

*jane iredale*  
THE SKINCARE MAKEUP®



**CLEAN BEAUTY.  
POWERFUL RESULTS.**



# DISCOVER

## *the jane iredale difference*

For 25 years, *jane iredale*—The Skincare Makeup® has been using innovative formulas comprising advanced technology, science and nature to achieve a look, feel, efficacy and shade range that set it apart from other makeup. Used by women in more than 45 countries, *jane iredale* is the make-up of choice for beauty professionals and make-up aficionados worldwide.

### WHAT SETS US APART?

- High-quality, natural ingredients nourish, protect and smooth your skin.
- Highly pigmented, pure mineral powders offer superior, long-lasting coverage in a wide range of beautiful shades and finishes.
- SPF products are reef-safe, highly water resistant, have multiple uses and are recommended by The Skin Cancer Foundation as effective broad spectrum sunscreens.
- Our natural and organic skincare delivers fast, long-lasting results for a clear, healthy complexion.

### CLEAN INGREDIENTS

All *jane iredale* skincare and make-up formulas are:



### CRUELTY-FREE

We are certified cruelty-free by:



In addition to mandatory testing for sun protection, stability and preservative efficacy, *jane iredale* conducts additional tests voluntarily for heavy metals, phototoxicity, comedogenicity and sensitivity.

### HUMAN REPEAT INSULT PATCH TEST (HRIPT)

HRIPT is an irritancy and sensitivity test. No sensitivity has been recorded for any of our products.

### COMEDOGENICITY TESTING

All of our products, except for lip and eye makeup, have undergone comedogenicity testing and shown to be noncomedogenic. Noncomedogenic products are less likely to clog pores and cause acne and are more suitable for sensitive skin.

Like the HRIPT test, comedogenicity testing is not required. We choose to perform this testing to ensure that our products are suitable for sensitive and acneic skin.

### HEAVY-METAL TESTING

Every *jane iredale* product including every shade of our lip colours is tested to ensure that trace elements fall below allowable levels for heavy metals including lead, mercury, arsenic and cadmium.

### PHOTOTOXICITY TESTING

All of our sunscreen products and those products containing citrus extracts have been tested for phototoxicity. The phototoxicity testing we have conducted has confirmed that our products are non-phototoxic. No adverse effects of unexpected reactions of any kind were observed. Most common phototoxic ingredients in cosmetics are citrus-based. The actual agents causing this sun sensitivity are known as furocoumarins. We use distilled citrus based extractions in our products except for our lemon peel oil which is cold pressed.



### SMOOTH AFFAIR® FACIAL PRIMER & BRIGHTENER

revolutionary primer and brightener  
reduces fine lines for a smooth, matte finish



NO WHEAT



TRANSLUCENT

### SMOOTH AFFAIR® FOR OILY SKIN FACIAL PRIMER & BRIGHTENER

revolutionary primer and brightener for oily skin  
reduces fine lines and fights blemishes for a  
smooth, matte finish



VEGAN



NO WHEAT



TRANSLUCENT

### ABSENCE® OIL CONTROL PRIMER

pH balancing primer  
unique oil-absorbing formula



NO SOY



TRANSLUCENT



# PRIMERS & CONCEALERS



## ACTIVE LIGHT® UNDER-EYE CONCEALER

concealer for under-eye shadows  
soft-focus brightener



NO WHEAT



NO SOY



NO. 1



NO. 2



NO. 3



NO. 4



NO. 5



NO. 6

## CIRCLE\DELETE® CONCEALER

colour corrector and highlighter  
creamy and conditioning



NO WHEAT



NO SOY



1



2



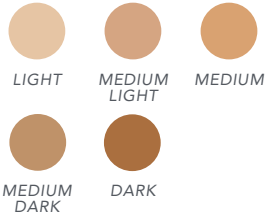
## ENLIGHTEN CONCEALER™

concealer for dark circles and hyperpigmentation



## DISAPPEAR™ FULL COVERAGE CONCEALER

concealer for acne-prone skin  
opaque coverage hides and heals breakouts



## ZAP&HIDE® BLEMISH CONCEALER

concealer for blemishes  
hides and soothes redness and irritation



## CORRECTIVE COLOURS

concealer for bruises and hyperpigmentation  
lightweight full coverage



# PRIMERS & CONCEALERS





**PUREPRESSED® BASE MINERAL FOUNDATION**

spf 20 and 15 broad spectrum sunscreen  
weightless sheer and semi-matte finish



VEGAN



NO WHEAT



NO SOY



REEF-SAFE



IVORY



BISQUE



WARM SILK



LIGHT  
BEIGE



SATIN



AMBER



RADIANT



WARM  
SIENNA



NATURAL



GOLDEN  
GLOW



SWEET  
HONEY



SUNTAN



HONEY  
BRONZE



LATTE



CARAMEL



GOLDEN  
TAN



TEAKWOOD



RIVIERA



FAWN



AUTUMN



COGNAC



WARM  
BROWN



VELVET



BITTER-  
SWEET



MAHOGANY



COCOA

# FOUNDATION



## AMAZING BASE® LOOSE MINERAL POWDER

spf 20 broad spectrum sunscreen  
luminous sheer to medium coverage



## DREAM TINT® TINTED MOISTURISER

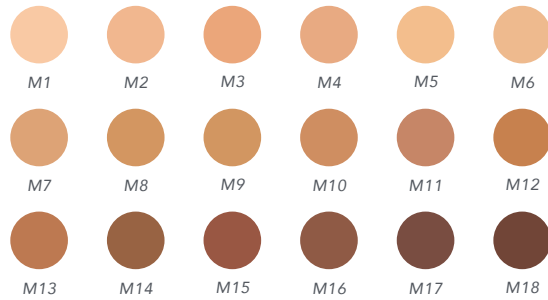
spf 15 broad spectrum sunscreen  
soft, soothing lightweight coverage





