



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**



Why your brand needs this?
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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PACKAGING OPTIONS



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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



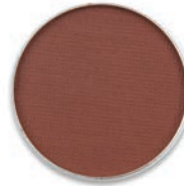
#85 | PLEASANTLY PLUM
Matte muted brown red



#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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CRUELTY FREE

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#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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Ideal for logo printing



CRUELTY FREE

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



#210 | **AUTUMN**
Matte rosy peach



#341 | **DUSK**
Matte medium camel



#257 | **BRAZILIAN BRONZE**
Super shimmery sunset gold



#177 | **GOLDBLOCKS**
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

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Color Library

EYE SHADOW

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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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CRUELTY FREE | **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



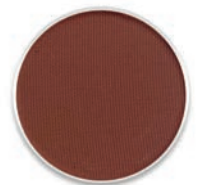
#343 | WISTERIA
 Shimmery rosy purple



#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



#335 | 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

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

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.

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.

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

STOCK SHADE SELECTIONS



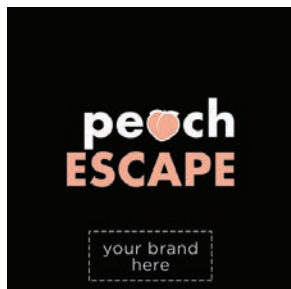
PURPLE PARADISE PRE-FILLED PALETTE

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.

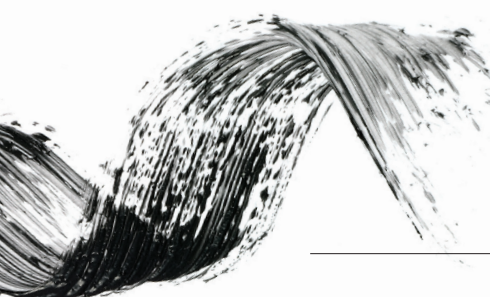
LONG LASH MASCARA

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.

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: .04 oz/1g



BLACK OPAL



BLUE ROYALE



CIDER



SLATE

CRUELTY FREE

MADE IN USA

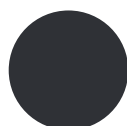


EYE PENCILS

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

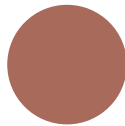
PACKAGING OPTIONS



Pan only in clam shell or can be assembled in palettes



Matte View Compact
Ideal for logo printing



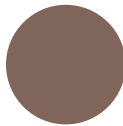
AUBURN



BLONDE



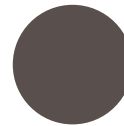
BROWN



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.

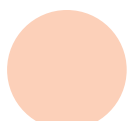
INGREDIENTS

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

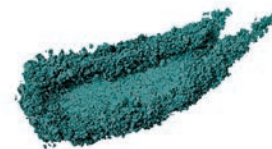


BLUE HAWAIIAN

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