



eye  
shadows,  
palettes,  
& more



Grafton  
PRIVATE LABEL COSMETICS

## EYE FIX

*An eye shadow primer in a cream formula. Keeps shadows from creasing, makes colors more vibrant and improves wearability.*

### INGREDIENTS

Cera Alba (Beeswax) , Simmondsia Chinensis (Jojoba) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Propylene Carbonate, Titanium Dioxide, Kaolin, Yellow #5, Iron Oxide  
Net Weight: .20 Oz./5.6g

### PACKAGING



Matte View Compact  
Ideal for logo printing



**CRUELTY FREE**



**MADE IN USA**



EYE FIX ORIGINAL



EYE FIX BEIGE

*Why your brand needs this?*

*Eye shadow primers are a MUST before any eye shadow application. This is the perfect add-on item to go with any eye shadow for your brand!*

## ANTIOXIDANT EYE BASE

*A neutral eye base primer. A cream-to-powder eye shadow primer that holds shadow in place, while neutralizing the eyelid to show true shadow color; infused with anti-oxidant: Vitamin E.*

### INGREDIENTS

Caprylic/Capric Triglyceride, Cyclomethicone, PPG-2 Myristyl Ether Propionate, C12-15 Alkyl Benzoate, Talc, Silica, Nylon 6, Isopropyl Titanium Triisostearate, Cera Alba (Beeswax), Tribehenin, Stearic Acid, Ascorbic Acid, Tocopheryl Acetate, BHA, Titanium Dioxide, Iron Oxide, Mica  
Net Weight: .25 Oz/7g



**CRUELTY FREE**



**MADE IN USA**





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Eye Shadows are a staple item in any beauty brand! Create your brand's identity by selecting shades that are trending, everyday essentials, or seasonal musts.

A triple milled, pressed eye shadow available in over two hundred shades.

**INGREDIENTS**

Talc, octyl palmitate, cyclomethicone, zinc stearate, phenoxyethanol, sodium benzoate. May contain: mica, iron oxide, manganese violet, titanium dioxide, red 40 lake, yellow #5, blue #1, ultramarines, chromium green

Net Weight: .052/1.48g

**PACKAGING OPTIONS**



Pan only in clam shell, or can be assembled in palettes



Matte View Compact  
Ideal for logo printing



**CRUELTY FREE** | **MADE IN USA**



#350 | CLOUD  
Metallic icy white



#86 | SNOW WHITE  
Matte pure white



#111 | VANILLA ICE  
Cool matte cream



#176 | CRÈME  
Light matte cream



#113 | PEACH ICE  
Matte peachy cream



#351 | PEACH PLEASE  
Matte cream



#166 | BISQUE  
Warm light beige gold



#300 | PROSECCO  
Light pink champagne



#56 | WHITE GOLD  
Shimmery white gold



#352 | LINEN  
Icy shimmery white



#353 | BLISS  
Shimmery light nude



#354 | DIVINE  
Soft light cream



#355 | VINTAGE  
Matte golden beige



#323 | CREAMY BEIGE  
Light beige



#356 | DREAMER  
Matte creamy white



#319 | NATURAL ENVY  
Matte tweed



#130 | MAHOGANY  
Medium neutral brown



#321 | WINTER BROWN  
Matte medium camel brown



#292 | SUGAR BLUSH  
Pale pink with gold glitter



#52 | PEACHES & CREAM  
Light peach



#127 | SERENE  
Medium peachy brown



#110 | BABY BROWN  
Light peachy brown



#150 | BACK TO EARTH  
Pearly grey taupe



#236 | TREASURE CHEST  
Cool mauvey matte brown



#112 | PINK ICE  
Pearly light peachy pink



#232 | PILLOW TALK  
Light shimmery pink



#336 | DAZZLELIGHT  
High frost white, pink hue



#289 | EARTHLY NUDE  
Matte plummy taupe



#119 | ROSE QUARTZ  
Matte muted mauve



#324 | SABLE  
Matte medium tweed

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Ideal for logo printing



**CRUELTY FREE**

**MADE IN USA**



#348 | GLISTENING  
Shimmery light purple



#357 | GODDESS  
Metallic lavender



#212 | VINEYARD  
Deep muted purple, silver flecks



#274 | MAGNETIC  
Medium lilac, glitter flecks



#358 | SPRING FLING  
Purple with glitter



#332 | SMOKED PURPLE  
Smoky purple



#258 | FREESTONE  
Matte eggplant



#359 | GILDED PLUM  
Deep plum, gold shimmer



#342 | LEGEND  
Matte deep charcoal purple



#229 | NAUGHTY  
Shimmery deep eggplant



#327 | NIGHT FALL  
Black base, copper glitter



#360 | GLAMOUR  
Shimmery berry brown



#252 | LOLITA  
Medium shimmery fuschia



#206 | FLIRTATIONS  
Light pink with gold flecks



#234 | TRUE ROMANCE  
Medium cool brown



#106 | SMOKEY PLUM  
Shimmery chocolate bronze



#361 | OPTIMISTIC  
Shimmery cranberry plum



#314 | SPIKED PUNCH  
Muted dusty mauve, gold flecks



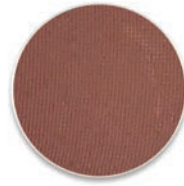
#362 | SUEDE  
Medium mauvy brown, hint of shimmer