## BEYOND MATTE™ LIQUID FOUNDATION

semi-matte light to full coverage



# FOUNDATION



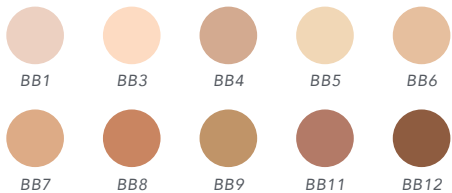
## LIQUID MINERALS® A FOUNDATION

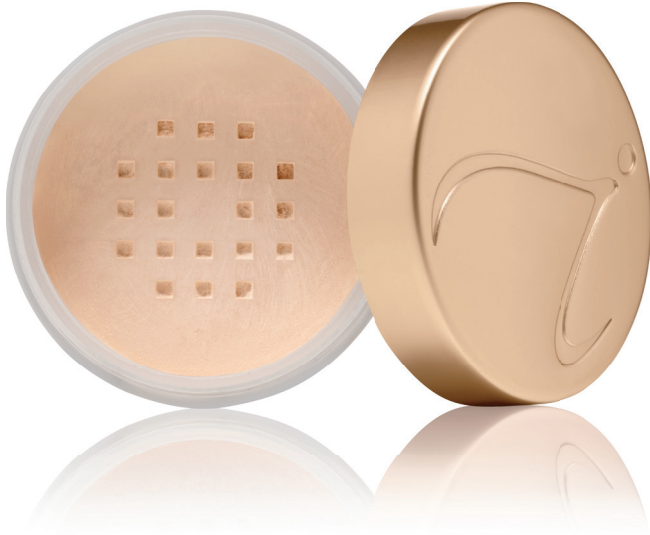
dewy sheer to medium coverage



## GLOW TIME® FULL COVERAGE MINERAL BB CREAM

spf 25 and 17 broad spectrum sunscreen  
luminous velvety finish





## AMAZING MATTE™ LOOSE FINISH POWDER

mattifying finishing powder  
nourishes and protects



VEGAN



NO WHEAT



NO SOY



TRANSLUCENT

## PUREMATTE® FINISH POWDER

shine-reducing finishing powder  
minimises the need for touch-ups



VEGAN



NO WHEAT



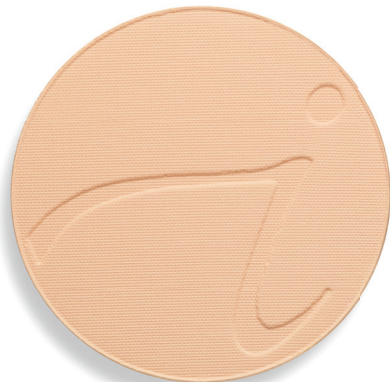
NO SOY



TRANSLUCENT



# MATTIFYING POWDERS & SUNSCREEN



## BEYOND MATTE® HD MATIFYING POWDER

matte finishing powder  
flawless velvety smooth finish



VEGAN



NO WHEAT



NO SOY



TRANSLUCENT



## POWDER-ME SPF® DRY SUNSCREEN

spf 30 broad spectrum sunscreen  
water-resistant coverage



VEGAN



NO WHEAT



NO SOY



REEF-SAFE



TRANSLUCENT



NUDE



GOLDEN



TANNED



## PURE & SIMPLE MAKEUP KIT

our best-selling products in a travel-sized case  
versatile palettes for a range of looks



LIGHT						
	BISQUE	WARM SILK	COPPER WIND	OYSTER	SUPERNOVA	FOREVER PEACH
MEDIUM LIGHT						
	AMBER	RADIANT	SHEER HONEY	OYSTER	SUPERNOVA	FOREVER PEACH
MEDIUM						
	WARM SIENNA	GOLDEN GLOW	MOCHA	OYSTER	SUPERNOVA	FOREVER PINK
MEDIUM DARK						
	GOLDEN GLOW	LATTE	DUBONNET	OYSTER	SUPERNOVA	FOREVER PINK
DARK						
	WARM BROWN	COCOA	MYSTIQUE	SUNLIT	JEWEL	FOREVER RED

## STARTER KIT

travel-sized make-up in an elegant case  
take the make-up you love wherever you go



LIGHT	MEDIUM LIGHT	MEDIUM	MEDIUM DARK

# COLOUR KITS



**LEMONGRASS LOVE  
HYDRATION SPRAY**

facial spritz  
reduces dryness, redness  
and limits the secretion of oils

**D<sub>2</sub>O™ HYDRATION  
SPRAY**

facial spritz  
reduces dryness,  
redness and sensitivity

**POMMISS™  
HYDRATION SPRAY**

facial spritz  
aids in minimising  
sun damage

**BALANCE HYDRATION  
SPRAY**

facial spritz  
balances oil production and pH



VEGAN



NO WHEAT



NO SOY



# HYDRATION



## HANDRINK® HAND CREAM

spf 15 broad spectrum sunscreen  
ultra-hydrating with refreshing  
Lemongrass Oil



VEGAN



NO WHEAT



NO SOY



REEF-SAFE



TRANSLUCENT



*jane iredale*

## HandDrink®

Hand Cream  
Crème pour les mains

SPF 15  
Broad Spectrum  
À large spectre

Net Wt. 60 ml/2.03 fl oz e



## POMMISS™

Hydration Spray  
Spray Hydratant

*jane iredale*



ORGANIC  
COSMETIC

Net Wt. 90 ml/3.04 fl oz e

Net Wt. 90 ml/3.04 fl oz e

ORGANIC  
COSMETIC





## GREATSHAPE™ CONTOUR KITS

contour, blush and highlight cheeks with buildable, natural-looking colour



NO WHEAT



NO SOY

COOL			
	COOL MATTE VANILLA	SOFT COOL PINK	MEDIUM MATTE BROWN
	WARM		
WARM MATTE CHAMPAGNE		MATTE PEACH	MEDIUM MATTE WARM BROWN
DEEP			
	CREAMY NEUTRAL WITH SHIMMER	MATTE GUAVA	MATTE CHOCOLATE BROWN

