

FLORI ROBERTS®



PRODUCT INFORMATION

BACKGROUND ON FLORI ROBERTS



Flori Roberts was the first cosmetics brand developed specifically for women of color. A staple in US department stores for more than fifty years, *Flori Roberts* continues to be edgy, giving African-American women prestigious, state-of-the-art, quality products formulated and shade selected specifically for them.

Flori Roberts makeup and color is best known for its wide range of unique, beautiful coverage foundations and face powders. *Flori Roberts* uses mineral-based and other high quality ingredients – for a long-lasting, silky and smooth finish. *Flori* has a comprehensive and full shade range of all of makeup categories to ensure every

woman of color has the right shade just for her.

Flori Roberts is also recognized as a premier skin care brand which addresses all the special skin care needs of melanin-rich women. The brand specifically addresses hypo and hyper pigmentation, under eye aging and offers highly effective and reasonably priced skin care regimes for smooth, soft, bright and clear skin.

Flori Roberts also has a featured all-natural skin care regime to brighten and even skin tone and fade discoloration. The *Enlighten* Skin Perfecting System features emblica, an herbal extract, clinically proven as effective as hydroquinone, without the negative and harsh bleaching side effects. And, as an anti-oxidant, emblica improves the skins' overall health. The most dramatic skin-care breakthrough ever for melanin-rich skin.



SKINCARE

CLEANSERS

Fresh Foaming Cleanser

- **Benefit Statement:** *“Oil-free, fragrance free cleansing gel has soybean, apricot and spearmint extracts to thoroughly remove oil, impurities and makeup without harsh drying agents. This cleanser is both stimulating and invigorating.”*
- **How to Use:** Apply to wet face and gently work into lather. Rinse thoroughly with warm water. Avoid contact with eyes. If contact occurs, rinse thoroughly with water.
- **Skin Types:** Normal to oily skin types.
- **Key Ingredients:** Soybean Oil, Apricot Kernel Oil, Spearmint Oil, Glycerin.



Papaya Enzyme Cleanser

- **Benefit Statement:** *“Foams “on contact” to cleanse and smooth the skin. Papaya Enzymes, Cucumber and Kiwi extracts exfoliate, help to improve circulation and tone to leave skin clean, radiant and totally energize.”*
- **How to Use:** Pump 3 puffs into palm. Massage over skin and rinse with warm water.
- **Skin Types:** All skin types.
- **Key Ingredients:** Papain, Aloe Barbadosis Leaf Extract, Anthemis Nobilis Flower Extract, Cucumber and Kiwi Extracts.



TONERS

Double “O” Complex Astringent

- **Benefit Statement:** *“Helps keep oily skin under control. Effectively removes excess oil, dirt and remaining traces of makeup. Leaves skin feeling refreshed and thoroughly clean. Paraben and fragrance free.”*
- **How to Use:** After cleansing, saturate cotton pad with Double O complex and apply with small circular motions. Extra oily skin types may want to reapply with fresh cotton pad until cotton pad wipes clean.
- **Skin Types:** Normal to oily skin types.
- **Key Ingredients:** Camphor, Peppermint Oil, Clove Flower Oil, Eucalyptus Leaf Oil.



Ultimate-C Clarifying Toner

- **Benefit Statement:** *“An alcohol-free toner enriched with Vitamin C and a blend of lemon and grapefruit extracts. Ultimate-C Clarifying Toner softens and smoothes the skin while brightening. Protects against the signs of aging and helps skin retain a luminous clarity. Paraben and fragrance free.”*
- **How to Use:** After cleansing, saturate cotton pad with Ultimate-C and smooth over face and neck. Use AM and PM.
- **Skin Types:** All skin types.
- **Key Ingredients:** Wakamine®, Tricholoma Matsutake Extract, Magnesium Ascorbyl Phosphate, Multifruit BSC, Sebaryl FL LS, Vitamin E.



MOISTURIZE AND PROTECT

Oil-Free Moisturizer SPF 15

- **Benefit Statement:** *“This ultra-light, oil-free moisturizer with natural oil-absorbing starch, herbal extracts and SPF15, helps control oil shine while leaving skin feeling smooth and toned. Strengthens and protects the skin against moisture loss without oil. Filters out the sun’s harmful rays (both UVA & UVB) and helps prevent future skin damage and uneven coloration.”*
- **How to Use:** Massage a small amount onto clean face and neck until absorbed. Use alone or over your specialty treatment.
- **Skin Types:** Oily skin types.
- **Key Ingredients:** Actives –Octinoxate 7.5%, Oxybenzone 4%. Vitamins A & E, Lactic Acid, Anthemis Nobilis Flower Extract (Chamomile), Soybean Oil.



