



color⁺lab

PRIVATE LABEL MAGAZINE

FALL 2010

New Products

RTW Lip Stains
Ultra Hydrating Botanical Complex
and more

Fall 2010: Lots of Luxe RTW, Custom & Holiday Looks

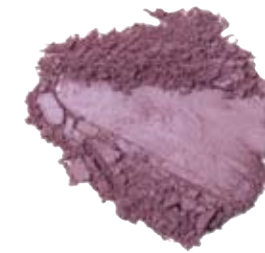
Colorlab Education

Fall Schedule

www.colorlabprivatelabel.com

Lots of Luxe

From the nouveau riche to the not-so-rich, everyone deserves a little luxury this fall. Eyes shimmer in shades of pale pink to royal purple. Cheeks are understated and cool. Lips speak volumes in creamy natural pink or sophisticated red. A shimmering gloss reminds us that glitz is good.



Purple Reign
Eyeshadow
(neutral, dusty wine, matte)



Personal Shopper
Lipstick
(neutral, pink rose, smooth creamy)



Private Showing
Eyeshadow
(neutral, blackberry, matte)



Avant Garde
Lipstick
(neutral, blackened red, smooth creamy)



Ingenue
Eyeshadow
(neutral, pale pink, shimmer)



Must Have
Lipgloss
(neutral, nude shimmer)



Mauvelous
Blush
(neutral, dusty mauve, shimmer)



Rosebud Sketch Stick®
for Lips



Marina Sketch Stick®
for Eyes



Add this ready-to-wear collection to your
Showcase Display.

Contact your account
representative for
more details.



Retro Red
Lipstick
(neutral, red, matte)





Street Chic

Natural glamour gets a no-nonsense spin. Earth toned shimmering eyes are smoke lined for focus. Cheeks create contrast with definition. Natural lips, in sheer or nude shades, command respect.



Gold Lamé Crème Eyeshadow
6 pumps Fringe Benefit
2 pumps Pearl Toner
3 pumps Thinner
1 large scoop Light MP
1 small scoop Gold Frost
5 tiny scoops Sand Frost
1 tiny scoop Bronze Frost
2 tiny scoops Gold Dust
2 tiny scoops Saturated Yellow MP
2 drops Whipping Crème Modifier



High Strung Lipstick
½ Matte, ½ Butter
Body Builder
.25 Russet
.50+.25 x 3 Peach
.125 Paprika
.125 + .125 Blackberry
.125 Brown
.125 x 3 Mahogany
1 small scoop Crystal Frost
1 small scoop Copper Frost
6 tiny scoops Opal Frost
1 tiny scoop Gold Dust
1 ml Moisture Additive
6 drops Silkening Modifier



3D Bronze Eyeshadow
½ t. Light MP
1/8 t. Amber MP
¼ t. Alabaster MP
¼ t. + 1/8 t. Crystal Frost
1/8 t. Gold Frost
3 tiny scoops Saturated Yellow MP
1 tiny scoop Nugget Foil



All About Me Lipstick
Butter Base
.50 Body Builder
.25+.125 Coral
.25+.25 White
.125 Marigold
.125 x 3 Cocoa
.25 Peach
1 drop Sapphire
1 Large scoop Crystal
1 small scoop Diamond Dust
3 tiny scoops Pink Gold Frost
2 tiny scoops Opal Frost
2 tiny scoops Gold Dust



Pop-Up Eyeshadow
½ t. Light MP
1/8 t. Amber MP
¼ t. Alabaster MP
¼ t. + 1/8 t. Crystal Frost
1/8 t. Gold Frost
3 tiny scoops Saturated Yellow MP
1 tiny scoop Nugget Foil



Untamed Blush
¼ t. Garnet Frost
¼ t. Sand Frost
¼ t. Gold Frost
¼ t. Bronze Frost
¾ t. Translucent Modifier MP
1/8 t. Rubellite MP
1/8 t. Coral Frost



Obsessed Lipgloss
Lip Polish or Smoothie Base
.25 Body Builder
2 drops Ruby-Red
3 tiny scoops Coral Frost
3 tiny scoops Champagne Frost
6 drops Moisture Additive

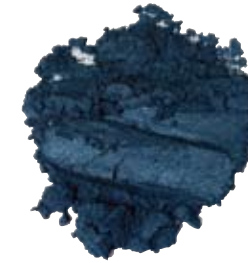


Ginger Sketch Stick®
for Lips

Caviar Sketch Stick®
for Eyes

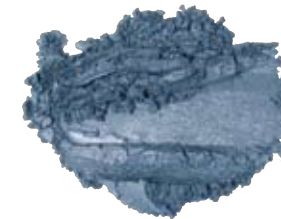
Evening Twilight

Dark and mysterious, this look is guaranteed to entice. Quintessential smoky eyes seduce an unsuspecting prey. An entrancing flush of color warms cheeks. Lips are spellbinding shades of wine, from rosé to cabernet.