#85 | PLEASANTLY PLUM  
Matte muted brown red



#290 | EARTHLY WINE  
Matte muted cranberry



#326 | RED EARTH  
Matte deep red brown



#118 | PEBBLE  
Rich brick brown



#161 | PURE SABLE  
Deep shimmery copper



#27 | TOFFEE  
Medium chocolate, yellow undertone



#128 | CHOCOLATE KISSES  
Chocolate with silver flecks



#28 | GOLDEN BRONZE  
Shimmery bronze gold



#26 | COFFEE  
Medium chocolate warm



#29 | SMOKE  
Matte chocolate brown



#383 | METAL MAUVE  
Medium smoky purple



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Ideal for logo printing



**CRUELTY FREE**

**MADE IN USA**



#320 | TUSCANY  
Matte cool chocolate brown



#322 | DEEPLY RICH  
Matte cool deep brown



#315 | TWEED  
Matte smoky brown



#329 | SIENNA  
Shimmery medium warm taupe



#299 | TENDER TAUPE  
Matte medium taupey grey



#104 | CHOCOLATE BROWN  
Deep cool matte chocolate



#363 | WONDERER  
Metallic champagne



#134 | ICED MALTED  
Shimmery silvery taupe



#24 | CHARCOAL GREY  
Deep matte charcoal



#279 | BLACKEST BLACK  
Pure black with silver flecks



#288 | SMOLDER  
Black base, silver + blue glitter



#287 | SAPPHIRE NIGHT  
Black base, sapphire glitter



#55 | DEEP SEA BLUE  
Deep matte navy



#364 | ROYALTY  
Metallic deep periwinkle



#163 | BLUESTONE  
Shimmery gun metal grey



#60 | PEARL GREY  
Shimmery light grey



#365 | STEEL  
Shimmery grey blue



#366 | SOULFUL BLUE  
Shimmery deep royal blue



#199 | AQUAMARINE  
Matte cornflower blue



#367 | BLUE SKIES  
Matte cornflower blue



#368 | BLUEBELL  
Matte muted med. blue, hint of glitter



#369 | FREE SPIRIT  
Electric blue, hint of glitter



#246 | DRAMA QUEEN  
Shimmery bright teal



#370 | WHIMSICAL  
Bright teal, hint of glitter



#40 | SAND 'n' SURF  
Light cool cream



#286 | JUNGLE  
Black base, green glitter



#116 | SPANISH MOSS  
Matte forest green



#371 | FOREST  
Shimmery forest green



#349 | VINTAGE FOREST  
Shimmery light olive green



#228 | SHITAKE  
Light taupey grey, glitter flecks

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**MADE IN USA**



#337 | CHARMED  
Metallic champagne gold



#37 | OYSTER PEARL  
Shimmery rose gold



#181 | GINGER SNAPS  
Medium shimmer champagne



#372 | BRONZE GLOW  
Metallic copper



#373 | COMET  
Medium tone diffused orange



#164 | CAMEL  
Light yellow brown



#374 | HOLLYWOOD  
Warm medium shimmery brown



#375 | CITRUS  
Shimmery light orange



#345 | LAGUNA  
Matte bright peach



#376 | APRICOT CRUSH  
Shimmery peachy pink



#341 | DUSK  
Matte medium camel



#257 | BRAZILIAN BRONZE  
Super shimmery sunset gold



#177 | GOLDDLOCKS  
Shimmery copper gold



#281 | CARAMEL APPLES  
Shimmery cool bronzey gold



#331 | OCEAN AVE  
Frosted light peach



#377 | BUTTERFLIES  
Light shimmery yellow gold



#225 | BURNT ORANGE  
Bright burnt orange



#333 | BLOOD ORANGE  
Deep orange red



#243 | RED FOR REAL  
Bright orange red



#221 | YELLOW  
Bright pure sunshine yellow



#378 | INSPIRE  
Metallic yellow gold



#318 | BUTTERCUP  
Matte pale yellow



#382 | METAL LITE BRONZE  
Shimmery light bronze



#385 | METAL TAUPE  
Soft light gray, touch of brown



#384 | METAL PEACH  
Warm light orange, hint of pink



#380 | GOLD METAL  
Warm iridescent yellow



#379 | METAL PINK  
Light dusty pink



#41 | CREAM DUST  
Sheer pearly cream



• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



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Matte View Compact  
 Ideal for logo printing



