Product Training Guide
Thank you for joining Beautycounter.

You are helping to spread our mission to get safer products into the hands of everyone.

We believe that the products you use on your face and body should be gentle, effective, and safer for your health and the planet. We approach product development with safety and performance in mind. That’s why we created our 5-Step Ingredient Selection Process, which prohibits over 1,500 ingredients from product formulations, screens ingredients for safety, and guides ingredient sourcing.

Transparency has been one of our values since the beginning, and we remain dedicated to it as we grow and continue to develop safer products for the whole family.

For our latest products, further education, and additional tips, visit beautycounter.com.
Ingredient Selection Process

The Federal Government hasn't passed a major federal law in the United States regulating the ingredients used in cosmetic and personal care products since 1938—a lot has changed since then.

Meanwhile, the European Union has banned more than 1,300 chemicals in the product formulas of personal care products and restricted the levels of over 250 more in such products. In Canada there is a list of nearly 600 ingredients that are prohibited or restricted for use in cosmetic products. The U.S. has only partially banned 30 to date.

At Beautycounter, we're committed to a health and safety standard that goes well beyond what’s required by U.S. law, and we’ve created an Ingredient Selection Process to ensure that our customers feel confident in the safety of our products.
STEP 1. BAN INTENTIONALLY
We’ve banned the use of more than 1,500 questionable or harmful chemicals through The Never List™—all while ensuring our products perform and that they’re as indulgent as any other luxe shampoo, lipstick, or oil in the market.

STEP 2. SCREEN RIGOROUSLY
Using the best available sources, we screen every potential ingredient for information on specific hazards like cancer, developmental toxicity, hormone-disruption, and infertility.

STEP 3. LEARN CONSTANTLY
There are major data gaps on most cosmetics ingredients, so we review emerging data regularly and even occasionally commission our own studies.

STEP 4. SOURCE RESPONSIBLY
We choose the best organic, natural, sustainable, and synthetic ingredients that meet our standards. Over 80% of the ingredients in our products are natural or plant-derived.

STEP 5. SHARE TRANSPARENTLY
Every formula ingredient, including known components of fragrances, flavors, and intentionally added preservatives, are listed on our product labels or on Beautycounter.com.
The Never List™ is robust, and made to help you recognize, understand, and avoid these ingredients commonly found in personal care products. We will never formulate our products with these ingredients:

**BENZALKONIUM CHLORIDE** a disinfectant used as a preservative and surfactant associated with severe skin, eye, and respiratory irritation and allergies. Found in: sunscreens, moisturizers.

**BHA AND BHT** synthetic antioxidants used to extend shelf life. They are likely carcinogens and hormone disruptors and may cause liver damage. Found in: lipsticks, moisturizers, diaper creams, and other cosmetics.

**COAL TAR HAIR DYES AND OTHER COAL TAR INGREDIENTS** a byproduct of coal processing that is a known carcinogen. It is used as a colorant and an anti-dandruff agent. Found in: hair dye, shampoo.

**ETHYLENEDIAMINETETRAACETIC ACID (EDTA)** a chelating (binding) agent added to cosmetics to improve stability. May be toxic to organs. Found in: hair color, moisturizers.

**ETHANOLAMINES (MEA/DEA/TEA)** surfactants and pH adjusters linked to allergies, skin toxicity, hormone disruption, and inhibited fetal brain development. Found in: hair dyes, mascara, foundation, fragrances, sunscreens, dry cleaning solvents, paint, pharmaceuticals.

**FORMALDEHYDE** used as a preservative in cosmetics. A known carcinogen that is also linked to asthma, neurotoxicity, and developmental toxicity. Present where quaternium-15, DMDM hydantoin, imidazolidinyl urea, diazolidinyl urea, sodium hydroxymethylglycinate, 2-bromo-2-nitropropane-1,3 diol (Bronopol), and several other preservatives are listed. Found in: shampoo, body wash, bubble bath.

**HYDROQUINONE** a skin-lightening chemical that inhibits the production of melanin and is linked to cancer, organ toxicity, and skin irritation. Found in: skin-lightening creams.

**METHYLISOTHIAZOLINONE AND METHYLCHELOROISOTHIAZOLINONE** chemical preservatives that are among the most common irritants, sensitizers, and causes of contact skin allergies. Found in: shampoo, conditioner, body wash.

**OXYBENZONE** sunscreen agent and ultraviolet light absorber linked to irritation, sensitization and allergies, and possible hormone disruption. Found in: sunscreen, moisturizer.

**PARABENS (METHYL-, ISOBUTYL-, PROPYL- AND OTHERS)** a class of preservatives commonly used to prevent the growth of bacteria and mold. Parabens are endocrine (or hormone) disruptors, which may alter important hormone mechanisms in our bodies. Found in: shampoo, face cleanser, body wash, body lotion, foundation.

**PHTHALATES (DBP, DEHP, DEP AND OTHERS)** a class of plasticizing chemicals used to make products more pliable or to make fragrances stick to skin. Phthalates disrupt the endocrine system and may cause birth defects. Found in: synthetic fragrance, nail polish, hairspray, plastic materials.

**POLYETHYLENE GLYCOL (PEG COMPOUNDS)** PEGs are widely used in cosmetics as thickeners, solvents, softeners, and moisture-carriers. Depending on manufacturing processes, PEGs may be contaminated with measurable amounts of ethylene oxide and 1,4-dioxane, which are both carcinogens. Found in: creams, sunscreen, shampoo.

**RETINYL PALMITATE AND RETINOL (VITAMIN A)** a nutrient that may damage DNA and speed the growth of skin tumors when used topically. Found in: moisturizer, anti-aging skincare.

**SODIUM LAURYL SULFATE AND SODIUM LAURETH SULFATE (SLS AND SLES)** SLS and SLES are surfactants that can cause skin irritation or trigger allergies. SLES is often contaminated with 1,4-dioxane, a byproduct of a petrochemical process called ethoxylation, which is used to process other chemicals in order to make them less harsh. Found in: shampoo, body wash, bubble bath.

**SYNTHETIC FLAVOR OR FRAGRANCE** an engineered scent or flavoring agent that may contain any combination of 3,000-plus stock chemical ingredients, including hormone disruptors and allergens. Fragrance formulas are protected under federal law’s classification of trade secrets and therefore can remain undisclosed. Found in: all types of cosmetics.

**TOLUENE** a volatile petrochemical solvent that is toxic to the immune system and can cause birth defects. Found in: nail polish.

**TRICLOSAN AND TRICLOCARBAN** antimicrobial pesticides toxic to the aquatic environment; may also impact human reproductive systems. Found in: liquid soap, soap bars, toothpaste.

Beautycounter will never test our finished products on animals, nor do we ask others to.

Sources: National Institutes of Environmental Health Sciences, CosIng, Health Canada, The Endocrine Disruption Exchange, EWG Skin Deep Cosmetics Database
Countermatch

Refeshed. Vibrant. Radiant. Skin at its peak performance. Countermatch Adaptive Moisture Lotion helps skin adapt to the every-changing aggressors of modern life by adjusting hydration and oxygenation levels throughout the day. Breakthrough Bio-Mimic Technology harnesses the unique life-giving properties of plants to exactly match the structure of skin, giving it precisely what it needs and nothing it doesn't.

More breakthrough Countermatch products coming soon!
Countermatch Adaptive Moisture Lotion

This lightweight lotion helps skin adapt to the ever-changing aggressors of modern life by adjusting hydration levels throughout the day for a smooth look and feel, and a radiant glow. Breakthrough Bio-Mimic Technology harnesses the unique life-giving properties of plants to exactly match the structure of skin, giving it precisely what it needs and nothing it doesn’t.

**SIZE:** 50 ml / 1.7 fl. oz.

**BEST FOR**
Normal, dry, combination/oily, and sensitive skin.

**PERFORMANCE & SELLING TIPS**
- Leaves skin refreshed, vibrant, and radiant.
- Helps skin function at peak performance.
- Lightweight formula absorbs quickly.
- Adjusts hydration levels throughout the day to keep skin within the optimal hydration zone for 24 hours.

**PRODUCT PROFILE**
- Vegan
- Preservative-free
- Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our Countermatch Day Cream naturally adapts to your skin’s hydration needs resulting in smoother, more even skin without the need for silicones or synthetic polymers.

**HOW TO USE**
Apply to face, neck, and chest after cleansing. Pairs perfectly with your favorite facial treatments, including serums and oils.

**KEY INGREDIENT BENEFITS**
- **Shea Butter:** rich in vitamin E to boost hydration.
- **Squalane:** derived from olives, it draws moisture into the skin and visibly restores elasticity.
- **Phytic Acid:** sourced from green rice, this gentle exfoliator boosts radiance and helps skin breathe for a natural-looking glow.
- **Plum Oil:** moisturizes and nourishes.
- **Salicylic acid:** helps even skin tone.
- **Arginine:** found naturally in beet root, it provides nutrients and energy for vibrant, healthy skin.

**INGREDIENT LIST**
Water (Aqua), Caprylic/Capric Triglyceride, Pentylene Glycol, Prunus Domestica Seed Extract, Glycerin, C12-16 Alcohols, Squalane, C10-18 Triglycerides, Butyrospermum Parkii (Shea) Butter, Palmitic Acid, Vegetable Oil, Arginine, Hydrogenated Lecithin, Phytic Acid, Behenyl Alcohol, Xanthan Gum, Tocopherol, Salicylic Acid, Aloe Barbadensis Leaf Juice, Hydrogenated Vegetable Oil, Helianthus Annuus (Sunflower) Seed Oil, Candelilla Wax.

**CROSS SELLING**
- Cleansing Balm
- No. 2 Plumping Facial Mist
- Rejuvenating Eye Cream
Essential Nourishing Collection

This easy skin care routine covers all the basics while offering ultimate nourishment. These safer staples are made with organic coconut oil to deliver rich hydration and long-term protection for normal and normal/dry skin types. Just Cleanse, Prep, and Protect for radiant looking skin.
Nourishing Cream Cleanser

Soothe and nourish skin as you wash away makeup and other impurities with this gentle daily cleanser. Lightweight yet moisturizing, the creamy formula contains witch hazel to tone skin, and coconut oil and aloe to help hydrate.

**SIZE:** 118 ml / 4 fl. oz.

**BEST FOR**

All skin types.

**PERFORMANCE & SELLING TIPS**

- Infused with botanicals that gently cleanse, soften, and soothe skin.
- Tones and refreshes skin.
- Removes makeup without stripping moisture.
- Versatile uses with and without water.

**PRODUCT PROFILE**

- Vegan
- Gluten-free*

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**WHY IS IT SAFER?**

Our Nourishing Cream Cleanser harnesses the power of sugar-derived surfactants to gently cleanse the skin, rather than using sulfate-based cleansers that can cause dryness or irritation.

**HOW TO USE**

Dampen skin, then gently massage cleanser onto face. Rinse thoroughly. To remove without rinsing, gently wipe away with a tissue or Cleansing Cloth.

**KEY INGREDIENT BENEFITS**

*Witch Hazel:* helps to tone and tighten.

*Organic Coconut Oil:* removes impurities while softening skin.

*Organic Green Tea Extract:* helps soothe and calm with rich antioxidants.

**INGREDIENT LIST**


*Organic

**CROSS SELLING**

- Nourishing Day Cream
- Nourishing Cream Exfoliator
- Tint Skin Foundation
Nourishing Cream Exfoliator

This gentle yet effective exfoliating cleanser sweeps away flaky skin and impurities to reveal fresh, radiant skin. Non-abrasive jojoba beads help smooth skin, while organic coconut oil and aloe soothe and hydrate.

**SIZE:** 118 ml / 4 fl. oz.

**BEST FOR**

All skin types.

**PERFORMANCE & SELLING TIPS**

- Perfectly round jojoba beads exfoliate to uncover glowing skin.
- Natural oils cleanse without stripping moisture.

**PRODUCT PROFILE**

- Vegan
- Gluten-free*
- Soy-free*

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**WHY IS IT SAFER?**

Our Nourishing Cream Exfoliator uses natural, biodegradable jojoba beads rather than plastic (which can sneak past wastewater treatment facilities and end up in waterways, affecting wildlife) so that our rivers and oceans stay clean.

**HOW TO USE**

Apply a small amount to damp skin and massage in circular motion. Rinse with warm water. Use 2–3 times per week.

**KEY INGREDIENT BENEFITS**

- **Aloe:** rich in vitamins B, C, and E to soothe and hydrate.
- **Organic Coconut Oil:** removes impurities while moisturizing and softening.
- **Geranium Extract:** promotes even-toned skin.

**INGREDIENT LIST**

Aqua/Water/Eau, Jojoba Esters, Cetearyl Alcohol, Decyl Glucoside, Glyceryl Stearate, Glycerin, Cetearyl Olivate, Cocos Nucifera (Coconut) Oil*, Stearic Acid, Cetyl Alcohol, Sorbitan Olivate, Cetearyl Glucoside, Caprylic/Capric Triglyceride, Aloe Barbadensis Leaf Juice, Lavandula Angustifolia (Lavender) Flower Extract*, Geranium Maculatum (Wild Geranium) Extract, Camellia Sinensis (Green Tea) Leaf Extract*, Xanthan Gum, Limnanthes Alba (Meadowfoam) Seed Oil, Sodium Cocoyl Alaninate, Xylitol, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Gluconolactone, Sodium Benzoate, Potassium Sorbate.

*Organic

**CROSS SELLING**

- Nourishing Day Cream
- Nourishing Eye Cream
Nourishing Rosewater Mist

Wake up your complexion with our skin-softening, toning spray, made with organic rose essence, purified water, and moisturizing sodium hyaluronate. It prepares skin for better absorption of skin care products.

SIZE: 48 ml / 1.6 fl. oz.  
BEST FOR  
All skin types.

PERFORMANCE & SELLING TIPS  
• Preps skin before treatments and moisturizers.  
• Gives an initial boost of hydration.  
• Refreshes and soothes for a daily pick-me-up.

PRODUCT PROFILE  
• Vegan  
• Soy-free*  
• Gluten-free*  
• Nut-free*  

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WHY IS IT SAFER?  
Our Nourishing Rosewater Mist is scented with organic rosewater instead of synthetic fragrances, many of which are linked to health issues like allergies, asthma, and hormone disruption.

KEY INGREDIENT BENEFITS  
Organic Rosewater: refreshes, nourishes, and soothes.  
Sodium Hyaluronate: hydrates complexion.

INGREDIENT LIST  
Aqua/Water/Eau, Rosa Damascena (Rose) Water*, Sodium Hyaluronate, Citrus Sinensis (Sweet Orange) Peel Oil, Rosmarinus Officinalis (Rosemary) Extract, Alcohol, Ethylhexylglycerin, Phenoxyethanol.  
*Organic

CROSS SELLING  
• Nourishing Eye Cream  
• Nourishing Day Cream

HOW TO USE  
After cleansing, spray generously onto a cotton pad and sweep all over face and neck. Follow with your favorite treatment and moisturizer. Can also be used as a refreshing mist by spritzing directly onto face.
Nourishing Eye Cream

Pamper the delicate skin around eyes with our lightweight, soothing eye cream. Rich in aloe and organic coconut oil, this unscented formula is easily absorbed and offers an instant boost of moisture.

**SIZE:** 13.3 ml / 0.45 fl. oz.

**BEST FOR**
All skin types.

**PERFORMANCE & SELLING TIPS**
- Provides moisture without a heavy or greasy feeling.
- Nourishes and softens the delicate skin around eyes.
- Multi-use, either under or over makeup.

**PRODUCT PROFILE**
- Vegan
- Unscented
- Nut-free*
- Gluten-free*

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**WHY IS IT SAFER?**
Nourishing Eye Cream hydrates the delicate eye area with coco-caprylate/caprate and coconut alkanes, which are gentle, plant-derived ingredients.

**HOW TO USE**
Using ring finger, gently tap a small, pearl-sized amount of product around the delicate eye area until product is absorbed. Can also be used on top of makeup to refresh and boost the look of tired eyes. Use morning and night.

**KEY INGREDIENT BENEFITS**
- **Aloe:** rich in vitamins B, C, and E to soothe and hydrate.
- **Organic Coconut Oil:** moisturizes and softens skin.

**INGREDIENT LIST**
Aqua/Water/Eau, Caprylic/Capric Triglyceride, Aloe Barbadensis Leaf Juice, Glycerin, Glyceryl Stearate, Cetearyl Alcohol, Cocos Nucifera (Coconut) Oil*, Cetearyl Olivate, Cetearyl Glucoside, Sorbitan Olivate, Cetyl Alcohol, Xanthan Gum, Stearic Acid, Coconut Alkanes, Coco-Caprylate/Caprate, Lavandula Angustifolia (Lavender) Flower Extract*, Geranium Maculatum (Wild Geranium) Extract, Camellia Sinensis (Green Tea) Leaf Extract*, Maltodextrin, Allantoin, Sodium Hyaluronate, Beta-Glucan, Aloe Barbadensis Leaf Extract, Panthenol, Hydrogenated Lecithin, Hydrolyzed Vegetable Protein, Bisabolol, Xylitol, Ethylhexylglycerin, Phenoxyethanol.

*Organic

**CROSS SELLING**
- Nourishing Rosewater Mist
- Nourishing Day Cream

**US $35**  **CAD $43**
Nourishing Day Cream

Lock in moisture all day long with this lightweight yet hydrating face cream. Easily absorbed and never greasy, the unscented formula includes a mix of organic coconut oil, safflower oil, and aloe to provide nourishing hydration, plus antioxidant-rich acai to protect against dryness.

**SIZE:** 48.7 ml / 1.65 fl. oz.

**BEST FOR**
Normal and normal/dry skin types.

**PERFORMANCE & SELLING TIPS**
- Lightweight, non-greasy formula absorbs quickly.
- Primes skin for smooth makeup application.
- Hydrates and softens skin.

**PRODUCT PROFILE**
- Unscented
- Vegan
- Nut-free*
- Gluten-free*

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**WHY IS IT SAFER?**
Our Nourishing Day Cream gets its moisturizing power from organic coconut oil instead of mineral oil, which may inhibit your body’s ability to absorb vitamin D.

**HOW TO USE**
Gently massage into face, neck, and décolletage. Use daily after cleansing and treatments.

**KEY INGREDIENT BENEFITS**
- **Acai Fruit Extract:** rich in antioxidants, fatty acids, and natural enzymes to promote healthy-looking skin.
- **Aloe:** rich in vitamins B, C, and E to soothe and hydrate.
- **Organic Coconut Oil:** moisturizes and softens skin.

**INGREDIENT LIST**
Aqua/Water/Eau, Caprylic/Capric Triglyceride, Aloe Barbadensis Leaf Juice, Glycerin, Glyceryl Stearate, Cocos Nucifera (Coconut) Oil*, Cetearyl Olivate, Cetearyl Glucoside, Cetearyl Alcohol, Lavandula Angustifolia (Lavender) Flower Extract*, Euterpe Oleracea (Acai) Fruit Extract, Punica Granatum (Pomegranate) Fruit Extract, Carthamus Tinctorius (Safflower) Seed Oil*, Aloe Barbadensis Leaf Extract, Bisabolol, Sorbitan Olivate, Panthenol, Beta-glucan, Hydrolyzed Vegetable Protein, Hydrogenated Lecithin, Xanthan Gum, Maltodextrin, Xylitol, Sodium Hyaluronate, Allantoin, Phenoxyethanol, Ethylhexylglycerin. *Organic

**CROSS SELLING**
- Nourishing Cream Cleanser
- Nourishing Night Cream
Nourishing Night Cream

This non-greasy formula features rich aloe and organic coconut oil to help quench skin and lock in moisture, while organic green tea extract provides antioxidant protection.

