

*jane iredale*  
THE SKINCARE MAKEUP®



product  
catalog



## *jane iredale* is The Skincare Makeup

We believe makeup should be good for the skin. We partner with medical & esthetic professionals to create radiance-revealing makeup with skincare at its core.

Each formula is extensively tested for safety and efficacy, so you don't have to choose between the skin you want and the look you love.

Great makeup. Made for skin.  
**That's the beauty of it.**



Cruelty-free



Non-comedogenic



No mineral oil



No synthetic fragrances

- ◆ Dermatologist tested
- ◆ Allergy tested
- ◆ Sensitivity tested
- ◆ Heavy metal tested

# table of contents



## SKINCARE MAKEUP SYSTEM

Face Primer . . . . .	07
Foundation . . . . .	09
Hydration Spray . . . . .	13
Starter Kit . . . . .	22



## FACE & BODY

Concealer . . . . .	19
Skincare . . . . .	15
Sunscreen & Mattifying Powders . . . . .	23



## COLOR

Lips . . . . .	27
Cheeks . . . . .	31
Eyes . . . . .	35



## TOOLS

Makeup Brushes . . . . .	43
Accessories . . . . .	47

# The Skincare Makeup System

Nourishing. Natural-looking. Lasting. Everything you want from your makeup in one high-performance system. Just 3 easy steps.

## 1 prep

Start with ultra-hydrating Smooth Affair® Face Primer for a smooth canvas and lasting results.



## 2 perfect

Get flawless coverage and a skin-like feel with PurePressed® Base Mineral Foundation.



## 3 set

Finish with Hydration Spray, the secret weapon for all-day wear.





SKINCARE MAKEUP SYSTEM | 1 PREP

# Face Primer

Get a flawless finish right from the start with primers that prep the skin for smoother makeup application and longer wear.

## Smooth Affair® Brightening Face Primer

Helps to minimize the appearance of dark spots, firm skin and create a more youthful appearance.



No wheat



## Smooth Affair® Illuminating Glow Face Primer

Illuminates skin, hydrates and creates a pearlescent, soft-focus appearance.



Vegan No wheat



## Smooth Affair® Mattifying Face Primer

Instantly mattifies and helps balance oil production for a naturally matte appearance.



Vegan No wheat





SKINCARE MAKEUP SYSTEM | 2 PERFECT

# Foundation

Perfect skin with clean, skin-loving mineral foundations. From liquid to powder, find the perfect match for your skin tone and type.


## PurePressed<sup>®</sup> Base Mineral Foundation Refill SPF 20/15

One-step foundation, concealer and sunscreen that blurs lines and nourishes skin with weightless, buildable coverage and a second-skin finish.

Powder refill pairs with our sleek, sustainable Refillable Compact.



-  Vegan
-  No wheat
-  Reef-safe
-  No talc

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

**COVERAGE:** medium to full

**SPF:** 20/15





**FINISH:** semi-matte

**FORMAT:** pressed powder foundation

## HydroPure<sup>™</sup> Tinted Serum with Hyaluronic Acid & CoQ10

Ultra-hydrating tinted serum with Hyaluronic Acid that plumps, soothes, blurs lines and evens skin tone for dewy, youthful-looking skin.



- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |
| FAIR 1  | LIGHT 2   | LIGHT TO MEDIUM 3   | MEDIUM 4  | MEDIUM TO DARK 5  | DARK 6  | DEEP 7  | DEEPER 8  |