**CRUELTY FREE** | **MADE IN USA**



#167   CLOUD NINE Shimmery icy white	#196   ICED OPAL Shimmery white, blue shift	#265   SUMMER SKY Shimmery white, pink shift	#284   WHITE SWAN Matte grey cream	#285   VINTAGE WEDDING Sheer pearly cream	
#250   CRUSH ON YOU Frosted sheer ballerina pink	#195   PINK FROST Pink with gold flecks	#198   BISQUE PINK Matte pale bubble gum pink	#61   CRYSTAL PINK Pearly pale pink	#277   NEW MOON Shimmery light lilac	#172   DEWDROP Shimmery light lilac mauve
#180   ROYAL PURPLE Frosted smoky purple	#11   DEEP PLUM Muted shimmery plum	#308   PLUM SPLENDOR Shimmery violet, silver flecks	#168   ULTRA VIOLET Frosted light violet	#242   PLAYFUL Frosted bright violet	#94   NEARLY TAUPE Shimmery plummy taupe
#152   GRAVITY Frosted ash grey, purple hue	#291   EARTHLY PLUM Matte medium purple charcoal	#256   STEEL PLUM Shimmery plum grey	#171   PLUMMET Shimmery plum grey, silver flecks	#132   MIDNIGHT ORCHID Shimmery muted deep purple	#219   JEZEBEL Metallic medium taupe brown
#276   ECLIPSE Shimmery blue lavender	#222   PURE PURPLE Shimmery lavender purple	#347   BELLA Medium purple, rainbow glitter flecks	#245   POLARIZING PURPLE Bright violet, silver flecks	#346   RODEO DRIVE Matte electric purple	

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**MADE IN USA**



#140 | MAUVE VELVET  
 Frosted dusty mauve



METAL LAVENDER  
 Shimmery lavender



#200 | PLUM VELVET  
 Shimmery cranberry plum



#192 | MAROONED  
 Shimmery deep plum



#316 | MAGNIFICENT PLUM  
 Shimmery deep eggplant



#269 | TWINKLE PLUM  
 Deep purple, silver flecks



#282 | PRECIOUS GEM  
 Shimmery deep plum, silver flecks



#304 | POMEGRANATE  
 Burgundy with silver flecks



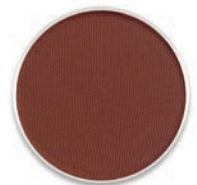
#343 | WISTERIA  
 Shimmery rosy purple



#117 | BERRY WOOD  
 Matte brick red



#339 | SCANDALOUS  
 Matte deep burgundy



#96 | SHIMMERING WINE  
 Matte brownish red



#254 | COPPER GLAZE  
 Metallic bright copper



#239 | SUN GOLD  
 Shimmery tangerine orange



#306 | MANGO MIST  
 Tangerine orange, gold flecks



#244 | OH MY ORANGE  
 Bright orange, glitter flecks



#189 | TERRACOTTA GOLD  
 Shimmery terra cotta



#183 | PEACH SCHNAPPS  
 Sheer nude with gold flecks



#82 | 14K GOLD  
 Shimmery pale yellow gold



#271 | UNMELLOW YELLOW  
 Shimmery light yellow gold



#158 | GOLDENROD  
 Shimmery pale yellow green



#334 | GOLD RUSH  
 Pure yellow gold



#338 | FAIRY DUST  
 Metallic yellow gold



#135 | EGYPTIAN GOLD  
 Shimmery mustard yellow gold



#335 | WILLOW  
 Matte light burnt orange



#105 | CURRY  
 Rusty medium brown



#247 | TANGELO  
 Frosted peach



#305 | VIOLA  
 Medium violet, gold flecks



#210 | AUTUMN  
 Matte rosy peach



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Matte View Compact  
 Ideal for logo printing



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#129   FRENCH VANILLA Matte nude	#182   TUMBLEWEED Matte cream, gold flecks	#137   BUTTERSCOTCH Frosted pale yellow	#209   WHEAT Matte creamsicle orange	#255   SATIN GOLD Frosted light orange	
#124   FUTURISTIC Frosted champagne	#187   BEDAZZLED Frosted pale peach	#280   SANDPIPER Shimmery champagne gold	#131   NU BRONZE Frosted medium deep gold	#165   GOLDEN LEAF Frosted antique gold	#325   SOFT BROWN Matte medium toffee
#267   GILDED PEACH Light gold, gold glitter flecks	#178   BROWN BEAR Frosted medium toffee	#190   TRUFFLE Amber with gold flecks	#31   CHINCHILLA Light toffee, glitter flecks	#157   ISLAND SUNSET Shimmery orange copper	#293   SAFARI BROWN Warm chocolate brown, gold flecks
#32   CEDAR Cool medium brown	#121   JAVA Matte medium taupey brown	#248   SMOKIN Frosted light bronze	#312   SPICE SIERRA Shimmery chocolate bronze	#266   MOTHER EARTH Cool chocolate brown with silver flecks	#311   CHOCOLATE MOUSSE Shimmery black brown
#294   CRUSHED MAUVE Shimmery deep chocolate					

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Matte View Compact  
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#205   JASPER Light turquoise, gold flecks	#216   LIME DIVINE Frosted mint green	#145   TINKERBELL Frosted aqua blue	#307   KEY LIME Shimmery lime green	#139   GREEN VELVET Shimmery ivy green	#179   GUACAMOLE Shimmery light ivy green
#214   PETER PAN Shimmery light ivy green	#303   HOLLY GREEN Forest green, silver flecks	#185   NIGHT LIFE Shimmery dark ivy green	#186   GODDESS Shimmery pale green yellow	#201   TORNADO Medium taupey brown, silver flecks	#317   TENDER TEAL Matte blue green
#340   POISON IVY Matte charcoal green	#344   SECRET GARDEN Shimmery golden bronze	#101   ARMY GREEN Matte olive green	#309   OLIVE GOLD Shimmery ivy olive		
#261   GREEN PEACE Frosted shamrock green	#230   BEWITCHED Shimmery forest green	#270   BROWNIE Shimmery golden chocolate	#108   BLACK N BLUE Matte deep dark navy	#272   NIGHT SKY Gunmetal grey, silver flecks	#298   EVENING PLUM Matte deep charcoal brown
#301   WINTER SOLSTICE Pearly off white	#91   NEARLY BEIGE Matte taupey grey	#313   TOASTED MARSHMALLOW Taupe grey with gold flecks	#227   WITCHCRAFT Black with silver glitter flecks	#153   SOLAR SYSTEM Matte medium blue grey	#109   BLACK MAGIC Matte deep dark charcoal