**SIZE:** 48.7 ml / 1.65 fl. oz.

**BEST FOR**
Normal and dry skin types.

**PERFORMANCE & SELLING TIPS**
- Ultra-moisturizing; can also be used during the day if a richer cream is needed.
- Non-greasy formula absorbs quickly.
- Made with botanicals that soothe and refresh.

**PRODUCT PROFILE**
- Unscented
- Vegan
- Nut-free*
- Gluten-free*

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**WHY IS IT SAFER?**
Nourishing Night Cream gets its moisturizing power from organic coconut oil instead of mineral oil, which can impair cell turnover necessary for the regeneration of healthy skin.

**HOW TO USE**
Gently massage into face, neck, and décolletage. For extra nourishment, mix with a few drops of your favorite Facial Oil. Use nightly after cleansing and treatments.

**KEY INGREDIENT BENEFITS**
- **Green Tea Extract:** packed with antioxidants to soothe, calm, and support healthy-looking skin.
- **Aloe:** rich in vitamins B, C, and E to soothe and hydrate.
- **Organic Coconut Oil:** moisturizes and softens skin.

**INGREDIENT LIST**
Aqua/Water/Eau, Aloe Barbadensis Leaf Juice, Caprylic/Capric Triglyceride, Glyceryl Stearate, Glycerin, Cocos Nucifera (Coconut) Oil*, Cetearyl Alcohol, Cetearyl Olivate, Cetearyl Glucoside, Sorbitan Olivate, Xanthan Gum, Geranium Maculatum (Wild Geranium) Extract, Camellia Sinensis (Green Tea) Leaf Extract*, Lavandula Angustifolia (Lavender) Flower Extract*, Aloe Barbadensis Leaf Extract, Cetyl Alcohol, Panthenol, Hydrogenated Lecithin, Beta-Glucan, Bisabolol, Hydrolyzed Vegetable Protein, Sodium Hyaluronate, Xylitol, Maltodextrin, Allantoin, Phenoxyethanol, Ethylhexylglycerin.

*Organic

**CROSS SELLING**
- Nourishing Cream Cleanser
- Nourishing Day Cream
Charcoal Cleansing Bar

Our Charcoal Cleansing Bar detoxifies and absorbs impurities in skin without drying it out, resulting in a smoother, brighter complexion. Made with antioxidant-rich organic green tea and hydrating organic coconut oil, the gentle formula can be used daily on the face and body.

**SIZE:** 3 oz. / 85 g

**BEST FOR**
All skin types. Ideal for combination or acne prone skin.

**PERFORMANCE & SELLING TIPS**
- Deeply cleanses and detoxifies skin.
- Active Binchotan charcoal powder, combined with witch hazel, helps to purify and balance skin.
- Helps refine the appearance of pores for healthier-looking skin.

**PRODUCT PROFILE**
- Vegan
- Unscented
- Nut-free*
- Gluten-free*

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**WHY IS IT SAFER?**

Soaps are often made with overly drying and irritating surfactants, parabens, and fragrances that can act as hormone-disrupting chemicals. Our Charcoal Cleansing Bar is formulated with safer choices like organic sunflower and coconut oils, and pure essential oils.

**HOW TO USE**

Work soap into a lather with water, gently massage onto face and body, and rinse thoroughly.

**KEY INGREDIENT BENEFITS**

- **Binchotan Charcoal:** deeply cleanses and draws out impurities from the skin.
- **Organic Witch Hazel:** helps to tone and tighten.
- **Organic Green Tea Extract:** helps refine the appearance of pores and provides antioxidant benefits.

**INGREDIENT LIST**


*Organic

**CROSS SELLING**

- No. 3 Balancing Facial Mask
- No. 3 Balancing Facial Mist
- No. 3 Balancing Facial Oil

US $24  CAD $30
Lip Conditioner

Nourish lips with this ultra-moisturizing lip balm, formulated with soothing and softening avocado oil, shea butter, meadowfoam seed oil, and jojoba oil. Choose from either minty-fresh peppermint and rosemary oils to refresh and cool, or calming calendula and chamomile oils to help heal dry lips.

SIZE: 11 g / 0.4 oz. Net. Wt.

BEST FOR
All skin types, especially dry lips.

PERFORMANCE & SELLING TIPS
• Conditions bare lips for a soft, moisturized feel.
• Flavored with natural essential oils.
• Wear it under your favorite Sheer Lipstick any time your lips need extra moisture.

PRODUCT PROFILE
• Nut-free*
• Gluten-free*

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WHY IS IT SAFER?
Our Lip Conditioners use natural essential oils to enhance our nourishing balm, rather than use synthetic flavors that may have undisclosed harmful ingredients.

HOW TO USE
Rub a small amount onto lips. Use daily as needed.

US $20  CAD $24

KEY INGREDIENT BENEFITS
Avocado Oil: loaded with vitamins D and E to soften and protect.
Shea Butter: rich in vitamin E to boost hydration.
Meadowfoam Seed Oil: acts as a natural barrier to lock in moisture.

INGREDIENT LIST
Peppermint: Persea Gratissima (Avocado) Oil, Cera Alba/Beeswax/Cire d'abeille, Ricinus Communis (Castor) Seed Oil, Olus/Vegetable Oil/Huile végétale, Butyrospermum Parkii (Shea) Butter, Limnanthes Alba (Meadowfoam) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil*, Mentha Piperita (Peppermint) Extract, Candelilla Cera/Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Hydrogenated Vegetable Oil, Lanolin, Tocopherol (Vitamin E), Rosmarinus Officinalis (Rosemary) Leaf Oil.

Calendula: Persea Gratissima (Avocado) Oil, Cera Alba/Beeswax/Cire d'abeille, Ricinus Communis (Castor) Seed Oil, Olus/Vegetable Oil/Huile végétale, Butyrospermum Parkii (Shea) Butter, Limnanthes Alba (Meadowfoam) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil*, Candelilla Cera/Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Citrus Nobilis (Mandarin Orange) Peel Oil, Hydrogenated Vegetable Oil, Lanolin, Tocopherol, Anthemis Nobilis (Chamomile) Flower Oil, Calendula Officinalis (Calendula) Flower Oil, Glycine Soja (Soybean) Oil.

CROSS SELLING
• Nourishing Eye Cream
• Sheer Lipstick
Countertime Rejuvenating Collection

An advanced six-piece set specially formulated with jambu extract to boost skin's resilience and curb first signs of aging. Whether you’re experiencing increased dryness, fine lines, or uneven skin tone, this full routine helps reveal a brighter, firmer complexion with consistent day-and-night use.
Cleansing Balm

Cleansing Balm melts into your skin to hydrate while it cleanses, removing makeup and other impurities but never stripping away moisture. With vitamin C to brighten the appearance of skin and raspberry and cranberry seed oils to hydrate, this multi-purpose formula can also be used as a nourishing face mask. Bonus? You also get our reusable 100% muslin cloth, which is softer and easier on skin than a traditional washcloth.

**SIZE:** 78 g / 2.75 fl. oz.

**BEST FOR**
All skin types. Ideal for dry skin.

**PERFORMANCE & SELLING TIPS**
• Multi-tasking balm can be used as a cleanser, makeup remover, or hydrating overnight mask.
• Hydrates as it cleanses, leaving skin glowing and revitalized.
• Includes a 100% muslin reusable cloth.
• 100% of women showed a significant increase in skin hydration after eight hours, with an average increase of 25%.*

*Results based on independent, 24-hour, 25-subject, single-blind clinical and consumer perception study.

**PRODUCT PROFILE**
• Vegan
• Gluten-free*
• Soy-free*

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**WHY IS IT SAFER?**
Our Cleansing Balm gently cleanses and nourishes skin using nutrient-rich oils, butters, and lightly-scented natural extracts instead of synthetic fragrance ingredients linked to health issues like allergies, asthma, and hormone disruption.

**HOW TO USE**
In light, circular motions, massage an almond-sized amount onto dry skin, applying gentle pressure to cheeks, forehead, and eyebrows for increased circulation. Gently wipe off balm with a dampened cleansing cloth and thoroughly rinse skin.

**KEY INGREDIENT BENEFITS**
Polyglyceryl-3 Cocoate: A plant-based cleansing agent derived from coconut helps remove makeup and impurities while keeping skin hydrated and smooth.
Cranberry Seed Oil: Has antioxidant properties.
Mango Seed Butter: Provides hydrating benefits.

**INGREDIENT LIST**
Caprylic/Capric Triglyceride, Prunus Armeniaca (Apricot) Kernel Oil, Butyrospermum Parkii (Shea) Butter, Helianthus Annuus (Sunflower) Seed Wax, Cetearyl Alcohol, Glyceryl Stearate SE, Polyglyceryl-3 Cocoate, Silica Silylate, Mangifera Indica (Mango) Seed Butter, Persea Gratissima (Avocado) Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Vitis Vinifera (Grape) Seed Oil*, Rubus Idaeus (Raspberry) Seed Oil*, Vaccinium Macrocarpon (Cranberry) Seed Oil*, Aqua/Water/Eau, Tocopherol, Tetrahexyldecyl Ascorbate, Mimosa Tenuiflora (Mimosa) Bark Extract, Artemisia Pallens (Davana) Flower Oil*, Anthemis Nobilis (Chamomile) Flower Oil*, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Damascena (Rose) Flower Oil, Magnolia Champaca (Joy Perfume Tree) Flower Oil, Phenoxyethanol.

*Organic

**CROSS SELLING**
• Rejuvenating Eye Cream
• Rejuvenating Radiance Serum
Rejuvenating Face Cleanser

A softening blend of fruit and berry seed oils keeps this face cleanser gentle and non-greasy, while providing nourishing benefits so skin looks and feels soft and clean.

**SIZE:** 100 ml / 3.4 fl. oz.

**BEST FOR**
All skin types and those who want to fight the signs of aging.

**PERFORMANCE & SELLING TIPS**
- Removes makeup and impurities.
- Provides light lather with gentle cleansing agents.
- Leaves skin feeling clean and soft.

**PRODUCT PROFILE**
- Vegan
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Rejuvenating Face Cleanser is free of methylisothiazolinone and dimethyl-dimethyl (DMDM) hydantoin, preservatives commonly used in facial cleansers. Both of these preservatives have been associated with skin irritation and allergic reactions, and DMDM hydantoin functions by releasing formaldehyde, a known carcinogen.

**HOW TO USE**
Gently massage into damp skin and rinse thoroughly.

**KEY INGREDIENT BENEFITS**
- Cranberry Seed Oil: lightweight and non-greasy, it helps soothe skin.
- Raspberry Seed Oil: nourishes, softens, and conditions skin.
- Apricot Kernel Oil: easily absorbed, it hydrates and softens skin.
- Decyl Glucoside: mild and gentle cleanser.

**INGREDIENT LIST**

*Organic

**CROSS SELLING**
- Rejuvenating Toner Pads
- Rejuvenating Radiance Serum

US $43  CAD $52
Rejuvenating Toner Pads

Your first line of defense against daily stressors after cleansing, these lightly scented toning pads contain antioxidant-rich mixed fruit acid complex and vitamin C, along with lentil seed and algae extracts to refine skin’s texture and tone.

**SIZE:** 40 pads

**BEST FOR**
All skin types and those who want to fight the first signs of aging.

**PERFORMANCE & SELLING TIPS**
- Brightens and tightens pores, and helps even skin tone.
- Prep skin before treatments and moisturizers.
- Easy to use pads make for a faster skin care routine.
- 73% of women experienced a significant decrease in the appearance of pores after four weeks of use.*

*Results based on independent, 8-week, 26-subject, single-blind clinical and consumer perception study.

**PRODUCT PROFILE**
- Vegan
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Skin toners often contain polysorbates, ethoxylated solubilizers that may be contaminated with known carcinogens. Our Rejuvenating Toner Pads use a combination of plant-derived solubilizers to blend oil, and water-based ingredients safely for excellent performance.

**HOW TO USE**
Sweep a single pad over face and neck with upward strokes. Use daily after cleansing.

**KEY INGREDIENT BENEFITS**
- *Algae Extract:* aids in softening and brightening skin.
- *Lentil Seed Extract:* provides skin conditioning benefits.
- *Mixed Fruit Acid Complex:* helps to refresh the skin’s surface.
- *Jambu Extract:* promotes a firmer, more youthful look.

**INGREDIENT LIST**
- Aqua/Water/Eau, Propanediol, Glycerin, Glyceryl Caprylate, Polyglyceryl-4 Caprylate, Polyglyceryl-6 Caprylate/Caprate, Saccharum Officinarum (Sugarcane) Extract, Caprylhydroxamic Acid, Sucrose, Tamarindus Indica (Tamarind) Seed Polysaccharide, Caprylic/Capric Triglyceride, Spilanthes Acmella (Paracress) Flower Extract, Lens Esculenta (Lentil) Seed Extract, Pyrus Malus (Apple) Fruit Extract, Citrus Aurantium Dulcis (Orange) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Calendula Officinalis (Calendula) Flower Extract, Calendula Officinalis (Calendula) Flower Extract, Camellia Oleifera (Camellia) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Magnesium Ascorbyl Phosphate, Rubus Idaeus (Raspberry) Seed Oil, Vaccinium Macrocarpon (Cranberry) Seed Oil, Vitis Vinifera (Grape) Seed Oil, Algae Extract, Xanthan Gum, Camellia Sinensis (Green Tea) Leaf Extract, Prunus Armeniaca (Apricot) Kernel Oil, Mimosa Tenuiflora (Mimosa) Bark Extract, Anthemis Nobilis (Chamomile) Flower Oil*, Artemisia Pallens (Davana) Flower Oil*, Michelia Champaca Flower Extract, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Damascena (Rose) Flower Oil, Sodium Benzoate.

*Organic

**CROSS SELLING**
- Rejuvenating Face Cleanser
- Rejuvenating Radiance Serum

US $45  CAD $55
Rejuvenating Radiance Serum

Our Rejuvenating Radiance Serum helps even the look of skin tone, improve hydration, and reduce the appearance of fine lines thanks to a combination of vitamin C and algae extract. Lightweight and easily absorbed, the formula is a must for layering under moisturizer.

**SIZE:** 30 ml / 1 fl. oz.

**BEST FOR**
All skin types and those who want to fight the first signs of aging.

**PERFORMANCE & SELLING TIPS**
• Creamy yet lightweight formula hydrates while leaving skin feeling firm and refreshed.
• Layers smoothly under Rejuvenating Day Cream or Night Cream.
• 72% of women showed a significant increase in skin firmness after 8 weeks of use.*

*Results based on independent, 8-week, 25-subject, single-blind clinical and consumer perception study.

**PRODUCT PROFILE**
• Vegan
• Gluten-free*
• Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Retinol or retinyl palmitate (forms of vitamin A) are commonly used in anti-aging products to stimulate the regeneration of skin cells. However, when vitamin A is exposed to UV light, it can produce free radicals that damage DNA and may be linked to cancer. Instead, we use spilanthes acmella flower extract to gently stimulate collagen synthesis for firmer skin in the Rejuvenating Radiance Serum.

**HOW TO USE**
Use morning and night after cleansing and before applying moisturizer. Massage gently into face, neck, and décolletage with upward strokes. Follow with Rejuvenating Day Cream or Rejuvenating Night Cream.

**KEY INGREDIENT BENEFITS**
- **Ginger Root Extract:** provides skin conditioning and soothing benefits.
- **Lentil Seed Extract:** helps to reduce the appearance of pores.
- **Vitamin C:** brightens skin and reduces the appearance of age spots, fine lines, and wrinkles.
- **Jambu Extract:** promotes a firmer, more youthful look.

**INGREDIENT LIST**
Aqua/Water/Eau, Caprylic/Capric Triglyceride, Glycerin, Glyceryl Stearate, Sclerotium Gum, Saccharum Officinarum (Sugarcane) Extract, Cetyl Alcohol, Polyglyceryl-6 Palmitate/Succinate, Propanediol, Glyceryl Caprylate, Cetearyl Alcohol, Tetrahexyldecyl Ascorbate, Butyrospermum Parkii (Shea) Butter, Caprylyglycolic Acid, Prunus Armeniaca (Apricot) Kernel Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Trehalose, Bisabolol, Camellia Sinensis (Green Tea) Leaf Extract, Pyrus Malus (Apple) Fruit Extract, Spilanthes Acmella (Paracress) Flower Extract, Trisodium Ethylenediamine Disuccinate, Sucrose, Vitis Vinifera (Grape) Seed Oil*, Rubus Idaeus (Raspberry) Seed Oil, Vaccinium Macrocarpon (Cranberry) Seed Oil, Citrus Aurantium Dulcis (Orange) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Hydrolyzed Algin, Boerhavia Diffusa (Red Spiderling) Root Extract, Calendula Officinalis (Calendula) Flower Extract, Camellia Oleifera (Camellia) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Maris Aqua/Sea Water/Eau de Mer, Chlorella Vulgaris Extract, Palmitoyl Tripeptide-37, Zingiber Officinale (Ginger) Root Extract, Algae Extract, Mimosato Tenuiflora (Mimosa) Bark Extract, Artemisia Pallens (Davana) Flower Oil*, Anthemis Nobilis (Chamomile) Flower Oil*, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Damascena (Rose) Flower Oil, Magnolia Champaca (Joy Perfume Tree) Flower Oil, Sodium Hydoxide, Sodium Benzoate.

*Organic

**CROSS SELLING**
• Rejuvenating Face Cleanser
• Rejuvenating Day Cream

US $63 CAD $77
Rejuvenating Eye Cream

Reduce puffiness and diminish the appearance of fine lines with this soothing formula, made with skin-conditioning algae and caffeine.

**SIZE:** 15 ml / 0.5 fl. oz.

**BEST FOR**
All skin types and those who want to fight the signs of aging.

**PERFORMANCE & SELLING TIPS**
- Soothing formula leaves eye area instantly refreshed and moisturized.
- Decreases the appearance of under-eye dark circles.
- 89% of women reported under-eye puffiness was reduced and fine lines were diminished.*

*Results based on independent, 8-week, 28-subject, single-blind clinical and consumer perception study.

**PRODUCT PROFILE**
- Vegan
- Nut-free*
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Rejuvenating Eye Cream does not contain retinol or retinyl palmitate (forms of vitamin A), two of the most common ingredients in anti-aging products. When vitamin A is exposed to UV light, it can produce free radicals that damage DNA and may be linked to cancer.

**HOW TO USE**
Lightly pat a small, pearl-sized amount around eye area with your ring finger until fully absorbed. Use morning and night.

**KEY INGREDIENT BENEFITS**
- **Brown and Red Algae Extracts:** combat the appearance of dark circles and puffiness under eyes.
- **Caffeine:** cools, soothes, and helps diminish the appearance of under-eye puffiness.
- **Vitamin C:** brightens skin, evens skin tone, and reduces the appearance of fine lines.
- **Jambu Extract:** promotes a firmer, more youthful look.

**INGREDIENT LIST**

**CROSS SELLING**
- Rejuvenating Day Cream
- Rejuvenating Radiance Serum

US $58 CAD $69
Rejuvenating
Day Cream

Soften and soothe skin while helping increase elasticity. A combination of omega-rich natural oils and vitamin-rich fruit extracts hydrates and brightens skin, while Spilanthes acmella flower extract helps reduce the appearance of fine lines and wrinkles.

**SIZE:** 0.4 fl. oz. / 11g

**BEST FOR**
All skin types and those who want to fight the signs of aging.

**PERFORMANCE & SELLING TIPS**
- Lightweight and hydrating.
- Doubles as a primer for makeup.
- Helps to increase firmness and elasticity.
- 90% of women reported skin was more soft and supple after eight weeks of use.*

* Results based on independent, 8-week, 29-subject, single-blind clinical and consumer perception study.

**PRODUCT PROFILE**
- Vegan
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Retinol or retinyl palmitate (forms of vitamin A) are commonly used in anti-aging products to stimulate the regeneration of skin cells. However, when vitamin A is exposed to UV light, it can produce free radicals that damage DNA, and may be linked to cancer. Rejuvenating Radiance Serum contains spilanthes acmella flower extract to gently stimulate collagen synthesis for firmer skin.

