

FALL/WINTER 2016•2017

Go<sup>2</sup>lor<sup>+</sup>lab  
PRIVATE LABEL

8  
NEW  
MAKE-UP  
TRENDS

NATURAL FOUNDATION  
VOLUMIZING MASCARA  
4 SKIN INFUSIONS  
LIQUID MATTE LIPSTICK  
AND MORE!

NEW PRODUCTS



# Trend Report

## FALL/WINTER 2016-2017

Seasons are all about change and welcoming in new celebrations and experiences. This season is all about experimenting with the broad range of beauty trends that were front and center during Fall Fashion Week.

Transform your classic **eyeliner** into dramatic, edgy strokes. The traditional single sweep that follows the natural shape of the eye has shifted to winged points and thick strokes on the lid and under eye. **Soft and silvery touches** spotlight the eye and take on a softer, smoky look. **Flashes of cloud white and shimmering greys** elegantly dress the eyes.

**Glitter in fuchsia, golden yellow, blue, and deep purple** received a standing ovation and stole the show on every runway. Enhancing both the eye and brow area, placement is up to you. From cascading glitter in all shapes and sizes to sequins placed to create a waterfall effect. **Glitter** can trickle from the corners and/or under the eyes to a light dust over cheek bone, glitter can easily find its way into your routine. Even for those of us that are unsure about this trend, a touch on the lid can add just the right amount of festive holiday cheer.

Pick up some soft eyeshadow hues and bring out the dramatic, **deep, dark lip** such as **dark red, purple, plum, wine, and crimson**. Rest assured as there is a dark lip that is suitable for all skin types. This dramatic and feminine lip is a modern take on old-world glam.



1. Artful Eye
2. Glitter Eye
3. Dark Lip
4. Blue Hue
5. Gush Gash
6. Jacquered Lip
7. Pristine Polish
8. Silver Lining

NEW RTW  
THE EDIT



A DEEP, DARK LOVE STORY

# THE DARK Lip

Dark lip strikes again. Deep wines, rich burgundies, velvety purples and opulent browns are what should be on your lips this season. We have translated the dramatic runway lip into everyday beauty. No need to worry because this trend is sure to work on all skin types. The bonus, it instantly makes teeth appear whiter and brighter. The sultry dark lip is the perfect accessory for both daytime and evening attire.

So you ask yourself, "How do I pull this off?" It's very simple, keep the rest of your look understated and clean and play up the bold lip.

Colors may vary due to monitor settings and devices.



# Lip GLOSSARY

**FAIR** Fair skin with creamy or slight pink undertones:

WE RECOMMEND: **RTW**

● cool ● warm ● neutral

**LIGHT** Light golden and slight pink undertones:



MATTE RETRO RED ●  
neutral red



**MEDIUM** Medium neutral undertone, to medium skin with a golden and slight pink undertones :



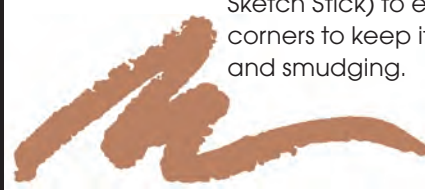
## Tip

MAKE UP ARTIST

Select a lip liner that is in the same tone to create a 'stay put' pout. Apply a nude liner (Twig Sketch Stick) to edges of lip and corners to keep it from running and smudging.

Colors may vary due to monitor settings and devices.

TWIG SKETCH STICK



**DEEP** Dark skin with brown/yellow, brown/red, or blue/brown undertones:



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VEGAN FRIENDLY



# EIGHT NEW TRENDS

ACHIEVE THE LOOKS OF THE SEASON WITH

OUR TOP PICKS



**CUSTOM**  
**BACK IN BLACK EYELINER**  
 • 7/8 t. Onyx  
 • 1/8 t. Moonlight Pearl



**RTW**  
**BLACK CAKE EYELINER**



**RTW**  
**LUSH BLACK LUXURY GEL**

0.07oz 1.9g  
 waterproof

**1** THE ARTFUL EYE.... a new graphic approach to the classic eyeliner. Wide, bold, strokes transforms the eye into a work of art. Heavily painted, sweeping and thick monotone lines add a new dimension to traditional eyeliner. To ever- so- slightly update your liner, try adding a little wing at the corner of the eye.



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**NEW**  
**FASHION STACK**

**Fashion Stack** in yellow, fuchsia, blue and purple. Soft and feminine glitter to add a sparkle to any look.



**NEW**  
**EYE ART**

**Dimensional Foil** that makes a statement. Add a dab of **Stuck on You Eyeliner Fixative\*** for staying power to achieve the Straight off the Runway look.  
 \*Sold separately



Colors may vary due to monitor settings and devices.



