



jane iredale

COLOURS

#itonlytakesaminute

@janeiredale_UK @janeiredale_UK /janeiredale_UK





Welcome!

A warm welcome to the *jane iredale* line from all of us who believe that the most beautiful cosmetic you can wear is a healthy skin. That's why every product we bring you not only enhances your beauty, but is also a true extension of skin care.

Our mineral foundations will make your life simpler, too, because they provide four important functions in one: foundation, concealer, sunscreen and active skin care benefits. If you're an ingredient label reader the way I am, you'll notice that we keep our formulas as natural as possible while making sure that they perform at the highest level.

Our entire line has been through tests to confirm our products are non-irritating and don't block pores. You can use *jane iredale* with confidence, even if you have the most sensitive skin.

We encourage you to visit our website, janeiredale.com, to learn about each product in depth and view our application videos.

And now, explore the world of *jane iredale*. The skin you've always wanted is just a brush away.

Jane



SMOOTH AFFAIR® FACIAL PRIMER & BRIGHTENER

revolutionary primer and brightener
reduces fine lines for a smooth, matte finish



TRANSLUCENT

SMOOTH AFFAIR® FOR OILY SKIN FACIAL PRIMER & BRIGHTENER

revolutionary primer and brightener for oily skin
reduces fine lines and fights blemishes for a
smooth, matte finish



TRANSLUCENT

ABSENCE® OIL CONTROL PRIMER

pH balancing primer
unique oil-absorbing formula



TRANSLUCENT



PRIMERS & CONCEALERS



ACTIVE LIGHT® UNDER-EYE CONCEALER

concealer for under-eye shadows
soft-focus brightener



NO. 1



NO. 2



NO. 3



NO. 4



NO. 5



NO. 6

CIRCLE\DELETE® CONCEALER

colour corrector and highlighter
creamy and conditioning



1



2



3



ENLIGHTEN CONCEALER™

concealer for dark circles and hyperpigmentation



1

2



DISAPPEAR™ CONCEALER WITH GREEN TEA EXTRACT

concealer for blemish-prone skin
opaque coverage hides and heals breakouts



LIGHT

MEDIUM
LIGHT

MEDIUM

MEDIUM
DARK

DARK

CORRECTIVE COLOURS

concealer for bruises and hyperpigmentation
lightweight full coverage



YELLOW

BEIGE

PEACH

LILAC



PRIMERS & CONCEALERS





PUREPRESSED® BASE MINERAL FOUNDATION REFILL

spf 20 broad spectrum sunscreen
weightless sheer- and semi-matte finish

NEUTRAL							
	IVORY	RADIANT	SATIN	SUNTAN	RIVIERA	CARAMEL	
	BISQUE	WARM SILK	AMBER	WARM SIENNA	GOLDEN GLOW	LATTE	FAWN
WARM							
	BITTER-SWEET	COCOA	COGNAC	MAHOGANY	VELVET	WARM BROWN	
COOL							
	LIGHT BEIGE	NATURAL	HONEY BRONZE	AUTUMN	TEAKWOOD		



AMAZING BASE® LOOSE MINERAL POWDER

spf 20 broad spectrum sunscreen
luminous sheer to medium coverage

NEUTRAL



IVORY



RADIANT



SATIN



SUNTAN



MINK

WARM



BISQUE



WARM
SILK



AMBER



WARM
SIENNA



GOLDEN
GLOW



LATTE



MAPLE

COOL



LIGHT
BEIGE



NATURAL



HONEY
BRONZE



DREAM TINT® TINTED MOISTURISER

spf 15 broad spectrum sunscreen
soft, soothing lightweight coverage



LIGHT



MEDIUM
LIGHT



MEDIUM



MEDIUM
DARK



PEACH
BRIGHTENER



WARM
BRONZE
















LILAC
BRIGHTENER





LIQUID MINERALS® A FOUNDATION










liquid foundation
dewy sheer to medium coverage

NEUTRAL						
	RADIANT	SATIN	SUNTAN	CARAMEL		
WARM						
	BISQUE	WARM SILK	AMBER	WARM SIENNA	GOLDEN GLOW	LATTE
COOL						
	LIGHT BEIGE	NATURAL	HONEY BRONZE			



GLOW TIME® FULL COVERAGE MINERAL BB CREAM

spf 25 broad spectrum sunscreen
luminous velvety finish

				
BB1	BB3	BB5	BB6	
				
BB7	BB8	BB9	BB11	BB12





AMAZING MATTE™ LOOSE FINISH POWDER

mattifying finishing powder
nourishes and protects



TRANSLUCENT

PUREMATTE™ FINISH POWDER REFILL

shine-reducing finishing powder
minimises the need for touch-ups



TRANSLUCENT



MATTIFYING POWDERS & SUNSCREEN



BEYOND MATTE® HD MATTIFYING POWDER REFILL

matte finishing powder
flawless velvety smooth finish



TRANSLUCENT LILAC PEACH



POWDER-ME SPF® DRY SUNSCREEN

spf 30 broad spectrum sunscreen
water-resistant coverage



TRANSLUCENT GOLDEN TANNED





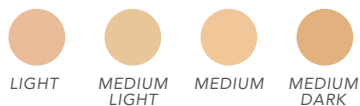
COLOUR SAMPLE KIT

our best-selling products in a travel-sized case
versatile palettes for a range of looks