**HOW TO USE**
Apply one pump or pearl-sized amount to face, neck, and décolletage, massaging gently into skin with upward strokes. Use daily after cleansing.

**KEY INGREDIENT BENEFITS**
- **Para Cress Flower:** gives skin a firmer look and reduces the appearance of fine lines.
- **Vitamin C:** brightens skin, evens skin tone, and reduces the appearance of fine lines.
- **Hydrolyzed Algin:** forms a protective layer to lock in moisture.
- **Jambu Extract:** promotes a firmer, more youthful look.

**INGREDIENT LIST**

*Organic

**CROSS SELLING**
- Rejuvenating Night Cream
- Rejuvenating Face Cleanser

US $73  CAD $87
Rejuvenating Night Cream

Lock in moisture during sleep for skin that looks and feels smoother, firmer, and more hydrated in the morning. Formulated with algae extract and safflower oil, this rich night cream helps intensify the nightly cycle of natural skin repair.

** SIZE:** 45 ml / 1.5 fl. oz.

** BEST FOR**
All skin types and those who want to fight the first signs of aging.

** PERFORMANCE & SELLING TIPS**
• Provides both immediate and long-lasting moisture.
• Leaves skin supple, soft, and dewy.
• 100% of women showed a significant increase in skin hydration and 81% of women showed a significant improvement in skin elasticity after 8 hours.*

*Results based on independent, single-blind, clinical and consumer perception study.

** PRODUCT PROFILE**
• Vegan
• Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

** WHY IS IT SAFER?**
Our Rejuvenating Night Cream does not contain retinol or retinyl palmitate (forms of vitamin A), two of the most common ingredients in anti-aging products. When vitamin A is exposed to UV light, it can produce free radicals that damage DNA and may play a part in causing cancer.

** HOW TO USE**
Massage gently into face, neck, and décolletage with upward strokes. Use nightly after cleansing.

** KEY INGREDIENT BENEFITS**
Apricot Kernel Oil: soothes, hydrates, and softens skin without leaving greasy residue.
Hydrolyzed Algin and Chlorella Vulgaris: protective layers lock in moisture.
Raspberry Seed Oil: high in vitamin E and rich in antioxidants.
Jambu Extract: promotes a firmer, more youthful look.

** INGREDIENT LIST**
Aqua/Water/Eau, Butyrospermum Parkii (Shea) Butter, Caprylic/Capric Triglyceride, Carthamus Tinctorius (Safflower) Oleosomes, Propanediol, Coconut Alkanes, Cetearyl Olivate, Sorbitan Olivate, Cetyl Alcohol, Dimethicone, Prunus Armeniaca (Apricot) Kernel Oil, Stearic Acid, Hydrogenated Lecithin, Glycerin, Carbomer, Coco-Caprylate/Caprate, Ethylhexylglycerin, Xanthan Gum, Vitis Vinifera (Grape) Seed Oil*, Rubus Idaeus (Raspberry) Seed Oil, Vaccinium Macrocarpon (Cranberry) Seed Oil, Tetrahexyldecyl Ascorbate, Trisodium Ethylenediamine Disuccinate, Calendula Officinalis (Calendula) Flower Extract, Camellia Oleifera (Camellia) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Spilanthes Acmella (Paracress) Flower Extract, Hydrolyzed Algin, Maris Aqua/Sea Water/Eau de mer, Palmitoyl Tripeptide-37, Chlorella Vulgaris Extract, Sucrose, Mimosa Tenuiflora (Mimos) Bark Extract, Artemisia Pallens (Davana) Flower Oil*, Anthemis Nobilis Flower Oil*, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Damascena (Rose) Flower Oil, Magnolia Champaca (Joy Perfume Tree) Flower Oil, Sodium Hydroxide, Sodium Benzoate, Phenoxyethanol.

*Organic

** CROSS SELLING**
• Rejuvenating Day Cream
• Rejuvenating Eye Cream
Beautycounter+

Beautycounter+ is a line of targeted treatments made with safer, high-performing ingredients. Each three-piece collection includes a mask, mist, and oil specially formulated to address specific skin concerns. Work them into your existing regimen to give your skin a Brightening, Plumping, or Balancing boost.
No. 1 Brightening Facial Mask

This nutrient-rich mask instantly revives dull, tired skin, revealing a brighter-looking complexion. Polishing kaolin clay deeply cleanses and revitalizes while vitamin C helps minimize uneven tone for a more even complexion and radiant glow.

**SIZE:** 60 ml / 2 fl. oz.

**BEST FOR**

All skin types and those concerned with dull, uneven skin tone.

**PERFORMANCE & SELLING TIPS**

- Brightens skin.
- Helps minimize uneven tone and discoloration.
- Boosts radiance.

**PRODUCT PROFILE**

- Vegan
- Nut-free*
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

Our No. 1 Brightening Facial Mask has passed Beautycounter’s Ingredient Selection Process. It is formulated without artificial colorants or synthetic fragrances.

**HOW TO USE?**

Apply an even layer to clean skin. Let dry for 10 minutes, then rinse thoroughly with warm water. Use 2-3 times per week.

**KEY INGREDIENT BENEFITS**

**Vitamin C:** antioxidant that helps even skin tone.

**Kakadu Plum:** rich in vitamin C, it helps smooth skin’s surface.

**Lime Pearl Extract:** provides gentle exfoliation for a brighter, more even complexion.

**INGREDIENT LIST**

Aqua/Water/Eau, Kaolin, Bentonite, Magnesium Aluminum Silicate, Polyglyceryl-3 Olivate Phosphate, Titanium Dioxide, Magnesium Ascorbyl Phosphate, Glycerin, Mica, Pyrus Malus (Apple) Fruit Extract, Biosaccharide gum-1, Porphyridium polysaccharide, Tamarindus Indica Seed Polysaccharide, Terminalia Ferdinandiana Fruit Extract, Microcitrus Australasica Fruit Extract, Citrus Nobilis (Mandarin Orange) Peel Oil, Allantoin, Xanthan Gum, Tocopherol, Caprylyl/Capryl Glucoside, Propanediol, Ethylhexylglycerin, Caprylyl Glycol, Chlorophenesin, Phenoxyethanol, Tetrasodium Glutamate Diacetate, Citric acid.

**CROSS SELLING**

- No. 1 Brightening Facial Mist
- No. 1 Brightening Facial Oil

**TEST RESULTS**

IN AN INDEPENDENT CONSUMER STUDY, AFTER 2 WEEKS OF USE*:

90% said skin looked rested and refreshed.

86% said skin felt softer and smoother.

80% said skin looked brighter.

IN AN INDEPENDENT CONSUMER STUDY, AFTER 4 WEEKS OF USE*:

90% said skin felt smoother.

90% said skin looked fresher and rested.

83% said product awakened dull, tired skin for a brighter appearance.

*Results obtained following consumer panel study of 30 women, using product 3 times a week.
No. 1 Brightening Facial Mist

Active-infused and alcohol-free, this revitalizing mist preps skin, sets makeup, and refreshes throughout the day. Antioxidant-rich vitamin C helps even tone, while lime pearl extract gently promotes a brighter complexion.

**SIZE:** 47 ml / 1.6 fl. oz.

**BEST FOR**
All skin types and those concerned with dull, uneven skin tone.

**PERFORMANCE & SELLING TIPS**
- Provides an instant boost of radiance.
- Sets makeup and leaves skin with a luminous dewy finish.
- Hydrates, revitalizes, and soothes skin.
- Provides antioxidant protection from environmental stressors.

**PRODUCT PROFILE**
- Vegan
- Nut-free*
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our No. 1 Brightening Facial Mist has passed Beautycounter’s Ingredient Selection Process. It is formulated without silicones or sulfates.

**HOW TO USE?**
Shake gently before use. Close eyes and press slowly for a fine, even mist. Can be used under or over makeup for a radiant boost and dewy glow.

**KEY INGREDIENT BENEFITS**
- **Vitamin C:** a natural antioxidant that helps even skin tone.
- **Kakadu Plum:** rich in vitamin C, this powerful antioxidant helps boost luminosity and refine the skin’s surface.
- **Lime Pearl Extract:** gently promotes a brighter complexion.

**INGREDIENT LIST**
Aqua/Water/Eau, Propanediol, Pyrus Malus (Apple) Fruit Extract, Magnesium Ascorbyl Phosphate, Microcitrus Australasica Fruit Extract, Glycerin, Terminalia Ferdinandiana Fruit Extract, Tamarindus Indica Seed Polysaccharide, Porphyridium Polysaccharide, Citrus Nobilis (Mandarin Orange) Peel Oil, Biosaccharide Gum-1, Caprylyl Glycol, Hexylene Glycol, Polyglyceryl-4 Caprate, Heptyl Glycoside, Caprylyl/Capryl Glucoside, Tetrasodium Glutamate Diacetate, Glyceryl Caprylate, Sodium Lauroyl Glutamate, Ethylhexylglycerin, Phenoxyethanol, Sorbic Acid, Citric Acid.

**CROSS SELLING**
- No. 1 Brightening Facial Mask
- No. 1 Brightening Facial Oil
No. 1 Brightening Facial Oil

This citrus-scented facial oil quickly absorbs and penetrates skin to awaken and replenish. Lightweight and silky smooth, our proprietary blend of seven natural oils moisturizes and improves radiance. Omega-rich marula oil provides intense hydration, while antioxidant vitamin C brightens and evens skin tone.

**SIZE:** 20 ml / 0.67 fl. oz.

**BEST FOR**
All skin types and those concerned with dull, uneven skin tone.

**PERFORMANCE & SELLING TIPS**
- Brightens and revitalizes skin.
- Deeply nourishes and soothes.
- Provides lasting moisture.
- Easily absorbs into skin.

**PRODUCT PROFILE**
- Vegan
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our No. 1 Brightening Facial Oil has passed Beautycounter’s Ingredient Selection Process. It is formulated without synthetic or mineral oils.

**HOW TO USE?**
Apply 4-6 drops into the palm of your hands and press onto face, alone or under moisturizer.

**KEY INGREDIENT BENEFITS**
- **Vitamin C:** helps brighten skin.
- **Avocado Oil:** rich in vitamins B, D and E for intense moisture.
- **Black Currant Oil:** rich in omegas 3 and 6 to enhance radiance.

**INGREDIENT LIST**
Rosa Canina Fruit Oil, Persea Gratissima (Avocado) Oil, Vitis Vinifera (Grape) Seed Oil, Ribes Nigrum (Black Currant) Seed Oil, Sclerocarya Birrea Seed Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Argania Spinosa Kernel Oil*, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Tetrahexyldecyl Ascorbate, Tocopherol, Citrullus Lanatus (Watermelon) Seed Oil, Rosa Damascena Flower Oil, Hippophae Rhamnoides Fruit Oil.

*Organic

**CROSS SELLING**
- No. 1 Brightening Facial Mist
- No. 1 Brightening Facial Mask

**US $68** **CAD $79**
No. 2 Plumping Facial Mask

Made with deeply cleansing kaolin clay, this nutrient-rich mask instantly gives skin a firm, toned look and more youthful appearance. Plumping peony root helps restore skin’s elasticity, while konjac root smooths the appearance of fine lines.

**SIZE:** 60 ml / 2 fl. oz.

**BEST FOR**
All skin types and those concerned with loss of firmness and elasticity.

**PERFORMANCE & SELLING TIPS**
- Helps firm and plump skin while visibly increasing skin elasticity.
- Works to restore skin’s volume.
- Smooths the appearance of fine lines.

**PRODUCT PROFILE**
- Vegan
- Nut-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our No. 2 Plumping Facial Mask has passed Beautycounter’s Ingredient Selection Process. It is formulated without artificial colorants or synthetic fragrances.

**HOW TO USE?**
Apply an even layer to clean skin. Let dry for 10 minutes, then rinse thoroughly with warm water. Use 2-3 times per week.

**KEY INGREDIENT BENEFITS**
- **Peony Root Extract:** helps restore skin’s elasticity.
- **Rye Seed Extract:** improves skin and softens expression lines.
- **Konjac Root Extract:** retains water in skin for a firmer appearance.

**INGREDIENT LIST**
Aqua/Water/Eau, Kaolin, Bentonite, Magnesium Aluminum Silicate, Glycerin, Pyrus Malus (Apple) Fruit Extract, Paeonia Albiflora Root Extract, Secale Cereale (Rye) Seed Extract, Hydrolyzed Pepper Fruit Extract, Amorphophallus Konjac Root Extract, Magnolia Champaca Flower Oil, Camellia Oleifera Seed Oil, Tocopherol, Lactic Acid, Allantoin, Niacinamide, Pentylene Glycol, Xanthan Gum, Caprylyl Glycol, Sodium Hyaluronate, Tetrasodium Glutamate Diacetate, Chlorophenesin, Ethylhexylglycerin, Phenoxyethanol, Sodium Hydroxide, Citric Acid.

**CROSS SELLING**
- No. 2 Plumping Facial Mist
- No. 2 Plumping Facial Oil

**TEST RESULTS**
*Results obtained following consumer panel study of 31 women, using product 3 times a week.*

**IN AN INDEPENDENT CONSUMER STUDY, AFTER 2 WEEKS OF USE**:  
- 86% said skin felt soft, moisturized, and was improved.  
- 83% said skin looked and felt smoother.

**IN AN INDEPENDENT CONSUMER STUDY, AFTER 4 WEEKS OF USE**:  
- 96% said skin felt soft and moisturized.  
- 90% said skin was improved.  
- 83% said skin looked and felt smoother, and was more supple.
No. 2 Plumping Facial Mist

Active-infused and alcohol-free, this revitalizing mist preps skin, sets makeup, and refreshes throughout the day. Replenishing peony root helps plump skin, while rye seed minimizes the appearance of fine lines.

**SIZE:** 47 ml / 1.6 fl. oz.

**BEST FOR**
All skin types and those concerned with dry skin, loss of elasticity, and fine lines.

**PERFORMANCE & SELLING TIPS**
- Helps firm and plump skin.
- Provides immediate hydration.
- Smooths the appearance of fine lines.
- Sets makeup for a more even and refined finish.
- Provides antioxidant protection from environmental stressors.

**PRODUCT PROFILE**
- Vegan
- Nut-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

Our No. 2 Plumping Facial Mist has passed Beautycounter’s Ingredient Selection Process. It is formulated without silicones or sulfates.

**HOW TO USE?**
Shake gently before use. Close eyes and press slowly for a fine, even mist. Can be used under or over makeup for instant hydration and a satin finish.

**KEY INGREDIENT BENEFITS**
- **Peony Root Extract**: helps to plump skin.
- **Rye Seed Extract**: has anti-aging properties that help smooth fine lines.
- **Apple Fruit Extract**: has astringent properties to help tighten and lift the skin.

**INGREDIENT LIST**

**CROSS SELLING**
- No. 2 Plumping Facial Mask
- No. 2 Plumping Facial Oil
No. 2 Plumping Facial Oil

Lightweight and silky smooth, our proprietary blend of seven natural oils moisturizes, nourishes, and helps firm skin. Fragrant jasmine oil replenishes moisture, while omega-rich argan oil helps minimize the appearance of fine lines.

**SIZE:** 20 ml / 0.67 fl. oz.

**BEST FOR**
All skin types and those concerned with dry skin, loss of elasticity, and fine lines.

**PERFORMANCE & SELLING TIPS**
- Helps firm and plump skin while visibly increasing skin elasticity.
- Provides immediate and long-lasting hydration.
- Helps smooth the appearance of fine lines.
- Leaves skin with a radiant glow.

**PRODUCT PROFILE**
- Vegan
- Soy-free*
- Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our No. 2 Plumping Facial Oil has passed Beautycounter’s Ingredient Selection Process. It is formulated without synthetic or mineral oils.

**HOW TO USE?**
Apply 4-6 drops into the palms of your hands and press onto face, alone or under moisturizer.

**KEY INGREDIENT BENEFITS**
- **Jasmine Oil:** helps boost hydration and provides a subtle floral scent.
- **Argan Oil:** helps minimize the appearance of fine lines.

**INGREDIENT LIST**
Vitis Vinifera (Grape) Seed Oil, Rosa Canina (Rose Hip) Fruit Oil, Sclerocarya Birrea (Marula) Oil, Argania Spinosa (Argan) Kernel Oil*, Limnanthes Alba (Meadowfoam) Seed Oil, Hippophae Rhamnoides (Sea Buckthorn) Oil, Rosa Damascena (Rose) Flower Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Paradisi (Grapefruit) Peel Oil, Jasminum Grandiflorum (Jasmine) Flower Oil.

*Organic

**CROSS SELLING**
- No. 2 Plumping Facial Mist
- No. 2 Plumping Facial Mask

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US $68    CAD $79
No. 3 Balancing Facial Mask

This nutrient-rich kaolin clay mask purifies and balances, absorbing excess oil and drawing out impurities. Activated charcoal minimizes the appearance of pores, giving skin a smooth, polished appearance while salicylic acid stimulates exfoliation.

**SIZE:** 60 ml / 2 fl. oz.

**BEST FOR**

All skin types and those concerned with congestion and oily skin.

**PERFORMANCE & SELLING TIPS**

- Absorbs excess oil.
- Visibly minimizes pores.
- Purifies, detoxifies, and clarifies complexion.
- Helps calm, refine, and smooth skin.

**PRODUCT PROFILE**

- Nut-free*
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

Our No. 3 Balancing Facial Mask has passed Beautycounter’s Ingredient Selection Process. It is formulated without artificial colorants or synthetic fragrances.

**HOW TO USE?**

Apply an even layer to clean skin. Let dry for 10 minutes, then rinse thoroughly with warm water. Use 2-3 times per week. Can also be used as a spot treatment.

**KEY INGREDIENT BENEFITS**

**Charcoal Powder:** rich in natural minerals to help balance and purify.
**Salicylic Acid:** helps with cell turnover to smooth and refine skin.
**Lactic Acid:** gently exfoliates and smooths skin’s surface.

**INGREDIENT LIST**


*Organic

**CROSS SELLING**

- No. 3 Balancing Facial Mist
- No. 3 Balancing Facial Oil

**TEST RESULTS**

IN AN INDEPENDENT CONSUMER STUDY, AFTER 2 WEEKS OF USE*:

- 97% said mask refined and smoothed skin.
- 94% said mask absorbed excess oil.
- 87% said mask detoxified pores and purified skin.
- 87% said mask helped clarify complexion.
- 84% said mask made skin look clearer and more even-toned.

*Results obtained following consumer panel study of 31 women, using product 3 times a week.
No. 3 Balancing Facial Mist

Active-infused and alcohol-free, this revitalizing mist preps skin, sets makeup, and refreshes throughout the day. Specially formulated with charcoal powder and kaolin clay, it absorbs excess oil, refines skin texture, and helps calm redness.

**SIZE:** 47 ml / 1.6 fl. oz.

**BEST FOR**
All skin types and those concerned with skin clarity, calming, and balancing.

**PERFORMANCE & SELLING TIPS**
- Balances oily areas and hydrates dry areas.
- Visibly minimizes the appearance of pores.
- Helps purify, detoxify, and clarify the complexion.
- Sets makeup without leaving a sticky residue.
- Provides antioxidant protection from environmental stressors.

**PRODUCT PROFILE**
- Nut-free*
- Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our No. 3 Balancing Facial Mist has passed Beautycounter’s Ingredient Selection Process. It is formulated without silicones or sulfates.

**HOW TO USE?**
Shake gently before use. Close eyes and press slowly for a fine, even mist. Can be used under or over makeup to balance and refresh your complexion.

**KEY INGREDIENT BENEFITS**
- **Charcoal Powder:** highly absorbent and rich in natural minerals to help balance and purify skin.
- **Kaolin:** a soft clay that effectively absorbs excess oil.
- **Wild Rose Extract:** rich in vitamin C, it helps reduce redness.