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Matte View Compact  
 Ideal for logo printing



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<b>#99   TAUPE</b> Slightly frosted taupe grey	<b>#330   ENCHANTED FOREST</b> Shimmery taupe, green shift	<b>#193   GRAPHITE</b> Frosted gunmetal silver	<b>#173   STARRY NIGHT</b> Grev with a gold sparkle	<b>#208   MOONBEAM</b> Pale blue, gold flecks	<b>#259   CARBON</b> Sheer frosted grey, blue green shift
<b>#268   DENIM</b> Denim blue with silver flecks	<b>#170   TWILIGHT</b> Shimmery royal blue	<b>#17   SAPPHIRE</b> Shimmery royal blue	<b>#223   TURQUOISE</b> Bright electric blue	<b>#144   HEAVENS ABOVE</b> Frosted medium blue	<b>#53   OCEAN BLUE</b> Matte bright blue
<b>#155   BLUE LAGOON</b> Frosted medium sky blue	<b>#22   SKY BLUE</b> Sheer frosted baby blue	<b>#21   BLUE MIST</b> Frosted light steel blue	<b>#263   BABY BLUE</b> Frosted very light blue	<b>#217   LULLABY</b> Frosted light lavender	<b>#138   BLUE VELVET</b> Frosted sapphire blue
<b>#273   MYSTIC BLUE</b> Periwinkle with silver flecks	<b>#253   BLUE BAYOU</b> Shimmery cornflower blue	<b>#262   SHADES OF BLUE</b> Frosted bright sky blue	<b>#197   TEAL FROST</b> Frosted light teal blue	<b>#283   TRANQUIL TEAL</b> Deep teal grey	<b>#203   MEADOW</b> Medium deep teal, silver flecks



# Eyeshadow Palettes

## MAGNIFICENT 7 PALETTE

A seven pan palette with a built in mirror. Fill with your choice of eye shadows or choose one of our pre-selected collections.

### INGREDIENTS

Talc, Octyl Palmitate, Cyclomethicone, Zinc Stearate, Phenoxyethanol, Sodium Benzoate. May Contain: Mica, Iron Oxide, Manganese Violet, Titanium Dioxide, Red 40 Lake, Yellow #5, Blue #1, Ultramarines, Chromium Green

Net Weight: .37Oz/10.35g

Available Empty



Your Logo or Design

Why your brand needs this?

Seven is the perfect number of shades for your customers to create a versatile look, from simple and casual to a glammed night out creation. Great for building awareness to your brand with the large, sleek, front of the palette just waiting to have your logo / design printed by our team.

CRUELTY FREE  
MADE IN USA



### STOCK SHADE SELECTIONS



#### CLASSIC GLAM PRE-FILLED PALETTE

A mix of soft earth-tones thoughtfully selected to suit all skin tones. These shades are long lasting, highly pigmented, and can be blended effortlessly.



#### MATTE ESSENTIALS PRE-FILLED PALETTE

A combination of 7 richly pigmented and smooth-matte colors that effortlessly create any wearable eye look. This beautiful selection of colors creates a must-have essential palette.

## Ready to create your own palette?

Bring your vision to life by selecting 7 colors of your choice from our extensive Eyeshadow collection to create your own exclusive palette!



36 piece min. to have your selected shades filled into your customized Magnificent 7 palette.



# FOUR ME PALETTE

Fill our 4 pan palette with your shades or pick one of our pre-selected collections.

## INGREDIENTS

Talc, Octyl Palmitate, Cyclomethicone, Zinc Stearate, Phenoxyethanol, Sodium Benzoate.  
 May Contain: Mica, Iron Oxide, Manganese Violet, Titanium Dioxide, Red 40 Lake, Yellow #5, Blue #1, Ultramarines, Chromium Green  
 Net Weight: 0.21oz/5.92g

*Why your brand needs this?*  
 The Four Me palette is a **MUST** for your brand! Introduce eye shadows with this sleek design. Your customers will love how easy and convenient it is to use and carry.

## STOCK SHADE SELECTIONS



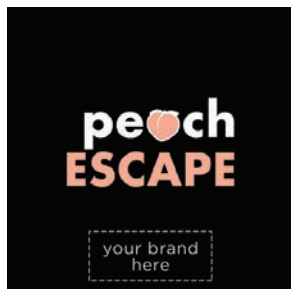
### PURPLE PARADISE PRE-FILLED PALETTE

These purple tones are giving us all the life and energy we need! A variation that can be worn during all seasons of the year!



### NUDE BEACH PRE-FILLED PALETTE

When all else fails, earthy-nude tones are the way to go! 4 colors to perfectly complement each other.