**COVERAGE:** sheer

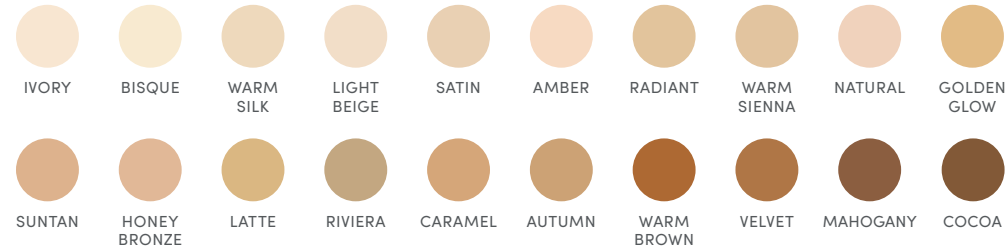
**SPF:** no

**FINISH:** dewy

**FORMAT:** tinted serum

## Amazing Base® Loose Mineral Powder SPF 20/15

Airy loose mineral foundation and broad spectrum sunscreen for silky sheer-to-medium coverage and a luminous finish. Available in a refillable brush or classic sifter.



**COVERAGE:** sheer to full

**SPF:** 20/15

**FINISH:** luminous

**FORMAT:** loose powder foundation

## Dream Tint® Tinted Moisturizer SPF 15

Lightweight, water-resistant tinted moisturizer and broad spectrum sunscreen for sheer coverage and a light finish.



**COVERAGE:** sheer

**SPF:** 15

**FINISH:** light

**FORMAT:** tinted moisturizer

## Glow Time™ Pro BB Cream SPF 25

Weightless, transfer-resistant BB cream and broad spectrum sunscreen for buildable coverage and a long-lasting, radiant satin finish.



**COVERAGE:** full

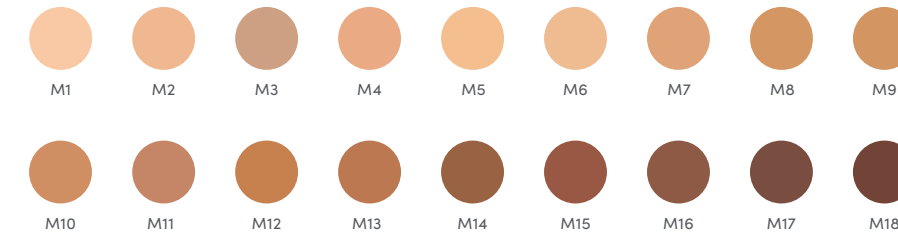
**SPF:** 25

**FINISH:** radiant satin

**FORMAT:** bb cream

## Beyond Matte® Liquid Foundation

Multitasking liquid foundation, primer and concealer for medium-to-full, stay-put coverage and a natural-looking semi-matte finish.



**COVERAGE:** medium to full

**SPF:** no

**FINISH:** semi-matte

**FORMAT:** liquid foundation



SKINCARE MAKEUP SYSTEM | 3 SET

# Hydration Spray

Lock in your look with hydration sprays that promote adhesion for enhanced transfer-resistance and a flawless, more skin-like appearance.

## Pommiss<sup>™</sup> Hydration Spray

Sets makeup, helps defend against premature aging with antioxidant protection.



Vegan No wheat

**IDEAL FOR:** all skin types



## Balance Hydration Spray

Sets makeup, helps balance skin's oil production and pH.



Vegan No wheat

**IDEAL FOR:** combination to oily skin



## D<sub>2</sub>O<sup>™</sup> Hydration Spray

Sets makeup, helps moisturize & soothe dry, itchy skin.



Vegan No wheat

**IDEAL FOR:** normal to dry skin



## Calming Lavender Hydration Spray

Sets makeup, helps rejuvenate skin and calm redness & irritation.



Vegan No wheat

**IDEAL FOR:** normal to sensitive skin







## Starter Kit

A Skincare Makeup System starter kit featuring our best-selling pressed and loose foundation, bundled in a chic travel-sized case to take wherever you go.



No talc



No wheat



Reef-safe



LIGHT



MEDIUM LIGHT



MEDIUM



MEDIUM DARK



Starter Kit includes:

- ◆ Smooth Affair Brightening Face Primer
- ◆ PurePressed Base Mineral Foundation SPF 20
- ◆ Amazing Base Loose Mineral Powder SPF 20
- ◆ Pommissi Hydration Spray
- ◆ Mini Powder Brush



FACE & BODY  
Skincare

Enhance your beauty routine with high-performance skincare and gentle personal care products that nourish and protect skin.