**INGREDIENT LIST**

**CROSS SELLING**
- No. 3 Balancing Facial Mask
- No. 3 Balancing Facial Oil
No. 3 Balancing Facial Oil

Lightweight and silky smooth, our proprietary blend of seven natural oils moisturizes, smooths, and helps even skin tone. Softening meadowfoam seed oil restores balance, while wild chamomile calms and soothes skin.

**SIZE:** 20 ml / 0.67 fl. oz.

**BEST FOR**
All skin types and those concerned with skin clarity, calming, and balancing.

**PERFORMANCE & SELLING TIPS**
- Helps balance and soothe.
- Deeply nourishes and calms skin.
- Absorbs easily.
- Leaves skin glowing.

**PRODUCT PROFILE**
- Vegan
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our No. 3 Balancing Facial Oil has passed Beautycounter’s Ingredient Selection Process. It is formulated without synthetic or mineral oils.

**HOW TO USE?**
Apply 4-6 drops into the palm of your hands and press onto face, alone or under moisturizer.

**KEY INGREDIENT BENEFITS**
- **Ylang Ylang:** moisturizes skin and has a delicate herbal scent.
- **Wild Chamomile:** calms and soothes skin.

**INGREDIENT LIST**
Vitis Vinifera (Grape) Seed Oil, Rosa Canina (Rose Hip) Fruit Oil, Sclerocarya Birrea (Marula) Oil, Argania Spinosa (Argan) Kernel Oil*, Limnanthes Alba (Meadowfoam) Seed Oil, Hippophae Rhamnoides (Sea Buckthorn) Oil, Rosa Damascena (Rose) Flower Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Paradisi (Grapefruit) Peel Oil, Cananga Odorata (Ylang Ylang) Flower Oil, Anthemis Nobilis (Chamomile) Flower Oil.

*C*Organic

**CROSS SELLING**
- No. 3 Balancing Facial Mist
- No. 3 Balancing Facial Mask

US $68  CAD $79
Hair Care Collections

Good hair days start with safer ingredients. These next-generation collections offer safer targeted solutions for all hair types. Each collection contains a Shampoo, Conditioner, and a Treatment or Styling Product. Every product is free of sulfates, silicones, mineral oil, and synthetic fragrances. Plus, they are all safe for color treated hair.
Volume & Shape Shampoo

This botanical-based formula utilizes the natural lifting power of hibiscus plant proteins to give hair a boost of weightless volume and exceptional fullness. Featuring our breakthrough PureFoam Cleansing Technology, it delivers the rich lather you love without damaging sulfates.

SIZE: 250 ml / 8.5 fl. oz.

BEST FOR
Fine hair.

PERFORMANCE & SELLING TIPS
• Cleanses while boosting volume.
• Provides body and fullness.
• Safe for color-treated hair.
• Naturally scented with an essential oil blend of mandarin, bergamot, ylang-ylang, orange and spearmint.

PRODUCT PROFILE
• Nut-free*
*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
Instead of potentially harmful sulfate-based surfactants, our Volume & Shape Shampoo is sulfate-free. We use milder ingredients derived from coconut oil that both cleanse and condition the hair.

HOW TO USE
Massage into wet hair and scalp. Rinse thoroughly with warm water. For best results, use with Volume & Shape Conditioner.

KEY INGREDIENT BENEFITS
Blue Agave Complex: treats entire hair ecosystem at follicle, root and shaft.
Hibiscus Proteins: volumizes and lifts hair for extra body.

INGREDIENT LIST
Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Cocamidopropyl Hydroxysultaine, Capryloyl/Caproyl Methyl Glucamide, Lauroyl/Myristoyl Methyl Glucamide, Glycerin, Decyl Glucoside, Caprylyl Glycol, Inulin, Guar Hydroxypropytrimonium Chloride, Citric Acid, Citrus Aurantium Dulcis (Orange) Peel Oil, Xanthan Gum, Hydrolyzed Hibiscus Esculentus Extract, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Caprylhydroxamic Acid, Sclerotium Gum, Lecithin, Panthenol, Pullulan, Citrus Aurantium Dulcis (Orange) Oil, Mentha Viridis (Spearmint) Leaf Oil, Sodium Hydroxide, Cananga Odorata Flower Oil, Silica, Fructose, Sucrose, Sodium Citrate, Glucose, Phenoxyethanol.

*Cruelty-Free

CROSS SELLING
• Volume & Shape Conditioner
• Volume & Shape Volumizing Mist
Volume & Shape Conditioner

Mineral oil and silicone-free, this lightweight volumizing conditioner awakens flat hair with hibiscus plant proteins, while coconut oil protects each delicate strand. Natural conditioning agents give your hair a healthy bounce without the buildup.

SIZE: 250 ml / 8.5 fl. oz.

BEST FOR
Fine hair.

PERFORMANCE & SELLING TIPS
- Volumizes fine hair.
- Nourishes and protects strands.
- Detangles and provides shine.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of mandarin, bergamot, ylang-ylang, orange and spearmint.

PRODUCT PROFILE
- Nut-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
Our Volume & Shape Conditioner is free of preservatives that release formaldehyde like dimethyl-dimethyl (DMDM) hydantoin and methylisothiazolinone, and other potentially harmful ingredients that may trigger skin allergies and sensitization.

HOW TO USE
After shampooing, lightly squeeze out excess water then massage into scalp and hair, focusing on the ends. Rinse thoroughly with warm water. For best results, use with Volume & Shape Shampoo.

KEY INGREDIENT BENEFITS
Blue Agave Complex: treats entire hair ecosystem at follicle, root and shaft.
Hibiscus Proteins: volumizes and lifts hair for extra body.
Coconut Oil: detangles, moisturizes, protects and provides shine.

INGREDIENT LIST
Aqua/Water/Eau, Cetearyl Alcohol, Glycerin, Behentrimonium Chloride, Behentrimonium Methosulfate, Cetyl Esters, Glyceryl Stearate, Isohexadecane, Hydrolyzed Hibiscus Esculentus Extract, Phenoxyethanol, Isododecane, Glyceryl Linoleate, Cocos Nucifera (Coconut) Oil, Inulin, Panthenol, Citrus Aurantium Dulcis (Orange) Peel Oil, Glyceryl Oleate, Sodium Benzoate, Citric Acid, Guar Hydroxypropyltrimonium Chloride, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Hydroxypropyl Guar, Citrus Aurantium Dulcis (Orange) Oil, Hydrolyzed Quinoa, Mentha Viridis (Spearmint) Leaf Oil, Hydrolyzed Vegetable Protein, Cananga Odorata Flower Oil, Fructose, Sucrose, Glyceryl Linolenate, Glucose, Leuconostoc (Radish Root) Ferment Filtrate, Potassium Sorbate.

CROSS SELLING
- Volume & Shape Shampoo
- Volume & Shape Volumizing Mist
Volume & Shape
Volumizing Mist

This volumizing mist instantly lifts roots and gives hair long-lasting fullness. Formulated with a lightweight blend of quinoa, apple, and hibiscus plant proteins for a boost of volume and touchable texture.

**SIZE:** 50 ml / 1.7 fl. oz.

**BEST FOR**
Fine hair.

**PERFORMANCE & SELLING TIPS**
• Provides hair with fullness, volume, and subtle texture.
• Leaves hair feeling soft and touchable.
• Safe for color-treated hair.
• Naturally scented with an essential oil blend of mandarin, bergamot, ylang-ylang, orange and spearmint.

**PRODUCT PROFILE**
• Nut-free*
  *Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Volumizing hair sprays often contain conditioning agents known as polyethylene glycols (PEGs) that may be contaminated with known carcinogens. Instead, we use a variety of plant proteins to boost volume and provide texture.

**HOW TO USE**
Shake before use. After shampooing and conditioning, spray into damp hair and work through with fingers. Air or blow dry. Can also be used on dry hair for an extra boost of volume.

**KEY INGREDIENT BENEFITS**
*Blue Agave Complex: treats entire hair ecosystem at follicle, root and shaft.*
*Quinoa, Apple, and Hibiscus Plant Proteins: volumizes and lifts hair, provides body.*

**INGREDIENT LIST**
Aqua/Water/Eau, Sodium Chloride, Propanediol, PVP, Capryloyl/Caproyl Methyl Glucamide, Panthenol, Phenoxyethanol, Citric Acid, Glycerin, Inulin, Hydrolyzed Hibiscus Esculentus Extract, Pyrus Malus (Apple) Fruit Extract, Sodium Benzoate, Citrus Aurantium Dulcis (Orange) Peel Oil, Phenethyl Alcohol, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Hydrolyzed Pea Protein, Hydrolyzed Wheat Protein, Hydrolyzed Vegetable Protein, Citrus Aurantium Dulcis (Orange) Oil, Hydrolyzed Quinoa, Mentha Viridis (Spearment) Leaf Oil, Fructose, Sucrose, Cananga Odorata Flower Oil, Hydrolyzed Wheat Starch, Phospholipids, Glucose, Helianthus Annuus (Sunflower) Seed Oil, Potassium Sorbate, Leuconostoc/ Radish Root Ferment Filtrate.

**CROSS SELLING**
• Volume & Shape Shampoo
• Volume & Shape Conditioner

US $28  CAD $35
Smooth & Control Shampoo

This moisture-rich shampoo tames unmanageable hair with wild cotton extract. Featuring our breakthrough PureFoam Cleansing Technology, it delivers a velvety lather and frizz-free results without damaging sulfates or silicones. Hair is left with a smooth, weightless feel and a beautifully sleek look.

**SIZE:** 250 ml / 8.5 fl. oz.

**BEST FOR**
Fighting frizz, taming unruly tresses, and smoothing hair.

**PERFORMANCE & SELLING TIPS**
- Cleanses while taming frizz.
- Smooths hair for a sleek look.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of lavender, rosemary, peppermint, and geranium.

**PRODUCT PROFILE**
- Nut-free*
  
*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Instead of potentially harmful sulfate-based surfactants, our Smooth & Control Shampoo is sulfate-free. We use milder ingredients derived from coconut oil that both cleanse and condition the hair.

**HOW TO USE**
Massage a quarter sized amount into wet hair and scalp. Rinse thoroughly with warm water. For best results, use with Smooth & Control Conditioner.

**KEY INGREDIENT BENEFITS**
- **Blue Agave Complex:** treats entire hair ecosystem at follicle, root and shaft.
- **Wild Cotton Extract:** helps tame unmanageable hair, calm frizz, smooth for a polished look.

**INGREDIENT LIST**
Aqua/Water/Eau, Disodium Lauryl Sulfosuccinate, Sodium Lauroamphoacetate, Glycol Distearate, Sodium Methyl Oleoyl Taurate, Sodium Cocooyl Isethionate, Cocamide MIPA, Decyl Glucoside, Gossypium Herbaceum (Cotton) Seed Extract, Glycerin, Caprylyl Glycol, Inulin, Citric Acid, Lavandula Angustifolia (Lavender) Oil, Xanthan Gum, Guar Hydroxypropyltrimonium Chloride, Pelargonium Graveolens Flower Oil, Caprylyhydroxamic Acid, Sodium Oleate, Rosmarinus Officinalis (Rosemary) Leaf Oil, Mentha Piperita (Peppermint) Oil, Fructose, Sucrose, Glucose, Potassium Sorbate, Sodium Benzoate, Sodium Hydroxide.

**CROSS SELLING**
- Smooth & Control Conditioner
- Smooth & Control Hair Oil
Smooth & Control Conditioner

This mineral oil and silicone-free formula helps calm frizz while detangling and smoothing strands. Naturally conditioning cotton seed oil and shea butter deliver rich hydration for a sleek, glossy look.

SIZE: 250 ml / 8.5 fl. oz.

BEST FOR
Fighting frizz, taming unruly tresses, and smoothing hair.

PERFORMANCE & SELLING TIPS
• Calms frizz.
• Detangles, smooths, and moisturizes.
• Safe for color-treated hair.
• Naturally scented with an essential oil blend of lavender, rosemary, peppermint, and geranium.

PRODUCT PROFILE
• Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
Our Smooth & Control Conditioner is free of preservatives that release formaldehyde like dimethyl-dimethyl (DMDM) hydantoin and methylisothiazolinone, and other potentially harmful ingredients that may trigger skin allergies and sensitization.

HOW TO USE
After shampooing, lightly squeeze out excess water then massage into scalp and hair, focusing on the ends. Rinse thoroughly with warm water. For best results, use with Smooth & Control Shampoo.

KEY INGREDIENT BENEFITS
Blue Agave Complex: treats entire hair ecosystem at follicle, root and shaft.
Wild Cotton Seed Oil: provides a sleek, glossy look.
Shea Butter: delivers rich hydration.

INGREDIENT LIST
Aqua/Water/Eau, Cetearyl Alcohol, Glycerin, Butyrospermum Parkii (Shea) Butter, Isohexadecane, Cetyl Esters, Behentrimonium Chloride, Caprylic/Capric Triglyceride, Glyceryl Stearate, Hydrogenated Castor Oil/Sebacic Acid Copolymer, Gossypium Herbaceum (Cotton) Seed Extract, Isododecane, Phenoxyethanol, Behentrimonium Methosulfate, Inulin, Lavandula Angustifolia (Lavender) Oil, Panthenol, Guar Hydroxypropyltrimonium Chloride, Citric Acid, Sodium Benzoate, Pelargonium Graveolens Flower Oil, Dimer Dilinoleyl Dimer Dilinoleate, Rosmarinus Officinalis (Rosemary) Leaf Oil, Olea Europaea (Olive) Fruit Oil, Hydroxypropyl Guar, Phospholipids, Mentha Piperita (Peppermint) Oil, Helianthus Annuus (Sunflower) Seed Oil, Fructose, Sucrose, Glucose, Potassium Sorbate.

CROSS SELLING
• Smooth & Control Shampoo
• Smooth & Control Hair Oil
Smooth & Control
Hair Oil

This light oil prevents frizz, tames flyaways, and gives hair a finished, sleek look. Formulated without preservatives, mineral oil, and silicones, this naturally-derived blend of eight oils and vitamin E nourishes to boost hair health and add shine.

**SIZE:** 50 ml / 1.7 fl. oz.

**BEST FOR**
Fighting frizz, taming unruly tresses, and smoothing hair.

**PERFORMANCE & SELLING TIPS**
- Prevents frizz and tames flyaways at the crown or hairline.
- Adds shine.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of lavender, rosemary, peppermint, and geranium.

**WHY IS IT SAFER?**
Our Smooth & Control Hair Oil is formulated with nourishing botanicals rather than synthetic fillers. We never use synthetic fragrances, only pure essential oils.

**HOW TO USE**
Apply a small amount, about 1 pump, to damp hair. Leave in and style as usual. Can also be used on dry hair to tame flyaways at the crown and hairline or on the ends to add shine.

**KEY INGREDIENT BENEFITS**
- **Blue Agave Complex:** treats entire hair ecosystem at follicle, root and shaft.
- **Wild Cotton Seed Oil:** provides a sleek, glossy look.
- **Coconut Oil:** nourishes hair.
- **Vitamin E:** boosts hair health and add shine.

**INGREDIENT LIST**
Helianthus Annuus (Sunflower) Seed Oil, Ethylhexyl Cocoate, Canola Oil, Cocos Nucifera (Coconut) Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Orbignya Oleifera Seed Oil, Isopropyl Myristate, Borago Officinalis Seed Oil, Macadamia Ternifolia Seed Oil, Gossypium Herbaceum (Cotton) Seed Oil, Lavandula Angustifolia (Lavender) Oil, Tocopherol, Pelargonium Graveolens Flower Oil, Glycine Soja (Soybean) Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil, Mentha Piperita (Peppermint) Oil.

**CROSS SELLING**
- Smooth & Control Shampoo
- Smooth & Control Conditioner
Repair & Nourish Shampoo

This gentle formula revives dry, damaged hair and helps protect from future damage with reparative Brazilian bataua oil and shea butter. Featuring our breakthrough PureFoam Cleansing Technology, it delivers the rich lather you love without damaging sulfates or silicones for stronger, healthier hair.

SIZE: 250 ml / 8.5 fl. oz.

BEST FOR
Reviving dry, damaged hair.

PERFORMANCE & SELLING TIPS
• Gently cleanses while replenishing dry, damaged hair.
• Helps protect hair from future damage.
• Safe for color-treated hair.
• Naturally scented with an essential oil blend of geranium, ylang-ylang, orange, and cedarwood.

PRODUCT PROFILE
• Nut-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
Instead of potentially harmful sulfate-based surfactants, our Repair & Nourish Shampoo is sulfate-free. We use milder ingredients derived from coconut oil that both cleanse and condition the hair.

HOW TO USE
Massage into wet hair and scalp. Rinse thoroughly with warm water. For best results, use with Repair & Nourish Conditioner.

KEY INGREDIENT BENEFITS
Blue Agave Complex: treats entire hair ecosystem at follicle, root and shaft.
Brazilian Bataua Oil: helps repair damage.

INGREDIENT LIST
Aqua/Water/Eau, Disodium Lauryl Sulfosuccinate, Sodium Lauroyl Methyl Isethionate, Sodium Lauroamphoacetate, Sodium Lauryl Sulfoacetate, Capryloyl/ Caproyl Methyl Glucamide, Glycol Distearate, Lauroyl/Myristoyl Methyl Glucamide, Decyl Glucoside, Oenocarpus Bataua Fruit Oil, Glycerin, Sodium Chloride, Sodium Sulfate, Citric Acid, Inulin, Xanthan Gum, Caprylyl Glycol, Guar Hydroxypropyltrimonium Chloride, Pelargonium Graveolens Flower Oil, Cedrus Atlantica Wood Oil, Sclerotium Gum, Lecithin, Citrus Aurantium Dulcis (Orange) Oil, Caprylyhydroxamic Acid, Cananga Odorata Flower Oil, Pullulan, Fructose, Sucrose, Silica, Glucose, Sodium Hydroyxide, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil.

CROSS SELLING
• Repair & Nourish Conditioner
• Repair & Nourish Split End Serum
Repair & Nourish Conditioner

Formulated without mineral oil or silicones, this replenishing conditioner helps protect and repair hair damaged by heat styling or processing. Brazilian bataua oil and quinoa peptides combine to help lock in moisture for softer, shinier hair.

**SIZE:** 250 ml / 8.5 fl. oz.

**BEST FOR**

Reviving dry, damaged hair.

**PERFORMANCE & SELLING TIPS**

- Conditions, detangles and locks in moisture for shiny, healthy hair.
- Helps protect hair from future damage
- Safe for color-treated hair
- Naturally scented with an essential oil blend of geranium, ylang-ylang, orange, and cedarwood.

**PRODUCT PROFILE**

- Nut-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

Our Repair & Nourish Conditioner is free of preservatives that release formaldehyde like dimethyl-dimethyl (DMDM) hydantoin and methylisothiazolinone, and other potentially harmful ingredients that may trigger skin allergies and sensitization.

**HOW TO USE**

After shampooing, lightly squeeze out excess water then massage into scalp and hair, focusing on ends. Rinse thoroughly with warm water. For best results, use with Repair & Nourish Shampoo.

**KEY INGREDIENT BENEFITS**

- **Blue Agave Complex:** treats entire hair ecosystem at follicle, root and shaft.
- **Quinoa Peptides:** locks in moisture for softer, glossier hair.