### PEACH ESCAPE PRE-FILLED PALETTE

This warm palette is a universal fav! Fall in love and escape into a blend of wearable peach tones.



Available Empty

*Your Logo or Design*

**CRUELTY FREE**

**MADE IN USA**



## Ready to create your own palette?

Bring your vision to life by selecting **4 colors of your choice** from our extensive collection and create your own exclusive palette.

36 piece min. to have your selected shades filled into your customized Four Me Palette.



EYE DUO



FOUR ME



CLASSIC QUAD



G PALETTE



MAGNIFICENT 7



FACEBOOK



FACETIME



FACEKIT

## Ready to create your own palette?

Bring your vision to life by selecting the colors of your choice from our extensive collection and create your own exclusive palette. 36 piece minimum to have your selected shades filled into your customized palette.

**Need help with design ideas or creating your logo?**  
Ask your Brand Consultant about our design services





# Baked Mineral Eye Shadows

*Why your brand needs this?*  
Eye shadow application has never been easier than with these super creamy and pigmented baked mineral eye shadows. Not only will they make your brand stand out in the crowd with their unique look and texture, your customers will fall in love with their creamy consistency and effortless payoff.



*Botanically infused, baked eye shadows are richly pigmented. These shadows start as a cream and are baked for 24 hours on a terracotta pan, creating a dome shape, and an unparalleled silky texture for a smooth application.*

Net Weight: .06 Oz/1.8g

## PACKAGING OPTIONS



Pan only in clam shell



Matte View Compact  
Ideal for logo printing



**CRUELTY FREE**

## BAKED BEAUTIES



AMORE



BELIZE



BISCOTTI



CHIANTI



DOLCE VITA



GRAZIA



VIVA

**INGREDIENTS** Mica, Sericite Mica, Silica, Dimethicone, Simmondsia Chinensis (Jojoba) Seed Oil, Carthamus Tinctorius (Safflower) Seed Oil, Lavandula Angustifolia (Lavender) Flower Extract, Thymus Vulgaris (Thyme) Extract, Camellia Sinensis (Green Tea) Extract, Tocopheryl Acetate, Rosmarinus Officinalis (Rosemary) Leaf Extract, Magnolia Officinalis (Magnolia Bark) Extract, May Contain: Iron Oxides, Titanium Dioxide, Ultramarine

## EYE FUSIONS



BLUE FUSION



LAVENDER FUSION



PINK FUSION

### *Color Library*

Minimum required for  
Color Library Shades.  
Please contact your Brand  
Consultant for more  
information



BROWN FUSION

**INGREDIENTS** Mica, Sericite Mica, Silica, Dimethicone, Simmondsia Chinensis (Jojoba) Seed Oil, Carthamus Tinctorius (Safflower) Seed Oil, Lavandula Angustifolia (Lavender) Flower Extract, Thymus Vulgaris (Thyme) Extract, Camellia Sinensis (Green Tea) Extract, Tocopheryl Acetate, Rosmarinus Officinalis (Rosemary) Leaf Extract, May contain: Iron Oxides, Titanium Dioxide, Ultramarine

## EYE TRIOS



AQUA TRIO



BRONZE TRIO



MULBERRY TRIO



PASTEL TRIO



SKY TRIO



SMOKEY TRIO

**INGREDIENTS** Mica, Sericite Mica, Simmondsia Chinensis (Jojoba) Seed Oil, Lavandula Angustifolia (Lavender) Flower Extract, Thymus Vulgaris (Thyme) Extract, Camellia Sinensis (Green Tea) Extract, Tocopheryl Acetate, Rosmarinus Officinalis (Rosemary) Leaf Extract, May Contain: Iron Oxides





# **mascaras, eye liners, & more**



*when in  
doubt*

**WING IT OUT**

**Grafton**  
PRIVATE LABEL COSMETICS



# Mascara

Why your brand needs this?

Lashes... everyone's got them! Mascara is great to carry in your beauty brand because it's an essential product and typically worn everyday. Choose from a variety of formulas to see which best fits your brand's identity.

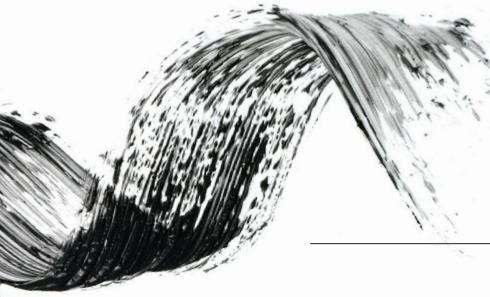
## LONG LASH MASCARA

A highly pigmented, long lasting, lengthening mascara formula with 73% natural ingredients.

### INGREDIENTS

Deionized Water (Aqua), Iron Oxide, Euphorbia Cerifera (Candelilla) Wax, Sucrose Stearate, Copernicia Cerifera (Carnauba) Wax, Cichorium Intybus (Chicory Root) Extract, Propanediol, Helianthus Annuus (Sunflower) Seed Wax, Phenoxyethanol, Galactoarabinan, Capryl Glycol, Potassium Sorbate, Caesalpinia Spinosa Gum, Acacia Senegal Gum

Net Weight: .25 Oz/7g



BLACK



CRUELTY FREE

MADE IN USA

## SUPERLASH MASCARA

Mascara enriched with Vitamin B to moisturize and condition lashes.