**2** THE GLITTER EYE...as seen on all the runways. Glitter makes a return in an array of colors and shades including cute-as-a-button tiny flecks to festive sequin embellishments. Glitter is easily wearable and a pinch can be added to an eyeshadow to instantly update your look. From flamboyant and fashion forward to soft and feminine...glitter is front and center this season and a 'must' to dress up your holiday looks.

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# EIGHT NEW TRENDS

Colors may vary due to monitor settings and devices.



**CUSTOM**  
FEMME FATALE

- Crème or Matte Base
- 1.0 Blackberry
- .25 Mahogany
- .25 Ochre
- .125 Marigold
- .50 +.25 Body Builder

**NEW RTW**  
THE EDIT

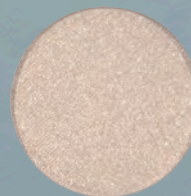


**3** THE DARK LIP... lock in your deepest secrets with rich shades on the lip in plums, wines, crimson brown and daring black. Deep dark shades, both matte and glossy, were seen on every major runway. Heavily pigmented shades help to conquer the biggest trend of the season. Keep the rest of your look minimal to draw attention to the dramatic lip.

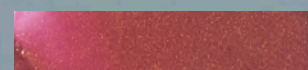
Colors may vary due to monitor settings and devices.



**RTW**  
VEGAS  
nickel



**RTW**  
LIP GLOSS



SHOW STOPPER  
cranberry shimmer



BLACK CURRANT  
blackberry shimmer



URGE TO SPLURGE  
brick red shimmer



CAT FIGHT  
sheer grape shimmer



**CUSTOM**  
14KT EYESHADOW

- ¼ t. Amber
- ¼ t. Rose Quartz
- ¼ t. Medium
- ¾ t. Moonlight Pearl



**CUSTOM**  
VENOM

- Lip Polish Base
- .50 Blackberry
- .25 Body Builder
- .125 Black
- .125 Ochre



**4** THE LACQUERED LIP... a simple look played up on the runways. It's easy to mimic this trend by adding high-shine glosses for the ultra wet look. Add a dash of additional shine to the eye with iridescent eyeshadow for added impact.



EIGHT NEW TRENDS

# BLUE HUE



5 THE BLUE HUE...take on winter in a cool chill of a blue. Strong, vibrant electric blue to a soft blue and blue green...blue hues are here again!

**RTW**  
**LOOSE EYE SHADOW**



AFTERGLOW  
med. blue w/lavender undertone



AQUA ILLUSION  
green blue w/silver undertone

**CUSTOM**  
**ARUBA**

- ½ † Alabaster
- ⅛ † Lapis
- ⅛ † Crystal
- ¼ † Light Mineral Powder
- ¼ † Moonlight Pearl
- 2 tiny Onyx
- 2 tiny Azurite



**CUSTOM**  
**COZUMEL**

- ¾ † Alabaster
- ⅛ † Light Mineral Powder
- ⅛ † Crystal
- ⅛ † Lapis
- ¼ † Moonlight Pearl
- 1 tiny Diamond Dust
- 1 tiny Indigolite
- 2 tiny Saturated Green
- 2 tiny Azurite



Colors may vary due to monitor settings and devices.





# EIGHT NEW TRENDS

**6** THE PRISTINE POLISH  
Rock it with shades of wine, muted plum and violet. These shades will compliment any nail shape...pointed, oval or square...as all shapes were seen on the runway.