## IN TOUCH® CREAM BLUSH

cream-to-powder blush  
soft and natural



NO WHEAT



NO SOY



CANDID



CHARISMA



CHEMISTRY



CLARITY



CONNECTION

## IN TOUCH® HIGHLIGHTER

cream-to-powder highlighter  
natural-looking radiance



NO WHEAT



NO SOY



COMFORT



COMPLETE



## PUREPRESSED® BLUSH

light-diffusing cheek colour  
buildable colour



NO WHEAT



NO SOY



AWAKE



BARELY ROSE



CLEARLY PINK



COPPER WIND



COTTON CANDY



DUBONNET



FLAWLESS



MOCHA



MYSTIQUE



SHEER HONEY



SUNSET



QUEEN BEE



WHISPER

## BRONZER

blendable all-over bronzer  
sun-kissed radiance for every skin tone



MOONGLOW™



PEACHES  
& CREAM



ROSE DAWN™



SUNBEAM™



## SO-BRONZE® BRONZING POWDER

bronzing, contouring and highlighting powder  
gorgeous and glowing



1



2



3

## SMOOTH AFFAIR® FOR EYES EYE SHADOW/PRIMER

cream-to-powder eyelid primer  
weightless primer that doubles as an eye shadow



NO WHEAT



NO SOY



CANVAS

GOLD

ICED  
BROWN

LEMON

NAKED

PETAL



## EYE THERE® LIQUID EYE SHADOW

shimmering, creamy, crease-resistant colour



NO WHEAT



NO SOY



BROWN  
SILK

CHAMPAGNE  
SILK

PEACH  
SILK

## PUREPRESSED® EYE SHADOW DUO/TRIPLE

highly pigmented blendable colours for multiple looks



NO WHEAT



NO SOY



BERRIES  
& CREAM

GOLDEN  
PEACH

HUSH/  
SMOKY GREY

OYSTER/  
SUPERNOVA

SORBET

SUNLIT/  
JEWEL

BLUE  
HOUR

BROWN  
SUGAR

HARMONY

RAVISHING

TWILIGHT

PINK  
BLISS

PINK  
QUARTZ

SOFT  
KISS

SUNDOWN

SWEET  
SPOT

TRIPLE  
COGNAC





## PUREPRESSED® EYE SHADOW

highly pigmented, silky smooth colour that lasts



ALLURE



BONE



CAPPUCCINO



CHAMPAGNE



CREAM



DAWN



FOREST



HUSH



IRIS



NUDE



OYSTER



PEACH  
SHERBET



SMOKY  
GREY



STEAMY



SUPERNOVA



TAUPE



WHITE



WINK





## EYE SHADOW KIT

mix-and-match eye shadows, blendable shades in a gorgeous palette



NO WHEAT



NO SOY

DAYTIME	NATURALLY MATTE	NATURALLY GLAM	PURE BASICS	PURPLE RAIN	SMOKE GETS IN YOUR EYES	SOLAR FLARE
 OYSTER	 BUTTERCREAM	 FEATHER	 LACE PANTIES	 MIST	 NUDE	 AURORA
 ALMOND	 HUSH	 LACE	 T-SHIRT	 SPRINKLE	 VIOLET	 SUNSPOT
 CAPPUCCINO	 SLATE BROWN	 CHENILLE	 SILK BLOUSE	 SHOWER	 AUBERGINE	 CORONA
 DARK SUEDE	 EGGPLANT	 SATIN	 LEGGINGS	 CLOUDBURST	 SIZZLE	 FLASH
 CHARCOAL	 FUDGE	 VELVET	 CLASSIC PUMPS	 DELUGE	 SHEER GOLD	 COSMIC

## HIGHLIGHTER PENCIL

dual-ended buttery shimmer for eyes, cheeks and lips



DOUBLE  
DAZZLE



WHITE/  
PINK



## 24-KARAT GOLD DUST

gold dust shimmer powder a delicate gilded look for eyes, cheeks, lips, body and hair



VEGAN



NO WHEAT



NO SOY



GOLD

## MYSTIKOL® POWDERED EYELINER

moist-yet-powdery eyeliner  
creamy colour for soft, smoky eyes



VEGAN



NO WHEAT



NO SOY



AMETHYST



DARK  
TOPAZ



EMERALD



ONYX



SAPPHIRE



SMOKY  
QUARTZ



## EYE PENCIL

buttery soft and smooth



VEGAN



NO WHEAT



NO SOY



BASIC  
BLACK



BLACK/  
BROWN



BASIC  
BROWN



BLACK/  
GREY



MIDNIGHT  
BLUE



TAUPE



WHITE





## LIQUID EYELINER

defining brush  
nourishing and long-lasting colour



VEGAN



NO WHEAT



NO SOY



BLACK



BLACK/  
BROWN

## RETRACTABLE BROW PENCIL

ultra-fine precision tip plus shaping spoolie  
perfect, hairlike strokes



NO WHEAT



NO SOY



BLONDE



ASH  
BLONDE



BRUNETTE



MEDIUM  
BRUNETTE



DARK  
BRUNETTE





### PURELASH® LASH EXTENDER & CONDITIONER

ideal for sensitive eyes  
nourishes and lengthens lashes



NO SOY



TRANSLUCENT



### PUREBROW® BROW GEL

grooms and nourishes brows  
natural-looking colour and depth



NO SOY



BLONDE



AUBURN



BRUNETTE



CLEAR



### GREATSHAPE® EYEBROW KIT

travel-sized brow wax and powder  
adds colour and depth to brows



NO WHEAT



NO SOY



ASH BLONDE



BLONDE



BRUNETTE

## 1. PURELASH® LENGTHENING MASCARA

maximising mascara with a dual-edged brush conditions as it lengthens



JET  
BLACK



BROWN  
BLACK



NAVY

## 2. PURELASH® MASCARA

conditioning mascara ideal for sensitive eyes



BLACK  
ONYX



AGATE  
BROWN

## 3. LONGEST LASH THICKENING AND LENGTHENING MASCARA

volumising mascara builds full and feathery lashes



BLACK  
ICE



ESPRESSO







## TRIPLE LUXE LONG LASTING NATURALLY MOIST LIPSTICK™

softens, protects and hydrates lips  
creamy and matte



VEGAN



NO WHEAT



NO SOY



ELLA



ELLEN



GABBY



GWEN



JACKIE



JAMIE



JESSICA



JOANNA



MEGAN



MOLLY



NATALIE



ROSE



SAKURA



SHARON



STEPHANIE



SUSAN



TANIA



TRICIA



## JUST KISSED® LIP PLUMPER

tinted lip plumper  
for full and kissable lips



NO WHEAT



NO SOY



L.A.