### INGREDIENTS

Deionized Water, Iron Oxides, Paraffin, Stearic Acid, Cera Alba (Beeswax), Copernicia Cerifera (Carnauba) Wax, Hydroxyethyl cellulose, Potassium Hydroxide, Phenoxyethanol, Panthenol

Net Weight

Black Metal Case: .25 Oz /7g

Black Matte Cap/Clear Tube: .25 Oz/7g

Mini Black Matte Cap/Clear Tube: 0.12 Oz./3.4g

### PACKAGING OPTIONS



Black Metal Case

Black Cap

Mini

CRUELTY FREE



MADE IN USA



BLACK



BROWN



NAVY\*



CLEAR

\* 288 pc min



# LASH LUXE MASCARA

*A lengthening mascara formulated with panthenol to boost hydration. The lash separating wand is ideal for short lashes to avoid clumping.*

## INGREDIENTS

Deionized Water, Iron Oxides, Paraffin, Stearic Acid, Cera Alba (Beeswax), Copernicia Cerifera (Carnauba) Wax, Hydroxyethyl cellulose, Potassium Hydroxide, Phenoxyethanol, Panthenol

Net Weight: .25 Oz/7g



ONYX

Tube comes printed with Lash Luxe name. Your logo can be printed on the other side.



CRUELTY  
FREE

MADE  
IN USA



# LASH PRIME & DEFINE

*Lengthens, thickens and conditions lashes. Apply to lashes before applying mascara.*

## INGREDIENTS

Water (Aqua), Ceresin, Stearic Acid, Oleyl Alcohol, Copernicia Cerifera (Carnauba) Wax, Phenoxyethanol, Sodium Benzoate, Sorbitan Sesquioleate, Potassium Hydroxide, Butylene Glycol, Glycine Soja (Soybean) Extract, PVP, Panthenol

Net Weight: .25 Oz/7g



CRUELTY  
FREE



MADE  
IN USA



# LASH DRAMA MASCARA

*Dramatic volume and length! Highly pigmented, lengthening formula infused with chicory root to give you the fullest and most dramatic lashes!*

## INGREDIENTS

Deionized Water (Aqua), Iron Oxide, Euphorbia Cerifera (Candelilla) Wax, Sucrose Stearate, Copernicia Cerifera (Carnauba) Wax, Cichorium Intybus (Chicory Root) Extract, Propanediol, Helianthus Annuus (Sunflower) Seed Wax, Phenoxyethanol, Galactoarabinan, Capryl Glycol, Potassium Sorbate, Caesalpinia Spinosa Gum, Acacia Senegal Gum

Net Weight: .25 Oz/7g



BLACK



CRUELTY  
FREE



MADE  
IN USA



Tube comes with professionally printed Lash Drama label. Ask your Brand Consultant if you would like your own custom wrap around label.



# Liquid Liners

Why your brand needs this?

Customers love liquid liners for their easy glide-on application with no smudges, feathering or running! Whether your brand caters to the advanced makeup artist or inexperienced makeup lover, a liquid liner is a great, everyday product!

## LIQUID EYE LINER

*A water-resistant liner that lasts all day with a precision brush for accuracy.*

### INGREDIENTS

Deionized Water (Aqua) Propanediol, Acrylates/Octylacrylamide Copolymer, Xanthan Gum, Phenoxyethanol, Disodium EDTA, Caprylic Glycol, Potassium Hydroxide, May Contain: Titanium Dioxide, Manganese Violet, Ultramarines, Mica, Iron Oxides  
Net Weight: .125 Oz/3.5g



Matte Black Tube  
Ideal for logo printing



BEIGE FROST



BLACK



DARK BROWN



NAVY \*



WHITE \*

\* 288pc minimum

CRUELTY FREE

MADE IN USA



## PRECISION LINER

*A semi-permanent liquid eye liner with a felt tip. Ideal for the perfect cat eye!*

### INGREDIENTS

Aqua, Aloe Barbadosensis Leaf Juice Powder, Polyurethane-35, Styrene/Acrylates Copolymer, Polyglyceryl-2 Caprate, Methylpropanediol, Laureth-21, Glycerin, Phenoxyethanol, Peg-40 Hydrogenated Castor Oil, Butylene Glycol, Tri-C12-13 Alkyl Citrate, Caprylyl Glycol, Panthenol, Stearic Acid, Palmitic Acid, Sodium Dehydroacetate, Ethylhexylglycerin, Tocopherol, Phenylpropanol, Tetrasodium Glutamate Diacetate, Helianthus Annuus (Sunflower) Seed Oil, Citric Acid, Sodium Hydroxide  
Net Weight: 1.0ml



BLACK



CRUELTY FREE

MADE IN USA



\* logo printing not available, ask your brand consultant about professional labels  
STORE BRUSH SIDE DOWN

## I LINE

*With just a drop or 2, turn any eye shadow or shimmer powder into a waterproof eyeliner. Can also be applied over eye pencil to seal it in place and make it waterproof.*

### INGREDIENTS

Water (Aqua), Hydroxyethyl Cellulose, Polysorbate 20, Propylene Glycol, Sodium Benzoate  
Net Weight: Pro: .5 Oz /14.2g  
Retail: .125 Oz/3.5g



Professional Size



Retail Size

CRUELTY FREE

MADE IN USA







# Mineral Eye Crayons & Eye Pencils

*Why your brand needs this?*  
Eye liners are a staple item for any beauty brand! Choose from our collection of shades to see what best suits your brand's vision.

