

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

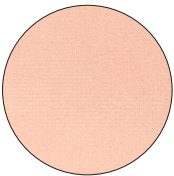
Deep Set—Brighten the crease and lid to bring eyes forward:

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

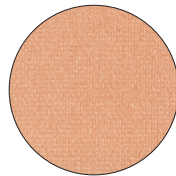
Mono Lid—Use deeper shades to create the appearance of a lid, concentrating on the outer corner of the eyes:

- 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

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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.