My Everything Crème

- **Benefit Statement:** *“A rich emollient cream formulated to fortify the skin with dual moisturizing protection day and night. For younger looking skin, original formula can be worn daily as an eye, throat, face and body cream all in one. Dermatologist tested. Paraben and fragrance free.”*
- **How to Use:** Apply to skin with fingertips.
- **Skin Types:** All skin types.
- **Key Ingredients:** Hazelnut Oil, Marigold, Vitamin A, Squalane.



EXFOLIATE AND RENEW

Exfoliating Facial Scrub & Primer

- **Benefit Statement:** *“This natural, invigorating scrub refines the skin’s texture by sloughing away dead, dull skin cells and leaves behind smoother and vibrant skin. It can be used as an exfoliator and a mask.”*
- **How to Use:** Gently massage over face. Rinse thoroughly.
- **Skin Types:** All skin types except sensitive ones.
- **Key Ingredients:** Honey, Almonds, Walnut Shell Powder, Vitamin E, Caprylic/Capric Triglyceride.



SPECIALTY TREATMENT

Chromatone Plus Fade Cream

- **Benefit Statement:** *“A quick-absorbing, non-greasy moisturizing crème that effectively and safely fades unwanted skin discolorations without changing the natural skin tone. This unique formula has built in sunscreen to prevent darkening from reoccurring.”*
- **How to Use:** Apply to clean skin, directly on affected area. Use morning and night after skin has been cleansed and toned for best results.
- **Skin Types:** All skin types except sensitive ones.
- **Key Ingredients:** Aloe Babadensis Gel, Vitamins E & C, Orange Oil.



Eye Wear Gel

- **Benefit Statement:** *“This cooling non-greasy, lightweight gel, helps defy the visible signs of aging, stress and fatigue. Antioxidant Vitamins A, E, C, D, H and B-Complex immediately firm, lift and smooth the eye area. Reduces puffiness and soothes irritation around the eye.”*
- **How to Use:** Pat a small amount gently along the eye contour bone anytime. We particularly recommend its use at bedtime to avoid morning puffiness.
- **Skin Types:** All skin types.
- **Key Ingredients:** Ginkgo Biloba Extract, Sodium Hyaluronate, Hydroxyproline, Vitamins A, E, C, D, H and B complex, Rose Hips, Oat Extract, Phospholipids, Witch Hazel.



ENLIGHTEN SKIN PERFECTING SYSTEM

Enlighten is the most dramatic breakthrough ever for skin of color. Enlighten naturally brightens and dramatically evens skin tone and fades discolorations. Exclusively formulated with Emblica, an herbal extract, which is clinically proven as effective as hydroquinone but without any negative side effects. And, as an antioxidant, Enlighten will improve the skin's overall health.

Emblica is the trade name for a tannin-rich extract from the herb *Phyllanthus emblica*. This herb has been used for thousands of years in India and is a cornerstone within the traditional healing system of Ayurveda.

As a skincare ingredient Emblica has been shown to have great multifunctionality. Though its primary applications within the skincare industry are as a photo protective agent and a skin lightener, Emblica offers a host of benefits for the skin.

Studies have shown Emblica to possess powerful, broad-spectrum antioxidant properties. In addition, Emblica is extremely stable and is not subject to photodegradation. While vitamins C, and E, and antioxidants from pine bark and rosemary lose over 50% of their antioxidant activity in an aqueous solution after only three months, Emblica remains stable for over a year. Research has shown Emblica to increase skin hydration and skin lipids, to reduce collagenase activity, UV-induced erythema, inflammation while helping to preserve skin tone and integrity.

One of Emblica's most exciting applications is as a skin lightener. While most skin lighteners such as Hydroquinone, Arbutin, and Kojic Acid have toxicity issues or can cause negative reactions on the skin, Emblica is well tolerated with no side effects. Magnesium Ascorbyl Phosphate has been the best-tolerated skin lightener up to this point; however Emblica is more stable and does not generate pro-oxidant activity.

Hydroquinone for skin lightening with Hispanic and Asian skin over a nine-week period. Another study showed Emblica to provide significant lightening of freckle spots after 8 weeks.

Though there has not been a specific study of Emblica's potential to normalize the uneven skin tone caused by stretch marks, its ability to lighten both normal and hyper-pigmented skin is perhaps an indication that Emblica could also play a role in helping to normalize the appearance of stretch-marked skin.