STARTER KIT





















travel-sized make-up in an elegant case
take the make-up you love wherever you go





PURE & SIMPLE MAKE-UP KIT

travel-sized case of some of our best-selling products, includes foundation, blush eye shadow and lip cheek stain

LIGHT					
	BISQUE	OYSTER	SUPERNOVA	COPPER WIND	FOREVER PEACH
MEDIUM LIGHT					
	AMBER	OYSTER	SUPERNOVA	SHEER HONEY	FOREVER PEACH
MEDIUM					
	WARM SIENNA	OYSTER	SUPERNOVA	MOCHA	FOREVER PINK
MEDIUM DARK					
	GOLDEN GLOW	OYSTER	SUPERNOVA	DUBONNET	FOREVER PINK



TANTASIA® SELF TANNER & BRONZER

tinted bronzing and self-tanning formula
natural-looking smooth coverage that lasts



BRONZE



HANDDRINK™ HAND CREAM

spf 15 broad spectrum sunscreen
luxurious rose essential oil
soothes and hydrates



TRANSLUCENT



BALANCE ANTIOXIDANT HYDRATION SPRAY

facial spritz
balances oil production and pH

D₂O™ HYDRATION SPRAY

facial spritz
reduces dryness, redness
and sensitivity

POMMISST™ HYDRATION SPRAY

facial spritz
aids in minimising
sun damage





24-KARAT GOLD DUST

gold dust shimmer powder
a delicate gilded look for eyes,
cheeks, lips, body and hair



CHAMPAGNE



GOLD



SILVER

IN TOUCH® CREAM BLUSH

cream-to-powder blush
soft and natural



CHARISMA



CHEMISTRY



CLARITY



CONNECTION

IN TOUCH® HIGHLIGHTER

cream-to-powder highlighter
natural-looking radiance



COMFORT



COMPLETE





PUREPRESSED® BLUSH

light-diffusing cheek colour
buildable colour



AWAKE



BARELY
ROSE



COPPER
WIND



COTTON
CANDY



DUBONNET



FLAWLESS



MOCHA



MYSTIQUE



SHEER
HONEY



WHISPER

BRONZER REFILL

blendable allover bronzer
sun-kissed radiance for every skin tone



MOONGLOW™



ROSE DAWN™



SUNBEAM™



SO-BRONZE® BRONZING POWDER REFILL

bronzing, contouring and highlighting powder
gorgeous and glowing



1



2



3



SMOOTH AFFAIR® FOR EYES

cream-to-powder eyelid primer weightless
wearable colour that doubles as an eye shadow



EYE SHERE® LIQUID EYE SHADOW

shimmering, creamy, crease-resistant colour



PUREPRESSED® EYE SHADOW DUO/TRIPLE

highly pigmented blendable colours for multiple looks





PUREPRESSED® EYE SHADOW

highly pigmented, silky smooth colour that lasts

								
ALLURE	BLUE HOUR	BONE	CAPPUCCINO	CHAMPAGNE	CREAM	CRUSHED ICE	DARK SUEDE	DAWN
								
DOUBLE ESPRESSO	DUSK	EBONY	FOREST	HUSH	IRIS	MAGIC	MERLOT	MERMAID
								
NUDE	OYSTER	PEACH SHERBET	PLATINUM	RED CARPET	ROSE GOLD	SHADY LADY	SMOKY GREY	STEAMY
								
SUPERNOVA	TAUPE	VIOLET EYES	WHITE	WINK				





EYE STEPPES®

made to match your eye colour
versatile looks from subtle to smoky

GOBLUE					
	OYSTER	ROSY	TAUPE	SWISS CHOCOLATE	SMOKE
GOBROWN					
	SEA GREEN	BLUE SKY	TAN	FOREST	LICORICE
GOGREEN					
	ALLURE	IRIS	SEPIA	SLATE	GRAPE
GOCOOL					
	ICE	MITTENS	COLD SNAP	ZHIVAGO	MULLED WINE
GOWARM					
	BEACH	STEAMY	SUNSHINE	MOJITO	SANDALS



EYE SHADOW KIT

mix-and-match eye shadows
blendable shades in a gorgeous palette

DAYTIME					
	OYSTER	ALMOND	CAPPUCCINO	DARK SUEDE	CHARCOAL
PERFECTLY NUDE					
	CREAM	FOXY	CAPPUCCINO	ANTIQUE GOLD	COPPER
SMOKE GETS IN YOUR EYES					
	NUDE	VIOLET	AUBERGINE	SIZZLE	SHEER GOLD



