

# Too Faced P-L-A-Y TIME!

The Too Faced **PLAY** service model is your go-to guide to bring the **PINK UNIVERSE** to life!

When introducing your clients to our **NEW LAUNCHES**, it helps you connect with clients, and create a fun, personal experience that keeps them coming back, and building baskets while you're at it!



## **PERSONAL** Connection

- ♥ Invite your customer into the Too Faced playground
- ♥ Personalize to your customer's needs leveraging our indie spirit



## **LOVE LANGUAGE** Share the #1s

- ♥ Share how all roads lead back to our heroes
- ♥ Share what you love about Better Than Sex, Born This Way, Lip Injection & Kissing Jelly



## **APPLY & ADD**

### The products & add storytelling

- ♥ Using a playground of testers apply product & share how our innovation takes the mystery out of makeup
- ♥ Add product & brand stories to create a fun playful experience



## **YES**

### ...get the YES & bring it home!

- ♥ Get the "yes" from your clients
- ♥ YOUR customer says YES, YOU both win!
- ♥ YES yields sales growth

# *Too Faced* **BORN THIS WAY**

Now **UNLOCKED**  
with Next-Level Wear,  
Hydration & Performance

## **24-Hour Wear & Hydration**

Reduces appearance  
of pores, non-caking,  
non-poring, and  
non-streaking

## **Photo Friendly**

Reduces the appearance  
of pores and improves  
skin tone

## **Cruelty Free & Vegan Friendly**

## **PERFECT PAIRINGS**

Super Coverage Concealer  
Chocolate Soleil Bronzing Stick  
Makeup Insurance Setting Spray



## **Fade Resistant**

Color true, and transfer  
resistant

**97%**

Said this foundation leaves  
**SKIN FEELING MOISTURIZED**  
Said this foundation feels  
**COMFORTABLE**  
**ON SKIN**

**95%**

Said this foundation  
**EVENES SKIN TONE**  
Said this  
foundation  
**LOOKS LIKE**  
**NATURAL SKIN**

\*Consumer Study Results



# Too Faced BORN THIS WAY



## HOW TO APPLY:

- 1. Prime Time:** Mist your skin with **Makeup Insurance Setting Spray** to prep.
- 2. Born This Way Foundation:**
  - Use fingers for a skin-like finish, or a brush for a flawless airbrushed finish.
  - Start in the center of your face and blend out and down for that "you but better" look.
- 3. Super Coverage Concealer:**
  - Apply under eyes, around nose, chin, or wherever you want a little extra love.
  - Use a lighter shade to brighten or deeper shade to sculpt.
- 4. Chocolate Soleil Bronzing Stick:**
  - Glide onto cheekbones, forehead, jawline, and nose and tap into skin. When in doubt, tap it out.
- 5. Lock It Down:**
  - Mist Makeup Insurance Setting Spray all over to seal the deal for 18 hours of non-stop flawlessness.

**Pro Tip:** One Pump, Major Impact.

One pump goes a long way. She's not high-maintenance, she's just high-performance.

# Too Faced

## BORN THIS WAY

UNDETECTABLE MEDIUM-TO-FULL COVERAGE FOUNDATION

**SHOW 3 Products / SELL 2 Products**

**SHOW 3 PRODUCTS with CLOSING/LINKING PHRASES:**

**1. BTW Foundation**

*"Now that we found your perfect shade in Born This Way, let me grab <Shade Name> for you!"*

**2. BTW Coverage Concealer**

*"And since you love the undetectable coverage of Born This Way, let me show you its perfect partner, Born This Way Super Coverage Concealer."*

**3. One for FUN!**

*"I can't let you leave without showing you <Product Name>!"*

*"Let's complete your complexion look with <Product Name>!"*

*"I have to show you our newest multi-tasker!"*

**Product Suggestions:**

- Chocolate Soleil Bronzing & Sculpting Stick
- Cloud Crush Whipped Lip & Cheek

Scan the QR code to access the  
Shade Matching Finder Tool



## NEW: Too Faced Complexion Pass

The Too Faced Complexion pass allows clients to digitize their foundation shade so they can easily access their personalized shades to purchase.

Note: Only requested users will have access to the Complexion Pass.  
Once you receive your welcome/sign in email, here's what to expect...