Emblica is extremely well tolerated with no adverse side effects.

ENLIGHTEN SKIN PERFECTING SYSTEM

CLEANSER

Perfect Tone Cleansing Foam

- **Benefit Statement:** “A lighter-than-air, soap-free foam that whisks away skin-dulling dirt and debris while natural papaya enzymes gently exfoliate to uncover brighter and fresher looking skin.”
- **How to Use:** Puff 3 puffs into palm. Massage over skin and rinse off with water. Pat skin dry.
- **Skin Types:** All uneven skin types except sensitive ones.
- **Key Ingredients:** Emblica, Papain, Papaya Fruit Extract, Aloe Barbadensis Leaf Extract, Anthemis Nobilis Flower Extract, Cucumber Extract.



TONER

Perfect Tone Skin Prep

- **Benefit Statement:** “Soothes, heals and decongest skin with aloe, cucumber and ivy extracts while optimizing the skin’s pH levels to enhance the brightening and lightening effects of Enlighten Skin Perfecting System.”
- **How to Use:** After cleansing, pour a small amount of lotion onto cotton ball or pad. Apply over entire face. For best brightening results, follow with appropriate Enlighten Skin Perfecting System Moisturizer.
- **Skin Types:** All uneven skin types except sensitive ones.
- **Key Ingredients:** Emblica, Ivy Extract, Cucumber Extract, Aloe Barbadensis Leaf Extract, Arnica Montana Flower Extract, Silk Amino Acids.



MOISTURIZERS

Perfect Tone Moisture – Super Light

- **Benefit Statement:** “A light moisturizer featuring Emblica, an herbal extract that naturally brightens and dramatically evens out skin tone. Leaves skin soft, supple, hydrated, and never greasy while preventing skin dullness, uneven tone, dark spots, and aging. Studies show that Emblica gives the skin a brighter, more even look in 6-9 weeks.”
- **How to Use:** Apply liberally over entire face. For best results, follow with effective sunscreen.
- **Skin Types:** Normal to oily skin types.
- **Key Ingredients:** Emblica, Vitamin A & E, Citrus Oil, Anthemis Nobilis Flower Extract, Algae Extract, Mulberry Extract, Glycerin.



Perfect Tone Moisture – Complex Hydrate



- **Benefit Statement:** *“A luxurious crème that enriches the skin, leaving it soft, supple and extremely hydrated, while addressing the factor that causes dullness, uneven skin tone, dark spots and aging.”*
- **How to Use:** Apply liberally over entire face. For best results, follow with an effective sunscreen.
- **Skin Types:** Normal to dry skin types.
- **Key Ingredients:** Emblica, Glycerin, Mulberry Extract, Cucumber Extract, Ivy Extract, Arnica Flower Extract.

BODY TREATMENT

Shea Nut Body Butter

- **Benefit Statement:** *“Luxurious beautifully scented body butter is made from the organic fruit of the Shea (karate) tree. It hydrates and protects against moisture loss to alleviate rough, dry skins. Skin will feel instantly soft, smooth and supple upon application.”*
- **How to Use:** Smooth over the body, especially after cleansing or anytime you feel your skin is in need of extra moisture.
- **Skin Types:** All skin types.
- **Key Ingredients:** Shea Butter, Cocoa Butter, Coconut Oil, Aloe Barbadensis Leaf Extract, Glycerin, Anthemis Nobilis Flower Extract, Vitamins A & E.



Crème Brulée Body Soufflé

- **Benefit Statement:** *“This light as air but decadent body cream deeply moisturizes while keeping skin fresh and smooth. Treat yourself to a little caramel and vanilla scented luxury... Then fall in love with the feel of your skin.”*
- **How to Use:** Massage generously over clean, damp skin after bath or shower, until absorbed. Apply second layer over extra dry or rough spots.
- **Skin Types:** All skin types.
- **Key Ingredients:** Apricot Kernel Oil, Safflower Seed Oil, Sodium Hyaluronate, Aloe Barbadensis Leaf Extract, Vitamins A & E.