JELLY JAR™ GEL EYELINER

water-resistant
goes on smudgy or precise for multiple looks



BLACK



BROWN



ESPRESSO



GREEN



PURPLE

HIGHLIGHTER PENCIL

dual-ended
buttery shimmer for eyes, cheeks and lips



DOUBLE
DAZZLE



WHITE/
PINK



EYE PENCIL

buttery soft and smooth



BASIC
BLACK



BLACK/
BROWN



BASIC
BROWN



BLACK/
GREY



MIDNIGHT
BLUE



TAUPE



WHITE



MYSTIKOL® POWDERED EYELINER

perfectly saturated powdered eyeliner,
built in removable brush in cap



AMETHYST



DARK
TOPAZ



ONYX



SMOKY
QUARTZ







LIQUID EYELINER

defining brush
nourishing and long-lasting colour



BLACK



BLACK/
BROWN

GREATSHAPE™ EYEBROW KIT

travel-sized brow wax and powder
adds colour and depth to brows



BLONDE



BRUNETTE



PUREBROW® BROW GEL

grooms and nourishes brows
natural-looking colour and depth



BLONDE



AUBURN



BRUNETTE



CLEAR





PURELASH® LASH EXTENDER & CONDITIONER

ideal for sensitive eyes
nourishes and lengthens lashes



RETRACTABLE BROW PENCIL

ultra-fine precision tip plus spoolie



BLONDE



BRUNETTE



DARK
BRUNETTE



1. PURELASH® LENGTHENING MASCARA

maximising mascara with a dual-edged brush
conditions as it lengthens



JET
BLACK



BROWN
BLACK



NAVY

2. PURELASH® MASCARA

conditioning mascara
ideal for sensitive eyes



BLACK
ONYX



AGATE
BROWN

3. LONGEST LASH THICKENING AND LENGTHENING MASCARA

volumising mascara
builds full and feathery lashes



BLACK
ICE



ESPRESSO



SLATE
GREY





PUREMOIST® LIPSTICK

vivid pigments blended with
nourishing natural oils



ABIGAIL



ANN



ANNETTE



ASHLEY



BROOKE



CHLOE



CINDY



HANNAH



KAREN



KATERINA



KAYLEE



LILY



LIZ



LUCY



MADISON



MARGI



MARY



MELODY



NAOMI



RENEE



RIKKI



ROSE



SARAH



SHARON

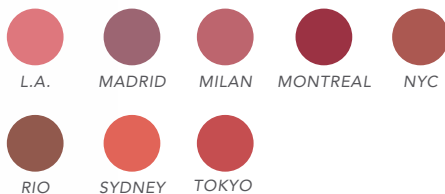


THERESA



JUST KISSED® LIP PLUMPER

tinted lip plumper
for full and kissable lips



JUST KISSED® LIP AND CHEEK STAIN

customised colour for lips and cheeks
adjusts to your body chemistry for a perfect match





LIP FIXATION®

lip stain and gloss duo
saturated colour and shine



CHERISH



COMPULSION



CRAVING



CRAZE



DESIRE



DEVOTION



FASCINATION



FETISH



PASSION



RAPTURE

PUREGLOSS® LIP GLOSS

hydrating lip colour
creamy and sheer



BEACH
PLUM



BELLINI



CANDIED
ROSE



COSMO



CRABAPPLE



ICED
MOCHA



KIR
ROYAL



NECTAR



PINK
CANDY



PINK
SMOOTHIE



RASPBERRY



RED
CURRANT



SANGRIA



SNOW
BERRY



SOFT
PEACH



SUGAR
PLUM



TANGERINE



WHITE
TEA





LIPDRINK® SPF 15 LIP BALM

spf 15 broad spectrum sunscreen
dewy and refreshing



BUFF



CRUSH



FLIRT



SHEER

LIP PENCIL

long-lasting base colour
goes on smooth and stays on



BERRY



CRIMSON



EARTH
RED



NUDE



NUTMEG



PEACH



PINK



PLUM



ROSE



SPICE



TERRA-
COTTA





SUGAR&BUTTER LIP EXFOLIATOR/PLUMPER

rejuvenating duo for lips
smooth and oh-so-kissable



ORGANIC SUGAR SCRUB
& L.A. JUST KISSED LIP PLUMPER

PLAYON® LIP CRAYON

pencil-style lip colour
creamy and irresistibly playful



BLISSFUL



CHARMING



HOT



LUSCIOUS



NAUGHTY



SAUCY



YUMMY



FOUNDATION AND BLUSH BRUSHES

1. KABUKI
2. WHITE FAN
3. BLENDING
4. THE HANDI™
5. CHISEL POWDER
6. FOUNDATION
7. CAMOUFLAGE
8. DOME





MAGIC MITT™

microfibre make-up remover
gently removes all traces of
make-up using only warm water



FLOCKED SPONGE

use to apply and blend minerals

REFILL-ME™ REFILLABLE LOOSE POWDER BRUSH

use with amazing base



THE RETRACTABLE HANDI™

multipurpose travel brush
a must for pressed
powder application



BOTANICAL MAKE-UP REMOVER

An all-over make-up remover, moisturising, soothing
and containing no drying ingredients



TRULY PURE® SHAMPOO & CONDITIONER BOTANICAL BRUSH CLEANER™

cleans and sanitizes brushes
gentle formula doubles as a daily shampoo

RETRACTABLE LIP BRUSH

use with all lip products



PENCIL SHARPENERS

eye and lip pencil sharpener
stainless steel blade for a precise tip



EYE AND BROW BRUSHES





MINI-DOME



SMUDGE



DETAIL



ANGLE LINER/BROW



ANGLE DEFINER



BENT LINER



EYELINER/BROW
(dual-ended)



EYE BRUSH/COMB



DELUXE SPOOLIE

Beauty on the go...