### BeautyPrep™ Face Cleanser

Antioxidant-rich daily micellar cleansing water removes dirt, oil and makeup without drying out the skin.



Vegan No wheat



### BeautyPrep™ Face Toner

Daily toner infused with organic fruit extracts refines the appearance of pores, restores the surface of the skin and balances pH to help prep skin for makeup.



Vegan No wheat



### BeautyPrep™ Hyaluronic Serum

Lightweight, non-greasy Hyaluronic Acid serum attracts & locks in moisture as it smooths, softens and brightens the skin.



No wheat



### BeautyPrep™ Face Moisturizer

High-performance daily moisturizer formulated with Rose Stem Cell Extracts moisturizes, brightens and protects skin from trans-epidermal water loss and airborne pollutants.



Vegan No wheat





## Citrus + Charcoal Hand Wash

Invigorating hand wash formulated with Vitamin E and Charcoal gently cleanses, detoxifies and hydrates hands.



Vegan No wheat



## Magic Mitt

Knitted microfiber mitt removes makeup, gently exfoliates and cleanses skin using only water.



## Hand Sanitizer

Convenient, quick-dry spray sanitizer formulated with 80% alcohol helps reduce bacteria on hands.



Vegan No wheat



## HandDrink Hand Cream SPF 15

Ultra-hydrating, never greasy SPF 15 hand cream protects, moisturizes and replenishes skin.



Vegan No wheat Reef-safe



## Hand Sanitizer Gel with Organic Orange Oil

Moisturizing gel sanitizer formulated with 80% alcohol helps reduce bacteria on hands.



Vegan No wheat





FACE & BODY

# Concealer

Condition skin as you hide problem areas with vitamin-rich, all-natural mineral concealers that hydrate, nourish and refresh your complexion.

## Enlighten Plus™ Under-eye Concealer SPF 30/20

Silky full-coverage concealer with broad spectrum sunscreen and cooling metal applicator smooths, depuffs and protects skin for brighter, more youthful eyes.



Vegan



No wheat



Reef-safe



NO. 0



NO. 1



NO. 2



NO. 3



NO. 4



## Circle\Delete® Concealer

Vitamin-rich color corrector and highlighter duo helps soften the appearance of fine lines and diminishes the appearance of moderate under-eye circles.



No wheat



#1



#2



#3



#4



## Active Light® Under-eye Concealer

Nourishing, antioxidant-rich concealer helps to reduce under-eye puffiness as it conceals and brightens under-eye dullness.



No wheat



## Disappear™ Full Coverage Concealer

State-of-the-art liposome concealer camouflages acne, scars and redness while soothing and fortifying the skin.



Vegan



No wheat



## Enlighten Concealer™

Hydrating, full-coverage concealer camouflages and brightens very dark under-eye circles and hyperpigmentation.



No wheat



## Corrective Colors

Professional four-shade palette corrects and conceals bruising and discoloration.





FACE & BODY

# Sunscreen & Mattifying Powders

Need shine control? Defend against sun damage with our dry sunscreen and keep oil at bay with our matte finishing powders.

## Powder-Me SPF<sup>®</sup> 30 Dry Sunscreen

Weightless, dry, physical SPF 30 broad spectrum sunscreen for face, body and scalp in a refillable flow-through vegan brush.



## Amazing Matte<sup>®</sup> Loose Finish Powder

Translucent loose powder absorbs oil and eliminates shine without drying or dulling the complexion.



## PureMatte<sup>®</sup> Finish Powder Refill

Specially formulated to help those who want to avoid shine. Use under or over our mineral powders.

Powder refill pairs with our sleek, sustainable Refillable Compact.





