

# COLOURS

*jane iredale*  
THE SKIN CARE MAKEUP®



## NURTURE YOUR BEAUTY WITH *minerals*

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](http://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.

Smooth Affair® Facial Primer & Brightener

Translucent



Glow Time® Full Coverage Mineral BB Cream

SPF25 UVB/UVA Broad Spectrum



PurePressed® Base Mineral Foundation

SPF20 UVB/UVA Broad Spectrum



Refill-Me™ Refillable Loose Powder Brush

Use with Amazing Base Loose Mineral Powder, Amazing Matte Loose Finish Powder or Powder-Me SPF Dry Sunscreen.



Amazing Base® Loose Mineral Powder

SPF 20 UVB/UVA Broad Spectrum



Liquid Minerals™





skin



**Dream Tint® Tinted Moisturiser**  
SPF 15 UVB/UVA Broad Spectrum



**Powder-Me SPF® Dry Sunscreen**  
SPF 30UVB/UVA Broad Spectrum



**Beyond Matte®**  
SPF 30 UVB/UVA Broad Spectrum



**Amazing Matte™**  
Loose Finish Powder



**PureMatte® Finish Powder**



PureMatte and Beyond Matte refills are available

**Absence®**  
Oil Control Primer

Translucent

# skin



D2O™ Hydration Spray

Balance Hydration Spray

POMMIST™ Hydration Spray



Awarded Ecocert Natural and Organic Cosmetics Certification

# concealers



Circle\Delete® Concealer



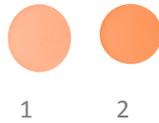
Active Light® Under-eye Concealer



# concealers



Enlighten Concealer™



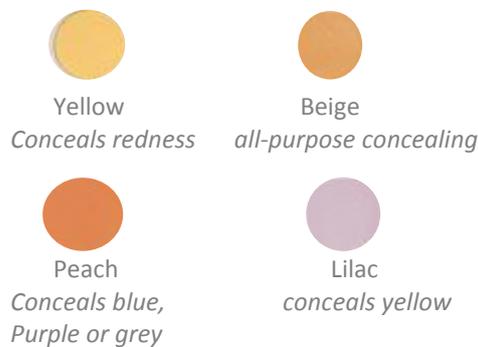
Disappear™ Concealer



Zap & Hide®



Corrective Colours





**Tantiasia® Self Tanner & Bronzer**

Colour gradually develops to a customised, even, natural-looking tan



anywhere

**PurePressed® Blush**



**Awake**  
*Dusty rose*



**Barely Rose**  
*soft cool pink*



**Cheekie**  
*soft pink violet*



**Copper Wind**  
*peach apricot*



**Cotton Candy**  
*shimmering dusty pink*



**Dubonnet**  
*Neutral rose*



**In Love**  
*rose with Golden shimmer*



**Mocha**  
*soft pink brown*



**Sheer Honey**  
*neutral beige*



**Whisper**  
*shimmering peachy pink*

**Quad Bronzers**



**Moonglow™**



**Rose Dawn™**



**Sunbeam**

**24-Karat Gold Dust Shimmer Powder**



**Bronze**



**Champagne**



**Gold**



**Rose Gold**



**Silver**

# anywhere

## So-Bronze® Bronzing Powder



## In Touch® Cream Blush



Charisma  
*Bronzed rose*



Chemistry  
*soft pink brown*



Clarity  
*sheer pink*



Connection  
*soft shimmering Peach*

## In Touch® Highlighter



Comfort  
*Sun-kissed coral*



Complete  
*luminous glow*

## Lid Primer



Canvas



Lemon



Petal

# eyes

## Eye Shere™ Liquid Eye Shadow



Aqua Silk



Brown Silk



Champagne Silk



Grey Silk



Peach Silk



Pink Silk

## PurePressed® Eye Shadow



Allure  
*shimmering light peach*



Blue Hour  
*shimmering deep blue*



Bone  
*matte creamy nude*



Cappuccino  
*matte light brown*



Caribbean  
*shimmering aqua*



Champagne  
*Matte warm Natural*



Cream  
*shimmering sandy beige*



Crushed Ice  
*shimmering light charcoal*



Dark Suede  
*matte deep brown*



Dawn  
*shimmering rose brown*



Double Espresso  
*Matte dark Cool brown*



Dreamy Pink  
*shimmering pink bronze*



Dusk  