Crème Brulée Body Buffer and Polish

- **Benefit Statement:** *“Indulge yourself in the ultimate pampering treat. Buff away the rough spots leaving behind, smoother and more radiant skin. This delectable vanilla and caramel scented skin softening sugar scrub gently exfoliates and washes away easily., leaving skin astonishingly soft and well moisturized.”*
- **How to Use:** Scoop out a generous amount with fingertips. Massage onto clean, wet skin, rubbing lightly. Rinse clean.
- **Skin Types:** All skin types.
- **Key Ingredients:** Sucrose, Coconut Oil, Soybean Oil, Sweet Almond Oil, Nut Oil, Lotus Corniculatus Flower Extract, Vitamin E.



UNDER MAKEUP MAGIC

Shine Away – Oil Blotting Primer

- **Benefit Statement:** *“This lightweight primer controls oil for a beautiful, shine-free complexion. Formula absorbs excess oil leaving the skin flawlessly matte, smooth and ready for your foundation. Paraben and fragrance free.”*
- **How to Use:** Apply over moisturizer before makeup. Apply liberally over entire face. Massage gently until absorbed. Can be re-applied over foundation, first blot with a tissue and then pat with a rolling motion with your fingertips. Afterwards apply powder as needed
- **Skin Types:** Oily skin types
- **Key Ingredients:** Glycerin, Soybean Oil, Silica, Anthemis Nobilis Flower Extract, Green Tea Extract.



Corrective Concealers

- **Benefit Statement:** *“This concealer smoothes on, covering dark circles, and tiny imperfections. It has a matte finish. Comes with a doe-footed wand for easy application.”*
- **How to Use:** Apply under eye area, or any dark spots. Blends evenly.
- **Skin Types:** All skin types
- **Key Ingredients:** Silica, Vitamin E, Soybean Oil.



COLOR COSMETICS - FACE

POWDERS

Touché Satin Finish

- **Benefit Statement:** *“This is a crème makeup that sponges on easily to give you a beautiful complexion that lasts. You’ll love the way your skin will look-fine textured, even-toned and smooth as satin!”*
- **How to Use:** Sweep sponge across product and apply using wide stokes. For sheerness, use less product for a lighter application. For maximum coverage, use more product and apply with additional stokes.
- **Skin Types:** All skin types.
- **Key Ingredients:** Kaolin, Petrolatum, Titanium Dioxyde, Mineral Oil.



POWDERS

Luxury Pressed Powder

- **Benefit Statement:** *“Light as air translucent formula controls oil without drying to provide a totally matte finish.”*
- **How to Use:** Can be worn alone as a foundation substitute or to give a soft finish over makeup. Apply evenly with sponge over moisturizer when using in place of a foundation. For drier skins, use a powder brush for application for best results. This powder can also be used for touch ups when needed.
- **Skin Types:** All skin types.
- **Key Ingredients:** Vitamin E, Octyl Palmitate, Mica, Titanium Dioxyde.



Oil Blotting Pressed Powder

- **Benefit Statement:** *“Incredibly light, this velvety smooth powder controls oil and offers a sheer natural-look matte finish that lasts for hours.”*
- **How to Use:** Can be worn alone as a foundation substitute or to give a soft finish over makeup. Apply evenly with sponge over moisturizer when using in place of a foundation. For drier skins, use a powder brush for application for best results. This powder can also be used for touch ups when needed.
- **Skin Types:** All Skin Types.
- **Key ingredients:** Vitamin E, Ascorbyl Palmitate, Mica, Titanium Dioxyde.



Cream to Powder Foundation

- **Benefit Statement:** *“A cream foundation and powder all in one makeup. Gives lightweight natural coverage. Glides on like crème with a velvety powder finish”*
- **How to Use:** Sweep sponge across product and apply using wide strokes. For sheerness, use less product for a lighter application. For maximum coverage, use more product and apply with additional strokes.
- **Skin Types:** All skin types.
- **Key Ingredients:** Kaolin, Microcrystalline Wax, Soybean Oil, Vitamins A & E.



LIQUID FOUNDATION

Oil-Free Foundation - Liquid

- **Benefit Statement:** *“A liquid, water base makeup. Gives lightweight, natural coverage, helps soften fine lines and evens out blotchy skintone. Fragrance free.”*
- **How to Use:** Shake well before using. Apply with fingertips and smooth lightly over face. Blend-out edges evenly with a wedged sponge.
- **Skin Types:** All skin types
- **Key Ingredients:** Kaolin, Carrageenan, Sorbitan Olivat, Cetearyl Olivat.