COLOR  
Lips

Amp up lips with lip makeup designed to keep lips soft, smooth and supple. Hydrating, vitamin-rich lip stain, lip gloss and lipstick go on smooth for a high impact lip look.

## HydroPure™ Hyaluronic Acid Lip Gloss

Restorative pillowy soft gloss combines lasting hydration with the lip-loving benefits of a balm for fuller, supple lips.



Vegan



No wheat



## Beyond Matte® Lip Stain

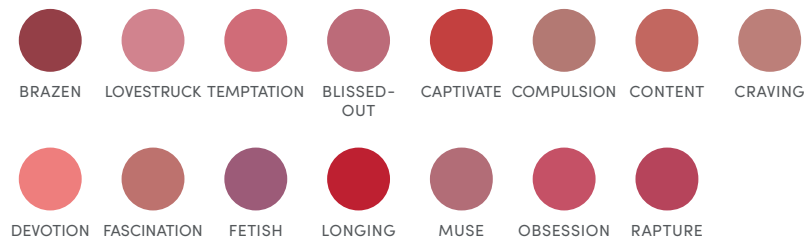
Rich matte liquid lipstick formulated with plant-based oils conditions, protects and delivers powerful, long-lasting color payoff.



Vegan



No wheat



## Triple Luxe™ Long Lasting Naturally Moist Lipstick

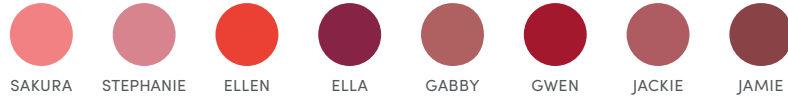
Antioxidant-rich lipstick formulated with nourishing waxes and oils softens and hydrates for a creamy matte finish.



Vegan



No wheat



## Lip Pencil

Conditioning lip pencil with a soft formula outlines effortlessly and fills lips for a long-lasting base.



No wheat



## Just Kissed® Lip and Cheek Stain

Multipurpose lip and cheek stain nourishes with natural botanicals and adjusts to natural pH to provide long-lasting, custom color.



No wheat



## HydroPure™ Hyaluronic Acid Lip Treatment

Reparative lip treatment with Hyaluronic Acid hydrates, protects and boosts stimulation of collagen to restore dry, irritated lips.



Vegan



No wheat



TRANSLUCENT



## LipDrink® Lip Balm SPF 15

Antioxidant-rich lip balm with broad spectrum sunscreen moisturizes and protects dry, damaged lips.



Vegan



No wheat



Reef-safe







COLOR  
Cheeks

Highlight, contour or brush on a healthy glow with soft, natural mineral makeup for cheeks.

### Glow Time® Blush Stick

Creamy, multitasking blush stick for buildable, blendable color and a golden, lit-from-within glow.



Vegan



No wheat



ENCHANTED



AURA



ETHEREAL



GLORIOUS



MIST



EMBER



BALMY



AFTERGLOW



FERVOR



SMOLDER



### Glow Time® Bronzer Stick

Creamy no-shimmer bronzer stick for natural color and a sculpted, sun-kissed look.



Vegan



No wheat



SIZZLE



SCORCH



BLAZE



### Glow Time® Highlighter Stick

Creamy, radiant highlighter stick for a beautiful glow and shimmering pearl finish.



Vegan



No wheat



COSMOS



SOLSTICE



ECLIPSE









## PurePressed® Blush

Silky, easy-glide pressed blush builds like a powder and blends like a cream.

-  Vegan
-  No wheat
-  No talc

- |   |  |   |  |  |  |   |
|---|--|---|--|--|--|---|
|  BARELY ROSE |  CLEARLY PINK |  COPPER WIND |  COTTON CANDY |  DUBONNET       |  FLAWLESS |  MOCHA     |
|  MYSTIQUE    |  SHEER HONEY  |  SUNSET      |  WHISPER      |  CHERRY BLOSSOM |  AWAKE    |  QUEEN BEE |



## PureBronze Shimmer Bronzer Refill

Brilliant shimmer bronzer palette with four complementary shades – blend together to create radiant, glowing looks or use individually as bronzer, highlighter, blush and shadow.