Lunar Eyeshadow

½ t. + ¼ t. Onyx MP
¼ t. Silver Frost
¼ t. Lapis MP
1/8 t. Saturated Blue MP
1/8 t. Azurite Frost



After Midnight Eyeshadow

¼ t. Silver Frost
¼ t. Light Coverage Intensifier
1/8 t. Saturated Blue MP
1/8 t. Crystal Frost
1/8 t. Diamond Dust
1/8 t. Onyx MP
1/8 t. Lapis MP
1/8 t. Violet Frost
3 tiny scoops Gold Dust
3 tiny scoops Gold Frost
1 tiny scoop Rubellite MP



Nightfall Eyeshadow

¼ t. Light MP
½ t. Onyx MP
¼ t. Alabaster MP
1/8 t. Crystal Frost
1/8 t. Agate MP
1/8 t. Bronze Frost
4 tiny scoops Jade MP
2 tiny scoops Diamond Dust



Forbidden Blush

¾ t. Light MP
½ t. + ¼ t. Rose Quartz MP
¼ t. + 1/8 t. Sunlight Gold MP
1/8 t. Garnet Frost



Entranced Lipstick

Crème Base
.25 Mahogany
.50 + .25 + .25 White
.125 Blackberry
.125 + .125 Magenta
1 drop Sapphire
1 drop Ochre
1 small scoop Opal Frost
1 small scoop Crystal Frost
1 small scoop Champagne Frost
1 small scoop Pink Frost
2 ml Moisture Additive



Once Bitten Lipstick

Matte Base
1.0 Body Builder
.25 x 3 Wineberry
.25 x 3 Mahogany
.25 + .25 Brown
.25 Ruby Red
.25 Blackberry
.25 Crimson
.25 Black
6 drops Silkening Modifier



Immortal Lipgloss

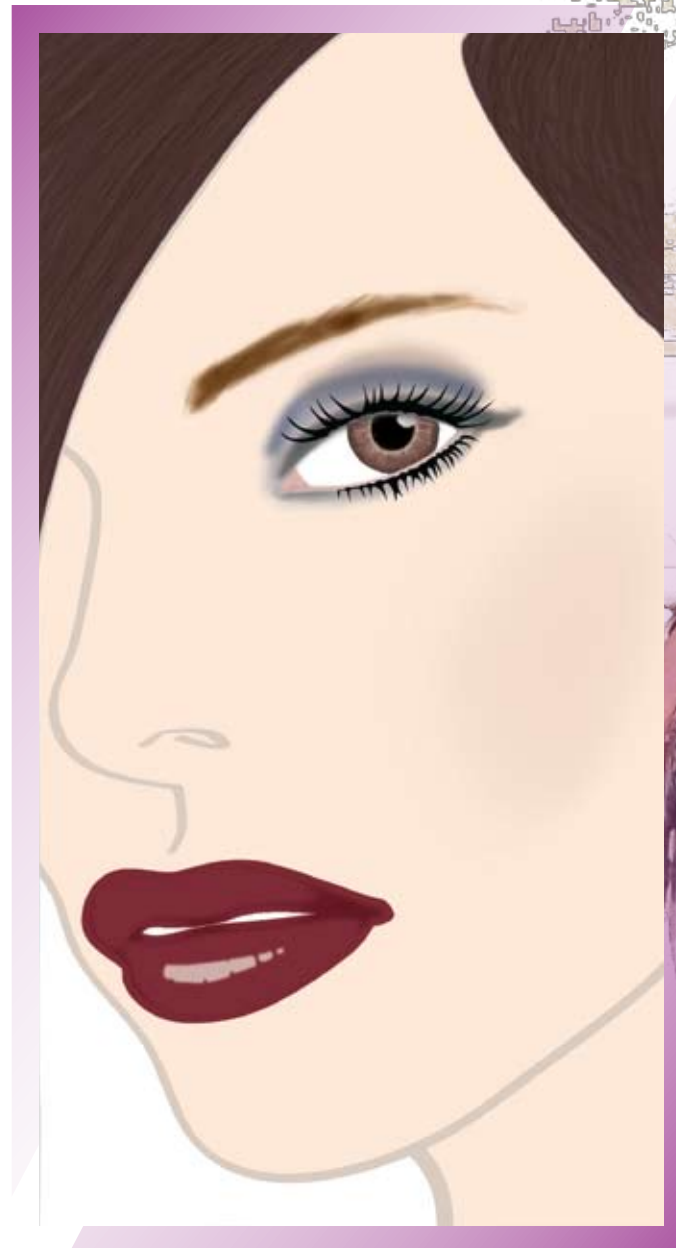
Glacé Base
.50 Body Builder
1 drop Blackberry
1 drop Crimson
1 drop Mahogany
1 drop Black
3 drops Silkening Modifier