MILAN



MONTREAL



NYC



PARIS



SYDNEY



TOKYO

## JUST KISSED® LIP AND CHEEK STAIN

customised colour for lips and cheeks  
adjusts to your body chemistry for a perfect match



NO WHEAT



NO SOY



FOREVER  
PINK



FOREVER  
PEACH



FOREVER  
RED





## LIP FIXATION® LIP STAIN/GLOSS

lip stain and gloss duo  
saturated colour and shine



NO WHEAT



NO SOY



CHERISH



COMPULSION



CRAVING



DESIRE



DEVOTION



FASCINATION



FETISH



PASSION



RAPTURE

## PUREGLOSS® LIP GLOSS

hydrating lip colour  
creamy and sheer



VEGAN



NO WHEAT



NO SOY



BEACH  
PLUM



BLOSSOM



CANDIED  
ROSE



CHERRIES  
JUBILEE



COSMO



CRABAPPLE



HOT  
CIDER



ICED  
MOCHA



KIR  
ROYAL



MARTINI



PINK  
CANDY



PINK  
GLACE



PINK  
LADY



PINK  
SMOOTHIE



ROSE  
CRUSH



SANGRIA



SNOW  
BERRY



SOFT  
PEACH



SPICED  
PEACH



SUGAR  
PLUM



VERY  
BERRY



WHITE  
TEA





## LIPDRINK® LIP BALM

spf 15 broad spectrum sunscreen  
dewy and refreshing



VEGAN



NO WHEAT



NO SOY



REEF-SAFE



BUFF



CRUSH



FLIRT



GIDDY



POUT



SHEER



TEASE

## LIP PENCIL

long-lasting base colour  
goes on smooth and stays on



NO WHEAT



NO SOY



BERRY



CRIMSON



EARTH  
RED



NUDE



NUTMEG



PEACH



PINK



PLUM



ROSE



SPICE



TERRA-  
COTTA





## SUGAR&BUTTER LIP EXFOLIATOR/PLUMPER

rejuvenating duo for lips  
smooth and oh-so-kissable



ORGANIC SUGAR SCRUB  
& L.A JUST KISSED LIP PLUMPER

## PLAYON® LIP CRAYON

pencil-style lip colour  
creamy and irresistibly playful



BLISSFUL



CHARMING



HOT



LUSCIOUS



NAUGHTY



SAUCY



SUNNY



YUMMY



## FOUNDATION AND BLUSH BRUSHES

1. KABUKI
2. WHITE FAN
3. CAMOUFLAGE
4. BLENDING
5. THE HANDI™
6. DOME
7. FOUNDATION
8. CHISEL POWDER
9. CONTOUR
10. BLENDING/  
CONTOURING





## MAGIC MITT®

microfibre make-up remover gently removes all traces of make-up using only warm water



## FLOCKED SPONGE

use to apply and blend minerals



## THE RETRACTABLE HANDI™

multipurpose travel brush a must for pressed powder application



## BOTANICAL MAKE-UP REMOVER

An all-over make-up remover, moisturising, soothing and containing no drying ingredients



## BOTANICAL BRUSH CLEANER™

gentle formula cleans and sanitises brushes



## PENCIL SHARPENERS

eye and lip pencil sharpener  
stainless steel blade for a precise tip

## EYE AND BROW BRUSHES



SCULPTING

LARGE SHADER

DELUXE SHADER

EYE SHADER

CHISEL SHADER

EYE CONTOUR

CREASE

SMUDGE

DETAIL

ANGLE LINER/BROW

BENT LINER

Eye Liner/Brow

EYE LINER/BROW  
(dual-ended)

DELUXE SPOOLIE



## PRIMERS & CONCEALERS

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### **ABSENCE® OIL CONTROL PRIMER (PAGE 4)**

Eliminates shine and controls oil, leaving skin with a perfectly smooth surface for the application of any of our mineral bases. Keeps colour true by forming an attraction barrier between the skin and make-up so that make-up lasts longer and skin stays shine-free.

**KEY INGREDIENTS:** Hydrated Silica | Kelp Extract | Green Tea Leaf Extract | Willow Bark Extract

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### **ACTIVE LIGHT® UNDER-EYE CONCEALER (PAGE 5)**

An under-eye concealer that refracts light, creating a soft-focus effect. Buckwheat Seed Extract has been shown to reduce puffiness.

**KEY INGREDIENTS:** Titanium Dioxide | Boron Nitride | Crambe Maritima Leaf Extract | Cucumber Fruit Extract | White Tea Leaf Extract

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### **CIRCLE\DELETE® CONCEALER (PAGE 5)**

An eye conditioner and concealer containing Moringa Butter and Avocado Oil, both high in vitamins A, C, D and E. Contains Green Tea Leaf Extract, a potent antioxidant.

**KEY INGREDIENTS:** Green Tea Leaf Extract | Laminaria Ochroleuca Extract | Moringa Seed Oil

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### **CORRECTIVE COLOURS (PAGE 6)**

A professional palette created for camouflaging all the stages of bruising. Also covers hyperpigmentation. The colours actually follow the "life cycle" of a bruise, concealing it at every stage.

**KEY INGREDIENTS:** Green Tea Leaf Extract | Iron Oxides | Moringa Butter | Avocado Oil

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### **DISAPPEAR™ CONCEALER (PAGE 6)**

Camouflages distractions such as acne and contains key ingredients that may help to clear blemishes. State-of-the-art liposome formula contains so much pigment that two layers will cover almost everything, including black tattoos.