HANGING TRAVEL BAG

make-up organiser with magnetic closure
folds to a compact size for travel



STANDING BRUSH ORGANIZER

plastic-lined tool organiser
say goodbye to crushed brushes!



DELUXE MIRRORED COSMETIC BAG

zippered make-up organiser
helps you easily find and
apply make-up



ANNIVERSARY BAG

zippered make-up bag
find everything easily



CLEARVIEW COSMETIC BAG

zippered make-up bag
no more digging!

PRIMERS & CONCEALERS

ABSENCE® OIL CONTROL PRIMER (PAGE 4)

Eliminates shine and controls oil, leaving skin with a perfectly smooth surface for the application of any of our mineral bases. Keeps colour true by forming an attraction barrier between the skin and make-up so that make-up lasts longer and skin stays shine-free.

KEY INGREDIENTS: Hydrated Silica | Kelp Extract | Green Tea Leaf Extract

ACTIVE LIGHT® UNDER-EYE CONCEALER (PAGE 5)

An under-eye concealer that refracts light, creating a soft-focus effect. Buckwheat Seed Extract has been shown to reduce puffiness.

KEY INGREDIENTS: Titanium Dioxide | Boron Nitride | Buckwheat Seed Extract

CIRCLE\DELETE® CONCEALER (PAGE 5)

An eye conditioner and concealer containing Moringa Butter and Avocado Oil, both high in vitamins A, C, D and E. Contains Green Tea Leaf Extract, a potent antioxidant.

KEY INGREDIENTS: Green Tea Leaf Extract | Laminaria Ochroleuca Extract | Moringa Seed Oil

CORRECTIVE COLOURS (PAGE 6)

A professional palette created for camouflaging all the stages of bruising. Also covers hyperpigmentation. The colours actually follow the "life cycle" of a bruise, concealing it at every stage.

KEY INGREDIENTS: Green Tea Leaf Extract | Iron Oxides | Moringa Butter and Avocado Oil

DISAPPEAR™ CONCEALER WITH GREEN TEA EXTRACT (PAGE 6)

Camouflages distractions such as problem skin and contains key ingredients that may help to clear blemishes. State-of-the-art liposome formula contains so much pigment that two layers will cover almost everything, including black tattoos.

KEY INGREDIENTS: Superoxide Dismutase | Green Tea Leaf Extract | Vitamin C

ENLIGHTEN CONCEALER™ (PAGE 6)

The ultimate concealer for very dark under-eye circles, hyperpigmentation or bruising. Contains a mixture of concentrated extracts of Amazonian Marapuama, Suma Root and White Lily, plants that reduce the appearance of dark under-eye circles and puffiness, brighten and revitalize the look of tired eyes and hydrate and contribute to the appearance of firmer skin.

KEY INGREDIENTS: Moringa Seed Oil | Avocado Oil | Sunflower Seed Oil

SMOOTH AFFAIR® FACIAL PRIMER & BRIGHTENER (PAGE 4)

Prepares the skin so make-up goes on smoother and lasts longer. Conditions, prevents moisture loss, minimises the appearance of pores, hydrates and brightens.

KEY INGREDIENTS: Coconut Alkanes | Pectin | Aloe Leaf Juice

SMOOTH AFFAIR® FOR OILY SKIN FACIAL PRIMER & BRIGHTENER (PAGE 4)

Uses revolutionary PoreAway technology along with state-of-the-art mineral science that visibly reduces shine to create the ideal make-up canvas. Noticeably reduces the appearance of pores.

KEY INGREDIENTS: Coconut Alkanes | Green Tea Leaf Extract

FOUNDATION

AMAZING BASE® LOOSE MINERAL POWDER SPF 20 BROAD SPECTRUM SUNSCREEN (PAGE 9)

Luminous sheer to medium coverage. Made from micronized minerals, water resistant to 40 minutes. Contains antioxidants, Pine Bark Extract and Pomegranate Extract (aids in minimising UV damage).

KEY INGREDIENTS: Titanium Dioxide | Zinc Oxide | Boron Nitride

DREAM TINT® TINTED MOISTURISER SPF 15 BROAD SPECTRUM SUNSCREEN (PAGE 9)

Hydrates, prevents water loss, calms skin and improves elasticity while providing water resistance to 40 minutes. Creates a soft-focus effect that minimises the look of pores and fine lines.

KEY INGREDIENTS: Titanium Dioxide | Boron Nitride | Algae Extract

GLOW TIME® FULL COVERAGE MINERAL BB CREAM SPF 25 BROAD SPECTRUM SUNSCREEN (PAGE 11)

Covers blemishes, minimises pores, disguises wrinkles and smoothes and brightens skin. Water resistant to 40 minutes.

KEY INGREDIENTS: Titanium Dioxide | White Tea Leaf Extract | Aloe Leaf Juice

LIQUID MINERALS® A FOUNDATION (PAGE 11)

The beads, or spheres, visible in the airless pump are actually liposomes encapsulating liposomes. State-of-the-art technology prevents active ingredients from degrading and allows actives to time-release into the skin.