*shimmering mauve grey*



Ebony  
*matte black*



Hush  
*sheer shimmer pink*



Magic  
*Matte robin's Egg blue*



Merlot  
*matte eggplant*



Nude  
*shimmering medium pink*



Oyster  
*soft pearl sheen*



Peach Sherbet  
*shimmering soft peach*



Platinum  
*Shimmering light Grey*



Red Carpet  
*matte poppy red*



Rose Gold  
*shimmering rose gold*



Royal Velvet  
*shimmering deep purple*



Shady Lady  
*matte dark pink*



Smoky Grey  
*Matte medium Grey*



Supernova  
*shimmering copper eggplant*



Taupe  
*matte mocha brown*



Violet Eyes  
*shimmering deep violet*



White  
*matte pure white*



Wink  
*shimmering light pink*

# eyes



eyes



**PurePressed® Eye Shadow Duo/Triple**



**Oyster/Supernova**  
*Pear white*  
*Shimmery copper eggplant*



**Brown Sugar**  
*Warm brown*  
*Shimmery peach*  
*Shimmery copper eggplant*



**Golden Girl**  
*shimmering gold*  
*gilded peach*  
*luminous brown*



**Khaki Kraze**  
*matte deep moss*  
*pale peach*  
*shimmery soft brown*



**Pink Bliss**  
*Shimmery baby pink*  
*Matte burgundy brown*  
*Ecru*



**Silver Lining**  
*shimmery heather plum*  
*moonstone blue*  
*matte pewter*



**Sundown**  
*shimmery grey*  
*light copper*  
*matte pear white*



**Sweet Spot**  
*Soft peach*  
*Matte mocha*  
*Nude beige*



**Triple Cognac**  
*shimmery warm taupe*  
*almond brown*  
*deep matte brown*

**Jelly Jar™ Gel Eyeliner**



**Black**  
*Matte inky black*



**Brown**  
*matte dark chocolate*



**Green**  
*shimmery golden olive*



**Purple**  
*matte deep violet*



**Amethyst**  
*Royal purple*  
*Shimmery lilac*



**Aquamarine**  
*sea green*  
*shimmery silver*



**Citrine**  
*metallic bronze*  
*buttery beige*



**Dark Topaz**  
*Chocolate brown*  
*Shimmery gold*



**Onyx**  
*jet black*  
*creamy ivory*



**Smoky Quartz**  
*smoky grey*  
*pearl peach*



# eyes



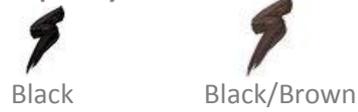
## Eye Pencil



## Highlighter Pencil



## Liquid Eyeliner



## PureBrow® Brow Gel



# eyes



## Longest Lash

Thickening and Lengthening Mascara



## PureLash® Lengthening Mascara



## PureLash® Lash Extender & Conditioner

Translucent

## Bitty Brow Kit®





lips

**PureMoist® Lipstick**



				
<b>Abigail</b> <i>Creamy sheer Honeysuckle</i>	<b>Ann</b> <i>creamy matte red wine</i>	<b>Annette</b> <i>creamy matte red grape</i>	<b>Ashley</b> <i>creamy matte neutral terracotta</i>	<b>Brooke</b> <i>creamy salmon</i>
				
<b>Chloe</b> <i>Creamy sheer Pink</i>	<b>Hannah</b> <i>creamy matte brown plum</i>	<b>Karen</b> <i>creamy matte fig red</i>	<b>Katerina</b> <i>matte mahogany rose</i>	<b>Kaylee</b> <i>creamy matte nude</i>
				
<b>Lauren</b> <i>Creamy matte Copper</i>	<b>Lily</b> <i>creamy matte coral</i>	<b>Liz</b> <i>creamy pale coral</i>	<b>Lucy</b> <i>creamy matte pink peony</i>	<b>Madison</b> <i>sheer pink rose</i>
				
<b>Margi</b> <i>Creamy matte True red</i>	<b>Mary</b> <i>creamy matte plum</i>	<b>Melody</b> <i>creamy pale peach</i>	<b>Naomi</b> <i>matte rich mauve</i>	<b>Renee</b> <i>creamy matte bubble gum pink</i>
				
