powder eye shadow to instantly create water-resistant eye liner in any color. Creates a long-lasting, smudge-proof, easy to use eyeliner that glides on smoothly.

This works great with any of the following brushes- **IT'S A FINE LINE**, **NO TIME LINE**, OR THE **BROW WOW BRUSH**.



## FRINGE BENEFIT

This primes the skin by giving a smooth, silky surface before makeup application. Especially good on skin with uneven texture or dry, flaky skin. Restores radiance and locks in moisture, while providing an antioxidant protection from environmental stress.

Place a small amount on the face and blend into the skin with the **GET EVEN** foundation brush. Paraben and fragrance free, it can be used alone, with airbrush makeup, or under your foundation.



## FLAWLESS FINISH HIGH DEFINITION POWDER

Ultra-fine, silky textured powder has a "soft focus" effect, reducing the appearance of skin imperfections and improving the overall look of the skin. Adapts to any skin tone, this finishing powder sets the makeup and is perfect for brides and photo shoots.

Paraben free, all natural ingredients floats across the skin and softens the appearance of lines and wrinkles. Best applied with the **KABUKI** brush for a smooth polished effect.



## GET YOUR PERFECT BROW IN JUST A FEW SIMPLE STEPS.



You'll be amazed how finding your perfect arch can complete your look, frame your face and change your appearance. Here's how:

1. Look straight into the mirror. Hold the end of a makeup brush vertically against one nostril. See where the brush meets your brow? That's where your brow should start. Tweeze in the middle between there and the other brow.



2. Next, to determine where your arch should be, take the end of the brush and place it from the nostril to the pupil of the eye. The spot where the brush hits the brow is where the top of the arch should be.



3. Then take the brush and place it from the nostril to the end of the eye. This is where the eyebrow should end.

Now, use the **WONDERBROW** with the **BROW WOW BRUSH** or a **SKETCH STICK BROW PENCIL** with very light, feathery strokes to fill in gaps along the entire brow line to create your perfect shape.

## HOW TO FIND THE RIGHT RED LIPSTICK FOR YOUR SKIN TONE

# Red

A lot of women shy away from red lipstick, but anyone can wear it! The most important thing to consider when wearing red lipstick is that not all reds are created equal and you need to find the right shade for your skin tone. Finding the right shade can make all the difference and help to brighten up your face!

Reds are really **HOT** this fall season and there are several different shades of red to choose from. You will want to choose the right one based on the undertone of your skin.

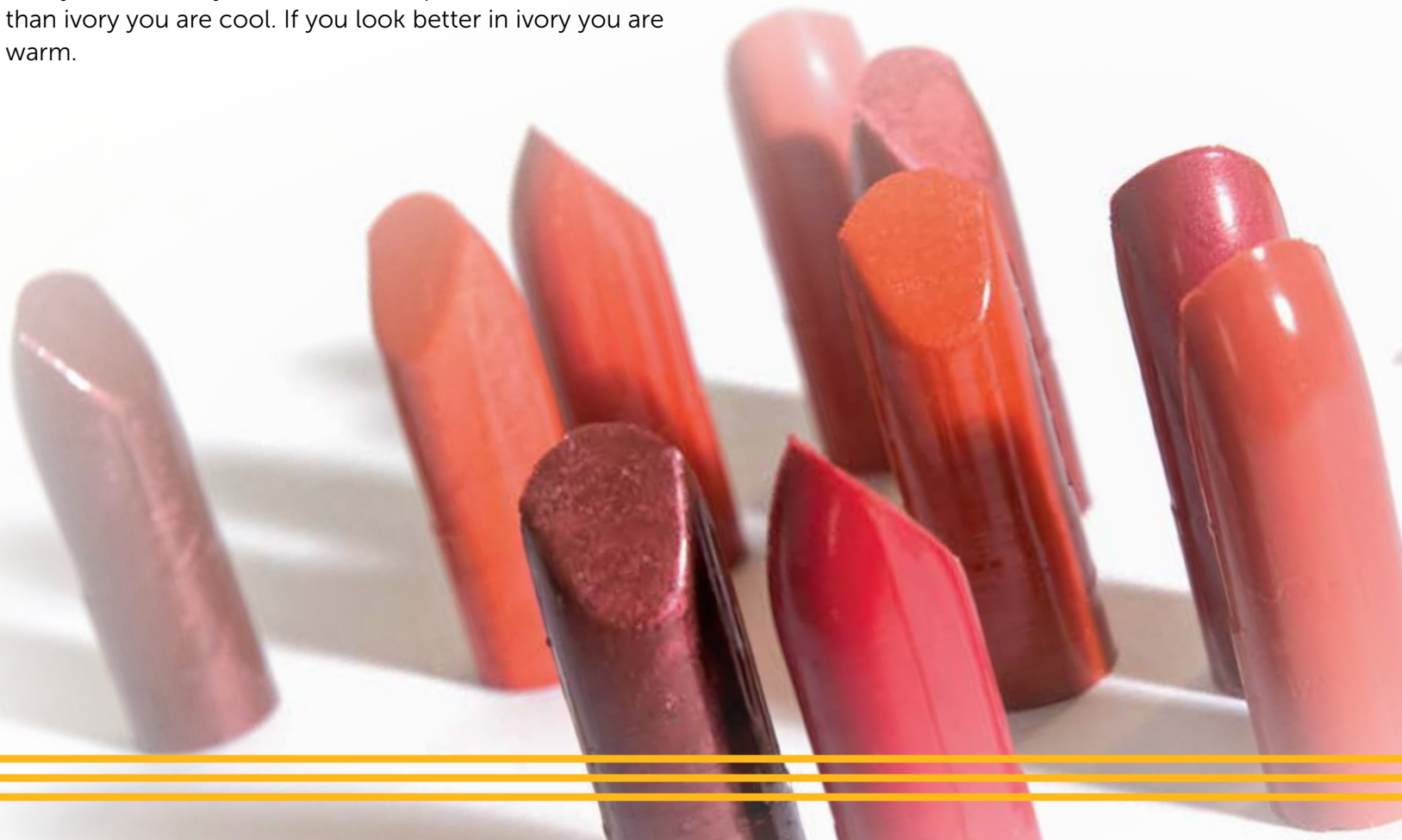
A couple quick ways to determine the undertone of your skin:

1. Find a piece of silver fabric and a piece of gold fabric. Hold each fabric next to your veins in your wrists. If your veins have a blue cast next to the silver, you are cool toned. If your veins have a yellow, or green cast next to the gold, you are warm toned.
2. Test your jewelry - do you look better in silver or gold? Silver is cool, gold is warm.
3. If you find that you look better in pure white rather than ivory you are cool. If you look better in ivory you are warm.

If you have cool undertones, choose red lipsticks that have pink or blue tones such as - **VOODOO** (cool, deep red), **MATTE SCARLET** (cool, cherry red), and **MATTE VIXEN** (cool, berry red).

If you have warm undertones choose red lipsticks that have orange or brownish tones such as- **FIG YOURS** (warm, red brown), **MATTE DIVA** (warm, coral red), and **MATTE SIREN** (warm, brick red).

You might also opt for choosing shades that are neutral and universally flattering on all skin tones such as - **MATTE ROUGE** (neutral brown red), **MATTE RETRO RED** (neutral red) and **AVANTE GARDE** (neutral, blackened red).





# Why Private Label?



Through the years the cosmetics industry has evolved, competition amongst businesses has become fierce and therefore there is more stress being placed on gaining coveted brand loyalty now than ever before. Consumers increasingly want product exclusivity and opportunities to express their individuality. Private label brands fill these consumer needs while benefiting the retailer through increased profit margins and strengthened brand and store loyalty. Creating your own private label cosmetics line is a great way to not only grow and extend your brand but an effective means for creating a competitive advantage.

Your brand is your identity. Your business name and logo should tell your clients something about you, while conveying to them a clear message of what your business stands for. The best logos evoke captivity, creativeness and class; all while encompassing what it is that you do. Colorlab Private Label Cosmetics affords you the opportunity to cut out your name brand retail lines and build up your own brand to the point where you have a significantly lower cost of goods and are able to sell them at a premium, as you grow your client base and increase brand loyalty.

## BENEFITS OF PRIVATE LABELING

**Profitability**  
Up to 400% markup value.  
Repeat business = ongoing revenue stream.

**Customer Loyalty**  
Custom blend systems provide you with an unparalleled opportunity to offer exclusive products with superior quality, foster customer loyalty.

**Exclusivity**  
This is your brand and your brand only!

**Tailored To Your Niche Market**  
Product selection and branding is uniquely tailored to meet your business' and clientele's needs.

## Colorlab Welcomes New Account Executives!



**AMY  
OHLSON**

Amy Ohlson, a graduate of University of Wisconsin – Madison, along with Carol Gugliemetti, a graduate of Northern Illinois University have a combined history totaling over 30 years of experience in Business Development, Retail Sales and Customer Servicing. Both are highly experienced in Make-up application, building product lines and custom blending.

We are excited to have them join the Colorlab team and bringing their talents to help you with all your customer needs.



**CAROL  
GUGLIEMETTI**

## MIX•OLOGY

### SHOW US YOUR STUFF AND 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 Spring 2013 newsletter. Please submit your recipes by Dec. 1, 2012 for the next contest.

#### SEND ENTRIES TO:

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

**COLORLAB COSMETICS**  
**1112 FIFTH AVE**  
**ROCKFORD, IL 61104**

PRST STD  
US POSTAGE  
PAID  
ROCKFORD, IL  
PERMIT #1244



#### 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**.

#### EDUCATION: SKYPE™ TRAINING

Colorlab Cosmetics is excited to announce that we are now offering SKYPE™ training for our new and existing customers.

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 bridal make-up. 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.)*



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