KEY INGREDIENTS: Hyaluronic Acid | Vitamin C | Coenzyme Q10

PUREPRESSED® BASE MINERAL FOUNDATION SPF 20 BROAD SPECTRUM SUNSCREEN (PAGE 8)

Weightless sheer matte coverage. Made from micronized minerals, water resistant to 40 minutes. Contains antioxidants, Pine Bark Extract and Pomegranate Extract (aids in minimising UV damage).

KEY INGREDIENTS: Titanium Dioxide | Zinc Oxide | Boron Nitride

MATTIFYING POWDERS & SUNSCREEN

AMAZING MATTE™ LOOSE FINISH POWDER (PAGE 12)

A loose setting or finishing powder. Controls oil and shine.

KEY INGREDIENTS: Rice Starch | Pomegranate Extract

BEYOND MATTE® HD MATTIFYING POWDER (PAGE 13)

Ultra water resistant. Proprietary technology eliminates shine, lessens transference, refines pores and gives skin a flawless, smooth appearance.

KEY INGREDIENTS: Acrylates Crosspolymer

POWDER-ME SPF® DRY SUNSCREEN SPF 30 BROAD SPECTRUM SUNSCREEN (PAGE 13)

Functions as a dry sunscreen for face and body, water resistant to 40 minutes. Contains Titanium Dioxide and a natural clay that is completely free of contaminants and atmospheric pollutants. This ancient clay contains minerals that nourish and calm the skin.

KEY INGREDIENTS: Titanium Dioxide | Montmorillonite | Boron Nitride

PUREMATTE™ FINISH POWDER (PAGE 12)

A translucent pressed powder that absorbs oil and eliminates shine. Can be worn under or over our mineral bases.

KEY INGREDIENTS: Rice Starch

COLOUR KITS

COLOUR SAMPLE KIT (PAGE 15)

Enhance your beauty with a collection of complementary colour products from *jane iredale*. Each Kit includes PurePressed® Base, Circle\Delete® Concealer, PurePressed® Blush, three PurePressed® Eye Shadows, PureMoist® Lipstick, PureGloss® Lip Gloss, plus two custom-designed application brushes.

PURE & SIMPLE MAKE-UP KIT (PAGE 14)

A lovely sampling of some of *jane iredale*'s best-selling make up. Try foundation, blush, eye shadow and lip colour, all in versatile shades and bundled in a portable kit to take wherever you go.

STARTER KIT (PAGE 14)

Discover the *jane iredale* difference with these essentials for amazing skin, bundled in a chic travel-sized cosmetic case with extra-large mirror. Each kit includes a sample size of Smooth Affair®, Amazing Base®, PurePressed® Base, POMMISST™, a Mini Powder Brush and Cosmetic Bag.

HYDRATION

BALANCE ANTIOXIDANT HYDRATION SPRAY (PAGE 17)

A hydration spritz formulated specifically to help balance skin's oil production and pH. Natural botanical oils and extracts to calm and feed the skin. Sets minerals.

KEY INGREDIENTS: Orange Essential Oil | Orange Peel Extract | Grapefruit Peel Extract | Green Tea Leaf Extract

D₂O™ HYDRATION SPRAY (PAGE 17)

A facial spritz that helps to hydrate and plump skin cells. Contains key ingredients to calm and protect the skin. Ylang Ylang fragrance. Sets minerals.

KEY INGREDIENTS: Ylang Ylang Flower Extract and Essential Oil | Chamomile Flower Extract

HANDDRINK™ HAND CREAM SPF 15 BROAD SPECTRUM SUNSCREEN (PAGE 16)

This ultra hydrating, never-greasy hand cream is infused with active ingredients and antioxidants that protect, moisturise and replenish. Delicately perfumed with Organic Rose Essential Oils, nature's most luxurious moisturiser.

KEY INGREDIENTS: Rosa Damascena Flower Oil | Apple Extract | Green Tea and Blackberry Extracts | Coconut Alkanes

POMMISST™ HYDRATION SPRAY (PAGE 17)

A facial spritz with the added benefit of Pomegranate Extract, a powerful antioxidant. Hydrates, conditions and protects all skin types. Sets minerals.

KEY INGREDIENTS: Pomegranate Extract | White Tea Leaf Extract | Rosemary Leaf Extract

TANTASIA® SELF TANNER & BRONZER (PAGE 16)

The tinted formula provides instant bronzing and optimal application control. A unique blend of ingredients work with the skin to gradually develop a customised, even, natural-looking tan.

KEY INGREDIENTS: Acetyl Tyrosine and Monk's Pepper (vitex angus castus) | Copper Gluconate | Dihydroxyacetone (DHA)

CHEEKS

24-KARAT GOLD DUST SHIMMER POWDER (PAGE 18)

A shimmer powder created from Mica. This multipurpose product can be used on cheeks, eyes and lips to create a delicate highlight. Or mix with your moisturiser for application to the body or with your favourite hair gel for added sparkle.

KEY INGREDIENTS: Mica

BRONZER (PAGE 19)

Can be used on cheeks, eyes and lips, or as an all-over bronzer. Includes four luxurious shades that can be mixed and matched to suit every mood.