Merlot Sketch Stick® for Lips



Jaded Sketch Stick® for Eyes



Stepping Out Holiday Look

A classic beauty twist takes claim to Holiday 2010. Eyes are bright and open with an intense liner. Cheeks are soft and neutral. Lips are anything but subtle and demand all the attention.



Silk Stockings Eyeshadow

½ t. Light Coverage Intensifier MP
1/8 t. Onyx MP
¼ t. Alabaster MP
1/8 t. Diamond Dust
1/8 t. Pink Frost
1/8 t. Champagne Frost
3 tiny scoops Morganite Frost
3 tiny scoops Crystal Frost
2 tiny scoops Coral Frost
2 tiny scoops Amber MP
2 tiny scoops Silver Frost



Emerald Green Eyeshadow

1/8 t. + 1/4 t. Saturated Green MP
1/8 t. + 1/8 t. Saturated Yellow MP
¼ t. Jade MP
½ t. Onyx MP
1 tiny scoop Diamond Dust
2 tiny scoops Gold Dust Frost
2 tiny scoops Indigolite Frost
2 tiny scoops Alexandrite Frost



Black Tie Crème Eye Liner

5 pumps Fringe Benefit
2 pumps Pearl Toner
2 pumps Thinner
2 pumps Black Toner
2 large scoops Onyx MP
4 tiny scoops Platinum Foil
2 tiny scoops Nugget Foil
4 tiny scoops Diamond Dust
3 tiny scoops Gold Dust
2 drops Whipping Crème Modifier



High Society Soufflé Blush

2 pumps Fringe Benefit
2 pumps Thinner
10 pumps Pearl Toner
8 pumps Blue-Red Toner
2 pumps Yellow-Red Toner
3 pumps Purple Toner
2 pumps Pink Toner
2 tiny scoops Opal Frost
1 tiny scoop Morganite Frost
2 tiny scoops Moonlight Pearl MP
6 drops Whipping Crème Modifier



Cha Cha Red Lipstick

Crème Base
1.0 Red Red
1.0 Paprika
.50 Wineberry
.50 Marigold
1.0 Body Builder
6 drops Multi Floral complex



Impeccable Lipstick

½ Crème ½ Butter
.25 x 3 Mahogany
.25 x 4 Brown
.25 + .25 Magenta
1 large scoop Pink Gold Frost
1 small scoop Pink Frost
3 tiny scoops Sienna Frost
.50 Body Builder
1.5 ml Moisture Additive



Updo Lipgloss

Glacé Base
.50 Body Builder
2 drops Red Red
2 drops Paprika
1 drop Wineberry
1 drop Marigold
6 drops Silkening Modifier



Kiss Sketch Stick® for Lips

**Dress up this look with
Highlight Glisten Up
Face & Body
Illuminator**



New Products

Ultra Hydrating Complex

Ultra Hydrating Complex is a potent blend of skin-firming, hyper-hydrating and wrinkle reducing ingredients that absorb instantly. Ultra Hydrating Complex is loaded with marine derived Sodium Hyaluronate (from Chondrus Crispus Seaweed and Chondrus Crispus Seaweed Extract) producing a moisture-locking treatment.