<b>Rikki</b> <i>Creamy sheer Bubble gum pink</i>	<b>Rose</b> <i>creamy matte light merlot</i>	<b>Sarah</b> <i>creamy sheer neutral</i>	<b>Sharon</b> <i>creamy matte latte</i>	<b>Theresa</b> <i>creamy matte mauve</i>

**Lip Pencil**



				
<b>Berry</b>	<b>Crimson</b>	<b>Earth Red</b>	<b>Nude</b>	<b>Nutmeg</b>
				
<b>Peach</b>	<b>Pink</b>	<b>Plum</b>	<b>Rose</b>	<b>Sienna</b>
				
<b>Spice</b>	<b>Terra-Cotta</b>			

# lips



## PureGloss™ Lip Gloss



**Beach Plum**  
Shimmering  
Pink brown



**Bellini**  
sheer pale  
peach



**Black Cherry**  
sheer deep plum



**Candied Rose**  
frosted berry rose



**Cosmo**  
shimmering  
true berry



**Crabapple**  
Sheer brick red



**Iced Mocha**  
frosted  
Bronze pink



**Kir Royale**  
shimmery red  
plum



**Nectar**  
shimmering  
honey rose



**Pink Candy**  
frosted  
bubblegum pink



**Pink Smoothie**  
Sheer pale pink



**Raspberry**  
sheer rosy brown



**Red Currant**  
shimmering  
Red rose



**Sangria**  
shimmering  
wood rose



**Snow Berry**  
frosted silver  
pink



**Soft Peach**  
Frosted pink  
Beige



**Sugar Plum**  
shimmering hot  
pink



**Tangerine**  
sheer coral



## Just Kissed® Lip Plumper



**L.A.**  
Sheer pink



**Madrid**  
lilac



**Milan**  
clear peach



**Montreal**  
rosie pink



**NYC**  
shimmering nude



**Sydney**  
Shimmering  
Salmon



**Tokyo**  
shimmering  
pink



**Rio**  
rosie brown



**Venice**  
light mocha



**Just Kissed® Lip and Cheek Stain**  
Colour adjusts to your own chemistry.



Forever Pink



## Lip Fixation® Lip Stain/Gloss



**Cherish**  
Bubblegum pink  
Sheer frosted gloss



**Compulsion**  
sheer matte mauve  
cool shimmering gloss



**Craving**  
light salmon  
clear gloss



**Craze**  
sheer matte melon  
warm shimmering gloss



**Desire**  
Rich terracotta  
Clear shine gloss



**Devotion**  
sultry coral  
shimmering peach gloss



**Fascination**  
rosie pink  
light rose gloss



**Fetish**  
cool plum  
delicate lilac gloss



**Mania**  
Warm golden bronze  
Shimmering gold gloss



**Passion**  
cool cherry red  
clear gloss



**Rapture**  
timeless red  
clear shine gloss



## Sugar & Butter Lip Exfoliator/Plumper



Organic sugar scrub  
L.A. Just Kissed  
Lip Plumper

## Lip Drink® Lip Balm

SPF15 UVB/UVA Broad Spectrum

Translucent

# lips

## Starter Kit

Each kit includes a sample size of Smooth Affair, Amazing Base, PurePressed Base, POMMISSST, a Mini Powder Brush and Cosmetic Bag.



Light



Warm Silk

Medium Light



Warm Sienna

Medium



Golden Glow

Medium Dark



Latte

Dark



Butternut

The Amazing Base and PurePressed Base shades are the same in each kit.

## Colour Sample Kit

Each kit includes a Blush Brush and a Dual Ended Eye Brush.



