

BORN THIS WAY SUPER GLOW

Multi-Use Highlighting Skin Enhancer

SHARP GRABBER:

Are you ready to get your glow on with this new multi-use highlighting skin enhancer? How do you prefer to rock your glow?

BRAND DNA:

At Too Faced we believe makeup is power giving our clients the freedom to express themselves and the confidence to take over the world! Our goal is to give you the tools to create your own looks, find what you love and OWN YOUR PRETTY We are a cruelty free brand and unabashedly pink & feminine. We instill confidence & stand for kindness.

INNOVATION OR HERO PRODUCT(S):

Introducing our new and Sephora exclusive Born This Way Super Glow. A multi-tasking highlighter that allows you to customize your glow and build radiance wherever you like it.

INTRODUCE IT TO YOUR CLIENT:

This highlighting skin enhancer is formulated with 80% skin caring ingredients promising a hydrating, luminous complexion. This multi-tasking product can be worn alone or with makeup and gives a pearlescent finish that's never greasy or glittery. Where is 4 ways: as a primer, mixed with foundation, as a highlighter or alone on the face & body. Available in 6 gorgeous, versatile shades.

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LEARNING OBJECTIVE & WIFM:

By the end of our time together you will be an expert on Born This Way Super Glow and have the confidence to share with your clients what makes it amazing, how to apply, and what Too Faced BFFs to build the basket with!



SRP: \$53 CAD

OCD: January 2026

BORN THIS WAY SUPER GLOW

Multi-Use Highlighting Skin Enhancer

4 Ways to Apply it:

1. TO PRIME: Apply all over before using Born This Way Foundation for a subtle, lit from within glow.

2. MIXED WITH FOUNDATION : Before you apply, customize your radiance by mixing it with your Born This Way Foundation shade on the back of your hand for a pearl-like finish.

3. ON TOP OF FOUNDATION: After applying your Born This Way Foundation, tap & softly blend along the tops of the cheekbones, down the nose, above the cupid's bow, etc. for a beaming luminous look.

4. ON FACE & BODY: For an all-over glow, use alone on face, décolleté, or shoulders and anywhere else you want that all-over-glazed glow.

Pro Tip:

- Use Born This Way Super Coverage Concealer in a brightening shade under the eyes to lift and illuminate.
- For a more highlighted and glazed look, stipple with a dense brush.

Additional Training Assets:

[NALX](#)

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Benefits & Key Claims:

- ✓ Formulated with 80% skin caring ingredients including a complex of 12 emollients, hyaluronic acid, aloe & mimosa flower.
- ✓ Smooths & illuminates skin's appearance
- ✓ Hydrating & non-greasy formula that feels lightweight & cushion-soft
- ✓ Multi-use formula can be worn alone on face & body or with makeup
- ✓ Cruelty Free & Vegan

Who is it for?

- ✓ Someone who loves a radiant, luminous finish
- ✓ Someone who loves a versatile product that can be worn many ways
- ✓ Someone that loves to customize their makeup look

RETENTION:

What client will fall in love with Born This Way Super Glow and what can you share about the new launch to get them excited about it?

CALL TO ACTION:

I challenge you to introduce 3 clients to Born This Way Super Glow and demonstrate 2 of your favourite ways to use it.

LIP INJECTION LIP GLOSS

Cooling Instant Lip Plumper

SHARP GRABBER:

Too Faced is the #1 lip plumping brand in Canada and our cooling instant lip plumping gloss that you know, and love is now available in new packaging with 5 new gorgeous shades. ASK: Have you tried Lip Injection Lip Gloss before?

BRAND DNA:

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INNOVATION OR HERO PRODUCT(S):

Lip Injection Lip Gloss is now available in new packaging with five new shades and all the same instant cooling lip plumping benefits that you know and love.

INTRODUCE IT TO YOUR CLIENT:

Drench your lips in plush, multidimensional color while giving them a smoother appearance and a pretty plump. This gently cooling lip plumper promises instant plumping that's a more mild, comfortable all-day wear without the intense 'spicy' sensation. Available in 8 shades, including 5 new stunning options.

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LEARNING OBJECTIVE & WIFM:

By the end of our time together you will be an expert on our lip plumping franchise. You'll learn what makes Lip Injection Lip Gloss so amazing, what clients will love it and what Too Faced BFFs pair best with this new launch!



SRP: \$38 CAD

OCD: January 2026

LIP INJECTION LIP GLOSS

Cooling Instant Lip Plumper

Benefits & Key Claims

- ✓ Plumps, hydrates and adds a glossy sheen on lips
- ✓ Instant volume & smoother appearance of lips
- ✓ Cooling & mild lip plumping promises comfortable all-day wear

Who is it for?

- Someone looking for plump, fuller looking lips
- Someone who loves a lip gloss that's hydrating and smoothing
- Someone that wants lip plumping but finds Maximum Plump too intense
- Someone who loves a cooling lip gloss

How do you use it?

Apply directly on clean, dry lips using the doe-foot applicator

Pro Tip:

- For defined and plumped lips, line and define the lips using Lip Injection Extreme Lip Shaper then fill the lips with your choice of Lip Injection Lip Gloss.
- Use Born This Way Super Coverage to touch up and sculpt around the lips

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RETENTION:

1. What client will love Lip Injection Lip Gloss?

Listen For: Someone that wants lip plumping without the intense 'spicy' feeling. Someone who wants a fuller, smooth lip look.

2. What Too Faced BFFs can you pair with Lip Injection Lip Gloss to build a lip routine with your client?

Listen For: Lip Injection Extreme Lip Shaper Liner, Pillow Balm, Born This Way Super Coverage Concealer

CALL TO ACTION:

Invite your client to try on a new shade of Lip Injection Lip Gloss so they can experience the immediate cooling & plumping results.

Additional Training Assets:

[NALX](#)