Powder refill pairs with our sleek, sustainable Refillable Compact.

-  No wheat
-  No talc

- |  |   |   |   |
|--|---|---|---|
|  MOONGLOW |  PEACHES & CREAM |  ROSE DAWN |  COPPER DUSK |
|--|---|---|---|



## PureBronze Matte Bronzer Refill

Rich-yet-weightless matte bronzer to bronze and contour for a natural, sun-kissed look.

Powder refill pairs with our sleek, sustainable Refillable Compact.

-  No wheat
-  No talc

- |   |  |  |
|---|--|--|
|  LIGHT |  MEDIUM |  DARK |
|---|--|--|





COLOR  
Eyes

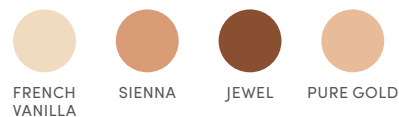
Brighten eyes with long-wearing, stay-put mascara, shadows, liners and more.

## PurePressed® Eye Shadow Single

Balanced selection of neutral matte and shimmer shadow singles.



No wheat No talc



EYES

## PurePressed® Eye Shadow Triple

Curated trios of complementary shadows to add depth and dimension to eyes.



No wheat No talc



### BLUE HOUR



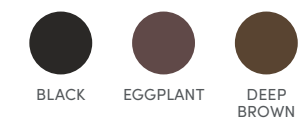
### BROWN SUGAR



### HARMONY



### DATE NIGHT



### PINK QUARTZ



### SUNDOWN



### RAVISHING



### SWEET SPOT



### TRIPLE COGNAC





## PurePressed® Eye Shadow Palette

Versatile, all-in-one palettes of expertly coordinated shadows for limitless looks.



No wheat No talc

### NATURALLY MATTE



### NATURALLY GLAM



### SOLAR FLARE



### PURE BASICS



### STORM CHASER





## Beyond Lash<sup>®</sup> Volumizing Mascara

Lash-boosting mascara delivers weightless, buildable volume in a flexible, nourishing formula.

- Vegan
- No wheat
- No teflon
- No carbon black



BLACK INK



## PureLash<sup>®</sup> Lengthening Mascara

Conditioning mascara defines lashes for a feathery, natural look.

- No wheat
- No teflon
- No carbon black



JET BLACK



BROWN BLACK



## Longest Lash Thickening and Lengthening Mascara

Lengthening mascara creates buildable volume and longer-looking lashes.

- No wheat
- No teflon
- No carbon black



BLACK ICE



ESPRESSO





## PureBrow™ Precision Pencil

Retractable precision brow pencil with spoolie adds natural-looking definition quickly to brows.



Vegan No wheat



## PureBrow™ Shaping Pencil

3-in-1 retractable shaping brow pencil with spoolie outlines, shapes and fills for full, neatly-shaped brows.



Vegan No wheat



## PureBrow® Brow Gel

Creamy brow gel adds flexible hold and fullness while grooming brows into place.





## PureLash® Lash Extender & Conditioner

Nourishing lash conditioner strengthens, lengthens and thickens lashes for a full, fluffy effect.



TRANSLUCENT



## Eye Pencil

Conditioning, long-lasting eye pencil with a soft formula creates precise lines without tugging at delicate skin.



Vegan



No wheat



BASIC BLACK



BASIC BROWN



BLACK/GREY



BLACK/BROWN



MIDNIGHT BLUE



TAUPE



## Liquid Eyeliner

Highly pigmented, long-lasting liquid liner creates bold, precise lines.



Vegan



No wheat



BLACK



## Mystikol® Powdered Eyeliner

Versatile cream-to-powder liner creates rich lines that won't fade, crease or smear.