**INGREDIENT LIST**

Aqua/Water/Eau, Cetearyl Alcohol, Glycerin, C12-15 Alkyl Benzoate, Caprylyl/Capric Triglyceride, Carthamus Tinctorius (Safflower) Seed Oil, Behentrimonium Methosulfate, Butyrospermum Parkii (Shea) Butter, Phospholipids, Cocos Nucifera (Coconut) Oil, Panthenol, Propanediol, Oenocarpus Bataua Fruit Oil, Glycine Soja (Soybean) Oil, Cetyl Alcohol, Phenoxyethanol, Guar Hydroxypropyltrimonium Chloride, Inulin, Pelargonium Graveolens Flower Oil, Citric Acid, Cedrus Atlantica Wood Oil, Sodium Benzoate, Cananga Odorata Flower Oil, Citrus Aurantium Dulcis (Orange) Oil, Hydroxypropyl Guar, Hydrolyzed Quinoa, Fructose, Sucrose, Glucose, Helianthus Annuus (Sunflower) Seed Oil, Leuconostoc/Radish Root Ferment Filtrate, Chamomilla Recutita (Matricaria) Flower Extract, Tocopherol.

**CROSS SELLING**

- Repair & Nourish Shampoo
- Repair & Nourish Split End Serum
Repair & Nourish Split End Serum

This lightweight formula helps seal split ends and repair damaged hair. Brazilian bataua and macadamia oils nourish while helping prevent future breakage so ends stay soft and healthy.

**Size:** 50 ml / 1.7 fl. oz.

**Best For**
Reviving dry, damaged hair.

**Performance & Selling Tips**
- Seals split ends and restores shine.
- Repairs and nourishes hair to prevent future damage.
- Safe for color-treated hair.
- Naturally scented with an essential oil blend of geranium, ylang-ylang, orange, and cedarwood.

**Why Is It Safer?**
Our Repair & Nourish Serum is formulated with botanical oils and natural gelling agents. We never use formaldehyde releasing preservatives, or synthetic fragrances that may be linked to hormone disruption.

**How to Use**
Apply to damp hair, focusing on ends. Leave in and style as usual. Can also be used on dry hair as a finishing step to add extra polish.

**Key Ingredient Benefits**
- **Blue Agave Complex:** treats entire hair ecosystem at follicle, root and shaft.
- **Brazilian Bataua Oil:** helps repair damage.
- **Macadamia Oils:** nourishes for softer, healthier hair.

**Ingredient List**
- Aqua/Water/Eau, Glycerin, Squalane, Macadamia Ternifolia Seed Oil, Oenocarpus Bataua Fruit Oil, Decyl Glucoside, Dicaprylyl Ether, Xanthan Gum, Inulin, Sodium Benzoate, Glyceryl Oleate, Carrageenan, Panthenol, Sclerotium Gum, Lecithin, Pullulan, Pelargonium Graveolens Flower Oil, Citric Acid, Cedrus Atlantica Wood Oil, Cananga Odorata Flower Oil, Salicylic Acid, Silica, Citrus Aurantium Dulcis (Orange) Oil, Fructose, Sucrose, Benzoic Acid, Glucose, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil.

**Cross Selling**
- Repair & Nourish Shampoo
- Repair & Nourish Conditioner

US $32  CAD $40
Body Collection

The simplest way to healthy body care that’s lightweight, yet moisturizing with a refreshing citrus-infused scent.
Daily Shampoo

This purifying daily shampoo gently breaks down buildup without stripping or drying hair. Made with pure plant botanicals, the formula infuses strands with moisture, shine, and a light citrus scent.

**SIZE:** 296 ml / 10 fl. oz.

**BEST FOR**
All hair types.

**PERFORMANCE & SELLING TIPS**
- Gentle formula is great for everyday use.
- Rich in antioxidants and pure plant extracts.
- Leaves hair shiny.
- Refreshing citrus scent.

**PRODUCT PROFILE**
- Vegan
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Instead of using potentially harmful sulfate-based surfactants, our Daily Shampoo is sulfate-free. We use milder ingredients derived from coconut oil that both cleanse and condition the hair.

**HOW TO USE**
Gently massage onto wet scalp and hair. Rinse thoroughly and follow with conditioner. Ideal for all hair types.

**KEY INGREDIENT BENEFITS**
- **Amaranth Protein:** infuses hair with moisture and shine, helping to reverse the appearance of dull-looking hair.
- **Grapefruit Peel Oil:** rich in antioxidants, it helps cleanse the hair by removing residue build up.
- **Marula Oil:** helps deliver shine.

**INGREDIENT LIST**
Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Glycerin, Citrus Grandis (Grapefruit) Peel Oil, Glycol Distearate, Decyl Glucoside, Panthenol, Sodium Methyl Cocoyl Taurate, Glyceryl Caprylate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Disodium Cocoyl Glutamate, Tetrasodium Glutamate Diacetate, Sodium Cocoyl Hydrolyzed Amaranth Protein, Sclerocarya Birrea (Marula) Seed Oil, Ximenia Americana (Tallowwood) Seed Oil, Maltodextrin, Aspalathus Linearis (Rooibos) Leaf Extract, Caprylhydroxamic Acid, Sodium Benzoate.

**CROSS SELLING**
- Daily Conditioner
- Body Wash in Citrus Mimosa
Daily Conditioner

Ultra-rich and moisturizing, our conditioner contains marula and mongongo oils to help nourish hair, along with rooibos leaf extract to smooth strands and add shine. Apply conditioner to the ends of hair where moisture is most needed.

**SIZE:** 236 ml / 8 fl. oz.

**BEST FOR**
All hair types.

**PERFORMANCE & SELLING TIPS**
- Renewing formula for everyday use.
- Leaves hair looking smooth and shiny.
- Restores manageability.
- Uplifting citrus scent.

**PRODUCT PROFILE**
- Vegan
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our Daily Conditioner is free of preservatives and other potentially harmful ingredients that may trigger skin allergies and sensitization.

**HOW TO USE**
After shampooing, apply to damp hair, concentrating on the ends. Rinse thoroughly.

**KEY INGREDIENT BENEFITS**
- **Amaranth Protein:** infuses hair with moisture and shine, helping to reverse the appearance of dull-looking hair.
- **Grapefruit Peel Oil:** rich in antioxidants.
- **Marula Oil:** has linoleic and alpha linolenic acids to promote stronger-looking hair.

**INGREDIENT LIST**
Aqua/Water/Eau, Cetyl Alcohol, Glycerin, Cetearyl Alcohol, Citrus Grandis (Grapefruit) Peel Oil, Dimethicone, Docylidimonium Chloride, Amodimethicone, Stearyl Alcohol, Behentrimonium Methosulfate, Stearalkonium Chloride, Glyceryl Caprylate, Hydroxyethylcellulose, Panthenol, Carthamus Tinctorius (Safflower) Oleosomes, Hydrolyzed Amaranth Protein, Citric Acid, Schizandra Rautanenii (Mongongo) Kernel Oil, Sclerocarya Birrea (Marula) Seed Oil, Ximenia Americana (Tallowwood) Seed Oil, Maltodextrin, Aspalathus Linearis (Rooibos) Leaf Extract, Caprylhydroxamic Acid, Sodium Benzoate.

**CROSS SELLING**
- Daily Shampoo
- Hydrating Body Lotion in Citrus Mimosa

US $22  CAD $29
Style Sea Salt Spray

Our volumizing, lightweight Sea Salt Spray gives hair touchable texture without drying it out. Suitable for most hair types, the multipurpose styling formula, infused with Himalayan pink salt, red algae extract, and clay, can create beachy waves and enhance curls.

**SIZE:** 3.7 oz.

**BEST FOR**
All hair types.

**PERFORMANCE & SELLING TIPS**
- Adds texture and defines curls and waves without being crunchy.
- Formula helps hydrate and builds shine.
- Infused with Himalayan pink salt, red algae extract, and clay to add the perfect amount of texture.

**PRODUCT PROFILE**
- Vegan
- Nut-free*
- Soy-free*
- Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

Texturizing hair sprays often contain conditioning agents known as polyethylene glycols (PEGs) that may be contaminated with known carcinogens. Instead, we use a variety of natural fruit oils and sodium hyaluronate in our Sea Salt Spray to boost hair conditioning.

**HOW TO USE**
Spray onto damp or dry hair and work through with fingers. Let hair air-dry or blow-dry and style as desired.

**KEY INGREDIENT BENEFITS**
- **Red Algae Extract:** helps protect and restore shine.
- **Pink Himalayan Sea Salt:** adds texture and volume to hair.
- **Sodium Hyaluronate:** provides conditioning and moisturizing benefits.

**INGREDIENT LIST**
Aqua/Water/Eau, Magnesium Sulfate, Caprylyl/Capryl Glucoside, Maris Sal/Sea Salt/Sel marin, Glycerin, Sodium Hyaluronate, Allantoin, Panthenol, Sodium PCA, Maris Aqua/Sea Water/Eau de mer, Propanediol, Pentylene Glycol, Fructose, Urea, Citric Acid Sodium Hydroxide, Maltose, Sodium Chloride, Sodium Lactate, Trehalose, Glucose, Sodium Levulinate, Potassium Sorbate, Sodium Phytate, Kappaphycus Alvarezii (Algae) Extract, Montmorillonite, Illite, Kaolin, Sodium Cocooyl Glutamate, Polyglyceryl-5 Oleate, Glyceryl Caprylate, Decyl Glucoside, Lauryl Glucoside, Rosa Damascena (Rose) Flower Oil, Citrus Grandis (Grapefruit) Peel Oil, Mimosa Tenuiflora (Mimosa) Bark Extract, Citrus Reticulata (Tangerine) Leaf Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Citrus Aurantium Dulcis (Orange) Oil.

*Organic

**CROSS-SELLING**
- Daily Shampoo
- Daily Conditioner

US $26  CAD $32
Body Wash in Citrus Mimosa

Extremely gentle and hydrating with a creamy texture, our refreshing body wash is rich in nourishing marula and mongongo oils, ingredients that help soften and protect skin while sealing in moisture.

US $24 CAD $30

SIZE: 296 ml / 10 fl. oz.

BEST FOR
All skin types.

PERFORMANCE & SELLING TIPS
• Gently cleanses without drying skin.
• Citrus-mimosa scent awakens the senses.
• Made with pure plant botanicals and essential oils.

PRODUCT PROFILE
• Vegan
• Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
Our Body Wash is formulated with gentle, coconut-derived cleansing ingredients instead of sulfates that can cause irritation or dryness.

HOW TO USE
Massage a small amount onto wet skin, work into a rich lather, and rinse. Perfect for all skin types.

KEY INGREDIENT BENEFITS
Marula Oil: from the same family as the mango, this botanical is ultra-moisturizing and rich in antioxidants.
Mongongo Oil: found in Africa, this oil is rich in hydrating omega-6 and antioxidant vitamin E.

INGREDIENT LIST
Aqua/Water/Eau, Sodium Lauroyl Methyl Isethionate, Sodium Cocoyl Isethionate, Cocamidopropyl Hydroxyisultaine, Glycerin, Carbomer, Panthenol, Glycol Distearate, Glycerly Caprylate, Disodium Cocoyl Glutamate, Sodium Hydroxide, Guar Hydroxypropyltrimonium Chloride, Sclerocarya Birrea (Marula) Seed Oil, Schinziophyton Rautanenii (Mongongo) Kernel Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Limon (Lemon) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Citrus Reticulata (Tangerine) Peel Oil, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora Bark Extract, Caprylhydroxamic Acid.

CROSS SELLING
• Hydrating Body Lotion in Citrus Mimosa
• Body Oil in Citrus Rosemary
Sugar Body Scrub in Lemongrass

Fine sugar granules gently buff away dull skin for a healthy-looking glow, while a luxurious blend of evening primrose, sweet almond, apricot kernel, and sunflower oils leaves skin feeling smooth. Antioxidant-rich acai berry supports the appearance of healthy skin, and a mix of pure citrus and lemongrass oils leaves an invigorating scent.

**SIZE:** 232 g / 8.2 oz. Net Wt.

**BEST FOR**
All skin types. Ideal for dry or rough skin.

**PERFORMANCE & SELLING TIPS**
• Revitalizing exfoliant formulated with skin softening sugars and luxurious oils.
• Leaves skin looking nourished and polished.
• Pure essential oils wakes up your senses.

**PRODUCT PROFILE**
• Vegan
• Soy-free*
• Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Made without ‘synthetic fragrance’—a term that may contain dozens of harmful ingredients that are linked to reproductive and hormone disruption. Sugar Body Scrub in Lemongrass uses only pure sugar and essential oils to exfoliate skin for a truly healthy glow.

**HOW TO USE**
In shower or bath, massage a small amount onto damp skin, paying close attention to dry spots. Rinse thoroughly.

**KEY INGREDIENT BENEFITS**
* Acai Berry: promotes healthy-looking skin with powerful antioxidants, fatty acids, and natural enzymes.
* Apricot Kernel Oil: easily absorbs to soothe, hydrate, and soften skin without a greasy residue.
* Sweet Almond Oil: boosts hydration and smooths dull skin.

**INGREDIENT LIST**
Sucrose, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Helianthus Annuus (Sunflower) Seed Oil, Citrus Aurantifolia (Lime) Oil, Citrus Limon (Lemon) Peel Oil, Oenothera Biennis (Evening Primrose) Oil, Prunus Armeniaca (Apricot) Kernel Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Phenoxyethanol, Citrus Grandis (Grapefruit) Peel Oil, Cymbopogon Citratus (Lemongrass) Leaf Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Euterpe Oleracea Sterols, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Ethylhexylglycerin, Linoleic Acid, Oleic Acid, Linolenic Acid.

**CROSS SELLING**
• Body Oil in Citrus Rosemary
• Body Wash in Citrus Mimosa
Citrus Mimosa Hand Wash

A refreshing hand wash that cleanses gently yet thoroughly, rinsing easily without residue. Organic aloe, chamomile, green tea, and calendula leave hands soft and nourished.

**SIZE:** 280 ml / 9.5 fl. oz.

**BEST FOR**
All skin types.

**PERFORMANCE & SELLING TIPS**
• Rinses clean.
• Revives and softens hands.
• Scented with light, refreshing citrus oils.

**PRODUCT PROFILE**
• Gluten-free*
• Nut-free*
• Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Soaps are often made with overly drying and irritating surfactants, parabens, and synthetic fragrances that can act as hormone-disrupting chemicals. Our Citrus Mimosa Hand Wash gently cleanses and hydrates the skin with pure, organic essential oils.

**HOW TO USE**
Apply 1-2 pumps to damp hands, work into a rich lather, and rinse.

**KEY INGREDIENT BENEFITS**
- **Wild Chamomile:** helps calm and hydrate skin.
- **Calendula:** calming and soothing properties.
- **Green Tea Extract:** rich in antioxidants to support healthy-looking skin.

**INGREDIENT LIST**

*Organic

**CROSS SELLING**
• Citrus Mimosa Hand Cream
Body Butter in Citrus Mimosa

A rich body butter that absorbs easily without feeling greasy, making it perfect for very dry skin. Shea butter and mongongo oil hydrate and nourish skin, while organic sunflower oil, aloe, and chamomile soothe and smooth.

SIZE: 130 ml / 4.4 fl. oz.

BEST FOR
All skin types. Ideal for dry or rough skin.

PERFORMANCE & SELLING TIPS
• Absorbs easily into the skin without feeling greasy.
• Deeply hydrates and smooths.
• Locks in long-lasting moisture to keep skin hydrated all day.

PRODUCT PROFILE
• Vegan
• Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
Our body butter does not contain synthetic fragrance ingredients, many of which are linked to health issues like allergies, asthma, and hormone disruption. Instead, we use natural citrus fruit oils and peppermint to lightly scent this nutrient-rich butter.

HOW TO USE
Massage into clean skin as needed.

KEY INGREDIENT BENEFITS
Shea Butter: works as a non-greasy, hydrating skin conditioner.
Mongongo Oil: found in Africa, this oil is rich in hydrating omega-6 and antioxidant vitamin E.
Aloe Leaf Juice: has been used for centuries to help nourish and soothe, especially for sensitive skin.

INGREDIENT LIST
Aqua/Water/Eau, Helianthus Annuus (Sunflower) Seed Oil*, Caprylic/Capric Triglyceride, Glycerin, Cetyl Alcohol, Glyceryl Stearate Citrate, Cetearyl Alcohol, Butyrospermum Parkii (Shea) Butter, Behenyl Alcohol, Saccharide Isomerate, Aloe Barbadensis Leaf Juice Powder*, Glyceryl Caprylate, Cetearyl Glucoside, Xanthan Gum, Schinziophyton Rautanenii (Mongongo) Kernel Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Peel Oil, Tocopherol, Citrus Limon (Lemon) Peel Oil, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora (Mimosa) Bark Extract, Chamomilla Recutita (Matricaria) Flower Extract*, Calendula Officinalis (Calendula) Flower Extract*, Citric Acid, Sodium Citrate, Phenoxyethanol, Ethylhexylglycerin, Sodium Hydroxide.

*Cruelty-free

CROSS SELLING
• Body Wash in Citrus Mimosa
• Sugar Body Scrub in Lemongrass
• Body Oil in Citrus Rosemary
Hydrating Body Lotion in Citrus Mimosa

Nourish dry skin with our lightweight, fast-absorbing body lotion, which contains a moisturizing blend of marula, mongongo, and safflower seed oils, plus shea and jojoba butters. Rich in antioxidants and amino and fatty acids, these ingredients ensure skin stays hydrated all day long.

**SIZE:** 236 ml / 8 fl. oz.

**BEST FOR**
All skin types.

**PERFORMANCE & SELLING TIPS**
- Fast-absorbing moisture.
- Refreshing citrus scent.
- Made with pure plant botanicals and essential oils.

**PRODUCT PROFILE**
- Vegan
- Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our Body Lotion does not contain synthetic fragrance ingredients, many of which are linked to health issues like allergies, asthma, and hormone disruption.

**HOW TO USE**
Massage into clean, damp skin morning and night, or as needed.

**KEY INGREDIENT BENEFITS**
- **Jojoba Butter:** non-greasy, soothing, and promotes an even skin tone.
- **Marula Oil:** from the same family as the mango, this botanical is ultra-moisturizing, rich in antioxidants, and is easily absorbed.
- **Mongongo Oil:** found in Africa, this oil is rich in hydrating omega-6 and antioxidant vitamin E.

**INGREDIENT LIST**
Aqua/Water/Eau, Caprylic/Capric Triglyceride, Cetyl Alcohol, Carthamus Tinctorius (Safflower) Seed Oil, Dimethicone, Isopropyl Palmitate, Carthamus Tinctorius (Safflower) Oleosomes, Linoleic Acid, Simmondsia Chinesis (Jojoba) Butter, Glycerin, Phenoxyethanol, Cetearyl Olivate, Carbomer, Sorbitan Olivate, Xanthan Gum, Sodium Benzoate, Squalane, Allantoin, Butyrospermum Parkii (Shea) Butter, Ethylhexylglycerin, Sodium Hydroxide, Schinziophyton Rautanenii (Mongongo) Kernel Oil, Sclerocarya Birrea (Marula) Seed Oil, Ximenia Americana (Tallowwood) Seed Oil, Tetrasodium Glutamate Diacetate, Hydrolyzed Amaranth Protein, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Limon (Lemon) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Citrus Reticulata (Tangerine) Peel Oil, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora (Mimosa) Bark Extract.

**CROSS SELLING**
- Body Wash in Citrus Mimosa
- Body Oil in Citrus Rosemary

US $24  CAD $30
Glow Shimmer Oil

Thanks to its luxurious dry-oil formula, this nourishing blend of oils brings more than just radiance, it delivers a beautifully bronzed effect with a hint of shimmer.

**SIZE:** 30 ml / 1 fl. oz.

**BEST FOR**
All skin types.

**PERFORMANCE & SELLING TIPS**
- Leaves skin looking silky-smooth and glowing.
- Absorbs easily.
- Beautiful, complex scent.

**PRODUCT PROFILE**
- Vegan
- Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Glow Shimmer Oil is formulated with nourishing botanicals and essential oils rather than synthetic fillers and fragrances, which have been linked to allergies and hormone disruption.