FOUNDATION STICK

Base Stroke Foundation Stick

- **Benefit Statement:** *“Finally a stick foundation without the chalky base. Convenient to apply, offers medium to full coverage with an unmatched ease of application.”*
- **How to Use:** Apply using wide strokes. For sheerness, use less product for a lighter application. For maximum coverage, use more product and apply with additional strokes.
- **Skin Types:** All skin types
- **Key Ingredients:** Active ingredients (Octyl Methoxycinnamate, Octyl Salicylate, Benzophenone-3), Octyl Palmitate, Kaolin, Silica, Vitamin E.



BLUSH / BRONZERS

Radiance Blush

- **Benefit Statement:** “A soft, fine blushing powder in a convenient mirrored compact. Fragrance free. The color lasts all day. Blends easily without streaking.”
- **How to Use:** Apply after foundation and powder along the crest of the cheekbone using outward and upward motions toward the hairline. Start with a soft application of color, building up layers depending on the intensity desired.
- **Skin Types:** All skin types.
- **Key Ingredients:** Caprylic/Capric Triglyceride, Mineral Oil, Titanium Dioxide, Mica.



Bronzing Powder

- **Benefit Statement:** “Sheer bronzing powder works day or night to give skin a touch of bronzed radiance.”
- **How to Use:** Wear it all over a skin complexion enhancer, using a kabuki or large brush.
- **Skin Types:** All skin types.
- **Key Ingredients:** Vitamin E, Octyl Palmitate, Silica, Corn Starch



BLUSH / BRONZERS

Mineral Bronzing Powder

- **Benefit Statement:** “This lovely sculpted powder, perfect as a bronzer is easy to apply with a brush. This Mineral Bronzing Powder uses natural light reflecting properties to create a soft, diffused look to the skin.”
- **How to use:** Apply directly onto the skin, or on top of foundation using a kabuki or large brush.
- **Skin Types:** All skin types.
- **Key Ingredients:** Boron Nitride, Caprylyl Glycol (and Phenoxyethanol), Vitamin A, Amino Acid.



COLOR COSMETICS - EYES

Luxury Mascara

- **Benefit Statement:** “Intense Volume and pigment make this mascara must. Lash building Formula will not flake or smudge.”
- **How to use:** Use the side of brush to apply to lower lashes first, and then apply to upper lashes. Use the point of the brush for inner and outer lashes. Recommended to use Lash Curler #85110.
- **Skin Types:** All skin types.
- **Key Ingredients:** Vitamin B5, Beeswax, PVP.



Eye Contour Pencil

- **Benefit Statement:** “Fine point kohl pencil, glides on gently without pulling delicate eye area. Defines and shapes the eyes.”
- **How to use:** Apply after eye base but before applying any eye shadow, line upper and/or lower lids to suit eye shape. Yet soft enough to blend with fingertips for a smudged effect.
- **Skin Types:** All skin types.
- **Key Ingredients:** Coconut Oil, Hydrogenated Palm Oil, Aloe Barbadosis Leaf Extract, Vitamin E.



Waterproof Automatic Eye Pencil

- **Benefit Statement:** “Delivers a sexy line of water-proof color, with an easy-glide, creamy formula. It's smudger end makes this a must have for eye-mazing looks.”
- **How to use:** Perfect to wear alone or with eyeshadow to emphasize the beauty of your eyes.
- **Skin Types:** All skin types.
- **Key Ingredients:** Lanolin Oil, Beeswax, Squalane.



Waterproof Automatic Eyebrow Pencil

- **Benefit Statement:** “Looks like a brow pencil, but this is a precision instrument for filling in and shaping up brows, with an easy to use, self sharpening point. Easy application. The brush end is perfect for softening the application so your brows look beautifully natural.”
- **How to use:** Apply with light strokes, than blend by brushing through with eyebrow brush. Repeat for build-up if desired.
- **Skin Types:** All skin types.
- **Key Ingredients:** Lanolin Oil, Beeswax, Squalane, Ethylhexyl Palmitate.



Brow Powder

- **Benefit Statement:** “Shape and contour brows. Soft, easy blend formula for natural looking brow line.”
- **How to use:** Apply gently at first, in the direction of hair growth, in short strokes rather than one line. Repeat for build-up if desired.
- **Skin Types:** All skin types.
- **Key Ingredients:** Mineral Oil, Octyl Palmitate, Boron Nitride.



Signature Eye Shadow Trio

- **Benefit Statement:** “A beautiful compact eye shadow trio which combines pearls and matte colors for a sultry, soft subtle eye statement.”
- **How to use:** To encourage long lasting color for your lids, use over our eye shadow base. Apply the main accent color over the eyelid. Use the darker contour shade in the crease of the eye. A light shade should be used underneath the brow as a highlighter. Then soften and blend away any harsh lines with a make-up sponge.
- **Skin Types:** All skin types.
- **Key Ingredients:** Vitamin E, Ascorbyl Palmitate, Titanium Dioxide, Mica.