**KEY INGREDIENTS:** Superoxide Dismutase | Vitamin C

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### **ENLIGHTEN CONCEALERTM (PAGE 6)**

The ultimate concealer for very dark under-eye circles, hyperpigmentation or bruising. Contains a mixture of concentrated extracts of Amazonian Marapuama, Suma Root and White Lily, plants that reduce the appearance of dark under-eye circles and puffiness, brighten and revitalize the look of tired eyes and hydrate and contribute to the appearance of firmer skin.

**KEY INGREDIENTS:** Moringa Seed Oil | Avocado Oil | Sunflower Seed Oil

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**SMOOTH AFFAIR® FACIAL PRIMER & BRIGHTENER (PAGE 4)**

Prepares the skin so make-up goes on smoother and lasts longer. Conditions, prevents moisture loss, minimises the appearance of pores, hydrates and brightens.

**KEY INGREDIENTS:** Coconut Alkanes | Pectin | Aloe Leaf Juice

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**SMOOTH AFFAIR® FOR OILY SKIN FACIAL PRIMER & BRIGHTENER (PAGE 4)**

Uses revolutionary PoreAway technology along with state-of-the-art mineral science that visibly reduces shine to create the ideal make-up canvas. Noticeably reduces the appearance of pores.

**KEY INGREDIENTS:** Coconut Alkanes | Green Tea Leaf Extract

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**ZAP&HIDE® BLEMISH CONCEALER (PAGE 6)**

A highly pigmented concealer that contains beneficial botanicals and antioxidants that soothe and minimise the appearance of redness. A hygienic patented metal tip stays cool even during product application.

**KEY INGREDIENTS:** Psoralea Corylifolia Extract | Tea Tree Leaf Oil | Leptosperum Scoparium Leaf Extract | Willow Bark Extract

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**FOUNDATION**

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**AMAZING BASE® LOOSE MINERAL POWDER SPF 20 BROAD SPECTRUM SUNSCREEN (PAGE 9)**

Luminous sheer to medium coverage. Made from micronized minerals, water resistant to 40 minutes. Contains antioxidants, Pine Bark Extract and Pomegranate Extract.

**KEY INGREDIENTS:** Titanium Dioxide | Zinc Oxide | Boron Nitride

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**BEYOND MATTE™ LIQUID FOUNDATION (PAGE 10)**

A clean, weightless, multitasking 3-in-1 foundation with buildable, stay-put coverage and a natural-looking semi matte finish.

**KEY INGREDIENTS:** Poretect™ | Xilogel® | Jojoba Seed Oil

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**DREAM TINT® TINTED MOISTURISER SPF 15 BROAD SPECTRUM SUNSCREEN (PAGE 9)**

Hydrates, prevents water loss and calms skin while providing water resistance to 40 minutes. Creates a soft-focus effect that minimises the look of pores and fine lines.

**KEY INGREDIENTS:** Titanium Dioxide | Boron Nitride | Algae Extract

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**GLOW TIME® FULL COVERAGE MINERAL BB CREAM SPF 25 AND SPF 17 BROAD SPECTRUM SUNSCREEN (PAGE 11)**

Covers blemishes, minimises pores, disguises wrinkles and smoothes and brightens skin. Water resistant to 40 minutes.

**KEY INGREDIENTS:** Titanium Dioxide | Grapefruit Extract | Aloe Leaf Juice

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## LIQUID MINERALS® A FOUNDATION (PAGE 11)

The beads, or spheres, visible in the airless pump are actually liposomes encapsulating liposomes. State-of-the-art technology prevents active ingredients from degrading and allows actives to time-release into the skin.

**KEY INGREDIENTS:** Hyaluronic Acid | Vitamin C | Coenzyme Q10

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## PUREPRESSED® BASE MINERAL FOUNDATION SPF 20 AND SPF 15 BROAD SPECTRUM SUNSCREEN (PAGE 8)

Weightless sheer matte coverage. Made from micronized minerals, water resistant to 40 minutes. Contains antioxidants, Pine Bark Extract and Pomegranate Extract (helps fight free radical production caused by sun exposure).

**KEY INGREDIENTS:** Titanium Dioxide | Zinc Oxide | Boron Nitride

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## MATTIFYING POWDERS & SUNSCREEN

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### AMAZING MATTE™ LOOSE FINISH POWDER (PAGE 12)

A loose setting or finishing powder. Controls oil and shine.

**KEY INGREDIENTS:** Rice Starch | Pomegranate Extract

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### BEYOND MATTE® HD MATTIFYING POWDER (PAGE 13)

Ultra water resistant. Proprietary technology eliminates shine, lessens transference, refines the appearance of pores and gives skin a flawless, smooth appearance.

**KEY INGREDIENTS:** Acrylates Crosspolymer

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### POWDER-ME SPF® DRY SUNSCREEN SPF 30 BROAD SPECTRUM SUNSCREEN (PAGE 13)

Functions as a dry sunscreen for face and body, water resistant to 40 minutes. Contains Titanium Dioxide and a natural clay that contains minerals that nourish and calm the skin.

**KEY INGREDIENTS:** Titanium Dioxide | Montmorillonite | Boron Nitride

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### PUREMATTE® FINISH POWDER (PAGE 12)

A translucent pressed powder that absorbs oil and eliminates shine. Can be worn under or over our mineral bases.

**KEY INGREDIENTS:** Rice Starch

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## COLOUR KITS

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### PURE & SIMPLE MAKE-UP KIT (PAGE 14)

Enhance your beauty with a collection of complementary colour products from *jane iredale*. Each Kit includes two PurePressed® Base shades, PurePressed® Blush, two PurePressed® Eye Shadows, Just Kissed Lip and Cheek Stain, plus two custom-designed application brushes.

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**STARTER KIT (PAGE 14)**

Discover the *jane iredale* difference with these essentials for amazing skin, bundled in a chic travel-sized cosmetic case with extra-large mirror. Each kit includes a sample size of Smooth Affair®, Amazing Base, PurePressed® Base, POMMISST™, a Mini Powder Brush and Cosmetic Bag.