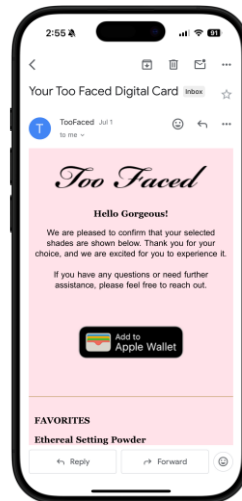
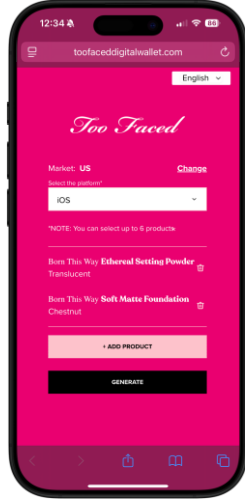
Login

Select  
Products  
/Shades

Choose to  
email or scan  
QR Code

Email

Wallet Card



# Too Faced

## CLOUD. CRUSH

Whipped  
Lip & Cheek Color

**Creamy  
multi-use  
whipped lip  
& cheek color**

### 8 Versatile Shades

Soft-focus flush that  
blends perfectly for a  
cloud-like kiss of  
color that lasts all day  
and smells like toasted  
marshmallows.



**Hydrating Blurring  
Formula Infused  
With Hyaluronic Oil**

Smooths dry, fine lines  
while delivering  
non-creasing wear  
on cheeks without  
disrupting foundation.

### 12-Hour Fade Resistant Wear

Color true,  
non-feathering,  
non-bleeding,  
and crease proof.



# Too Faced

## CLOUD CRUSH WHIPPED LIP & CHEEK COLOR



1. Milk & Cookies: Cool Nude Rose
2. Headliner: Warm Nude Rose
3. Bed Of Roses: Blushing True Mauve
4. Red Velvet: True Red
5. Super Candy Clouds: Cool Neon Pink
6. Hopeful Romantic: Rich Magenta Berry
7. Peach Blur: Muted Coral
8. Love Potion: Berry Red

### HOW TO APPLY:

**Lips:** Using the doe foot applicator, sweep over lips until desired level of coverage is reached. Tap to blur if desired.

**Cheeks:** Using the doe foot applicator, apply 1-3 dots on cheeks and blend with fingers or brush.

**Pro Tip:** Use a clean finger to blend the hydrating formula on your lips for a blurred effect, then tap the excess product from your finger on your cheeks for a simple & pretty pop of natural-looking color.

### PERFECT PAIRINGS

Born This Way Super Coverage

Lip Injection Extreme Lip Shaper  
Lip Liner

# Too Faced

Fall 2025

## Instant Moisture & Shine

The juicy lip gloss you love in mouthwatering new scents! This glossy lip oil formula hydrates with natural oils and smells as good as it looks.

## Sheer Candy Color That's Never Sticky

Wear alone or  
over lipstick

Vegan  
& Cruelty Free



Infused with  
Sunflower  
& Jojoba  
Seed Oils

3 New  
Juicy Shades

# Too Faced

## KISSING JELLY HYDRATING LIP OIL GLOSS



1. **PIÑA COLADA** - Clear with Gold Shimmer  
Smells like a Piña Colada!
2. **SWEET COTTON CANDY** - Cool Mint Blue  
Smells like cotton candy!
3. **GRAPE SODA** - Purple w/ Multi-Color Shimmer  
Smells like grape soda!
4. **BUBBLEGUM** - Pink with Gold Shimmer  
Smells like bubblegum!
5. **RASPBERRY** - Electric Fuchsia  
Smells like raspberries!
6. **SOUR WATERMELON** - Electric Coral Red  
Smells like watermelon!
7. **BIRTHDAY KISS** - Shimmering Magenta w/ Blue/Pink Sparkle  
Smells like vanilla birthday cake!
8. **CHERRY PIE** - Cherry Red  
Smells like cherry pie!
9. **STRAWBERRY FROSTING** - Clear w/ Pink & Gold Shimmer  
Smells like strawberry frosting!
10. **PEACH RINGS** - Shimmering Peachy-Orange  
Smells like peach rings!
11. **GREEN APPLE** - Soft Shimmering Green  
Smells like apple candy!
12. **CREAM SODA** - Sparkling Champagne  
Smells like cream soda!