NEW RTW  
WINE NOT



NEW RTW  
SECRET LOVE

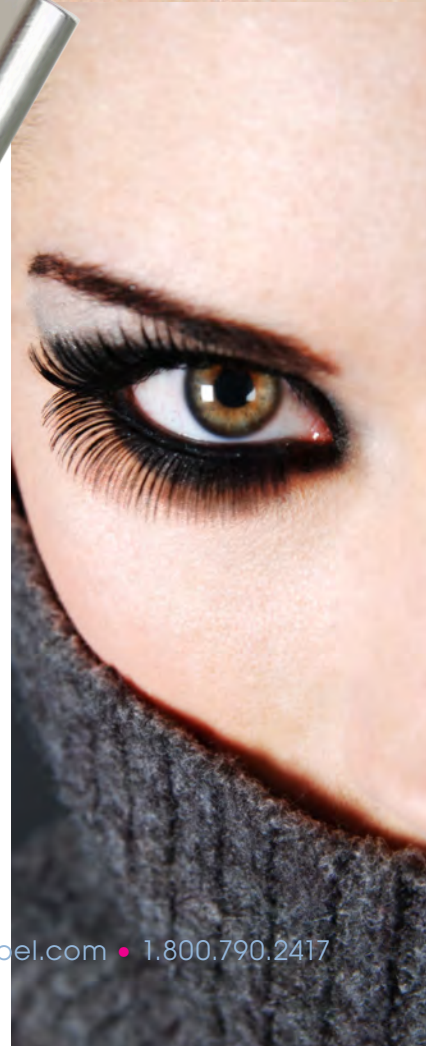


NEW RTW  
FEARLESS



NEW RTW  
VOLUMIZING MASCARA

**7** THE LUSH LASH  
time to recreate the vintage Twiggy lash. Thick, full, heavy and lengthy. Build volume and fullness by magnifying the lash with several applications to recreate this doll-faced look.



Colors may vary due to monitor settings and devices.



# EIGHT NEW TRENDS



# LOOK CUSTOM WITH RTW CROSS-OVER

8 THE SILVER LINING...Grab some silver this season. Whether you go for a smoky eye or a total wash over the lid, a touch of silver in the corner of the eye or a flick of metallic liner, a flash of futuristic silver is where it's at to step up your makeup game.



**RTW**  
STERLING  
sheer silver shimmer



**RTW**  
LONDON FOG  
grey blue shimmer



**RTW**  
ICE  
white shimmer



### CUSTOM STELLAR

- $\frac{3}{4}$  t. Alabaster
- $\frac{1}{8}$  t. Sand Frost
- $\frac{1}{4}$  t. Crystal Frost
- $\frac{1}{4}$  t +  $\frac{1}{8}$  t Moonlight Pearl



### CUSTOM PLATINUM

- $\frac{3}{4}$  t Silver Frost
- $\frac{1}{4}$  +  $\frac{1}{8}$  t Crystal Frost
- $\frac{1}{8}$  t Diamond Dust
- 4 tiny Platinum Foil
- $\frac{1}{4}$  t Onyx



### CUSTOM SILVER LINING

- $\frac{1}{2}$  t. +  $\frac{1}{8}$  t Alabaster
- $\frac{1}{4}$  t. +  $\frac{1}{8}$  t Sand Frost
- $\frac{1}{4}$  t Moonlight Pearl
- $\frac{1}{8}$  t. + 2 tiny Silver Frost
- 1 tiny Onyx

Colors may vary due to monitor settings and devices.



# new products

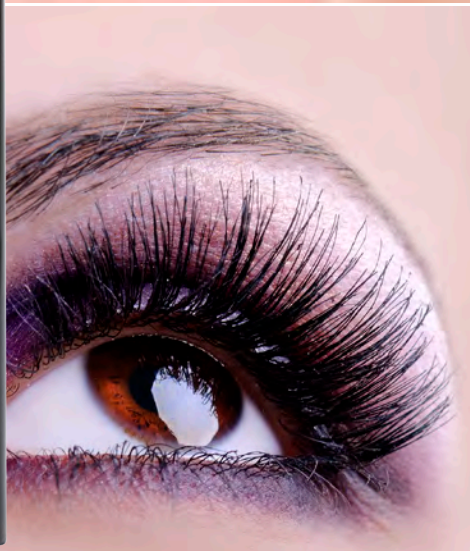
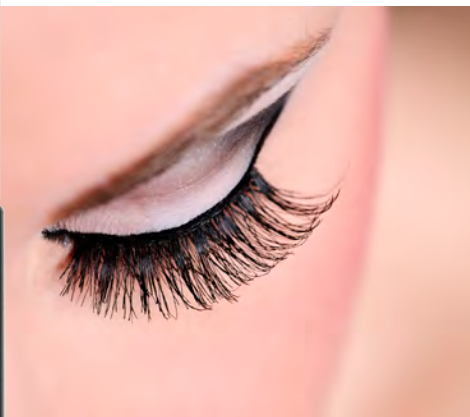
FALL/WINTER 2016-17



## Volumizing Mascara

Pump up the volume with this lengthening and volumizing mascara

An intensely black, volumizing mascara that separates, coats, and curls each lash to voluptuous perfection. The formula's lash-care action helps smooth lashes for even more spectacular shape, coverage, and volume. Natural waxes and conditioning Gossypium Herbaceum (cotton) extract creates fuller, bolder lashes.



## Eyelights Shadow Primer

Spotlight Eyelights Shadow Primer takes eye shadow priming to the next level but with a new twist. EyeLights add a soft beige pearl luminous glow on the eye and create the perfect canvas for long-lasting, crease-proof eye shadow. Eyelights utilize the same technology as our Sensationeyes Eye Primer formula, which are developed with **Hibiscus Esculentus Complex**, and is proven to reduce wrinkles by 26% when applied daily for 21 days.



