

Pure Color Envy Luxe Eyeshadow Quad



WHY THERE'S ONLY 1

Our luxurious four-pan palettes. Rich, creamy, vibrant shades in multiple finishes.

3 THINGS TO REMEMBER

LUXURY APPLICATION—
Rich, creamy shadows glide on effortlessly for vibrant color in one stroke. Shadows won't fall out onto face or under eyes during application, flake or dust.

LUXURY SHADES—
Multi-finish palettes feature neutral shades with a wash of color. Easily create natural everyday looks or build to intensify.

LUXURY WEAR—
Shadows adhere to eyelids for lasting wear that won't smudge, crease, accentuate or settle into fine lines.

SELL IT

Swatch all shades on the back of hand pointing out the vibrant color in one-stroke, different finishes and easy blending

EYE SHADOW + LINER PAIRING:

- Find the perfect complimentary liner.
- Swatch shadows horizontally on the hand
- Apply a complimentary liner vertically
- Share how the liner pairs perfectly with each shadow



HOW TO USE

Use the included applicator, an eyeshadow brush or your fingers to effortlessly apply and blend shadows.

Hooded/Hidden—Concentrate eye makeup around the lashline and lid so color is visible:

- Apply eyeliner tightly around the upper lashes and smudge medium or darker shade in the palette on top
- Open eyes to see if more needs to be added

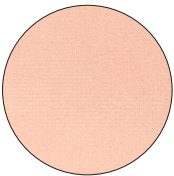
Deep Set—Brighten the crease and lid to bring eyes forward:

- Apply a lighter shade of eyeshadow onto the lid and into the crease.

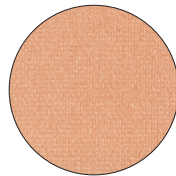
Mono Lid—Use deeper shades to create the appearance of a lid, concentrating on the outer corner of the eyes:

- Apply eyeliner tightly along the upper and lower lashlines and extend outward into a subtle cat eye.
- Blend a darker shade of eyeshadow into the outer corners of the eyes, extending up and out.

COLOR HIGHLIGHTS



MATTE—
No shimmer/sparkle shadow



SATIN—
Subtle luminous finish



SHIMMER—
Textured sparkle

Pure Color Envy Luxe Eyeshadow Quad



NATURAL EYE

- Apply the lightest shade from the lid to the crease
- Apply the medium shade above the crease, and along the lower lash line

NATURAL INTENSE EYE

- Start with above steps
- Use the darkest shade create a V-shape in the outer corner of the eye and blend into the crease
- Apply eyeliner on the upper lashline creating a wing shape, and under the lashline from the outer corner to mid-iris
- Immediately smudge/soften using a darker shade in palette with an eyeliner brush

SMOKY EYE

- Apply the darkest shade from lid to the crease using a patting motion, and under the lower lashline
- Apply the medium shade above the crease with a blending brush to soften the edges

SMOKY INTENSE EYE

- Start with above steps
- Repeat the day technique to intensify—patting the darker shade onto the lid and crease, blending with the medium shade above the crease
- Apply eyeliner along the upper and lower lashline. Immediately smudge/soften using a darker shade in palette with an eyeliner brush.
- BONUS TIP: For added dimension press the sparkle shade with your finger onto the lid

MONOCHROMATIC EYE

- Apply the medium shade from the lid to crease, and to the lower lashline
- Apply the light shade above the crease to blend

MONOCHROMATIC INTENSE EYE

- Start with above steps
- Using an eyeliner in the same color family as the eyeshadow, apply eyeliner thick and messy on the lid as the base
- Add sparkle shade over liner then blend/buff quickly
- Repeat the same technique along the lower lashline

FAQ

HOW IS IT THE SAME/DIFFERENT FROM THE CURRENT PURE COLOR ENVY SCULPTING EYESHADOW 5-COLOR PALETTE?

Both palettes feature neutral shades with different finishes and two applicators, and the new quads include a modernized shade lineup and improved formulas for vibrant color impact.

The NEW Pure Color Envy Eyeshadow Quad features 4 shades and is only meant to be used dry.

Pure Color Envy Sculpting Eyeshadow 5-Color Palette featured 5 shades and could be used wet or dry.

WHAT FINISH ARE THE EYESHADOWS?

Each palette has a mix of matte, satin and sparkle shades.

- Matte—no shimmer/sparkle shadow flattest matte
- Satin—subtle luminous finish
- Sparkle—textured sparkle

WHAT SHADES ARE AVAILABLE?