## MINERAL EYE CRAYONS

*A classic wooden pencil made with plant-based oils & waxes, natural mineral colorants, and vitamin E for a rich and creamy consistency.*

### INGREDIENTS

Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut Oil), Cera Alba (Beeswax) Copernicia Cerifera (Carnauba) Wax, Rhus Succedanea Fruit Wax, Tocopheryl Acetate, May Contain: Mica, Titanium Dioxide, Ultramarines, Iron Oxides, Manganese Violet, Chromium Oxide Green  
Net Weight: .0.04 oz/1g



BLACK OPAL



BLUE ROYALE



CIDER



SLATE

CRUELTY FREE

MADE IN USA



## EYE PENCILS

*A classic wooden pencil made with vitamin E for a rich and creamy consistency.*

### INGREDIENTS

Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Cera Alba (Beeswax), Copernicia Cerifera (Carnauba) Wax, Rhus Succedanea Fruit Wax, Tocopheryl Acetate, May Contain: Titanium Dioxide, Talc, Ultramarines, Iron Oxides, Mica, Manganese Violet, Chromium Oxide  
Net Weight: .035 Oz/1g



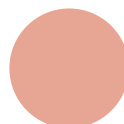
CHARCOAL



CHESTNUT



HIGHLIGHT



I LITE



OCEAN LINER



ONYX



TOAST



TWEED

CRUELTY FREE





# eye brow essentials



**Grafton**  
PRIVATE LABEL COSMETICS

**Boss Babe**



*Why your brand needs this?*

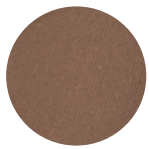
**Brows are always trending!**  
Show your customers how easy it is to create naturally defined brows with our pressed brow powders.

## BROW DEFINER

Fill in your brows for a full and natural look. This triple milled, pressed powder brow definer will also help set brow pencils to make them last longer.

**INGREDIENTS** Mica, Zinc Stearate, Octyl Palmitate, Cyclomethicone, Citrus Aurantium (Orange) Oil, Cymbopogon Citratus (Lemon Grass) Oil, Sesamun Indicum (Sesame) Oil, May Contain: Iron Oxide, Titanium Dioxide, Ultramarines, Manganese Violet  
Net Weight: .11 Oz/3.1g

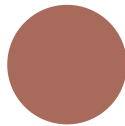
### PACKAGING OPTIONS



Pan only in clam shell or can be assembled in palettes



Matte View Compact  
Ideal for logo printing



AUBURN



BLONDE



BROWN



TAUPE



DARK BROWN



CHARCOAL

**CRUELTY FREE**

**MADE IN USA**



## BROW WAX SPLITZ

*2 in 1 brow definer & brow wax. Comes with eyebrow applicator brush.*

**INGREDIENTS**  
**BROW POWDER** Mica, Zinc Stearate, Octyl Palmitate, Cyclomethicone, Citrus Aurantium (Orange) Oil, Cymbopogon Citratus (Lemon Grass) Oil, Sesamun Indicum (Sesame) Oil. May Contain: Iron Oxide, Titanium Dioxide, Ultramarines, Manganese Violet

**BROW WAX** Microcrystalline Wax, Talc, Ozokerite, Cera Alba (Beeswax) Octyldodecanol, Polybutene

Net Weight: Brow Wax: .048 Oz/1.35g  
Brow Definer: .055 Oz/1.55g



**PACKAGING**



Matte View Compact  
Ideal for logo printing



AUBURN



BLONDE



BROWN



DARK BROWN



CHARCOAL

**CRUELTY FREE**

**MADE IN USA**



## MINERAL BROW PENCILS

*Mineral pencil with spoolie applicator. Define, sculpt and shape the perfect brows with this waterproof brow pencil.*

**INGREDIENTS**

Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Copernicia Cerifera (Carnauba) Wax, Rhus Succedanea Fruit, Cera Alba (Beeswax), May Contain: Titanium Dioxide, Ultramarines, Cetyl Palmitate, May Contain: Mica, Iron Oxides, Chromium Oxide Green  
Net Weight: .035oz/1g



SOFT BLONDE



MEDIUM BROWN



DARK BROWN



CHARCOAL

**CRUELTY  
FREE**



**MADE  
IN USA**



*Why your brand needs this?*

*Effortless application makes these brow pencils a classic go-to product for your customers!*

*With a touch of concealer and highlighter, our 2 in 1 brow crayon is the perfect add-on item for your customers to complete their brows.*

## CONCEALER BROW HIGHLIGHTER DUO

*A double-ended chubby crayon that corrects or enhances features by concealing or highlighting. This creamy formula is great for on-the-go touch ups.*

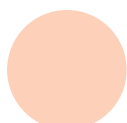
**INGREDIENTS**

Cera Alba (Beeswax), Ricinus Communis (Castor) Seed Oil, Ethylhexyl Palmitate, Isopropyl Myristate, Ceresin, Bis-Diglyceryl Polyacyladipate-2, C10-18 Triglycerides, Hydrogenated Polydecene, Copernicia Cerifera (Carnauba) Wax May Contain: Mica, Titanium Dioxide, Iron Oxides, Tin Oxide  
Net Weight: 0.19 Oz/5.6g