Use this complex with the Custom Blend Foundation system to create a hyper-hydrating, lightweight feeling foundation suitable for all skin types. Sold in 4 oz. pump bottle.

Recommend use: 6 to 12 pumps for a 1 oz. bottle.



Glisten Up! Face and Body Illuminator

This creamy formula is sheer to blend easily onto the face, cheekbones, brow bone, eyes, décolleté and body to accent them with a polished perfection. No greasy residue, just a beautiful soft glow. Pump it up for evening or holiday by applying additional layers. Our neutral luminous shade, Highlight, is suitable for all skin levels.

This product is beautiful with the Holiday 2010 look!



Custom Mineral Moisture Tint Base

This 'good for you formula' is lightweight and sheer for naturally radiant skin. The nourishing aloe-based formula is loaded with a full menu of active ingredients; Argireline, Collagen Tripeptides, Copper, Manganese, Zinc, Sodium PCA and Vitamins A, C and E.

Custom blend the shade to perfection utilizing foundation toners and additional additives.

Package in a 1 oz. spatula bottle or a 1 oz. jar.

Available in 4 shades: Fair, Light, Medium, Dark, 8 oz. bottle



Daily Dose Skin Nutrients

Daily Dose is a serum that is packed with nutrients that hydrate, firm, soften and reinvigorate the skin. Loaded with Sodium Hyaluronate derived from marine ingredients Chondrus Crispus Seaweed and Chondrus Crispus Seaweed Extract, delivers immediate visible results as it melts into the skin producing a moisture-locking treatment. This multifunctional serum can be used alone or as a booster for your favorite moisturizer or anti-wrinkle cream. Skin is left looking youthful, healthy, and fresh.

Directions: Apply to cleansed skin prior to moisturizer.

Makeup Saver Setting Mist: Firm and set in a 'flash'

Makeup Saver Setting Mist instantly reduces fine lines and firms skin with a soya protein while creating an invisible shield that extends makeup wear and holds it in place for hours. It is lightweight, breathable, heat and humidity resistant. Oil and paraben free. Available in 3 sizes, 1oz, 4oz & 8oz

Product can also be used to dilute our matte foundation bases so they can be used for airbrushing.



Minerals on the Move

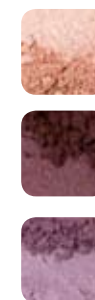
Welcome to the world of minerals where makeup delivers flawless coverage and acts as skincare. Everything you need for the perfect complexion from foundation to finishing touches in one kit. Available in 6 shades: Fair, Light, Medium, Tan, Warm Tan and Deep.

Minerals on the Move! is a complete mineral powder 9 piece starter kit. Each kit contains:

- 2 x 4g shades of Mineral Foundation
- 1 2.5g Mineral Luminescence All – over Eye and Face Color
- 1 2.5g Mineral Shadow
- 1 2.5g Mineral Blush
- 1 Lipstick
- 1 Eyeshadow Primer
- 1 Shadow Brush
- 1 Mini Kabuki Brush

Shadows

Three velvety smooth mineral eyeshadows made from pure micronized minerals brighten and illuminate eyes. Ingénue (neutral, pale pink, shimmer), Private Showing (neutral, dusty wine, matte), Purple Reign (neutral, blackberry, matte).



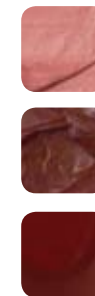
Blush

Pure micronized minerals give cheeks a subtle flush: Mauvelous (neutral, dusty mauve, shimmer)



Lipsticks

Botanically based and Vitamin E infused shades: Personal Shopper (neutral, pink rose, smooth creamy), Avantgarde (neutral, blackened red, smooth creamy), Retro Red (neutral, red, matte)



Lip Glitz

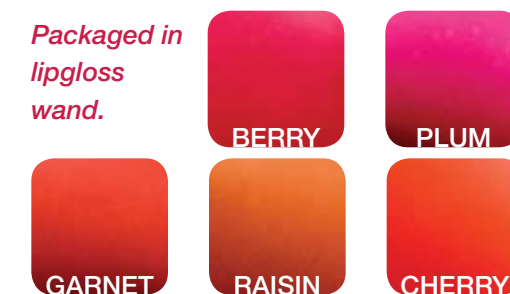
Sheer and infused with Vitamin E, lips shine with Must Have (neutral, nude shimmer)



Lip Stains

Long lasting, blendable lip and cheek stains can be worn alone or under lipstick to ensure color remains as lipstick fades. Use sparingly for a natural look on lips; apply a second coat for more vibrancy or layer the shades to create your own unique color. For cheek use, apply color to the desired area and blend with fingertips. Non-drying, alcohol-free formula.