Shade Lineup/Description (1 – top row; left, 2 – top row; right, 3 – bottom row; left, 4 – bottom row right):

- Aubergine Dream (HERO SHADE): sparkling lavender (1), matte deep plum (2), matte pale peach (3), satin mauve (4)
- Desert Dunes (HERO SHADE): matte warm light beige (1), sparkling taupe (2), satin deep rich brown (3), matte camel (4)
- Boho Rose (HERO SHADE): satin pink peach (1), pale pink sparkle (2), matte pink taupe (3), satin warm brown (4)
- Indigo Night: sparkling rich blue (1), pastel peach matte (2), silver satin (3), satin deep black brown (4)
- Grey Haze: sheer white sparkle (1), satin warm light grey (2), satin warm medium grey (3), matte cool deep brown (4)
- Wild Earth: sparkling red with gold pearl (1), satin yellow gold (2), matte rich brown (3), satin copper (4)

WHAT LINERS PAIR PERFECTLY WITH EACH PALETTE?

- Aubergine Dream—Aubergine, Antique Burgundy, Onyx
- Desert Dunes—Cocoa, Night Diamond
- Boho Rose—Bronze, Cocoa, Espresso
- Indigo Night—Sapphire Sky, Onyx
- Grey Haze—Smoke, Onyx, Night Diamond
- Wild Earth—Onyx, Espresso, Cocoa

TIP! If you're not sure which liner to use, choose a neutral shade like Onyx, Espresso, Coffee or Smoke

HOW DO I SANITIZE THE SHADOWS?

Wipe shadows with a clean tissue before and after each use. Use new applicators or clean brushes only.

Pure Color Revitalizing Crystal Balms

WHY THERE'S ONLY 1

Inspired by the healing energy of crystals, 6 mood-boosting shades that give lips a hint of customized color.

3 THINGS TO REMEMBER

HYDRATES–

Helps rebuild the plumpness of your lips through moisture for 12 hours to provide overall healthier-looking lips.

MOOD-BOOSTING SHADES–

Available in 6 universal shades for all skin tones that react to the unique chemistry of your lips, providing a healthy tint of blooming color.

FEEL GOOD TEXTURE–

Lightweight, non-sticky, balmy texture melts onto lips.

SELL IT

Swipe Pure Color Revitalizing Crystal Balm on the inside of your customer's forefinger or back of hand.

Ask customer to notice the lightweight texture and sheer color.

HOW TO USE

Apply Pure Color Revitalizing Crystal Balm to the bottom lip. Watch and compare the difference between hydration and blooming color.

Demonstrate Day to Night Lips:

Define lips even more by adding lip pencil:

- Apply one coat of Crystal Balm to lips
- Line lips with a corresponding shade of Double Wear Stay-in-Place Lip Pencil
- Apply another coat of Crystal Balm on top for color and a healthy lip glow

COLOR HIGHLIGHTS



Cosmic Crystal:

Inspired by rose quartz. A shimmering sheer pink tint.



Love Crystal:

Inspired by pink sapphire. An alluring fuchsia tint with a touch of shimmer.



Caring Crystal:

Inspired by ruby. A shimmering warm raspberry red tint.



Hope Crystal:

Inspired by garnet. A rich blackberry tint with a sheer wash of glowing plum.



Sun Crystal:

Inspired by sunstone. A glistening peachy coral tint.



Divine Crystal:

Inspired by petalite. A mid-toned neutral tint with glowing shine.

FAQ

WHAT SHADES DO THESE BALMS COME IN?

Pure Color Revitalizing Crystal Balms come in 6 universal shades designed to flatter all skin tones.

- Cosmic Crystal: Inspired by rose quartz. A shimmering sheer pink tint.
- Caring Crystal: Inspired by ruby. A shimmering warm raspberry red tint.
- Sun Crystal: Inspired by sunstone. A glistening peachy coral tint.
- Love Crystal: Inspired by pink sapphire. An alluring fuchsia tint with a touch of shimmer.
- Hope Crystal: Inspired by garnet. A rich blackberry tint with a sheer wash of glowing plum.
- Divine Crystal: Inspired by petalite. A mid-toned neutral tint with glowing shine.

HOW DO I APPLY IT?

Swipe on lips once for a sheer hint of color. Keep swiping to build for more color. Reapply as needed whenever your lips need a dose of instant color and care.

DOES IT HYDRATE MY LIPS?

Yes. Pure Color Revitalizing Crystal Balm features a blend of hydrating ingredients to provide long-term moisture.

WHAT DOES EACH STONE FEATURED IN THE COLLECTION REPRESENT?



ROSE QUARTZ

Brings love of self, others, and any situation needing love. It's calming and peaceful.



RUBY

Encourages passion and a zest for life. Balances the heat and instills confidence.



SUNSTONE

Nurtures a positive outlook on life and helps you radiate joy.



PINK SAPPHIRE

Symbolizes loyalty, trust, and sincerity. Perfect for eternal and intense love.