KEY INGREDIENTS: Mica | Pine Bark Extract | Pomegranate Extract

IN TOUCH® CREAM BLUSH (PAGE 18)

Cream-to-powder blush. Can be applied under or over minerals for a natural or more dramatic look. Can also be applied on the lips.

KEY INGREDIENTS: Macadamia Esters | Beeswax

IN TOUCH® HIGHLIGHTER (PAGE 18)

A highlighter that gives skin a natural-looking radiance. May be applied to the tops of cheekbones, brow bones, and the bridge of the nose.

KEY INGREDIENTS: Mica | Moringa Seed Oil

PUREPRESSED® BLUSH (PAGE 19)

Provides a soft wash of just-blushed colour. Suitable for use on the cheeks, eyes and lips.

KEY INGREDIENTS: Mica | Boron Nitride

SO-BRONZE® BRONZING POWDER (PAGE 19)

Provides a natural, sun-kissed look. Use them separately (put shimmer on eyes or lips), or swirl the brush over both colours.

KEY INGREDIENTS: Boron Nitride | Pine Bark Extract | Pomegranate Extract

EYES

EYE SHADOW KIT (PAGE 23)

Packaged in a mirrored compact with application brush, our highly pigmented shadows are simple to blend, and stay put for gorgeous, crease-free, long-lasting eye colour. Use each shade alone, layer or blend together. Sensitivity-tested.

KEY INGREDIENTS: Boron Nitride | Pine Bark Extract

EYE SHERE® LIQUID EYE SHADOW (PAGE 20)

Smooth, luxurious and shimmery formula. Will not crease or smear. Use alone or with eye shadows.

KEY INGREDIENTS: Mica | Trimethylsiloxysilicate | Copernicus Cerifera Cera

EYE STEPPES® EYE SHADOW (PAGE 23)

Each compact opens up like a staircase to reveal all five shades and a mirror. Magnetic closure makes it easy to carry. Interchangeable steps of colour allow shades to be mixed and matched. Travel with as many, or as few, shades as you like.

KEY INGREDIENTS: Boron Nitride | Pine Bark Extract

EYE PENCIL (PAGE 24)

Soft formula will not tug at delicate skin. Made with conditioning oils and waxes.

KEY INGREDIENTS: Shea Butter | Macadamia Seed Oil | Vitamin E

HIGHLIGHTER PENCIL (PAGE 24)

A jumbo, dual-ended pencil designed to highlight the eyes, lips and face. Highlights the inner corner of the eye.

KEY INGREDIENTS: Castor Seed Oil | Vitamin E | Beeswax

GREATSHAPE™ EYEBROW KIT (PAGE 26)

Contains everything needed for instant brow enhancement: three brushes, transparent botanical brow wax and pigmented brow powder. Packaged in a travel-sized, magnetic compact with a mirror.

KEY INGREDIENTS: Brow Powder: Mica | Dimethicone | Pine Bark Extract

Brow Wax: Sunflower Seed Oil | Beeswax | Mica

JELLY JAR™ GEL EYELINER (PAGE 24)

Soft and creamy formula glides on smoothly for a defined, blendable line that then sets to stay just where you want it. Highly pigmented; provides inky, saturated colour.

KEY INGREDIENTS: Coco-Caprylate/Caprate | Cyclopentasiloxane | Trimethylsiloxysilicate

LIQUID EYELINER (PAGE 26)

Highly pigmented and long-lasting. Latex-free.

KEY INGREDIENTS: Xanthan Gum | Rosemary Leaf Extract | Radish Root Extract

LONGEST LASH THICKENING AND LENGTHENING MASCARA (PAGE 28)

Designed to make lashes look thicker and longer, naturally. Packaged in a squeezable tube with a wide brush that works with this formula to separate and define lashes, prevent clumping and create natural-looking lashes.

KEY INGREDIENTS: Algae Extract | Cellulose Fibers | Panthenol

MYSTIKOL® POWDERED EYELINER (PAGE 24)

A new kind of eyeliner that creates definition around the eyes for a soft, smoky-eye effect.

This moist-yet-powdery product may be used to line the eyes or applied as an eye shadow that won't fade, crease or smear.

KEY INGREDIENTS: Cocoglycerides

PUREBROW® BROW GEL (PAGE 26)

Formulated with a proprietary blend of sea minerals to condition and product brow hairs, making them healthier, smoother and more manageable. Tints brow hairs in a natural way.

KEY INGREDIENTS: Algae Extract | Panthenol | Hydrolyzed Wheat Protein

PURELASH® LASH EXTENDER & CONDITIONER (PAGE 27)

Adds measurable thickness and length to lashes when used as a primer for mascara. Algae Extract improves health of lashes so they grow to full potential.

KEY INGREDIENTS: Panthenol | Algae Extract | Hydrolyzed Wheat Protein

PURELASH® LENGTHENING MASCARA (PAGE 28)

Designed to make lashes look longer, naturally. Formulated with Panthenol to condition lashes.

KEY INGREDIENTS: Panthenol | Hydrolyzed Wheat Protein | Cellulose Fibers

PURELASH® MASCARA (PAGE 28)

This mild, water-resistant formula was our first mascara, developed expressly for sensitive eyes. Resistant to smearing and flaking.