Vegan



No wheat



AMETHYST



DARK TOPAZ



ONYX



SMOKY QUARTZ



# Foundation, Lip & Blush Brushes

Luxuriously soft complexion brushes for effortless application, even coverage and flawless results.



Vegan



01. Kabuki Brush

**01. Kabuki Brush**

Large, soft, rounded brush for loose powders.

02. White Fan Brush

**02. White Fan Brush**

Soft, long-bristled, fan-shaped brush for blush, bronzer and shimmer powders.

03. Camouflage Brush

**03. Camouflage Brush**

Small, flat, brush for use with any cream-based products.

04. Blending Brush

**04. Blending Brush**

Dual-length brush for use with both powder and cream-based products.

05. Dome Brush

**05. Dome Brush**

Soft, dome-shaped brush for highlighting and applying blush.

06. Foundation Brush

**06. Foundation Brush**

Large, flat brush for evenly distributing liquid or cream products.

07. Chisel Powder Brush

**07. Chisel Powder Brush**

Long, full powder brush for use with loose powders.

08. Contour Brush

**08. Contour Brush**

Large, flat, structured brush for contouring.

09. Blending/Contouring Brush

**09. Blending/Contouring Brush**

Large, angled top brush for use with any cream, liquid or powder product.

10. Retractable Lip Brush

**10. Retractable Lip Brush**

Retractable, soft, pointed lip brush.

11. The Handi Brush

**11. The Handi™ Brush**

Flat-headed, medium-bristled brush for use with pressed powder foundation.

12. The Retractable Handi Brush

**12. The Retractable Handi™ Brush**

Retractable, flat-headed, medium-bristled brush for use with pressed powder foundation.

13. Flocked Sponge

**13. Flocked Sponge**

Non-latex sponge for applying and blending minerals.



# Eye & Brow Brushes

Professional quality eye and brow brushes for precise application and dynamic results.



Vegan



- 01. Sculpting Brush**  
Dense flat brush for even blending of liquid and cream.
- 02. Large Shader Brush**  
Long flat brush for creating a wide stroke of eye color.
- 03. Deluxe Shader Brush**  
Long flat brush for soft, smooth shading.
- 04. Eye Shader Brush**  
Short flat brush for eye shadow application.

- 05. Chisel Shader Brush**  
Short firm brush for laying down and compacting shadows onto specific areas.
- 06. Eye Contour Brush**  
Short brush with softly slanted tip for applying eye shadow accent colors.
- 07. Crease Brush**  
Long tapered brush for building shadow intensity in the crease.

- 08. Smudge Brush**  
Short stiff brush with a rounded head for adding precise definition.
- 09. Detail Brush**  
Short dense brush for detail work.
- 10. Angle Liner/Brow Brush**  
Short slanted brush for shading brows and applying liner.

- 11. Bent Liner Brush**  
Angled liner brush for achieving thin, precise lines.
- 12. Eye Liner/Brow Brush**  
Dual-ended short, flat brush with sponge tip for creating definition and smudging shadow.
- 13. Deluxe Spoolie Brush**  
Grooming brush for defining lashes and brows.



## Refillable Compact

Sleek, sustainable compact keeps your favorite powder refills fresh and protected, at home and on the go.

Pairs with all *jane iredale* refills: PurePressed Base Mineral Foundation, PureBronze Bronzers and PureMatte Finish Powder.



Cruelty-free



## Botanical Brush Cleaner™

Convenient, alcohol-based spray brush cleanser formulated with Witch Hazel and Grapefruit & Seaweed Extracts dissolves makeup build-up, oil and grime.



Vegan No wheat



## Pencil Sharpener

Makeup pencil sharpener outfitted with stainless steel blades shapes lip and eye pencils into the perfect tip for more precise lines.





*jane iredale*  
THE SKINCARE MAKEUP®

DERMATOLOGIST & ALLERGY TESTED. #THESKINCAREMAKEUP JANEIREDALE.COM

SKU: 10601-2B

Slow Time