Loose Mineral Eye Dust

- **Benefit Statement:** “13 opalescent powders shades accent the eyes for a dramatic look. The colors are rich in pigment and are easy to apply. The container is see through to excite the visual senses. The sifter helps to control the amount of powder you use.”
- **How to use:** To encourage long lasting color for your lids, use over our eye shadow base. May be used wet or dry for all over eye color or as a liner.
- **Skin Types:** All skin types.
- **Key Ingredients:** Titanium Dioxide, Mica.



Liquid Liner

- **Benefit Statement:**
- **How to use:**
- **Skin Types:**
- **Key Ingredients:**



Play Lashes

- **Benefit Statement:**
- **How to use:**
- **Skin Types:**
- **Key Ingredients:**



COLOR COSMETICS - LIPS

Lipshine Mineral Base

- **Benefit Statement:** “Formulated to provide sheer dazzling color without any stickiness. Made with real, natural minerals, for beautiful color and amazingly super wear-ability. Paraben free.”
- **How to use:** Use alone, or over another lip shade to add shimmer or after applying lip liner.
- **Skin Types:** All skin types.
- **Key Ingredients:** Mica, Vitamin E, Beeswax



Lip Polish

- **Benefit Statement:** “A light textured moist lip gloss in a pot. Glossy coverage. Long lasting shine.”
- **How to use:** Use alone, or over another lip shade to add shimmer or after applying lip liner.
- **Skin Types:** All skin types.
- **Key Ingredients:** Lanolin Oil, Petrolatum, Mica.



Luxury Lip Shimmer

- **Benefit Statement:** “This high gloss lip shimmer is not sticky or gooeey and includes high levels of pigmentation to create brilliant, sparkling colors. Designed with a magic wand for easy application on lips that love to feel enchanted.”
- **How to use:** Use alone, or over another lip shade to add shimmer or after applying lip liner.
- **Skin Types:** All skin types.
- **Key Ingredients:** Lanolin Oil, Petrolatum, Mica



High Shine Lip Lacquer

- **Benefit Statement:** “Cutting-edge gloss leaves a super-brilliant shine. Wear over lipstick or alone. In a range of high-impact hues. Provides a ‘wet look’ shine throughout the day without sticky or tacky feel.”
- **How to use:** Apply liberally with brush applicator over lips as often as desired. Wear alone or over lipstick.
- **Skin Types:** All skin types.
- **Key Ingredients:** Lanolin Oil, Vitamins A & E, Anthemis Nobilis Flower Extract, Jojoba Oil.



Lip Sparklette

- **Benefit Statement:** “A moisturizing lip gloss with iridescent sparkles. Adds not only sheen and luster to the lips but glitter as well. Protects the lips from environmental factors (wind, dirt, pollution) and is exceptional for photography, stage makeup, or for a finishing touch on any makeup.”
- **How to use:** Apply liberally with brush applicator over lips as often as desired. Wear alone or over lipstick.
- **Skin Types:** All skin types.
- **Key Ingredients:** Lanolin Oil, Castor Seed Oil, Sesame Seed Oil, Beeswax.



Lipstick

- **Benefit Statement:** “A rich moisturizing formula which gives all day creamy lip color. A non-drying formula. All day wear.”
- **How to use:** Apply lipstick after lip base (if applicable) and lip pencil.
- **Skin Types:** All skin types.
- **Key Ingredients:** Lanolin Oil, Castor Seed Oil, Caprylic/Capric Triglyceride, Mica.



Lip Contour Pencil

- **Benefit Statement:** “Slim line pencil, outlines and shapes the lip. Also assist in preventing lipstick from feathering. Defines and contours the shape of the lips.”
- **How to use:** Apply after lip base on the entire natural lip contour.
- **Skin Types:** All skin types.
- **Key Ingredients:** Mineral Oil, Vitamin E, Castor Seed Oil.



Waterproof Automatic Lip Pencil

- **Benefit Statement:** “Slim line pencil, outlines and shapes the lip. Also assist in preventing lipstick from feathering. Defines and contours the shape of the lips.”
- **How to use:** Apply after lip base on the entire natural lip contour
- **Skin Types:** All skin types.
- **Key Ingredients:** Lanolin Oil, Beeswax, Squalane.