GARNET

Revitalizes, purifies, and balances energy. Helps restore courage, hope, and confidence.



PETALITE

Awakens the soul and expands upon your awareness. Helps put you in touch with your mind, body & spirit.

Beautiful Magnolia Intense Eau de Parfum



WHY THERE'S ONLY 1

Our newest addition to the Beautiful Magnolia family—romantic, sensual, and passionate.

3 THINGS TO REMEMBER

TOP NOTES—

A youthful blend of colorful Mandarin Oil, crisp Violet Leaf and lively Cardamom. The trio mingles with Magnolia Chronofleur and reveals the natural freshness of a Magnolia blooming in the early morning.

MIDDLE NOTES—

A combination of Chinese Magnolia, Turkish Rose, Iris, and Orange Flower creates the scent of a sensual floral bouquet.

BOTTOM NOTES—

The magnificent woodiness of Cedarwood, Patchouli, Vanilla Bean and Soft Leather provides a modern and textured musk.

Fragrance type: Chypre Floral

SELL IT

INTRODUCE:

"I'd love to show you our newest fragrance, it is quickly becoming a customer favorite."

DEMONSTRATE WITH BENEFITS

As the customer experiences the fragrance on a blotter, offer the inspiration behind Beautiful Magnolia Intense. It may sound like:

"Beautiful Magnolia Intense is floral yet warm. It features Iris, Patchouli, and Chinese Magnolia. What do you think, can you imagine wearing this?"

SHARE YOUR PERSONAL TESTIMONY

Share what your or your customers love about wearing the fragrance. It may sound like:

"I love wearing this fragrance right now. I personally love the rich Turkish Rose scent. I get so many compliments and feel confident wearing it."

HOW TO USE

Use fragrance alone or on top of Beautiful Magnolia hand cream for a beautiful, earthy, floral scent that lasts all day.

PRO TIP: For a softer expression, spray in the air and walk through or spritz your hairbrush with the scent.

INGREDIENT HIGHLIGHTS



MAGNOLIA FLOWER—

In ancient China, the Magnolia flower was a symbol of mobility. Today, the Magnolia flower is a symbol of strength, nobility, and love.



IRIS—

The Iris' history is rich, dating back to ancient Greek times. Through its intricate history, the meanings of the Iris have come to include faith, hope, and wisdom.



PATCHOULI—

Known for its distinct, earthy, sweet scent, Patchouli thrives in warm and tropical climates. It originated and is still grown in Asia.

Beautiful Magnolia Intense

			
<p>BEAUTIFUL</p> <ul style="list-style-type: none">• TYPE: Floral• KEY NOTES: Rose, Tuberose, Jasmine• THEME: Bride–Romantic & Feminine	<p>BEAUTIFUL BELLE</p> <ul style="list-style-type: none">• TYPE: Floral Amber• KEY NOTES: Lychee, Mimosa, Marzipan Musk• THEME: Modern Bride–Carefree & Romantic	<p>BEAUTIFUL MAGNOLIA</p> <ul style="list-style-type: none">• TYPE: Floral Green• KEY NOTES: 2 types of Magnolias, Turkish Rose, Sandalwood• THEME: Love & Romance–Flirtatious, Romantic & Playful	<p>NEW! BEAUTIFUL MAGNOLIA INTENSE</p> <ul style="list-style-type: none">• TYPE: Chypre Floral• KEY NOTES: Magnolia, Iris, Patchouli• THEME: Love & Romance–Romantic, Sensual & Passionate

FAQ

WHAT ARE THE BEAUTIFUL FRAGRANCE TYPES?

- Beautiful: Lush Floral
- Beautiful Belle: Floral Amber
- Beautiful Magnolia: Floral Green
- Beautiful Magnolia Intense: Chypre Floral

WHAT IS CHYPRE?

This fragrance family is characterized by earthy woods such as patchouli blended with warm moss and rich florals sometimes with a citrus and fruity introduction.

HOW DOES BEAUTIFUL MAGNOLIA INTENSE COMPARE TO BEAUTIFUL MAGNOLIA?

Beautiful Magnolia Intense is a chypre floral—imagine smelling a bouquet of flowers with a hint of warmth and spice. Beautiful Magnolia is also a floral fragrance but has more of a fresh scent.”

WHAT ARE THE COMPETITORS OF BEAUTIFUL MAGNOLIA INTENSE?

- La Vie est Belle by Lancôme
- Coco Mademoiselle Intense by Chanel

WHAT IS CHRONOFLEUR TECHNOLOGY?

Beautiful Magnolia features a technology that obtains the most true-to-nature representation of a flower at a very specific time of day—in this case, the fresh scent of Magnolia at dawn.