**HOW TO USE**
Body: Shake well and dispense a generous amount into hands. Massage onto legs, décolletage, shoulders, arms, face, or hair.
Face: Shake well and massage a small amount onto your cheekbones, nose, and forehead to highlight.

**KEY INGREDIENT BENEFITS**
- **Apricot Kernel Oil:** easily absorbs to soothe, hydrate, and soften skin without a greasy residue.
- **Sweet Almond Oil:** boosts hydration and smoothes dull skin.
- **Organic Grapeseed Oil:** has natural calming properties and is especially good for sensitive skin.

**INGREDIENT LIST**
Coco-Caprylate, Caprylic/Capric Triglyceride, Silica, Lecithin, Camellia Oleifera (Camellia) Seed Oil*, Mica, Tocopherol, Vitis Vinifera (Grape) Seed Oil*, Simmondsia Chinensis (Jojoba) Seed Oil*, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Prunus Armeniaca (Apricot) Kernel Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Sesamum Indicum (Sesame) Seed Oil*, Cucurbita Pepo (Pumpkin) Seed Oil*, Rosa Damascena (Rose) Flower Oil, Jasminum Sambac (Jasmine) Flower Extract, Citrus Aurantium Amara (Bitter Orange) Flower Oil, Glycine Soja (Soybean) Oil, Santalum Album (Sandalwood) Oil, Citrus Aurantium Amara (Bitter Orange) Leaf/Twig Oil, Glyceryl Undecylenate, Glyceryl Dibehenate, Tribehenin, Glycerlyl Behenate, Glycerlyl Caprylate, Tin Oxide, Iron Oxides (CI 77491, CI 77499), Titanium Dioxide (CI 77891).

*Organic

**CROSS SELLING**
- Sugar Body Scrub in Lemongrass
- Body Wash in Citrus Mimosa
- Hydrating Body Lotion in Citrus Mimosa
Body Oil in Citrus Rosemary

Instantly absorbed and intensely moisturizing, this nourishing blend of 13 botanical oils leaves skin smooth, silky, and luminous, while hints of grapefruit, sweet orange, and rosemary create a beautifully complex, yet subtle scent.

SIZE: 80 ml / 2.7 fl. oz.

BEST FOR
All skin types.

PERFORMANCE & SELLING TIPS
• Absorbs easily.
• Made with aromatic, pure plant botanicals.
• Leaves skin silky and smooth.

PRODUCT PROFILE
• Vegan
• Gluten-free*
• Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
Our Body Oil is formulated with nourishing botanicals rather than synthetic fillers. We never use synthetic fragrances, only pure essential oils.

HOW TO USE
After shower or bath, apply liberally to damp skin. For extra moisture, combine with Hydrating Body Lotion in Citrus Mimosa.

KEY INGREDIENT BENEFITS
Apricot Oil: soothes, hydrates, and softens skin without leaving a greasy residue.
Organic Argan Oil: full of vitamin E, carotenes, antioxidants, and essential fatty acids to condition skin.
Jojoba Oil: helps moisturize, soothe, and soften skin.

INGREDIENT LIST
Simmondsia Chinensis (Jojoba) Seed Oil, Vitis Vinifera (Grape) Seed Oil, Rosa Canina (Rose Hip) Fruit Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Limnanthes Alba (Meadowfoam) Seed Oil, Argania Spinosa (Argan) Kernel Oil*, Sclerocarya Birrea (Marula) Oil, Hippophae Rhamnoides (Sea Buckthorn) Oil, Prunus Armeniaca (Apricot) Kernel Oil, Rosa Damascena (Rose) Flower Oil, Citrus Sinensis Dulcis (Orange) Peel Oil, Citrus Paradisi (Grapefruit) Peel Oil, Rosmarinus Officinalis (Rosemary) Leaf Oil.  
*Organic

CROSS SELLING
• Hydrating Body Lotion in Citrus Mimosa
• Sugar Body Scrub in Lemongrass
Hand Cream in Citrus Mimosa

A lightweight moisturizing cream that hydrates and softens skin. Formulated with shea butter, vitamin E, organic sunflower oil, aloe, chamomile, and calendula, it dries quickly and leaves a subtle, refreshing citrus scent.

**SIZE:** Tube: 89 ml / 3 fl. oz. Pump: 280 ml / 9.5 fl. oz.

**BEST FOR**
All skin types.

**PERFORMANCE & SELLING TIPS**
- Dries quickly without being sticky.
- Immediately hydrates and softens dry hands.
- Lightweight texture with a subtle, awakening citrus scent.

**PRODUCT PROFILE**
- Vegan
- Gluten-free*
- Nut-free*
- Soy-Free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our Hand Cream does not contain synthetic fragrance ingredients, many of which are linked to health issues like allergies, asthma, and hormone disruption.

**HOW TO USE**
Massage into hands and cuticles as needed.

**KEY INGREDIENT BENEFITS**
- **Shea Butter**: hydrates and conditions skin.
- **Sunflower Seed Oil**: light, easily absorbed, and nourishing to keep skin hydrated.
- **Aloe Leaf Juice**: has been used for centuries to help nourish and soothe, especially for sensitive skin.

**INGREDIENT LIST**
* Organic

**CROSS SELLING**
- Hydrating Body Lotion in Citrus Mimosa
- Body Butter Citrus Mimosa

**US $17 / $30**  **CAD $21 / $38**
Citrus Mimosa Body Bar

Infused with our classic, clean Citrus Mimosa scent, this luxurious body bar contains organic shea butter and antioxidant-rich organic marula and mongongo oils. The finely milled formula lathers to gently cleanse, hydrate, and soften skin.

**SIZE:** 5 oz.

**BEST FOR**

All skin types.

**PERFORMANCE & SELLING TIPS**

- Cleanses without drying out skin.
- Perfect for all-over body use.
- Provides a fresh and clean citrus scent.

**PRODUCT PROFILE**

- Vegan
- Gluten-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

Soaps are often made with overly drying and irritating surfactants, parabens, and fragrances that can act as hormone-disrupting chemicals. Our Citrus Mimosa Body Bar gently cleanses and hydrates the skin with organic oils that work well on all skin types.

**HOW TO USE**

Work soap into a lather with water, massage onto body, and rinse thoroughly. This soap is gentle enough for everyday use. For hydration, massage Body Oil Citrus Rosemary onto damp skin.

**KEY INGREDIENT BENEFITS**

*Shea Butter:* non-greasy hydration and conditioning for skin.

*Marula Oil:* from the same family as the mango, this botanical is ultra-moisturizing, rich in antioxidants, and is easily absorbed.

*Mongongo Oil:* found in Africa, this oil is rich in hydrating omega-6 and antioxidant vitamin E.

**INGREDIENT LIST**

Sodium Rapeseedate, Sodium Cocoate, Aqua (Water), Glycerin, Butyrospermum Parkii (Shea) Butter*, Simmondsia Chinensis (Jojoba) Butter, Sodium Citrate, Citrus Aurantium Dulcis (Orange) Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Oil, Citrus Limon (Lemon) Oil, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora (Mimosa) Bark Extract, Ricinodendron Rautanenii (Mongongo) Oil*, Sclerocarya Birrea (Marula) Seed Oil.

*Organic

**CROSS SELLING**

- Body Oil in Citrus Rosemary
- Sugar Body Scrub in Lemongrass
Cosmetics Collection

We believe you shouldn’t have to compromise your health in the name of beauty—and this is the reason why we defined a higher standard of safety and performance. See how safer makeup can be effective, beautiful, sophisticated, and empowering.
Tint Skin Hydrating Foundation

Our game-changing Tint Skin Hydrating Foundation is a lightweight, liquid foundation that cares for your skin. The formula goes on seamlessly and blends effortlessly to cover imperfections and even skin tone. Sodium hyaluronate, a natural moisture magnet, promotes smoother-looking skin and reduces the appearance of pores and fine lines.

**SIZE:** 40 ml / 1.35 fl. oz.

**SHADES**

Porcelain: very light.
Linen: light.
Sand: medium light.
Honey: medium.
Golden: medium deep—yellow undertone.
Tan: medium deep—red undertone.
Chestnut: deep—red undertone.
Mocha: deep—yellow undertone.

**BEST FOR**

All skin types. Sheer to moderate coverage.

**PERFORMANCE & SELLING TIPS**

- Lightweight, moisturizing formula.
- Easily buildable for more coverage.
- Minimizes the appearance of pores and fine lines.
- Leaves skin glowing and fresh.

**PRODUCT PROFILE**

- Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

Foundations often contain emollients and emulsifiers known as polyethylene glycols (PEGs) that may be contaminated with known carcinogens. Our Tint Skin uses a safer combination of plant-derived skin conditioners and emulsifiers to create a flawless look.

**HOW TO USE**

Use daily, alone or on top of moisturizer. Apply evenly with fingertips or Retractable Foundation Brush. Layer for additional coverage.

**KEY INGREDIENT BENEFITS**

Sodium Hyaluronate: supports the skin’s water retention and nutrient absorption while promoting smoother-looking skin.

Jojoba Esters: helps moisturize, soothe, and soften skin.

**INGREDIENT LIST**

Aqua/Water/Eau, Coco-Caprylate, Isododecane, Triethylsiloxysilicate, Caprylic/Capric Triglyceride, Dimethicone/Vinyl Dimethicone Crosspolymer, Isostearic Acid, Polyglyceryl-4 Disostearate/Polyhydroxystearate/Sebacate, Isoeicosane, Propanediol, Jojoba Esters, Glycerin, Magnesium Sulfate, Cera Alba/Beeswax/Cire d’abeille, Dimethicone, Gluconolactone, Sodium Hyaluronate, Sodium Chloride, Sodium Benzoate, Hydrogenated Castor Oil, Polyhydroxystearic Acid, Lecithin, Ethylhexyl Palmitate, Isopropyl Myristate Polyglyceryl-3 Polyrincinololate, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil Citrus Aurantium Dulcis (Orange) Peel Oil, Rosa Damascena (Rose) Flower Oil, Salvia Scarea (Clary) Oil, Citrus Aurantium Dulcis (Orange) Flower Oil, Vanilla Planifolia (Vanilla) Fruit, Triethoxysanylsilicate, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499)

**CROSS SELLING**

- Retractable Foundation Brush
- Mattifying Powder
- Nourishing Cream Cleanser

US $41  CAD $51

BEST SELLER
Dew Skin Tinted Moisturizer

This sheer-coverage moisturizer helps even skin tone and prevent sun damage. Black currant, peony root extract, and vitamin C even and brighten skin tone while hyaluronic acid boosts hydration.

*Available in the US only.

**US $45**

**SIZE:** 40 ml / 1.35 fl. oz.

**SHADES**

No. 1: very fair and light skin tones.
No. 2: light and light-medium skin tones.
No. 3: light-medium and medium skin tones.
No. 4: medium deep skin tones.
No. 5: deep skin tones.

**BEST FOR**

All skin types.

**PERFORMANCE & SELLING TIPS**

• Lightweight, moisturizing formula smooths skin.
• Sheer coverage evens skin tone.
• Provides broad spectrum SPF 20 protection from UVA and UVB rays.

**PRODUCT PROFILE**

• Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

We use non-nano zinc oxide, an effective mineral that has not been found to be harmful to the ocean ecosystem, instead of using a potentially harmful sunblocker like oxybenzone.

**HOW TO USE**

Use daily alone or on top of moisturizer. Apply evenly with fingertips or Flat Complexion Brush. For more coverage, layer Tint Skin Foundation on top.

**KEY INGREDIENT BENEFITS**

Black Currant Seed Oil: evens skin tone and enhances radiance.
Sodium Hyaluronate: supports water retention and nutrient absorption.
Vitamin C: brightens skin, evens skin tone, and reduces the appearance of fine lines.

**INGREDIENT LIST**

**Active ingredient (%w/w):** Zinc Oxide 14%

**Inactive ingredients:** Aqua/Water/Eau, Caprylic/Capric Triglyceride, Coco-Caprylate, Trimethylsiloxysilicate, Isopropyl Palmitate, Dimethicone/Vinyl Dimethicone Crosspolymer, Polyglyceryl-4 Diisostearate/Polyhydroxystearate/Sebacate, Octyldodecyl Oleate, Ethylhexyl Palmitate, Isopropyl Myristate, Dimethicone, Magnesium Sulfate, Beeswax (Cera Alba)/Cire d’abeille, Gluconolactone, Sodium Hyaluronate, Lecithin, Blackcurrant Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Solidago Virgaurea (Goldenrod) Extract, Polyhydroxystearic Acid, Polyglyceryl-3 Polyricinoleate, Isostearic Acid, Glycerin, Propanediol, Sodium Benzoate, Isoeicosane, Hydrogenated Castor Oil, Tetrahexyldecyl Ascorbate, Octyldodecanol, Octyldodecyl Stearoyl Stearate, Alcohol, Paonia Suffruticosa Root Extract, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Rosa Damascena Flower Oil, Salvia Sclarea (Clary) Essential Oil, Citrus Aurantium Dulcis (Orange) Flower Oil, Vanilla Planifolia Fruit, Calcium Gluconate, Sodium Chloride, Mica.

May Contain (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891).

**CROSS SELLING**

• Touchup Concealer Pen
• Powder Blush Duo
• Matte Bronzer
Touchup Skin Concealer Pen

Hide dark circles, redness, and other imperfections with Touchup Skin Concealer Pen. The click-pen and brush applicator make it easy to apply just the right amount. Formulated with knotweed extract, this concealer helps reduce the appearance of fine lines, so skin looks firmer, brighter, and instantly more even.

| US $32 | CAD $40 |

**SIZE:** 0.09 fl. oz.

**SHADES**
- Fair: very fair skin tones.
- Light: fair to light skin tones.
- Medium 1: light to medium skin tones.
- Medium 2: medium to medium-dark skin tones.
- Dark: dark skin tones.

**BEST FOR**
All skin types.

**PERFORMANCE & SELLING TIPS**
- Blends perfectly into skin for flawless, invisible coverage.
- Brightens the skin for a more radiant complexion.
- Knotweed extract reduces the appearance of fine lines.

**PRODUCT PROFILE**
- Unscented
- Gluten-free*
- Nut-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**KEY INGREDIENT BENEFITS**

Knotweed extract: helps preserve skin elasticity and reduce the appearance of fine lines.

**INGREDIENT LIST**
Aqua/Water/Eau, Caprylic/Capric Triglyceride, Dimethicone, Coco-Caprylate, Trimethylsiloxy silicate, Disostearoily Polyglyceryl-3 Dimer Dilinoleate, Ethylhexyl Palmitate, Polymethylsil sesquioxane, Glycerin, Oleyl Oleate, Gluconolactone, Magnesium Sulfate, Sodium Chloride, Sodium Benzoate, Dimethicone/ Vinyl Dimethicone Crosspolymer, Tocopheryl Acetate, Cera Alba/Beeswax/Cire d'abeille, Hydrogenated Castor Oil, Lecithin, Polygonum Aviculare (Knotweed) Extract, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499).

**CROSS SELLING**
- All-Over Eye Brush
- Mattifying Powder
- Rejuvenating Eye Cream

**WHY IS IT SAFER?**
Our Touchup Skin Concealers help keep sensitive under eye skin firm yet supple with knotweed extract and skin softeners made from renewable resources rather than retinyl palmitate (vitamin A), which may be linked to cancer.

**HOW TO USE**
Press the click-pen button until brush tip is filled with concealer. Apply concealer to dark circles or imperfections. Lightly pat with ring finger to blend. Wear alone or on top of foundation.
Mattifying Powder

A translucent and weightless finishing powder that blends invisibly to set makeup, absorb shine, and reduce the appearance of pores and fine lines.

**SIZE:** 9 g / 0.32 oz.

**BEST FOR**
All skin types and tones.

**PERFORMANCE & SELLING TIPS**
- Smooth, translucent finish with no white residue.
- Sets makeup and absorbs shine.
- Reduces appearance of pores and fine lines.

**PRODUCT PROFILE**
- Unscented
- Vegan
- Gluten-free*
- Nut-free*
- Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
We third-party test each batch of color cosmetics for heavy metals and often have zero or “no detect” levels. We have set our allowable limits below even the most health-protective standards in the world.

**HOW TO USE**
Apply with Powder Brush over moisturizer or foundation. Lightly cover face for a smooth, translucent matte finish.

**KEY INGREDIENT BENEFITS**
Corn Starch: easily absorbs excess oil for a silky feel.

**INGREDIENT LIST**
Zea Mays (Corn) Starch, Lauroyl Lysine, Silica, Phenoxyethanol, Ethylhexyl Palmitate, Bismuth Oxychloride (CI 77163).

**CROSS SELLING**
- Powder Brush
- Tint Skin Hydrating Foundation

US $37  CAD $45
Matte Bronzer

Moisturizing porcelain flower extract helps this bronzer deliver a radiantly healthy glow that’s easy to apply and blend. With a refined matte finish, it doubles as a shimmer-free contour for natural-looking definition.

**SIZE:** 0.35 oz. / 10g

**BEST FOR**
All skin types.

**SHADES**
- No. 01: for light and medium skin tones.
- No. 02: for medium and deep skin tones.

**PERFORMANCE & SELLING TIPS**
- Creates an easy-to-achieve, natural contour.
- Velvety matte finish offers a warm, natural-looking bronzing effect.
- Both the Angled Blush Brush and Powder Brush are designed to work perfectly with the compact.

**PRODUCT PROFILE**
- Vegan
- Unscented
- Nut-free*
- Soy-free*
- Gluten-free*

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**HOW TO USE**
For a sun-kissed bronzing effect, dust with the Powder Brush over forehead, cheeks, eyelids, and chin. Use the Angled Blush Brush for a flattering contour under cheekbones and around the jawline.

**KEY INGREDIENT BENEFITS**
Porcelain Flower Extract: a delicate flower from Thailand known for its antioxidant and healing benefits.

**INGREDIENT LIST**
Talc, Mica, Caprylic/Capric Triglyceride, Ethylhexyl Palmitate, Silica, Hoya Lacunosa Flower Extract, Lauroyl Lysine, Capryloyl Glycine, Undecylenoyl Glycine, Zinc Stearate, Tin Oxide†.
May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Manganese Violet (CI 77742).

†not present in all shades

**CROSS SELLING**
- Powder Brush
- Angled Blush Brush

**WHY IS IT SAFER?**
We third-party test each batch of color cosmetics for heavy metals and often have zero or “no detect” levels. We have set our allowable limits below even the most health-protective standards in the world.
Powder Blush Duo

Made with moisturizing porcelain flower extract, a Thai bloom with antioxidant benefits, each satiny powder blends seamlessly to emulate naturally flushed cheeks. Wear alone, layered, or blended together.

**Size:** 0.35 oz. / 10g

**Best For**
All skin types.

**Shades**
- **Bloom:** soft pink.
- **Tulip:** bright hot pink.
- **Flamingo:** vibrant coral.
- **Apricot:** warm peach.
- **Tawny:** caramel tan.
- **Whisper:** soft peach pink.

**Performance & Selling Tips**
- Developed for easy application and color performance.
- Two shades with different levels of sheen, can be layered, blended together, or worn alone.
- The Angled Blush Brush and Powder Brush are designed to work perfectly with the size of the duo.

**Product Profile**
- Vegan
- Unscented
- Nut-free*
- Soy-free*
- Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**Why Is It Safer?**
We third-party test each batch of color cosmetics for heavy metals and often have zero or “no detect” levels. We have set our allowable limits below even the most health-protective standards in the world.
Color Pinch Cream Blusher

Brighten cheeks with natural, dewy color. Jojoba ester and carnauba wax condition and hydrate skin, making the smooth formula easy to apply anytime, anywhere. Plus, it’s easy to layer for bolder color and doubles as a lipstick for a pop of color.

**SIZE:** 5.7g / 0.2 oz

**BEST FOR**
All skin types.

**SHADES**
- **Caramel:** light apricot bronze.
- **Hibiscus:** intense rose pink.
- **Umber:** terracotta rose.

**PERFORMANCE & SELLING TIPS**
- Warms cheeks with a natural, dewy flush.
- Smooth, easy-to-apply formula.
- Portable and compact.