### HOW TO APPLY:

Apply directly onto clean dry lips using the doe-foot applicator. Lay the doe-foot applicator flat against the lips to evenly distribute with a back-and-forth motion.

### PERFECT PAIRINGS

Kissing Juicy Tint  
Longwearing Lip Tint

Lip Shaper Plumping  
Lip Liner

### Pro Tips:

- Use alone for an ultra-nourished candy-gloss shine.
- Pair with **Kissing Juicy Tint** for all day color, then top off your shine any time with your favorite **Kissing Jelly** shade!
- Pair with **Lip Injection Extreme Lip Shaper** for an extra plump pout.



# Too Faced

Summer 2025

**Juicy Scented Lip  
Tint With Serious  
Staying Power.**

## 8 Juicy Scents

Cream Soda  
Bubblegum  
Strawberry Frosting  
Sour Watermelon  
Cherry Pie  
Raspberry  
Grape Soda  
Peach Rings

**Vegan**

**Free of:**

- Gluten
- Mineral Oil
- Parabens
- Silicones



**Instant Hydration  
& Shine**

Balmy gel cream feels smooth and bursts with lasting color and shine.

**Pairs Perfectly  
with Kissing Jelly  
Lip Oil Gloss**

Wear it alone for a yummy pop of color or mix & match with any Kissing Jelly shade for the ultimate lip treat.

# Too Faced

## KISSING JUICY TINT

### LIP TINT



**1.Cream Soda:** Rosy Nude

**2.Peach Rings:** Soft Coral

**3.Bubblegum:** Soft Pink

**4.Strawberry Frosting:** Hot Pink

**5.Sour Watermelon:** Coral Red

**6. Cherry Pie:** Cherry Red

**7. Raspberry:** Berry

**8.Grape Soda:** Deep Berry

#### PERFECT PAIRINGS

Kissing Jelly Lip Oil Gloss

Lip Injection Extreme  
Lip Shaper Plumping  
Lip Liner

#### HOW TO APPLY:

Swipe on lips until desired level of coverage and color is achieved. Reapply as needed.

Pro Tip: Top with a coat of Kissing Jelly Lip Oil Gloss to boost your shine!

# Too Faced

## LIP INJECTION

**MAXIMUM PLUMP**

### 12 Unique Shades & Finishes

Our MAXIMUM level plumping lip gloss is now available in new full-color shades with all the extra-strength plumping power you expect!

**96%**

Said this gloss leaves  
LIPS FEELING PLUMPED

Said this gloss leaves  
LIPS FEELING  
HYDRATED

**97%**

Said this gloss  
LEAVES LIPS FEELING  
SOFTER & SMOOTHER

\*In a study of 106 women over 1 week



Plumps,  
Hydrates, and  
Adds a Glossy  
Sheen on Lips

**Instant &  
Lasting Volume**

Lips Feel Soft,  
Smooth & Hydrated



# Too Faced LIP INJECTION

## MAXIMUM PLUMP



1. ORIGINAL – Subtle Holographic Pink
2. BLUEBERRY BUZZ - Lavender Purple w/ Shifting Blue Pearl
3. COTTON CANDY KISSES – Soft Peach Sparkle
4. YUMMY BEAR – Poppy Pink w/ Fuchsia Shimmer
5. CREAMSICLE TICKLE – Tangerine With Gold Shimmer
6. MAGIC CRYSTAL – Sheer Ballet Pink
7. A LA MODE – Nude Pink w/ Subtle Silver Shimmer
8. WINK WINK – Neon Pink Sparkle
9. HONEY – Light Nude
10. READY FOR IT – Midtone Nude
11. FULL SEND – True Mauve
12. LAVENDER DAZE – Holographic Lavender
13. BERRY CRUSH – Vibrant Fuchsia Berry

## PRO TIPS

**HOW TO APPLY:** For an instant sexy pout, apply Lip Injection Maximum Plump onto clean dry lips using the doe-foot-applicator.

**PRO TIP:** Defined & Plumped Lips

Step 1: Line and define the lips using Lip Injection Extreme Lip Shaper.

Step 2: Fill in the lips with choice of shade of Lip Injection Maximum Plump.

### PERFECT PAIRINGS

Lip Injection Extreme  
Lip Shaper

Better Than Sex  
Mascara

Ribbon Wrapped  
Lash Mascara