PurePressed Base



Warm Silk

PurePressed Blush



Sheer Honey

PurePressed Eye Shadow



Wink  
Dreamy Pink  
Taupe

Circle/Delete



1

PureMoist Lipstick



Sarah

PureGloss Lip Gloss



Iced Mocha



Golden Glow



Whisper



Cream  
Supernova  
Dark Suede



2



Lily



Beach Plum



Latte



Awake



Nude  
Crushed Ice  
Double Espresso



3



Rose



Black Cherry

## Eye Steppes® Eye Shadow



goBlue

Oyster, Rosy, Taupe  
Swiss Chocolate, Smoke



goBrown

Sea Green, Blue Sky  
Tan, Forest, Liquorice



goGreen

Allure, Iris, Sepia  
Slate, Grape



goCool

Ice, Mittens, Cold Snap,  
Zhivago, Mulled Wine



goWarm

Beach, Steamy, Sunshine  
Mojito, Sandals

## My Steppes® Makeup Kit



Cool

Cotton Candy, Pomegranate,  
Barely Rose, So-Bronze 3



Warm

Iced Mocha, Crabapple,  
Whisper, So-Bronze 3

## Eye Shadow Kit



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

# accessories



Dot the i<sup>®</sup> Makeup Remover Swabs



Truly Pure<sup>®</sup> Shampoo & Conditioner



Facial Blotting Papers



Botanical Makeup Remover



Magic Mitt<sup>™</sup>



Botanical Brush Cleaner<sup>™</sup>



Flocked Sponge



Pencil Sharpeners

Hanging Travel Bag

Deluxe Mirrored Cosmetic Bag

Standing Brush Organizer



Clearview Cosmetic Bag

Grab & Go Bag



Composed from the **finest natural material** available, our twenty-eight brushes are designed to be both effective and gentle.

# product information index

## brushes



### The Handi™

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

### The Retractable Handi™

- 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.

### Chisel Powder

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

### Foundation

- 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.

### Blending

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

### Kabuki

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

### Camouflage

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

### White Fan

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

### Dome

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

# product information index

## brushes



### Eye Shader

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

### Eye Contour

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

### Deluxe Shader

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

### Large Shader

- 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.

### Crease

- A soft, long, tapered eye shadow brush made of goat hair.
- Thinner than the Eye Contour brush, use when you want to make up the eye with more definition.

### Mini-Dome

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

### Chisel Shader

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

### Oval Blender

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

### Small Fluff

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

# product information index

## brushes



### Sculpting

- 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.



### Smudge

- 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.



### Eye Liner/Bros

- 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.



### Detail

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



### Angle Liner/Brow

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



### Angle Eyeliner

- An angled, eyeliner brush made of Taklon Synthetic
- Use with Gel Eyeliners for a thin line.



### Angel Definer

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



### Deluxe Spoolie

- A nylon brush used for grooming eyelashes and brows.



### Eye Brush/Comb

- 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.



### Retractable Lip

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

# product information index

## skin



### Smooth Affair® Facial Primer & Brightener

- A primer that prepares the skin so makeup goes on more easily and lasts longer.
- Conditions the skin and prevents moisture loss.

#### KEY INGREDIENTS

- Grapefruit Extract
- Apple Extract
- Green and White Tea Leaf Extract



### Glow Time® Full Coverage Mineral BB Cream

SPF 25 UVB/UVA Broad Spectrum

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

- Grapefruit Extract
- Apple Extract
- Bitter Orange Extract



### PurePressed® Base Mineral Foundation/ Amazing Base®

Loose Mineral Powder SPF20 UVB/UVA Broad Spectrum

- Made from micronized minerals which are water resistant to 40 minutes.
- Contains antioxidants such as Pine Bark Extract and Pomegranate Extract (a potent antioxidant that aids in minimizing UV damage).

- Titanium Dioxide
- Zinc Oxide
- Boron Nitride



### Refill-Me™ Refillable Loose Powder Brush

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



### Liquid Minerals™

- 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.

- Hyaluronic Acid
- Vitamin C
- Coenzyme Q10



### Dream Tint® Tinted Moisturizer

SPF 15 UVB/UVA Broad Spectrum

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

- Titanium Dioxide
- Boron Nitride
- Algae Extract

# product information index

## skin



### Powder-Me SPF® Dry Sunscreen

SPF30 UVB/UVA Broad Spectrum

- Functions as a dry sunscreen for face and body, and is water resistant to 40 minutes.
- Contains Titanium Dioxide and a natural clay which 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



### Beyond Matte® HD Matifying Powder

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

- Acrylates Crosspolymer



### PureMatte® Finish Powder

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

- Rice Starch



### Amazing Matte™ Loose Finish Powder

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

- Rice Starch
- Pomegranate Extract



### Absence® Oil Control Primer

- Eliminates shine and controls sebum, 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 makeup so that makeup can stay on longer and skin stays shine-free.