KEY INGREDIENTS: Hydrolyzed Wheat Protein | Panthenol | Algae Extract

PUREPRESSED® EYE SHADOW (PAGE 20-21)

Designed to enhance the colour and shape of the eye. Can be used wet or dry. Highly pigmented, crease-resistant and long-lasting.

KEY INGREDIENTS: Boron Nitride | Pine Bark Extract

RETRACTABLE BROW PENCIL (PAGE 27)

Expertly fills and defines, long wearing, water resistant and smudge proof.

KEY INGREDIENTS: Vitamin C | Vitamin E

SMOOTH AFFAIR® FOR EYES (PAGE 20)

Keeps eye shadows from creasing and moving. Gets more life and longer wear out of eye shadow. Doubles as an eye shadow.

KEY INGREDIENTS: Cocoglycerides

LIPS

JUST KISSED® LIP AND CHEEK STAIN (PAGE 30)

Non-drying, long-lasting, all natural stain adjusts to your own chemistry for an irresistible shade that will flatter your skin's undertone. Formulated with ingredients that nourish and moisturise skin, soothe and soften lips.

KEY INGREDIENTS: Triisostearyl Citrate | Olive and Avocado Oils | Rose Flower Wax and Beeswax

JUST KISSED® LIP PLUMPER (PAGE 30)

Tinted lip plumper with unique, time-released peptides that increase hydration. Ginger Root Extract stimulates blood circulation, making lips appear fuller.

KEY INGREDIENTS: Beeswax | Shea Butter | Palmitoyl Oligopeptide

LIPDRINK® SPF 15 LIP BALM BROAD SPECTRUM SUNSCREEN (PAGE 32)

Three shades to choose from, two tinted shades add a pretty hint of colour to your protection. Combines a variety of waxes and oils to provide a protective shield.

KEY INGREDIENTS: Titanium Dioxide | Carrot Seed Oil | Avocado Oil

LIP FIXATION® LIP STAIN/GLOSS (PAGE 31)

Stain gives long-lasting, rich lip colour without feathering. Delicious gloss highlights and accentuates the stain colour while conditioning the lips.

KEY INGREDIENTS: Lip Stain: Acrylates/Dimethicone Copolymer | Trimethylsiloxysilicate | Vitamin E
Lip Gloss: Avocado Oil | Jojoba Seed Oil | Ginger Root Extract

LIP PENCIL (PAGE 32)

Soft formula won't tug at delicate skin. Made with conditioning oils and waxes.

KEY INGREDIENTS: Shea Butter | Macadamia Seed Oil | Vitamin E

PLAYON® LIP CRAYON (PAGE 33)

Seven modern and versatile shades give excellent colour payoff. Soft and creamy application that is easy to blend.

KEY INGREDIENTS: Castor Seed Oil | Ethylhexyl Palmitate | Vitamin E

PUREGLOSS® LIP GLOSS (PAGE 31)

Moringa Butter and Avocado Oil make lips feel conditioned, moisturised, quenched and nourished. Pleasantly flavoured with Blackberry and Pomegranate Extracts, which are also potent antioxidants.

KEY INGREDIENTS: Lotus Flower Extract | Avocado and Sunflower Seed Oils | Moringa Oils and Orange Peel Wax

PUREMOIST® LIPSTICK (PAGE 29)

The sleek tube is designed for easy and precise application and will delight with modern and versatile shades. The proven soothing properties of Moringa Oil saturate the lips with Vitamins A & C, while Coffee Seed Extract infuses with even more antioxidant protection.

KEY INGREDIENTS: Pomegranate Extract | Avocado Oil | Moringa Oil | Olus Oil

SUGAR&BUTTER LIP EXFOLIATOR/PLUMPER (PAGE 33)

Organic Brown Sugar exfoliates dry lips. Shea Butter restores moisture to thirsty lips.

KEY INGREDIENTS: Lip Exfoliator: Turbinado Sugar | Macadamia Seed Oil | Jojoba Seed Oil

Lip Plumper: Beeswax | Shea Butter | Palmitoyl Oligopeptide

TOOLS

ANGLE DEFINER (PAGE 37)

A very short, dense brush with a slightly angled head made of ox hair. Use to create soft lines and smudging.

ANGLE LINER/BROW (PAGE 37)

A short, slanted, synthetic brush made of Taklon nylon. Use for shading brows or for eyeliner.

BENT LINER (PAGE 37)

An angled, eyeliner brush made of Taklon nylon. Use with gel eyeliners for a thin line.

BLENDING (PAGE 34)

A dual-length brush made from goat hair and Taklon nylon. The unique combination of natural and man-made fibers makes it extremely versatile and ideal for use with both powder- and cream-based products.

BOTANICAL BRUSH CLEANER (PAGE 36)

A quick-drying brush cleaner and sanitizer designed for use when time is of the essence.

KEY INGREDIENTS: SD Alcohol 39-C | Witch Hazel Extract | Grapefruit Peel Oil

BOTANICAL MAKE-UP REMOVER (PAGE 35)

An all-over make-up remover, moisturising, soothing and containing no drying ingredients

KEY INGREDIENTS: Cucumber Fruit Extract, Algae Extract, Aloe Leaf Extract

CAMOUFLAGE (PAGE 34)

A small, flat, synthetic brush made with Taklon nylon. Use with any cream-based products.