**HYDRATION**

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**BALANCE HYDRATION SPRAY (PAGE 16)**

A hydration spritz formulated specifically to help balance skin's oil production and pH. Natural botanical oils and extracts to calm and feed the skin. Sets minerals.

**KEY INGREDIENTS:** Orange Essential Oil | Orange Peel Extract | Grapefruit Peel Extract | Green Tea Leaf Extract

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**D<sub>2</sub>O™ HYDRATION SPRAY (PAGE 16)**

A facial spritz that helps to hydrate, calm and protect the skin. Ylang Ylang fragrance. Sets minerals.

**KEY INGREDIENTS:** Ylang Ylang Flower Extract and Essential Oil | Chamomile Flower Extract

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**HANDDRINK® HAND CREAM SPF 15 BROAD SPECTRUM SUNSCREEN (PAGE 17)**

This ultrahydrating, never-greasy hand cream is infused with active ingredients and antioxidants that protect, moisturise and replenish. Delicately perfumed with Lemongrass Oil, nature's most luxurious moisturiser.

**KEY INGREDIENTS:** Lemongrass Oil | Chamomile Flower Extract

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**LEMONGRASS LOVE (PAGE 16)**

The hydrating, organic spritz contains chamomile flower extract to calm and soothe, while lemongrass oil refreshes skin and controls oil secretion.

**KEY INGREDIENTS:** Chamomile Flower Extract, Lemon Grass Extract, Lemon Peel Extract

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**POMMISST™ HYDRATION SPRAY (PAGE 16)**

A facial spritz with the added benefit of Pomegranate Extract, a powerful antioxidant. Hydrates, conditions and protects all skin types. Sets minerals.

**KEY INGREDIENTS:** Pomegranate Extract | White Tea Leaf Extract | Rosemary Leaf Extract

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**CHEEKS**

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**BRONZER (PAGE 21)**

Can be used on cheeks and lips, or as an all over bronzer. Includes four luxurious shades that can be mixed and matched to suit every mood.

**KEY INGREDIENTS:** Mica | Pine Bark Extract | Pomegranate Extract

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## **GREATSHAPE™ CONTOUR KIT (PAGE 19)**

Chisel your features to perfection in three quick and super-easy steps: contour, blush and highlight. Two GreatShape™ Contour Kits in a trio of natural-looking warm and cool matte shades add definition and blendable, buildable colour for warm, glowing skin.

**KEY INGREDIENTS:** Boron Nitride | Pomegranate Extract | Pine Bark Extract

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## **IN TOUCH® CREAM BLUSH (PAGE 20)**

Cream-to-powder blush. Can be applied under or over minerals for a natural or more dramatic look. Can also be applied on the lips.

**KEY INGREDIENTS:** Macadamia Esters | Beeswax

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## **IN TOUCH® HIGHLIGHTER (PAGE 20)**

A highlighter that gives skin a natural-looking radiance. May be applied to the tops of cheekbones, brow bones, and the bridge of the nose.

**KEY INGREDIENTS:** Mica | Moringa Seed Oil

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## **PUREPRESSED® BLUSH (PAGE 20)**

Provides a soft wash of just-blushed colour.

**KEY INGREDIENTS:** Mica | Boron Nitride

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## **SO-BRONZE® BRONZING POWDER (PAGE 21)**

Provides a natural, sun-kissed look. Use them separately (put shimmer on eyes or lips), or swirl the brush over both colours .

**KEY INGREDIENTS:** Boron Nitride | Pine Bark Extract | Pomegranate Extract

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# **EYES**

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## **24-KARAT GOLD DUST (PAGE 26)**

A shimmer powder created from Mica. This multi-purpose product can be used on cheeks, eyes and lips to create a delicate highlight. Or mix with your moisturiser for application to the body or with your favourite hair gel for added sparkle.

**KEY INGREDIENTS:** Mica

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## **EYE SHADOW KIT (PAGE 25)**

Packaged in a mirrored compact with application brush, our highly pigmented shadows are simple to blend, and stay put for gorgeous, crease-free, long-lasting eye colour. Use each shade alone, layer or blend together.

**KEY INGREDIENTS:** Boron Nitride | Pine Bark Extract

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**EYE SHERE® LIQUID EYE SHADOW (PAGE 22)**

Smooth, luxurious and shimmery formula. Will not crease or smear. Use alone or with eye shadows.

**KEY INGREDIENTS:** Mica | Trimethylsiloxysilicate | Copernicus Cerifera Cera

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**EYE PENCIL (PAGE 26)**

Soft formula will not tug at delicate skin. Made with conditioning oils and waxes.

**KEY INGREDIENTS:** Shea Butter | Macadamia Seed Oil | Vitamin E

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**GREATSHAPE™ EYEBROW KIT (PAGE 28)**

Contains everything needed for instant brow enhancement: three brushes, transparent botanical brow wax and pigmented brow powder. Packaged in a travel-sized, magnetic compact with a mirror.

**KEY INGREDIENTS:** Brow Powder: Mica | Dimethicone | Pine Bark Extract  
Brow Wax: Sunflower Seed Oil | Beeswax | Mica

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**HIGHLIGHTER PENCIL (PAGE 26)**

A jumbo, dual-ended pencil designed to highlight the eyes, lips and face. Highlights the inner corner of the eye.

**KEY INGREDIENTS:** Castor Seed Oil | Vitamin E | Beeswax

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**LIQUID EYELINER (PAGE 27)**

Highly pigmented and long-lasting. Latex-free.

**KEY INGREDIENTS:** Xanthan Gum | Rosemary Leaf Extract | Radish Root Extract

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**LONGEST LASH THICKENING AND LENGTHENING MASCARA (PAGE 29)**

Designed to make lashes look thicker and longer, naturally. Packaged in a squeezable tube with a wide brush that works with this formula to separate and define lashes, prevent clumping and create natural-looking lashes.

**KEY INGREDIENTS:** Algae Extract | Cellulose Fibers | Panthenol

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**MYSTIKOL® POWDERED EYELINER (PAGE 26)**

A new kind of eyeliner and that creates definition around the eyes for a soft, smoky-eye effect. This moist-yet-powdery product may be used to line the eyes or applied as an eye shadow that won't fade, crease or smear.