- Hydrated Silica
- Kelp Extract
- Green Tea Leaf Extract

# product information index

## skin



### D2O™ Hydration Spray

- A facial spritz that helps to hydrate and plump the 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



### Balance Hydration Spray

- A hydration spritz formulated specifically to help balance skin's oil production and pH.
- Orange Essential Oil, Orange Peel Extract, Grapefruit Peel Extract and Algae Extract calm and feed the skin.
- Sets minerals.

- Orange Essential Oil and Orange Peel Extract
- Grapefruit Peel Extract
- Green Tea Leaf Extract



### POMMISST™ Hydration Spray

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

- Pomegranate Extract
- White Tea Leaf Extract
- Rosemary Leaf Extract



### Circle\Delete® Concealer

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

- Green Tea Leaf Extract
- Laminaria Ochroleuca Extract
- Algae



### Active Light® Under-eye Concealer

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

- Titanium Dioxide
- Boron Nitride
- Buckwheat Seed Extract



## concealers

# product information

## concealers



### Enlighten Concealer™

- 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.



### Disappear™ Concealer

- Camouflages distractions such as acne 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.

### Zap & Hide® Blemish Concealer

- A double-ended, blemish-treatment stick that conceals while it aids healing.
- The Blemish Balm is a clear stick containing beneficial antiseptic botanicals, while the Blemish Concealer is highly pigmented, easily layered and creamy.

### Corrective Colours

- 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.



## anywhere



### Tantasia® Self Tanner & Bronzer

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

#### KEY INGREDIENTS

- Amazonian Marapuama Extract (Ptychopetalum Olacoides Bark/Stem Extract)
- Suma Root Extract (Pfaffia Paniculata Root Extract)
- White Lilly Flower Extract (Lilium Candidum Flower Extract)
- Superoxide Dismutase
- Green Tea Leaf Extract
- Vitamin C
- Psoralea Corylifolia Extract
- Chamomile
- Green Tea Leaf Oil
- Green Tea Leaf Extract
- Iron Oxides
- Moringa Butter and Avocado Oil
- A combination of Acetyl Tyrosine and Monk's Pepper (vitex angus castus)
- Copper Gluconate
- Dihydroxyacetone (DHA)

# product information index

## anywhere



### PurePressed® Brush

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

### Quad Bronzers

- 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.



### 24-Karat Gold Dust Shimmer Powder

- A shimmer powder created from Mica, a diamond pearlescent pigment, which enhances your sophisticated elegance.
- This multi-purpose product can be used on cheeks, eyes and lips to create a delicate highlight. Or mix with your moisturizer for application to the body or with your favourite hair gel for added sparkle.



### So-Bronze® Bronzing Powder

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



### In Touch® Cream Blush

- 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.



### In Touch® Highlighter

- 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
- Boron Nitride
- Mica
- Pine Bark Extract
- Pomegranate Extract
- Mica
- Boron Nitride
- Pine Bark Extract
- Pomegranate Extract
- Macadamia Esters
- Beeswax
- Mica
- Moringa Seed Oil

# product information index

## eyes



### Lid Primer

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



### Eye Shere™ Liquid Eye Shadow

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



### PurePressed® Eye Shadow

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



### Jelly Jar™ Gel Eyeliner

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



### Mystikol® Powdered Eyeliner/Highlighter

- A new kind of eyeliner and highlighter 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.



### Eye Pencil

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



### Highlighter Pencil

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

#### KEY INGREDIENTS

- Hydrated Silica
- Mica
- Trimethylsiloxysilicate
- Copernicus Cerifera Cera
- Boron Nitride
- Pine Bark Extract
- Coco-Caprylate/Caprata
- Cyclopentasiloxane
- Trimethylsiloxysilicate
- Mica
- Iron Oxides
- Shea Butter
- Macadamia Seed Oil
- Vitamin E
- Castor Seed Oil
- Vitamin E
- Beeswax

# product information index

## eyes



### Liquid Eyeliner

- Highly-pigmented and long-lasting.
- Latex-free.



### PureBrow® Brow Gel

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



### Longest Lash

#### Thickening and Lengthening Mascara

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



### PureLash® Lengthening Mascara

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



### PureLash® Mascara

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

#### KEY INGREDIENTS

- Xanthan Gum
- Rosemary Leaf Extract
- Radish Root Extract
- Algae Extract
- Panthenol
- Hydrolyzed Wheat Protein
- Algae Extract
- Cellulose Fibres
- Panthenol
- Panthenol
- Hydrolyzed Wheat Protein
- Cellulose Fibres
- Hydrolyzed Wheat Protein
- Panthenol
- Algae Extract

# product information index

## eyes



### PureLash® Lash Extender & Conditioner

- Adds a 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

- Algae Extract
- Panthenol
- Hydrolyzed Wheat Protein



### Bitty Brow Kit®

- 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.

