CONTENTS

New Lipsticks | pg 04
4 formulas, 41 new shades.

Full Spectrum Lip Color | pg 12
a guide to color by formula.

Perfect Pairs | pg 14
lip liners coupled with our new lipsticks.

New in Review | pg 16
a closer look at our new finishes and shades.

Samplers | pg 18
our high-value introductory samplers.
twelve shades
new!

SATIN LIPSTICK
COLOR SATURATED. BUTTERY SMOOTH. LUSH, SATINY FINISH.

DUPONT CIRCLE 04
OCEAN DRIVE 07
HIGHLAND PARK 11
WORTH AVENUE 05
MADISON AVENUE 02
FILLMORE STREET 08
NICOLLET AVENUE 06
RODEO DRIVE 03
BOURBON STREET 12
NEWBURY STREET 01
FIFTH AVENUE 09
MAGNIFICENT MILE 10

MODEL IS WEARING DUPONT CIRCLE
new! CREAM LIPSTICK

INTENSE PIGMENTS. LUXURIOUS MOISTURE. SMOOTH, CREAMY FINISH.

MODEL IS WEARING REBELLIOUS RED
twelve shades
twenty four shades, five NEW!
new shades!

LUXURY MATTE LIPSTICK

RICH COLOR. INTENSE HYDRATION. SOFT MATTE FINISH.
new! **ULTRA MATTE LIPSTICK**

*BOLD COLOR. VELVETY TEXTURE. TRUE MATTE FINISH.*

MODEL IS WEARING SPICE IT UP
FULL SPECTRUM LIP COLOR
FROM NUDE TO BOLD AND SHIMMERING TO MATTE.

TOP ROW: SATIN
- Rodas Drive 03
- Newbury Street 01
- Magnificent Mile 10
- Nicollet Avenue 06
- Ocean Drive 07
- Highland Park 11
- Dupont Circle 04
- Madison Avenue 02
- Worth Avenue 09
- Bourbon Street 12
- Fifth Avenue 09
- Fillmore Street 08

SECOND ROW: CREAM
- Naughty Nude 04
- Cheeky Chestnut 08
- Vivacious Violet 12
- Precious Pink 02
- Magical Mauve 01
- Ravishing Rose 09
- Audacious Azalea 03
- Playful Peach 06
- Cherished Coral 05
- OMG Orange 07
- Rebelling Red 10
- Seductive Scarlet 11
DRAW THE LINE
YOUR NAME’S HIGH PERFORMANCE LIP LINERS PAIRED WITH OUR NEW LIPSTICKS.

SATIN

LUXURY MATTE

Valentina  NEW Blackberry
Katharine  NEW Cherry Pink
Lauren  Melon
Sunset  NEW Nectarine
Marilyn  Maraschino
Red Carpet  Maraschino
CREAM

Audacious
Raspberry
Playful
Neon
Cherished
Coral
NEW
Nectarine
OMG
Orange
NEW
Nectarine
Rebellious
Maraschino
Seductive
Bordeaux

NAUGHTY
S’more
Cheeky
Chestnut
Dark
Chocolate
Vivacious
Violet
Plum
Wine
Precious
Pink
Naked
Magical
Maize
Guava
Ravishing
Rose
NEW
Cupcake

ULTRA MATTE

Honey
Bare
NEW
Macaron
Spice
It
Up
Neapolitan
Very
Berry
Plum
Wine
Grape
Catch
Invisible
Tickle
Me
NEW
Sweetie Pie
Think
Pink
NEW
Sweetie Pie

Hanky
Panky
Naked
Meow
Guava
Scarlet
Rooster
NEW
Cherry Pink
The
New Black
NEW
Nectarine
Hot
Sauce
Maraschino
Infrared
Maraschino
NEW IN REVIEW

A CLOSER LOOK AT OUR NEW FINISHES AND SHADES.

NEW! SATIN LIPSTICK
12 SHADES [STLS]

NEW! CREAM LIPSTICK
12 SHADES [CRLS]

NEW SHADES! LUXURY MATTE LIPSTICK
24 SHADES INCLUDING 5 NEW [BMLS]

Newbury Street 01
Madison Avenue 02
Rodeo Drive 03
Dupont Circle 04
Worth Avenue 05

Nicollet Avenue 06
Ocean Drive 07
Fillmore Street 08
Fifth Avenue 09
Magnificent Mile 10

Highland Park 11
Bourbon Street 12

Magical Mauve 01
Previous Pink 02
Audacious Azalea 03
Naughty Nude 04
Cherished Coral 05

Playful Peach 06
SWG Orange 07
Cleely Chestnut 08
Ravishing Rose 09
Rebellious Red 10

Seductive Scarlet 11
Vivacious Violet 12

Vivacious Violet 12
NEW! ULTRA MATTE
LIPSTICK
12 SHADES [UMLS]

NEW SHADES!
WATERPROOF LIP LINER
23 SHADES INCLUDING 6 NEW [SLLG]

HOLDS 12 LIPSTICKS
DISP 80A (DISPLAY BASE)
DISP 131 (TEMPLATE)
PHOTO 180 (HEADER CARD)

HOLDS 24 LIPSTICKS
DISP 80A (DISPLAY BASE)
DISP 104 (TEMPLATE)
PHOTO 179 (HEADER CARD)
LIMITED EDITION FALL 2017
INTRODUCTORY SAMPLER

INCLUDES: 12 SATIN LIPSTICKS, 12 CREAM LIPSTICKS, 5 LUXURY MATTE LIPSTICKS, 12 ULTRA MATTE LIPSTICKS, 5 WATERPROOF GEL LIP LINERS, 2 CREAM EYE SHADOWS, 1 BROW TINT WITH FIBERS.

(FS17) 49 PRODUCTS. A $291.70 VALUE, YOURS FOR $218.00.
GET THEM ALL
WITH OUR LIMITED EDITION, HIGH-VALUE INTRODUCTORY SAMPLERS.

LIMITED EDITION* SATIN LIPSTICK INTRODUCTORY SAMPLER
[SMY 58F17]
12 SHADES
A $69.60 VALUE. YOURS FOR $49.00.

LIMITED EDITION* CREAM LIPSTICK INTRODUCTORY SAMPLER
[SMY 57F17]
12 SHADES
A $69.60 VALUE. YOURS FOR $49.00.

LIMITED EDITION* LUXURY MATTE INTRODUCTORY SAMPLER
[SMY 46F17]
24 SHADES, INCLUDING 5 NEW
A $139.20 VALUE. YOURS FOR $100.00.

LIMITED EDITION* ULTRA MATTE INTRODUCTORY SAMPLER
[SMY 59F17]
12 SHADES
A $69.60 VALUE. YOURS FOR $49.00.

LIMITED EDITION* WATERPROOF GEL LIP LINER INTRODUCTORY SAMPLER
[SMY 48F17]
22 SHADES, INCLUDING 5 NEW
A $115.50 VALUE. YOURS FOR $80.00.

* AVAILABLE WHILE SUPPLIES LAST.