**PRODUCT PROFILE**
- Unscented
- Nut-free*
- Soy-free*
- Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
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**HOW TO USE**
Blend evenly onto cheeks for a natural-looking glow and layer for bolder color. Also doubles as a lipstick.

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**KEY INGREDIENT BENEFITS**

**Jojoba Ester:** smooths, conditions, and hydrates.
**Carnauba Wax:** native to Brazil, this plant is known as the ‘queen of waxes,’ promoting long-lasting hydration and shine.

**INGREDIENT LIST**

**Caramel:** Jojoba Esters, Diisostearoyl Malate, Ricinus Communis (Castor) Seed Oil, Isopropyl Palmitate, Cera Microcristallina/Microcrystalline Wax/Cire microcristalline, Polyglyceryl-3 Beeswax, Silica, Mica, Candelilla Cera/Euphorbia Cerifera Cera/Candelilla Wax/Cire de candelilla, Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Tetrahexyldecyl Ascorbate, Iron Oxide (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891).

**Hibiscus:** Jojoba Esters, Diisostearoyl Malate, Ricinus Communis (Castor) Seed Oil, Isopropyl Palmitate, Cera Microcristallina/Microcrystalline Wax/Cire microcristalline, Polyglyceryl-3 Beeswax, Silica, Mica, Candelilla Cera/Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Tetrahexyldecyl Ascorbate, Iron Oxide (CI 77491), Red 7 Lake (CI 15850), Titanium Dioxide (CI 77891), Blue 1 Lake (CI 42090).

**Umber:** Jojoba Esters, Diisostearoyl Malate, Ricinus Communis (Castor) Seed Oil, Isopropyl Palmitate, Cera Microcristallina/Microcrystalline Wax/Cire microcristalline, Polyglyceryl-3 Beeswax, Silica, Mica, Candelilla Cera/Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba*, Tetrahexyldecyl Ascorbate, Iron Oxides (CI 77491, CI 77492, CI 77499), Red 7 Lake (CI 15850), Titanium Dioxide (CI 77891).

*Organic

**CROSS SELLING**
- Tint Skin Hydrating Foundation
- Matte Bronzer
- Lip Gloss

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US $37  CAD $46
Eye Shadow Duo

Wear these satiny, universally-flattering powders alone, layered, or mixed together for the ultimate eye shadow wardrobe. Each shade is made with antioxidant-rich porcelain flower extract to blend seamlessly and stay comfortable on the delicate eye area.

SIZE: 4g / 0.14 oz.

BEST FOR
All skin types.

SHADES
Fawn: luminous beige.  
Night: soft charcoal black.  
Oyster: nude peach.  
Amethyst: soft plum.  
Peach: pale apricot.  
Bronze: warm metallic.  
Pearl: illuminating white.  
Champagne: luminous gold.  
Shell: petal pink.  
Malt: neutral brown.  
Slipper: lavender pink.  
Slate: velvet grey.

PERFORMANCE & SELLING TIPS
• Two complementary shades designed to be worn together or alone.  
• All-Over Eye and Crease Eye Brushes work perfectly with the compact.  
• Formulated with porcelain flower extract, a Thai bloom known for its antioxidant benefits, to help illuminate and soothe the delicate skin around the eyes.

PRODUCT PROFILE
• Unscented  
• Nut-free*  
• Soy-free*  
• Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
We third-party test each batch of color cosmetics for heavy metals and often have zero or “no detect” levels. We have set our allowable limits below even the most health-protective standards in the world.

HOW TO USE
Use with our All-Over Eye Brush for a soft sweep of color, or our Crease Eye Brush for a more defined look.

KEY INGREDIENT BENEFITS
Porcelain Flower Extract: a delicate flower from Thailand known for its antioxidant, moisturizing, and healing benefits.

INGREDIENT LIST
Talc, Mica, Caprylic/Capric Triglyceride, Silica, Ethylhexyl Palmitate, Capryloyl Glycine, Undecylenoyl Glycine, Lauroyl Lysine, Hoya Lacunosa Flower Extract, Zinc Stearate, Tin Oxide†. May Contain (+/-): Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Manganese Violet (CI 77742), Ultramarines (CI 77007), Ferric Ferrocyanide (CI 77510), Carmine (CI 75470)*.

†not present in all shades  
*Only present in Malt, Shell, Amethyst, Oyster, Peach, Slipper shades.

CROSS SELLING
• Crease Eye Brush  
• All-Over Eye Brush
Lengthening Mascara

Made with organic oils and shea butter, our mascara conditions lashes while you wear it. The easy-control precision brush ensures clean application without smudging, clumping, or flaking.

**SIZE:** 4.1 ml / 0.14 fl. oz.

**BEST FOR**
All lashes and those looking to achieve a long, defined look.

**PERFORMANCE & SELLING TIPS**
- Instantly provides visible length and definition for each lash.
- Custom-designed wand evenly coats lashes.
- Luxurious blend of plant-based oils and vitamins keep lashes looking smooth and conditioned.

**PRODUCT PROFILE**
- Gluten-free*
- Nut-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our Lengthening Mascara helps boost lashes without the use of parabens and preservatives commonly that can mimic estrogen and may disrupt hormone function.

**HOW TO USE**
Remove wand from mascara bottle and wipe excess product from the brush. Apply from the base of your lashes, combing through to the tips. Build length with additional coats.

**HOW TO REMOVE**
Remove with any Beautycounter cleanser. Works best with Cleansing Balm and Baby Soothing Oil.

**KEY INGREDIENT BENEFITS**
- **Carnauba Wax & Beeswax:** adds structure, texture, and builds lashes while helping to lengthen and separate.
- **Shea Butter:** hydrates and conditions.
- **Acai Fruit Oil:** an antioxidant that can help condition, soften, and protect the eyelash.

**INGREDIENT LIST**
Isododecane, Aqua/Water/Eau, Trimethylsiloxysilicate, VP/Eicosene Copolymer, Cera Microcristallina/Microcrystalline Wax/Cire microcristalline, Distearidimonium Hectorite, Cera Alba/Beeswax/Cire d’abeille, Cera Carnauba/Copernicia Cerifera (Carnauba), Wax/Cire de carnauba, Ceresin, Polyglyceryl-3 Diisostearate, Polyglyceryl-3 Polyricinoleate, Gluconolactone, Glycerin, Polyglyceryl-6 Polyricinoleate, Butyrospermum Parkii (Shea) Butter*, Theobroma Cacao (Cocoa) Seed Butter*, Punica Granatum (Pomegranate) Seed Oil*, Euterpe Oleracea (Acai) Fruit Oil*, Lecithin, Tocopherol, Panthenol, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Polymethylsilsesquioxane, Citric Acid, Sodium Benzoate, Calcium Gluconate, Iron Oxide (CI 77499).

*Organic

**CROSS SELLING**
- Color Outline Eye Pencil
- Color Shade Eye Duo

**TEST RESULTS**
IN A SELF ASSESSMENT CONSUMER STUDY OF 32 WOMEN, IMMEDIATELY AFTER FIRST APPLICATION:
- 94% reported defined and lengthened lashes
- 97% reported mascara was easily buildable
- 94% reported mascara did not clump on lashes
- 94% reported mascara gave lashes ultimate definition
- 91% reported would refer mascara to a friend
Color Outline
Eye Pencil

Our waterproof Eye Pencils contain rosemary leaf extract, a natural antioxidant, and sunflower oil, which gives them a creamy feel. The result is a smooth, stay-put formula that glides on seamlessly. Plus, every pencil features a smudge tip so you can easily blend any line.

SIZE: 0.03 oz / 0.9g

BEST FOR
All skin tones.

SHADES
Black: jet black.
Brown: warm brown.
Violet: plum with a hint of sheen.
Navy: rich midnight blue.

PERFORMANCE & SELLING TIPS
• Glides on smoothly and easily.
• Long-lasting color.
• Comes with smudge tip for blending.

PRODUCT PROFILE
• Gluten-free*
• Nut-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
We third-party test each batch of color cosmetics for heavy metals and often have zero or “no detect” levels. We have set our allowable limits below even the most health-protective standards in the world.

HOW TO USE
Apply to lower and upper lash lines for desired effect. Blend with smudge tip.

KEY INGREDIENT BENEFITS
Rosemary Leaf Extract: an antioxidant that stabilizes the natural oils, waxes, and colorants.

INGREDIENT LIST
Stearic Acid, Hydrogenated Palm Kernel Glycerides, Hydrogenated Vegetable Oil, Hydrogenated Castor Oil, Hydrogenated Fish Oil, Cera Carnauba/Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Cetyl Palmitate, Hydrogenated Coco-Glycerides, Caprylyl/Caprylic Triglyceride, Calcium Carbonate, Hydrogenated Palm Glycerides, Hydrogenated Coconut Oil, Coco-Caprylate/Caprate, Paraffin Wax, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract.

May Contain (+/-): Mica*, Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891), Ultramarines (CI 77007), Ferric Ferrocyanide (CI 77510), Carmine (CI 75470)†.

*C present in Navy, Brown, Violet shades
†present in Violet shade

CROSS SELLING
• Color Shade Eye Duo
• Lengthening Mascara

US $23  CAD $29
Color Define Brow Pencil

Our Brow Pencils were developed to define brows so they appear natural yet polished—perfect for when you need to fill in gaps or even out color. The pencils go on smoothly and blend easily with the built-in brush wand.

**Size:** 0.02 oz. / 0.7 g

**Best For**
All skin tones

**Shades**
- **Light:** natural beige for light hair.
- **Medium:** neutral medium brown for medium to dark hair.
- **Dark:** neutral deep brown for dark hair.

**Performance & Selling Tips**
- Instantly fills in gaps and defines brows with precision.
- Applies smoothly and evenly.
- Built-in brush wand blends and evens color.
- Versatile shades can be worn with multiple hair colors.

**Product Profile**
- Gluten-Free*
- Nut-Free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**Why Is It Safer?**
We third-party test each batch of color cosmetics for heavy metals and often have zero or “no detect” levels. We have set our allowable limits below even the most health-protective standards in the world.

**How To Use**
With pencil, work in short upward strokes, layering color from the inside corner to the outer edge of brow. Use brush wand to smooth brows and even color.
Makeup Brushes

An assortment of brushes designed specially for the face, eyes, and cheeks to achieve flawless application. Each brush is made from soft, animal hair-free taklon bristles that feel soft on the skin.

**PRICE:**
- **Powder Brush:** US $39 / CAD $47
- **Angled Blush Brush:** US $35 / CAD $44
- **Flat Complexion Brush:** US $33 / CAD $41
- **Retractable Brush:** US $35 / CAD $43
- **Crease Eye Brush:** US $25 / CAD $31
- **All-Over Eye Brush:** US $25 / CAD $31
- **Precision Brush:** US $23 / CAD $29

**PERFORMANCE & SELLING TIPS**

- Taklon is a synthetic polyester-derived fiber that is soft and flexible.
- Easy to clean.
- Works with both cream and powder makeup products.

**WHY IS IT SAFER?**

Made from taklon, a synthetic polyester fiber that is soft, smooth, and widely used as the allergy-free, cruelty-free alternative to animal hair.

**WHAT IT DOES**

**Powder Brush:** A luxurious all-purpose brush designed for dusting blush, bronzer, or finishing powder. Gently swirl or dip brush into powder, then tap brush to remove excess powder before dusting onto face.

**Angled Blush Brush:** Swirl the fluffy bristles into the powder, tap away excess product, and gently sweep blush onto the cheekbones in an upward motion for a pop of color. To contour, apply bronzer below the apples of cheeks and around jawline to emphasize definition.

**Flat Complexion Brush:** Created for use with liquid foundation, tinted moisturizer, or concealer, this flathead brush is ideal for covering larger areas. Coat brush in product and apply for desired coverage.

**Retractable Foundation Brush:** Designed for liquid foundation and tinted moisturizer, this travel-friendly, dome-shaped brush creates flawless, even coverage. Dip brush into product and swirl to distribute the coat brush. Apply to skin with a light dabbing motion before blending outward with even strokes.

**Crease Eye Brush:** Shaped for blending darker shadows into eye creases for contouring precisely. To use, apply directly into crease focusing on the outer edge and blend.

**All-Over Eye Brush:** Designed to easily blend shadow all over eyelids or to highlight brow bones. Be sure to coat both sides of the brush, then tap away excess product. Press over each eyelid for a seamless, eye-brightening wash of color.

**Precision:** Created for multiple uses, this brush can be used to cover imperfections, define and line eyes, or as a lip brush. To brighten and highlight eyes, place the shadow at the inside and outside corners of the eye and blend gently.

**HOW TO CLEAN**

Dampen the brush and rub it into gentle shampoo or brush cleaner using circular motions. Rinse and repeat until the brush is clean. Blot with a towel and leave uncovered to dry. Clean brushes monthly.

**CROSS SELLING**

- Color Shade Eye Duo
- Powder Blush
- Tint Skin Hydrating Moisturizer.
Lip Gloss

Made with carnauba wax, jojoba oil, and vitamin E, each infinitely wearable color conditions lips and promotes lasting hydration and shine. Wear it alone or layered with Sheer Lipstick for a pop of shine.

**SIZE:** 0.24 oz. / 6.8 g

**BEST FOR**
All skin tones.

**SHADES**
- **Peony:** soft pink.
- **Buff:** true nude.
- **Sienna:** sheer maroon.
- **Opal:** sheer moonstone.
- **Ruby:** soft crimson.
- **Dahlia:** rosy mauve.
- **Fig:** sheer burgundy.

**PERFORMANCE & SELLING TIPS**
- Provides a beautiful sheer wash of color.
- Smooth, non-sticky formula.
- Wearable shades that complement all skin tones.
- Moisturizes and nourishes lips.

**PRODUCT PROFILE**
- Gluten-Free*
- Nut-Free*
- Soy-Free*

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**KEY INGREDIENT BENEFITS**
- **Carnauba Wax:** native to Brazil, this plant is known as the ‘queen of waxes,’ and promotes long-lasting hydration and shine.
- **Jojoba Seed Oil:** easily absorbs into skin for immediate moisture.
- **Vitamin E:** powerful antioxidant with hydrating and skin-conditioning properties.

**INGREDIENT LIST**
Polybutene, Ricinus Communis (Castor) Seed Oil, Hydrogenated Polyisobutene, Ethylhexyl Palmitate, Cera Alba (Beeswax)/Cire d’abeille, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba*, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Simmondsia Chinensis (Jojoba) Seed Oil*, Vanilla Planifolia Fruit Extract, Tocopherol, Maltodextrin†, Calcium Sodium Borosilicate††, Mica††, Tin Oxide††. May Contain (+/-): Titanium Dioxide (CI 77891), Yellow 5 Lake (CI 19140), Iron Oxides (CI 77491, CI 77492, CI 77499), Red 7 Lake (CI 15850), Red 6 Lake (CI 15850), Red 27 Lake (CI 45410), Manganese Violet (CI 77742), Carmine (CI 75470)†.

*Organic
† present in Fig shade
†† not present in all shades

**CROSS SELLING**
- Sheer Lipstick
- Lip Conditioner
- Tint Skin Hydrating Foundation

**WHY IS IT SAFER?**
Our lip glosses stay fresh and beautiful thanks to the antioxidant power of vitamin E instead of butylated hydroxytoluene (BHT), a preservative commonly used in lip products that may have harmful health effects.

**HOW TO USE**
Apply to lips as needed. Can be worn alone or layered on top of Sheer Lipstick.
Sheer Lipstick

This silky-smooth, long-lasting formula is lightweight yet ultra-moisturizing for the perfect mix of sheer color and polished sheen. Every shade was color-tested to ensure that each hue complements all skin tones. Layer Lip Sheer to intensify the color, or try it under Lip Gloss for a more lustrous look.

**SIZE:** 0.12 oz. / 3.4 g

**BEST FOR**
All skin tones.

**SHADES**
- **Nude:** true nude.
- **Petal:** light pink.
- **Twig:** rosy nude.
- **Rose:** vibrant pink.
- **Coral:** pink-orange.
- **Scarlet:** true red.
- **Currant:** rich maroon.
- **Plum:** true berry.
- **Raisin:** brown berry.
- **Terra:** earthy pink.

**PERFORMANCE & SELLING TIPS**
- Lasting, sheer lip color.
- Moisturizes and conditions lips.
- Each shade works with all skin tones.
- No synthetic fragrance—just the sophisticated scent of pure vanilla planifolia.

**PRODUCT PROFILE**
- Vegan
- Gluten-Free*
- Nut-Free*
- Soy-Free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Our Sheer Lipsticks get their moisturizing touch from plant-based ingredients such as jojoba esters, and their light scent from real vanilla—not from synthetic flavors, fragrances, or ingredients linked to a negative impact on health.

**HOW TO USE**
Apply Sheer Lipsticks directly to lips. Repeat application for a bolder look.

**KEY INGREDIENT BENEFITS**
- **Jojoba Esters:** helps moisturize, soothe, and soften skin.
- **Candelilla Wax:** smooths and conditions lips while providing a glossy look.
- **Carnauba Wax:** native to Brazil, this plant is known as the 'queen of waxes,' and promotes long-lasting hydration and shine.

**INGREDIENT LIST**
Diisostearly Malate, Jojoba Esters, Octyldodecyl Ricinoleate, Ricinus Communis (Castor) Seed Oil, Cera Microcristallina (Microcrystalline Wax)/Cire microcristalline, Vanilla Planifolia Fruit Extract, Copernicia Cerifera (Carnauba) Wax/Cire de carnauba, Euphorbia Cerifera (Candelilla) Wax/Cire de candelilla, Calcium Sodium Borosilicate†, Tin Oxide†.
May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Yellow 5 Lake (CI 19140), Red 7 Lake (CI 15850), Red 6 Lake (CI 15850), Red 27 Lake (CI 45410), Blue 1 Lake (CI 42090).
† not present in all shades

**CROSS SELLING**
- Lip Gloss
- Lip Conditioner
The Kids Bath Collection is a trio of kid-friendly formulas for hair and body, made without any hidden ingredients. It includes our berry-scented Kids Body Wash, as well as our citrus vanilla-scented Nice Do Shampoo and Not a Knot Conditioner.
Nice Do Kids Shampoo

Gentle enough for daily use, our kids shampoo contains a mix of broccoli, carrot root, and strawberry extracts for a gluten- and nut-free cleansing formula that leaves hair shiny and soft. Hints of citrus oils and vanilla extract give it a creamy orange-vanilla swirl scent that kids will love.

SIZE: 295 ml / 10 fl. oz.

BEST FOR
All skin and hair types.

PERFORMANCE & SELLING TIPS
• It’s pH-balanced and gentle for kids.
• Leaves hair looking shiny and soft.
• No synthetic fragrances— citrus oils and vanilla extract give the shampoo a creamy orange-vanilla swirl scent.

PRODUCT PROFILE
• Vegan
• Nut-free*
• Gluten-free*
• Soy-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
Nice Do Kids Shampoo contains gentle ingredients derived from coconut oil to cleanse and condition the hair, instead of harsh surfactants that may be contaminated with the carcinogens.

HOW TO USE
Apply a small amount to wet hair. Lather up, then rinse. Ideal for kids with all hair types. Use daily.

KEY INGREDIENT BENEFITS

Broccoli Extract: full of fatty acids and phytonutrients to give shine without a heavy feel.
Carrot Root Extract: high in carotenes and vitamin E to help exfoliate the skin for renewed glow.
Strawberry Fruit Extract: gently cleanses and removes oils without stripping.