**KEY INGREDIENTS:** Mica | Iron Oxides

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**PUREBROW® BROW GEL (PAGE 28)**

Formulated with a proprietary blend of sea minerals to condition and protect brow hairs, making them healthier, smoother and more manageable. Tints brow hairs in a natural way.

**KEY INGREDIENTS:** Algae Extract | Panthenol | Hydrolyzed Wheat Protein

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### **PURELASH® LASH EXTENDER & CONDITIONER (PAGE 28)**

Enhances the appearance of thickness and length to lashes when used as a primer for mascara. Algae Extract improves health of lashes so they grow to full potential.

**KEY INGREDIENTS:** Panthenol | Algae Extract | Hydrolyzed Wheat Protein

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### **PURELASH® LENGTHENING MASCARA (PAGE 29)**

Designed to make lashes look longer, naturally. Formulated with Panthenol to condition lashes.

**KEY INGREDIENTS:** Panthenol | Hydrolyzed Wheat Protein | Cellulose Fibers

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### **PURELASH® MASCARA (PAGE 29)**

This mild, water-resistant formula was our first mascara, developed expressly for sensitive eyes. Resistant to smearing and flaking.

**KEY INGREDIENTS:** Hydrolyzed Wheat Protein | Panthenol | Algae Extract

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### **PUREPRESSED® EYE SHADOW (PAGE 22-23)**

Designed to enhance the colour and shape of the eye. Can be used wet or dry. Highly pigmented, crease-resistant and long-lasting.

**KEY INGREDIENTS:** Boron Nitride | Pine Bark Extract

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### **RETRACTABLE BROW PENCIL (PAGE 27)**

Expertly fills and defines with a dual ended, ultra-fine, retractable precision tip on one end and an expert shaping spoolie on the other. Available in three natural-looking colours .

**KEY INGREDIENTS:** Vitamin C | Vitamin E

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### **SMOOTH AFFAIR™ FOR EYES (PAGE 22)**

Keeps eye shadows from creasing and moving. Gets more life and longer wear out of eye shadow. Doubles as an eye shadow.

**KEY INGREDIENTS:** Cocoglycerides

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## **LIPS**

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### **JUST KISSED® LIP AND CHEEK STAIN (PAGE 32)**

Non-drying, long-lasting, stain adjusts to your own chemistry for an irresistible shade that will flatter your skin's undertone. Formulated with natural botanicals that nourish and moisturise skin, soothe and soften lips.

**KEY INGREDIENTS:** Triisostearyl Citrate | Olive and Avocado Oils | Rose Flower Wax and Beeswax

**JUST KISSED® LIP PLUMPER (PAGE 32)**

Tinted lip plumper with unique, time-released peptides designed to increase hydration.

**KEY INGREDIENTS:** Beeswax | Shea Butter | Palmitoyl Oligopeptide

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**LIPDRINK® LIP BALM SPF 15 BROAD SPECTRUM SUNSCREEN (PAGE 34)**

Three shades to choose from, two tinted shades add a pretty hint of colour to your protection. Combines a variety of waxes and oils to provide a protective shield.

**KEY INGREDIENTS:** Titanium Dioxide | Carrot Seed Oil | Avocado Oil

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**LIP FIXATION® LIP STAIN/GLOSS (PAGE 33)**

Stain gives long-lasting, rich lip colour without feathering. Delicious gloss highlights and accentuates the stain colour while conditioning the lips.

**KEY INGREDIENTS:** Lip Stain: Acrylates/Dimethicone Copolymer | Trimethylsiloxysilicate | Vitamin E  
Lip Gloss: Avocado Oil | Jojoba Seed Oil | Ginger Root Extract

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**LIP PENCIL (PAGE 34)**

Soft formula won't tug at delicate skin. Made with conditioning oils and waxes.

**KEY INGREDIENTS:** Shea Butter | Macadamia Seed Oil | Vitamin E

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**PLAYON® LIP CRAYON (PAGE 35)**

Seven modern and versatile shades give excellent colour payoff. Soft and creamy application that is easy to blend.

**KEY INGREDIENTS:** Castor Seed Oil | Ethylhexyl Palmitate | Vitamin E

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**PUREGLOSS® LIP GLOSS (PAGE 33)**

Moringa Butter and Avocado Oil make lips feel conditioned, moisturised, quenched and nourished. Pleasantly flavoured with Blackberry and Pomegranate Extracts, which are also potent antioxidants.

**KEY INGREDIENTS:** Lotus Flower Extract | Avocado and Sunflower Seed Oils | Moringa Oils and Orange Peel Wax

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**TRIBE LUXE LONG LASTING NATURALLY MOIST LIPSTICK™ (PAGE 31)**

The sleek tube is designed for easy and precise application and will delight with modern and versatile shades. The proven soothing properties of Moringa Oil saturate the lips with vitamins A & C and Tahitian Vanilla and Blackberry offer a subtle sweet flavour and fragrance.

**KEY INGREDIENTS:** Sunflower Seed Oil | Avocado Oil | Moringa Oil | Brassica Alba Sprout Extract

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**SUGAR&BUTTER LIP EXFOLIATOR/PLUMPER (PAGE 35)**

Organic Brown Sugar exfoliates dry lips. Shea Butter restores moisture to thirsty lips.

**KEY INGREDIENTS:** Lip Exfoliator: Turbinado Sugar | Macadamia Seed Oil | Jojoba Seed Oil  
Lip Plumper: Beeswax | Shea Butter | Palmitoyl Oligopeptide

## TOOLS

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### **ANGLE LINER/BROW (PAGE 38)**

A short, slanted brush. Use for shading brows or for eyeliner.

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### **BENT LINER (PAGE 38)**

An angled, eyeliner brush. Use eyeliners for a thin line.

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### **BLENDING (PAGE 36)**

A dual-length versatile brush that is ideal for use with both powder- and cream-based products.