Packaged in lipgloss wand.



To order call Toll Free 800.790.2417 or 815.965.2001

Due to printing process actual colors may vary

Staff Pick*

Illuminating Anti-aging Foundation Base

After months of searching for the perfect foundation base (and not finding it), Sylvia realized that she could *make* one with her Colorlab Foundation System. This light primer is perfect for the dry & cold days ahead. It hydrates, illuminates and protects from winter sun. Sylvia applies it after moisturizer and before foundation to even out the skin tone, smooth lines & wrinkles and refine pores.

- 20 ml Foundation Sunscreen Additive
- 10 ml Fringe Benefit
- 10 pumps Pearl toner
- .5 ml Ultra Soothing Botanical Complex
- .5 ml Copper Peptide Multi Mineral Complex
- .5 ml Ultra Firming Botanical Complex

Use about the size of a pearl (or maybe a tiny bit more), focusing on forehead lines, cheek pores, and around the nose and lips.

Package in: FA28, 1 oz. glass jar

Submitted by Sylvia Sheridan, Sheridan Formulations, Lakewood, WA

Ultra Matte Lipstick

Perfect red matte lipstick for the starlet in all of us! This formula creates a dry matte lipstick with extra long lasting qualities due to the addition of mineral powder in the formula. Stays in place all day and is almost transfer resistant.

- ½ Matte Base
- 1.5 Lip pigment of your choice
- 2 large scoops Light MP

Package in: LC16, sleek silver tube



Sparkling 'Topcoat'

Add some Vroom Vroom to your everyday lipstick with Sparkling Top Coat. Last minute cocktails after work with no time to primp, apply Sparkling Top Coat over your lipstick and voilà! It's "insta-glam" in a tube.

- Butter Base
 - 1 small scoop Crystal Frost
 - 1 small scoop Diamond Dust
 - 1 small scoop Gold Dust
 - 1 tiny scoop Nugget Foil
 - .50 Body Builder
 - 6 drops Silkening Modifier
 - 6 drops Multi Floral Complex
- Adds a subtle shimmer to any lipstick. (Used in the 2010 Holiday Look)

Package in: LC16, sleek silver tube



Due to printing process actual colors may vary



***Winner**
(of \$100 in free Colorlab Private Label products)

Colorlab Private Label is pleased to announce that we now rep Proderma™ Active Lifestyle skincare products.

Proderma offers your clients a balanced, lifelong skincare regimen that includes specific, targeted choices for maintaining healthy skin and a younger appearance. At any age, leading an active lifestyle requires special attention to the skin's daily needs. Proderma focuses on those needs in formulas

that limit environmental damage with advanced cosmetic, botanical and dermatological ingredients that provide critical moisturization, conditioning, vitamins and antioxidants.

Proderma's product lines are grouped by activity (Daily, Extended Outdoor Wear and Night) and arranged by skin area (Face, Body, Eye, Hand and Lip). These products protect against, and help skin recover from, premature aging related to the phototoxic effects of sun

exposure. Vitamins, antioxidants and botanical nutrients moisturize and condition while limiting the damaging effects of free radicals. Nutritive herbal extracts and cell repair botanical complexes promote skin conditioning, hydration and healing. Daily extended outdoor wear products have SPF from 15 to 50. Sample kits containing one of each item in the Proderma line are available for \$99.

Contact your Colorlab Account Representative for more information on the Proderma product line and wholesale pricing.



Colorlabprivatelabel.com gets more resourceful!

We've added some valuable new tools to the Resources tab of our website, colorlabprivatelabel.com. We hope these resources help you as you use your Colorlab products!

How-To Videos: If you've wondered how to make a product or use a new additive, then this is the place for you. These short videos demonstrate blending techniques, tips and product highlights. We have 8 videos posted so far and we'll be adding more.
<http://www.colorlabprivatelabel.com/resources/videos.html>

Ingredients: Technical Information & Product Presentation (TIPP) sheets on all of our custom and RTW products are now available in pdf form for you to download and print for your reference. These sheets are an invaluable resource for marketing your Colorlab products.