INGREDIENT LIST

Aqua/Water/Eau, Cocamidopropyl Hydroxysultaine, Disodium Cocoamphodiacetate, Glycerin, Disodium Cocoyl Glutamate, Caprylylhydroxamic Acid, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Glyceryl Caprylate, Xanthan Gum, Polyglyceryl-4 Laurate/Sebacate, Polyglyceryl-6 Caprylate/Caprate, Sodium Cocoyl Glutamate, Citric Acid, Panthenol, Brassica Oleracea Italica (Broccoli) Extract, Daucus Carota Sativa (Carrot) Root Extract, Fragaria Vesca (Strawberry) Fruit Extract, Citrus Aurantium Dulcis (Orange) Oil, Citrus Grandis (Grapefruit) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Vanilla Planifolia (Vanilla) Fruit Extract, Potassium Sorbate.

CROSS SELLING
• Super-Duper Clean Kids Body Wash
• Not a Knot Kids Conditioner
Not a Knot Kids Conditioner

Detangle kids hair with a gluten- and nut-free formula made with super-eminollient safflower seed oil, plus carrot root extract for extra-gentle conditioning. Bonus? It has the same sweet kid-friendly scent as the shampoo.

SIZE: 295 ml / 10 fl. oz.

BEST FOR
All skin and hair types.

PERFORMANCE & SELLING TIPS
• It’s pH balanced and gentle for kids.
• Conditions and detangles.
• No synthetic fragrances—pure citrus oils and vanilla extract gives the conditioner a creamy orange-vanilla swirl scent.

PRODUCT PROFILE
• Vegan
• Nut-free*
• Soy-free*
• Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

WHY IS IT SAFER?
Formulated with moisturizing safflower and fragrant essential oils, Not a Knot Kids Conditioner is gentle, effective, and safe for little ones.

HOW TO USE
After shampooing, massage through entire length of hair. Rinse. Perfect for all hair types.

KEY INGREDIENT BENEFITS
Safflower: delivers intense and instant hydration while steadily releasing moisture over time so hair feels soft and smooth.
Broccoli Extract: full of fatty acids and phytonutrients to give shine without a heavy feel.

INGREDIENT LIST
Aqua/Water/Eau, Cetyl Alcohol, Cetearyl Alcohol, Glycerin, Dicetyldimonium Chloride, Amodimethicone, Behentrimonium Methosulfate, Glyceryl Caprylate, Stearyl Alcohol, Hydroxyethylcellulose, Panthenol, Carthamus Tinctorius (Safflower) Oleosomes, Citric Acid, Brassica Oleracea Italica (Broccoli) Extract, Daucus Carota Sativa (Carrot) Root Extract, Citrus Aurantium Dulcis (Orange) Oil, Citrus Grandis (grapefruit) Peel Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Vanilla Planifolia (Vanilla) Fruit Extract, Caprylyhydroxamic Acid, Sodium Benzoate.

CROSS SELLING
• Super-Duper Clean Kids Body Wash
• Nice Do Kids Shampoo
Super-Duper Clean Kids Body Wash

Gentle enough for all skin types, this formula cleanses, softens, and hydrates. Pomegranate and cranberry fruit extracts support healthy skin, plus kids will love its delicious berry scent.

**SIZE:** 295 ml / 10 fl. oz.

**BEST FOR**

All skin types.

**PERFORMANCE & SELLING TIPS**

- Gentle enough for daily use.
- Cleanses and hydrates skin.
- No synthetic fragrances—pure citrus and botanical oils provide a fresh berry scent.

**PRODUCT PROFILE**

- Vegan
- Nut-free*
- Soy-free*
- Gluten-free*

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**WHY IS IT SAFER?**

Our Kids Body Wash uses mild cleansing agents like coconut and essential oils rather than parabens, synthetic fragrances, and surfactants, which can be irritating and act as hormone-disrupting chemicals.

**HOW TO USE**

Apply a small amount to damp skin or a washcloth. Lather up, then rinse. Use daily.

**KEY INGREDIENT BENEFITS**

*Pomegranate Extract:* a natural antioxidant promotes healthy-looking skin.

*Cranberry Fruit Extract:* nutrient-rich to help nourish skin.

**INGREDIENT LIST**

Aqua/Water/Eau, Cocamidopropyl Hydroxysultaine, Disodium Cocoamphodiacetate, Disodium Cocoyl Glutamate, Glycerin, Caprylylhydroxamic Acid, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Glyceryl Caprylate, Polyglyceryl-6 Caprate, Xanthan Gum, Sodium Cocoyl Glutamate, Citric Acid, Panthenol, Punica Granatum (Pomegranate) Extract, Vaccinium Macrocarpon (Cranberry) Fruit Extract, Artemisia Pallens (Davana) Flower Oil, Barosma Betulina (Buchu) Leaf Oil, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Limon (Lemon) Peel Oil, Citrus Paradisi (Grapefruit) Peel Oil, Citrus Tangerina (Tangerine) Peel Oil, Picea Glauca (White Spruce) Branch/Leaf Oil, Potassium Sorbate.

**CROSS SELLING**

- Nice Do Kids Shampoo
- Not a Knot Kids Conditioner
Baby Collection

Ultra-gentle, safer formulas specially made with fewer ingredients for more delicate skin. Pack all these essentials in a sleek, new carry-all bag. Everything you need to protect and soothe baby’s soft skin.
Calming Diaper Rash Cream

This hypoallergenic formula is made with safer ingredients. Non-nano zinc oxide helps relieve and prevent redness, inflammation, and irritation. Tapioca starch absorbs excess moisture caused by diapers while helping maintain skin's softness and smoothness. Shea butter and jojoba oil moisturize and nurture delicate skin.

*Available in the US only.

**US $18**

**SIZE:** 85 g / 3 oz.

**BEST FOR**
Newborns, and healing and preventing diaper rash.

**PERFORMANCE & SELLING TIPS**
- Provides instant relief of redness, inflammation, and irritation.
- Gentle, unscented formula is safe for everyday use.
- Soothes, protects, and nourishes sensitive skin.
- Rubs in and washes off easily.

**PRODUCT PROFILE**
- Vegan
- Nut-Free*
- Soy-Free*
- Gluten-Free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
Babies can easily absorb chemicals through their skin and may be more vulnerable to the effects than adults. Our Calming Diaper Rash Cream soothes sensitive skin with nourishing organic oils and butters, instead of petrolatum, which may be contaminated with harmful chemicals.

**HOW TO USE**
Apply as frequently as needed to relieve and soften skin.

**KEY INGREDIENT BENEFITS**
- **Non-Nano Zinc Oxide:** forms a barrier to protect the skin.
- **Jojoba Oil:** helps to calm and soften.
- **Tapioca Starch:** absorbs undesired moisture, and helps smooth skin.

**INGREDIENT LIST**
- **Active ingredient:** Zinc Oxide 14%
- **Inactive ingredients:** Beeswax, Butyrospermum Parkii (Shea) Butter*, Helianthus Annuus (Sunflower) Seed Oil*, Silica, Simmondsia Chinensis (Jojoba) Seed Oil*, Tapioca Starch.
  *Organic

**CROSS SELLING**
- Classic Diaper Bag
- Baby Daily Protective Balm
- Baby Soothing Oil
Baby Gentle All-Over Wash

Specially formulated for babies’ bath time, our two-in-one hair and body wash is ideal for delicate skin. The gentle, tear-free formula effectively cleanses and nourishes from head to toe without stripping away moisture.

**SIZE:** 236 ml / 8 fl. oz.

**BEST FOR**
Newborns and babies.

**PERFORMANCE & SELLING TIPS**
- Certified tear-free formula.
- No harsh surfactants.
- Gently cleanses baby’s delicate skin and hair without stripping moisture.
- Soothes and calms sensitive skin.

**PRODUCT PROFILE**
- Vegan
- Unscented
- Tear-free
- Nut-Free*
- Soy-Free*
- Gluten-Free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free, or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**
We use plant sources including coconut fatty acids in our Baby Gentle All-Over Wash to provide a gentle, tear-free cleanse without the risk of contaminants, preservatives, and potential carcinogens.

**HOW TO USE**
Wet hair and skin with warm water. Gently massage onto scalp and body, then rinse thoroughly.

**KEY INGREDIENT BENEFITS**
- **Decyl Glucoside:** mild cleansing ingredient.
- **Sodium Methyl Cocoyl Taurate:** creates a creamy foam to condition skin and hair.

**INGREDIENT LIST**
- Aqua/Water/Eau, Decyl Glucoside, Cocamidopropyl Hydroxysultaine, Sodium Methyl Cocoyl Taurate, Glycerin, Xanthan Gum, Guar Hydroxypropyltrimonium Chloride, Gluconolactone, Citric Acid, Sodium Benzoate, Sodium Chloride.

**CROSS SELLING**
- Baby Soothing Oil
- Baby Daily Protective Balm
- Baby Diaper Bag
Baby Daily Protective Balm

Our barrier balm is the ultimate hydrating powerhouse. This calming blend of organic shea butter and jojoba oil provides soothing relief and protection for dry, delicate skin.

**SIZE:** 3 oz. Net Wt/ 85 g

**BEST FOR**

Newborns and babies.

**PERFORMANCE & SELLING TIPS**

• Moisturizes skin as it helps provide a layer of protection.
• Deeply protects, hydrates, and nourishes dry, delicate skin.
• Gentle, yet effective formula made with safer ingredients.

**PRODUCT PROFILE**

• Unscented
• Nut-Free*
• Soy-Free*
• Gluten-Free*

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**WHY IS IT SAFER?**

Babies can easily absorb chemicals through their skin and may be more vulnerable to the effects than adults. Our Daily Protective Balm helps soothe sensitive skin with nourishing organic oils and butters instead of petrolatum, which may be contaminated with harmful chemicals.

**HOW TO USE**

Apply to clean, dry skin. Use daily, as often as needed.
Baby Soothing Oil

A soothing, calming, and nourishing body oil designed specifically for baby’s sensitive skin. Formulated with a mix of organic coconut, jojoba, and sunflower seed oils that easily absorbs while leaving the skin with a soft, silky finish.

**SIZE:** 118 ml / 4 fl. oz.  
**BEST FOR**  
Newborns and babies.  

**PERFORMANCE & SELLING TIPS**  
• Gentle and simple formula made with four ingredients.  
• Perfect for baby massage, cradle cap, dry skin, and even mom’s belly.  
• Provides intensive moisture to the skin.  
• Absorbs easily without leaving skin feeling greasy.  

**PRODUCT PROFILE**  
• Vegan  
• Unscented  
• Nut-Free*  
• Soy-Free*  
• Gluten-Free*  

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**WHY IS IT SAFER?**  
Babies can easily absorb chemicals through their skin and may be more vulnerable to the effects than adults. Our unscented Baby Soothing Oil is made without “fragrance” or mineral oil, which may contain harmful ingredients linked to hormone disruption.

**HOW TO USE**  
Massage into your baby’s skin to soothe and calm after a bath (or any time)!

**KEY INGREDIENT BENEFITS**  
*Organic Sunflower Oil*: nourishes and provides lasting moisture.  
*Organic Coconut Oil*: hydrates and supports skin moisture barrier.  
*Organic Jojoba Seed Oil*: lightweight, easily absorbs into skin and is ultra-moisturizing.

**INGREDIENT LIST**  
Helianthus Annuus (Sunflower) Seed Oil*, Cocos Nucifera (Coconut) Oil*, Tocopherol, Simmondsia Chinensis (Jojoba) Seed Oil*.  
*Organic

**CROSS SELLING**  
• Baby Gentle All-Over Wash  
• Baby Daily Protective Balm  
• Baby Calming Diaper Rash Cream

US $22  CAD $28
Classic Diaper Bag

Carry all of baby’s essentials in a stylish canvas diaper bag, featuring a classic navy exterior and striped interior lining. It’s big enough to carry all the necessary items, plus it includes a changing pad, canvas pouch, and plenty of pockets for ease and organization.

**SIZE:** 14” x 7” x 14.25”

**ORIGIN:** China

**BEST FOR**

Carrying baby essentials in style.

**PERFORMANCE & SELLING TIPS**

- Canvas bag with soft faux leather trim and handles.
- Striped interior lining.
- Changing pad with washable surface included.
- Canvas pouch with zipper closure included.
- Exterior pocket and 7 interior side pockets.
- Adjustable shoulder strap.

**PRODUCT PROFILE**

- Vegan

**WHY IS IT SAFER?**

We use cotton canvas for the shell instead of leather because we avoid using animal products whenever possible. Canvas bag with soft vegan leather trim. For the waterproof coating on the changing pad, we used PEVA and, for the vegan leather trim and handles, we used PU. PEVA is generally considered to be a safer alternative to PVC. PU does not contain the volatile compounds that are in PVC-based products.

**MATERIALS**

*Body:* cotton canvas shell.
*Handles & Trim:* vegan leather.
*Strap & Interior Lining:* nylon.
*Changing Pad:* cotton canvas coated with waterproof PEVA.

**CROSS SELLING**

- Baby Daily Protective Balm
- Baby Gentle All-Over Wash
- Baby Soothing Oil
Sun Care Collection

Guard against harmful rays with lightweight, mineral-based, broad spectrum protection for face, body, and lips. We use non-nano zinc oxide, an effective alternative to oxybenzone, as a sun filter in all of our sun care products.
Protect All Over Sunscreen SPF 30

This lightweight, water-resistant sunscreen is formulated with non-nano zinc oxide, an effective mineral sunblocker. It blends seamlessly into skin without leaving white streaks, protecting against both UVA and UVB rays. Aloe helps hydrate skin while antioxidant-rich blood orange extracts fight free radicals.

*Available in the US only.

**US $32**

**SIZE:** 4.8 fl. oz.

**BEST FOR**

Adults and children of all skin types.

**PERFORMANCE & SELLING TIPS**

- Broad spectrum sunscreen for everyday use.
- Blocks UVA and UVB rays with non-nano zinc oxide.
- Lightweight formula absorbs easily without streaking.
- Water resistant for 40 minutes.

**PRODUCT PROFILE**

- Nut-free*
- Gluten-free*

*Beautycounter cannot guarantee that products are made in a nut-free, gluten-free or soy-free facility. Persons with extreme allergies are encouraged to consult a doctor or conduct a patch test before using any products.

**WHY IS IT SAFER?**

Instead of using a potentially harmful sunblocker like oxybenzone, we formulate our Protect All Over Sunscreen with non-nano zinc oxide, an effective, natural mineral that works by reflecting and scattering UV light rays.

**HOW TO USE**

Apply liberally 15 minutes before sun exposure. Reapply at least every 2 hours or after 40 minutes of swimming or sweating, or immediately after towel-drying.

**KEY INGREDIENT BENEFITS**

- **Aloe Leaf Juice:** rich in vitamins B, C, and E to help nourish and soothe.
- **Chamomilla Flower Extract:** has soothing properties to calm and hydrate.
- **Non-Nano Zinc Oxide:** effective, natural mineral that works by reflecting and scattering UV light rays.

**INGREDIENT LIST**

**Active ingredient:** Zinc Oxide 19%

**Inactive ingredients:** 1,2-Hexanediol, Aloe Barbadensis Leaf Extract, Aloe Barbadensis Leaf Juice, Beeswax, Camellia Sinensis Leaf Extract, Caprylyl/Capric Triglyceride, Cetearyl Nonanoate, Chamomilla Recutita (Matricaria) Flower Extract, Citrus Aurantium Dulcis (Orange) Peel Oil, Citrus Limon (Lemon) Peel Oil, Citrus Reticulata (Tangerine) Fruit Extract, Citrus Reticulata (Tangerine) Peel Oil, Citrus Sinensis (Blood Orange) Fruit Extract, Coco-Caprylate, Decylene Glycol, Ethylhexyl Palmitate, Glycerin, Hydrogenated Castor Oil, Isopropyl Myristate, Isopropyl Palmitate, Isostearic Acid, Lecithin, Leuconostoc/Radish Root Ferment Filtrate, Magnesium Sulfate, Mentha Piperita (Peppermint) Oil, Mimosa Tenuiflora (Mimosa) Bark Extract, Phenoxyethanol, Polyglyceryl-3 Polyrpicinoleate, Polyglyceryl-4 Diisostearate/Polyhydroxystearate/Sebacate, Polyhydroxystearic Acid, Silica, Sodium Chloride, Water.

**CROSS SELLING**

- Protect Stick Sunscreen (Face)
- Protect Lip Balm
Protect Stick Sunscreen
Broad Spectrum SPF 30
(Face and Body)

Formulated with non-nano zinc oxide, our Protect Stick Sunscreen provides protection from UVA and UVB rays and glides on smoothly without leaving white residue. Compact and easy to use, our stick comes in two sizes for face and body, providing water-resistant sun protection for the entire family. The delicious aroma comes directly from our ultra-moisturizing and nourishing key ingredient: organic cocoa butter.

*Available in the US only.

**US $18 / $34**

**SIZE:** Face: 0.52 oz. / Body: 1.3 oz.

**BEST FOR**

All skin types.

**PERFORMANCE & SELLING TIPS**

- Blocks UVA and UVB rays with non-nano zinc oxide, an effective mineral sunblocker.
- Provides sheer, invisible coverage that glides on smoothly.
- Organic ingredients, including coconut oil and acai fruit oil, help to hydrate and protect your skin.
- Water resistant for 80 minutes.

**PRODUCT PROFILE**

- Nut-free*
- Gluten-free*

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**WHY IS IT SAFER?**

Instead of using a potentially harmful sunblocker like oxybenzone, we formulate with non-nano zinc oxide, an effective natural mineral that has not been found to be harmful to coral reefs.

**HOW TO USE**

Apply liberally to exposed areas 15 minutes before sun exposure. Reapply at least every two hours, after 80 minutes of swimming or sweating, and immediately after towel-drying.

**KEY INGREDIENT BENEFITS**

- **Non-Nano Zinc Oxide:** effective mineral sunblocker that provides broad spectrum UV protection.
- **Organic Coconut Oil:** moisturizes and softens skin.
- **Organic Cocoa Butter:** rich in antioxidants and restores lost moisture.
- **Organic Açaí Oil:** rich in vitamins B, C, and E, plus natural antioxidant properties to fight free radicals.

**INGREDIENT LIST**

**Active ingredient:** Zinc Oxide 19%


*Organic

**CROSS SELLING**

- Protect Lip Balm
- Nourishing Rosewater Mist
Protect Lip Balm
Broad Spectrum SPF 15

Protect Lip Balm SPF 15 is packed with natural moisturizing ingredients, providing powerful hydration and protection from the sun’s dangerous UVA and UVB rays. Formulated with non-nano zinc oxide, our Lip Balm with sunscreen glides on easily. Plus, the combination of natural and organic ingredients including cocoa and shea butter, coconut oil, and açai fruit oil works to smooth, hydrate, and protect lips.

*Available in the US only.

**US $10**

**SIZE:** 0.16 oz.

**BEST FOR**

All skin types and dry lips.

**PERFORMANCE & SELLING TIPS**

• Long-lasting hydration that glides on easily.
• Provides protection against UVA and UVB rays.
• Formulated with non-nano zinc oxide.

**PRODUCT PROFILE**

• Nut-free*
• Gluten-free*

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**WHY IS IT SAFER?**

Instead of using a potentially harmful sunblocker like oxybenzone, we formulate with non-nano zinc oxide, an effective natural mineral that has not been found to be harmful to coral reefs.

**HOW TO USE**

Apply liberally to exposed areas 15 minutes before sun exposure. Reapply after 40 minutes of swimming or sweating, immediately after towel drying, or at least every 2 hours.

**KEY INGREDIENT BENEFITS**

Non-Nano Zinc Oxide: effective mineral sunblocker that provides broad spectrum UV protection.

Organic Coconut Oil: moisturizes and softens skin.

Organic Cocoa Butter: rich in antioxidants and restores lost moisture.

**INGREDIENTS**

Active ingredient: Zinc Oxide 19%


*Organic

**CROSS SELLING**

• Protect All Over Sunscreen
• Dew Skin Tinted Moisturizer