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### **BLENDING/CONTOURING (PAGE 36)**

A large, angled top, medium-density, multi-purpose brush for use with any cream, liquid or powder product to contour and blend to a perfect finish.

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### **BOTANICAL BRUSH CLEANER™ (PAGE 38)**

A quick-drying brush cleaner and sanitizer designed for use when time is of the essence.

**KEY INGREDIENTS:** SD Alcohol 39-C | Witch Hazel Extract | Grapefruit Peel Oil

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### **BOTANICAL MAKE-UP REMOVER (PAGE 37)**

An all-over make-up remover, moisturising, soothing and containing no drying ingredients

**KEY INGREDIENTS:** Cucumber Fruit Extract, Algae Extract, Aloe Leaf Extract

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### **CAMOUFLAGE (PAGE 36)**

A small, flat, synthetic brush. Use with any cream-based products.

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### **CHISEL POWDER (PAGE 36)**

A long, full powder brush with medium-density bristles. The optimal tool for our loose powders.

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### **CHISEL SHADER (PAGE 38)**

A brush with shorter, firmer bristles than the Eye Shader or Deluxe Shader. Ideal for laying down and compacting shadows onto flat surfaces or specific areas.

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### **CONTOUR (PAGE 36)**

A large, flat structured, artistry brush with densely packed bristles, ideal for achieving targeted contouring along the cheekbones, forehead and jawline.

**CREASE (PAGE 38)**

A soft, long, tapered eye shadow brush. Thinner than the Eye Contour brush. Use when you want more eye definition.

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**DELUXE SHADER (PAGE 38)**

A long, flat, medium-density brush. Use for softest, smoothest shading around the eyes.

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**DELUXE SPOOLIE (PAGE 38)**

A brush used for grooming eyelashes and brows.

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**DETAIL (PAGE 38)**

A short, dense, brush used for any detail work in lines or around the eyes and lips.

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**DOME (PAGE 36)**

A soft, medium-sized, dome-shaped, multi-purpose brush ideal for highlighting with our bronzers or shimmer powders.

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**EYE CONTOUR (PAGE 38)**

A short, medium-density brush with a softly slanted tip. Use to apply eye shadow accent colour.

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**EYE LINER/BROW (PAGE 38)**

A short, blunt, firm, flat-edged brush. Use to apply liner. Flip over and use the sponge tip to smudge.

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**EYE SHADER (PAGE 38)**

A short, flat, medium-density brush. Use to apply eye shadow.

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**FLOCKED SPONGE (PAGE 37)**

A sponge with a nap that glides across the skin. Applies and blends minerals like no other sponge. Washable and will last forever. Synthetic (non-latex).

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**FOUNDATION (PAGE 36)**

A large, flat, brush. Use to evenly distribute a small amount of liquid, cream or gel product onto the skin.

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**KABUKI (PAGE 37)**

A large, soft, rounded brush for use with our loose powders.

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### **LARGE SHADER (PAGE 38)**

A short, wide, dense brush. Use for shading when you want a wider stroke of eye colour or to prime the entire eyelid with powder foundation.

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### **MAGIC MITT® (PAGE 37)**

Quickly and completely removes makeup using only water. Promotes the health of the skin because it does not affect the acid mantle. When this beneficial barrier is intact, it aids the skin in protecting itself from harmful and invasive bacteria. Made from a new generation of specially knitted microfibers that are able to penetrate oil films.

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### **PENCIL SHARPENERS (PAGE 38)**

These precision-made pencil sharpeners have stainless steel blades that can be used on all *jane iredale* make-up pencils. Sharpened pencils apply more easily and create more defined lines.

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### **RETRACTABLE LIP (PAGE 38)**

A retractable, small, soft, pointed brush. Use with lip products.

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### **SCULPTING (PAGE 38)**

A small, flat-headed, dense brush. Gives even blending of a small amount of liquid, cream or gel product onto the skin.

## PRODUCTS CONTAINING CARMINE

The following products contain carmine. Vegans and others concerned about animal derived products will want to avoid these make-up colours:

So-Bronze 1, So-Bronze 2, So-Bronze 3, Rose Dawn™ Bronzer, Peaches & Cream Bronzer

PurePressed® Blush: Barely Rose, Mystique, Sunset

PurePressed® Eye Shadow (Triples): Pink Quartz

PurePressed® Eye Shadow Kit: Smoke Gets in Your Eyes (Aubergine), Naturally Glam (Velvet)

Eye Shere® Liquid Eye Shadow: Peach Silk

Retractable Brow Kit: Dark Brunette

Smooth Affair® for Eyes: Petal

Eye Highlighter Pencil

GreatShape™ Contour Kit: Cool (blush), Deep (blush)

Lip Pencil: Berry, Crimson, Earth Red, Peach, Plum, Pink, Rose, Spice, Terra-cotta

PlayOn® Lip Crayon: Blissful, Luscious, Naughty.

## PRODUCTS CONTAINING BEESWAX OR ROYAL JELLY

Absence® Oil Control Primer, In Touch® Cream Blush, Sugar&Butter Lip Exfoliator/Plumper (plumper end), Just Kissed® Lip Plumper, Just Kissed® Lip and Cheek Stain, Lip Fixation® Lip Stain/Gloss (lip gloss), Active Light® Under-Eye Concealer, Circle\Delete® Concealer, Enlighten Concealer™, Corrective Colours, PureLash® Lengthening Mascara, Longest Lash Thickening and Lengthening Mascara, PureLash® Lash Extender & Conditioner, PureBrow® Brow Gel, GreatShape™ Brow Kit (brow wax), Eye Highlighter Pencil, Smooth Affair® Facial Primer & Brightener.

## PRODUCTS CONTAINING WHEAT

Absence® Oil Control Primer, Eye Highlighter Pencil, PureLash® Lash Extender & Conditioner, PureBrow® Brow Gel, PureLash® Mascara, PureLash® Lengthening Mascara.

## PRODUCTS CONTAINING LANOLIN

PlayOn® Lip Crayon.

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THE SKINCARE MAKEUP®