<http://www.colorlabprivatelabel.com/resources/ingredients.html>

TALK TO A COLORLAB REPRESENTATIVE: 800-790-2417 • 815-965-2001



Education

Earn CEUs* this Fall with Colorlab Education

Come join Colorlab Private Label for our intensive and insightful makeup training classes!

Makeup Classes

Makeup 101

The objective of this course is to provide students with the essential skills to become a makeup artist. This class is the fundamental building block for a strong foundation in the techniques of makeup artistry. Lectures combined with demonstrations are followed by hands on application with emphasis on perfecting the elements of the application.



Cost \$200

Includes Kit (Value \$55 wholesale)

Time: 10:00 am to 6:00 pm
7 CEU credits

Dates:

Rockford, IL Campus

September 20, 2010

October 18, 2010

November 15, 2010

San Antonio, TX Campus

October 18, 2010

Picture Perfect Bridal Makeup

Bridal Makeup is a fun and exciting way to combine your love of makeup with a great way of generating an income! Your makeup training will include how to do makeup on brides, color coordination and special techniques for Bridal Makeup.

Cost \$200

Includes Kit (Value \$55 wholesale)

Time: 10:00 am to 5:00 pm
6 CEU credits

Dates:

Rockford, IL Campus

September 27, 2010

2010

Conducting a Makeup Lesson

The class will provide students with a basic knowledge of the skin, and how to conduct a professional skin analysis. We will teach you how to use the appropriate tools and techniques in order to perform a thorough makeup lesson. We will discuss all types and textures of makeup products; how to pick the best makeup colors for every client; how to interact with your clients and sell more retail. This class is a must for those looking to increase their retail sales and gain repeat customers!

Cost \$200

Includes Kit (Value \$55 wholesale)

Time: 10:00 am to 6:00 pm
7 CEU credits

Dates:

Rockford, IL Campus

October 4, 2010

November 8, 2010



Airbrush Makeup

Be a part of this rewarding industry! Lead the wave in makeup application for the 21st century. Airbrushing is the technique preferred for digital and HDTV and is a 'must have' technique for those who work in the print, fashion and bridal industries.

Cost \$450

Includes dual action airbrush and compressor

Cost \$250

With your own airbrush and compressor

Minimum Requirement to attend:

Each student must have a dual action airbrush and a compatible compressor to attend.

Time: 9:30 am to 5:00 pm

6.5 CEU credits

Dates:

Rockford, IL Campus

November 8, 2010

San Antonio, TX Campus

September 20, 2010

October 4, 2010

October 25, 2010

November 22, 2010

December 6, 2010

December 13, 2010

Enrollment

In order to secure a place in class, you must register and pay at time of enrollment. Maximum class size is 8-12 students, so it is advisable to enroll early. No refunds will be given as class sizes are limited. Call your Colorlab Account Representative for more details.

***CEUs are for IL licensees only.**

Fall 2010 Fashion



COLORLAB COSMETICS
1112 FIFTH AVENUE
ROCKFORD, IL 61104

PRST STD
US POSTAGE
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ROCKFORD, IL
PERMIT NO. 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.

MIXOLOGY (SHOW US YOUR STUFF & WIN!)

Send in the Mixology recipes you've created using Colorlab Private Label's custom lip, mineral or foundation systems. Our staff will test the products and select a winner from all those received. The winner will receive \$100.00 in Colorlab products and have their product featured in our Spring/Summer 2011 newsletter. Please submit your recipes by December 1, 2010 for the next contest. Send entries to:

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

BUILD YOUR BRAND WITH THE COLORLAB PRINT STORE!

Our unique system allows you to design your own marketing materials, then order what you need, when you need it. Choose from a selection of images, add text and your logo. The ordering process is quick, secure, flexible and available 24/7. It provides you with a cost effective option for high quality, full color, personalized marketing materials. Visit our website, www.colorlabprivatelabel.com, click on the Resources tab, then scroll down the left side of the page to the *Custom Marketing Materials* header.

ONLINE CATALOG & NEWSLETTER IMAGES

Visit Colorlab Private Label's online catalog and find newsletter images you can print at

www.colorlabprivatelabel.com