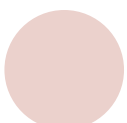
**CRUELTY  
FREE**



**MADE  
IN USA**



COOL BEIGE | BEIGE HIGHLIGHTER



WARM BEIGE | GOLD HIGHLIGHTER





## BROW FIX

*A clear brow gel that keeps brows shaped and in place all day!  
Can also be used as a clear mascara.*

**INGREDIENTS** Aqua (Water), PVP/VA Copolymer, Polysorbate 20, Hydrolyzed Glycosaminoglycans, Carbomer 980, Propylene Glycol, Sodium Hyaluronate, Phenoxyethanol, Disodium EDTA  
Net Weight: .25 Oz/7g



**CRUELTY  
FREE**  
**MADE  
IN USA**



*Why your brand  
needs this?*

*Brow Fix and Tinted Brow Gels are great items for beginners or experts in brow application. Your customers will love how easy it is to achieve a fuller-looking brow with these tinted brow gels.*

## TINTED BROW GEL

*A pigmented gel that coats brows with natural looking color and keeps them shaped and in place all day.*

**INGREDIENTS** Water (Aqua), Phenoxyethanol, Hydroxypropyl Methylcellulose, Xanthan Gum, PVP, Glycerin, Potassium Hydroxide, Tocopherol Acetate, BHT May Contain: Titanium Dioxide (CI 77891), Mica (CI 77019), Iron Oxides (CI 77491, CI 77492, CI 77499), Talc  
Net Weight: .25 Oz/7g



Black Cap Tube  
Ideal for logo  
printing

**CRUELTY  
FREE**  
**MADE  
IN USA**



AUBURN



BLONDE



DARK BROWN



CHARCOAL

# glitter & shimmer



*is your brand*  
**READY TO SHINE?**



**Grafton**  
PRIVATE LABEL COSMETICS



## EYE SHIMMERS *Loose mineral shimmer powder in jar with sifter, best when used with Glitz Fix.*

### INGREDIENTS

Mica, May Contain: Titanium Dioxide, Iron Oxide, Ferric Ferro Cyanide

Net Weight: .14 oz / 4g



Clear lid jar  
Ideal for logo  
printing

**CRUELTY  
FREE**

**MADE  
IN USA**



*Why your brand  
needs this?*

Adding a little sparkle  
and shine has never  
been easier than  
selecting from our  
wide array of loose  
pigments & glitters!



STARDUST



PINK OPAL



BLUE OPAL



BUFF



PEACH PUFF



COTTON CANDY



PINK QUARTZ



ROSY PINK



TICKLED PINK



WILD ORCHID

*on sale!*



WILD VIOLET



SHRINKING VIOLET



PURPLEXED



PURPLE HAZE

*on sale!*

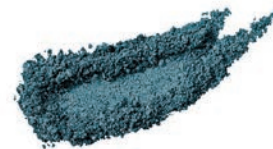


BELL BOTTOM BLUE

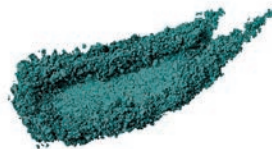


BLUE HAWAIIAN

*on sale!*



BLUE JEANS



CARIBBEAN SEA



TIDAL WAVE



SEAFOAM

*on sale!*



KIWI



AVOCADO



EMERALD CITY



MARTINI OLIVE



SAND DOLLAR



PAT-A-CAKE



## Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



MOONDUST



GOTHIC GOLD

## GLITZ FIX

*This is a must have for any serious glitter lover!  
This water soluble gel adhesive is safe on the eyes and skin.*

### INGREDIENTS

Distilled Water, Polysorbate 20, Hydrolyzed Mucopolysaccharide, Carbomer 980, Potassium Hydroxide, Propylene Glycol, Phenoxyethanol  
Net Weight: .25 oz / 7g



Black Cap Tube  
Ideal for logo printing

**CRUELTY  
FREE**

**MADE  
IN USA**





## EYE GLITTERS

Loose cosmetic grade glitter in jar with sifter, best when used with Glitz Fix.

### INGREDIENTS

Polyethylene Terephthalate, Acrylates Copolymer

Net Weight: .14 oz / 4g



Clear lid jar  
Ideal for logo  
printing

CRUELTY  
FREE

MADE  
IN USA



WHITE DIAMONDS



DAZZLEDUST



BIG APPLE



BERMUDA PINK



RIO DE JANEIRO



SHOWGIRL



ROYAL PURPLE



PURPLE RAIN



GARNET GLOW



STARBURST



COLORADO ROCKIES



GOLDEN TREASURE



GOLD DIGGER



BRONZE



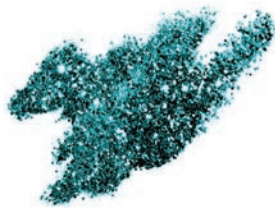
RAINFOREST



PERIWINKLE



STAR SPANGLED BLUE



AQUAMARINE



LITTLE MERMAID



SILVERSTREAK

### Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



ATLANTIS



HUNTER GREEN



ST. TROPEZ



FALLING STAR



TUXEDO