- Brow Powder- Mica
- Dimethicone
- Pine Bark Extract
- Brow Wax- Sunflower Seed Oil
- Beeswax
- Mica

## lips



### PureMoist® Lipstick

- The sleek tube is designed for easy and precise application and will delight with 24 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.

- Triisostearyl Citrate
- Moringa Oil/Hydrogenated Moringa Oil Esters
- Coffee Seed Extract



### Lip Pencil

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

- Shea Butter
- Macadamia Seed Oil
- Vitamin E



### PureGloss™ Lip Gloss

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

- Lotus Flower Extract
- Avocado and Sunflower Seed Oils
- Moringa Oils and Orange Peel Wax

# product information index

## lips



### Just Kissed® Lip Plumper

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

#### KEY INGREDIENTS

- Beeswax
- Shea Butter
- Palmitoyl Oligopeptide



### Just Kissed® Lip & Cheek Stain

- Non-drying, long-lasting, all-natural, multi-purpose stain adjusts to the skin's chemistry for an irresistible pink shade that will flatter any undertone.
- Formulated with ingredients that nourish and moisturize skin, sooth and soften lips.

- Triisostearyl Citrate
- Olive and Avocado Oil
- Rose Flower Wax and Beeswax



### Lip Fixation® Lip Stain/Gloss

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

- **Lip Stain**
- Acrylates/Dimethicone Copolymer
- Trimethylsiloxysilicate
- Vitamin E



### Sugar & Butter Lip Exfoliator/Plumper

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

- **Lip Gloss-**
- Avocado Oil
- Jojoba Seed Oil, Ginger Root Extract



### Lip Drink® Lip Balm

SPF 15 UVB/UVA Broad Spectrum

- Colourless, moisturizing, protective lip balm.
- Combines a variety of waxes and oils to provide a protective shield.

- **Lip Exfoliator**
- Turbinado Sugar
- Macadamia Seed Oil
- Jojoba Seed Oil
- Lip Plumper- beeswax, shea butter, palmitoyl oligopeptide

- Titanium dioxide
- Carrot seed oil
- Avocado oil

# product information index

## kits



### Starter Kit

- Discover the difference with these jane iredale essentials for amazing skin, bundled in a chic travel-size 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.



### Colour Sample Kit

- 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.



### Eye Steppes® Makeup Kit

- 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. Combine them with your My Steppes or travel with as many, or as few shades as you like.



### My Steppes® Makeup Kit

- Available in two compacts- one for warm tones, one for cool tones.
- This all-in-one compact contains two lip glosses, a blush, a bronzer and a mirror for effortless touch-ups on the go.



### Eye Shadow Kit

- 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.

## accessories



### Dot the i® Makeup Remover Swabs

- Easy-to-use, pre-measured makeup remover swabs that leave absolutely no residue.
- Ideal for home, travel or to throw in your purse.

### KEY INGREDIENTS

- Cucumber Fruit Extract
- Algae Extract
- Aloe Leaf Extract

# product information index

## accessories



### Botanical Brush Cleaner™

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



### Truly Pure® Shampoo & Conditioner

- 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.



### Botanical Makeup Remover

- An all-over makeup remover to be used on eyes, lips or face.
- Moisturizing, soothing and contains no drying ingredients.



### Magic Mitt™

- 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.

### Facial Blotting Papers

- Packaged in an elegant, gold, metal case that goes with you to absorb excess shine throughout the day.
- Soft, all-natural material is gentle on the skin.



### Pencil Sharpeners

- 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.



### Flocked Sponge

- 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).



### KEY INGREDIENTS

- SD Alcohol 39-C
- Witch Hazel Extract
- Grapefruit Peel Oil
- Decyl Glucoside
- Cocamidopropyl Hydroxysultaine
- Chamomile Flower Extract
- Cucumber Fruit Extract
- Algae Extract
- Aloe Leaf Extract
- Made from a new generation of specially knitted micro-fibres which are able to penetrate oil films.
- Organic Flax Seed

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Techniques using  
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