CHISEL POWDER (PAGE 34)

A long, full powder brush with medium-density bristles made of goat hair. The optimal tool for our loose powders.

CHISEL SHADER (PAGE 36)

A goat-hair brush with shorter, firmer bristles than the Eye Shader or Deluxe Shader. Ideal for laying down and compacting shadows onto flat surfaces or specific areas.

CREASE (PAGE 36)

A soft, long, tapered eye shadow brush made of goat hair. Thinner than the Eye Contour brush. Use when you want more eye definition.

DELUXE SHADER (PAGE 36)

A long, flat, medium-density brush made of pony and ox hair. Use for softest, smoothest shading around the eyes.

DELUXE SPOOLIE (PAGE 37)

A nylon brush used for grooming eyelashes and brows.

DETAIL (PAGE 37)

A short, dense, synthetic brush made of Taklon nylon. Use for any detail work in lines or around the eyes and lips.

DOME (PAGE 34)

A soft, medium-sized, dome-shaped, multipurpose brush made of goat hair. Ideal for highlighting with our bronzers or shimmer powders.

EYE BRUSH/COMB (PAGE 37)

A fine-toothed, plastic comb backed by a short firm brush made of boar bristle. Ideal for brushing, grooming and separating both eyelashes and eyebrows.

EYE CONTOUR (PAGE 36)

A short, medium-density brush with a softly slanted tip, made of pony hair. Use to apply eye shadow accent colour.

EYELINER/BROW (PAGE 37)

A short, blunt, firm, flat-edged synthetic brush made of Taklon nylon. Use to apply liner. Flip over and use the sponge tip to smudge.

EYE SHADER (PAGE 36)

A short, flat, medium-density brush made of pony hair. Use to apply eye shadow.

FLOCKED SPONGE (PAGE 35)

A sponge with a nap that glides across the skin. Applies and blends minerals like no other sponge. Washable and will last forever. Synthetic (non-Latex).

FOUNDATION (PAGE 34)

A large, flat, synthetic brush made of Taklon nylon. Use to evenly distribute a small amount of liquid, cream or gel product onto the skin.

KABUKI (PAGE 34)

A large, soft, rounded brush made of goat hair. Use with our loose powders.

LARGE SHADER (PAGE 36)

A long, flat, medium-density brush made of pony and ox hair. Use for shading when you want a wider stroke of eye colour or to prime the entire eyelid with powder foundation.

MAGIC MITT™ (PAGE 35)

Quickly and completely removes makeup using only water. Promotes the health of the skin because it does not affect the acid mantle. When this beneficial barrier is intact, it aids the skin in protecting itself from harmful and invasive bacteria. Made from a new generation of specially knitted microfibres that are able to penetrate oil films.

MINI-DOME (PAGE 37)

A small eye shadow brush made of pony hair and Taklon nylon. Use for more precise application.

OVAL BLENDER (PAGE 36)

A dense, flat, oval-shaped brush made of pony hair. Use to cover an area with foundation or shadow in just a few strokes.

PENCIL SHARPENERS (PAGE 36)

These precision-made pencil sharpeners have stainless steel blades that can be used on all *jane iredale* makeup pencils. Sharpened pencils apply more easily and create more defined lines.

REFILL-ME® REFILLABLE LOOSE POWDER BRUSH (PAGE 35)

A mess-free way to apply loose powder and get exceptional coverage on-the-go. Self-contained with a locking mechanism that prevents spilling. Made of a combination of goat and pony hair.

RETRACTABLE LIP BRUSH (PAGE 36)

A retractable, small, soft, pointed brush made of pony and goat hair. Use with lip products.

SCULPTING (PAGE 36)

A small, flat-headed, dense brush made of Taklon nylon. Gives even blending of a small amount of liquid, cream or gel product onto the skin.

SMALL FLUFF (PAGE 36)

A pony hair brush for precise eye shadow application. For adding definition around the eye, use to apply extra colour from corner to crease and under the lower lashes.

SMUDGE (PAGE 37)

A very short, flat, slightly stiff brush with a rounded head made of pony hair. Use to add precise definition around the eyes. Can be used to apply powder eye shadow as an eyeliner.

THE HANDI™ (PAGE 34)

A flat-headed, long-bristled powder brush made of goat hair. The optimal tool for our pressed powders.

THE RETRACTABLE HANDI™ (PAGE 35)

Identical to The Handi but in a retractable gold metal tube with cap that fits neatly and easily into a purse. Use with our pressed powders.

TRULY PURE® SHAMPOO & CONDITIONER (PAGE 36)

A gentle shampoo and conditioner free of wax-coating agents and chemical dyes. Formulated without parabens or Sodium Lauryl Sulphate, making it suitable for all natural-hair brushes and hair types.

KEY INGREDIENTS: Decyl Glucoside | Cocamidopropyl Hydroxysultaine | Chamomile Flower Extract

WHITE FAN (PAGE 34)

A soft, long-bristled, fan-shaped brush made of goat hair. Use for blush, bronzer and shimmer powders.