## In an Instant Brush Cleaner

Quick drying, spray on brush cleaner is specially formulated to instantly cleanse, purify and remove all makeup textures. This gentle, alcohol-free formula cleanses and protects synthetic and natural hair brushes while refreshing brushes with a natural vanilla essence.



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● cool ● warm ● neutral

## Nail Polish

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Our state-of-the-art formula strengthens and moisturizes nails as it delivers long-wearing, high-shine, chip-resistant color. The polish applies evenly without streaking, due to our larger, flexible brush. Packaged in our signature square bottle with a matte, platinum cap. Free from the harsh chemicals Toluene, Formaldehyde, Formaldehyde Resin, DBP (Dibutyl Phthalate) and Camphor



**Fashion Stack:** Soft and feminine glitter to add a sparkle to any look.

**Eye Art:** Dimensional Foil that makes a statement. Add a dab of Stuck on You Eyeliner Fixative to achieve the Straight off the Runway look.



Colors may vary due to monitor settings and devices.

RTW

# Lipsticks

## The Edit: Blackened Plum

Lightweight, smooth and creamy infused with Vitamin E and Jojoba that soothes, hydrates, moisturizes and protects lips.



## Liquid Matte Lipstick:

Lightweight, long wearing, plush liquid matte lipstick with a high percentage of pigments for extra color saturation. Our formula glides on smoothly and dries down slowly. A super comfortable feel on the lips with added moisture which prevents cracking. This formula is not completely kiss-proof but extremely seductive!

● cool ● warm ● neutral



- 1. ● READY? True Red
- 2. ● PLAY TIME Soft Rose
- 3. ● HAPPY HOUR Berry

- 4. ● SKINNY DIP Nude Peach
- 5. ● BAR NONE Nude Mauve
- 6. ● ESCAPE ARTIST Blackened Plum

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# new FALL/WINTER 2016-17 products



## Four-Skin Infusions

Amp up your skin with our four exquisite serums that can be used alone or infused into any product in your beauty regimen to create a super strength product.

**HYDRATE:** Drench your skin with **sodium PCA**, a natural amino acid and **prickly pear** a powerful humectant that attracts and retains moisture onto the skin.

**BALANCE:** Even out your skin with **niacinamide, lemon, cucumber, horsetail** and **witch hazel** extracts coupled with **roibos** extract a youth-restoring antioxidant to strengthen skin.

**RESTORE:** Lift, firm, tighten and tone your skin instantly with natural soy protein from **soya beans** and **acetyl tetrapeptide-2**. Soy Protein will help prevent and repair the visible signs of aging while smoothing and nourishing the skin with its high content of amino acids. Acetyl Tetrapeptide-2 firms the skin and increases collagen production and elastin synthesis for cellular support.

**SOOTHE:** Improve, soothe, calm and restore your skin's suppleness with **vitamins A,C and E** coupled with **chamomile, linden, calendula, St. John's Wort, cornflower** extracts and **white lily** extract which fortifies, protects, moisturizes and regenerates all skin types.



1. BISQUE (IVORY)
2. VANILLA (CREAM)
3. CHAMPAGNE (NUDE)
4. FLESH (BEIGE)
5. TOAST (MEDIUM BEIGE)
6. SUNLIT (GOLDEN BEIGE)
7. CAFÉ AU LAIT (YELLOW BROWN)

## Natural Foundation

Infused with **chamomile, calendula, cornflower, linden** and **St. John's Wort** this organic Aloe based natural foundation conceals and conditions skin. **Organic apricot kernel** and **sunflower oils** moisturizes and helps reduce the appearance of wrinkles. **Sodium PCA**, a natural humectant provides excellent moisture retention. It improves the look and feel of the skin with naturally healthy ingredients. Mineral pigments blend smoothly to match skin tone for a radiant-looking complexion. Available in seven shades.

Made without parabens, paraffins, silicones, talc, petrolatum, mineral oil, or synthetic colorants.

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# THE RECIPE BOX

*From the vault*

Just like fashion, beauty too repeats itself! We here at Colorlab have been whipping up recipes for **20 YEARS**. Instead of reinventing we have opened up our archives and selected past recipes that will suit the seasonal trend.

In our 2000 Newsletter.... look at what we found.

**LIP SLICK** a liquid lipstick. All of the shine of a Lip Glace but with the adherence quality of a lipstick. The best of both worlds! Package in lip gloss wand.

**Jazz**

- ½ Butter Base
- ½ Lip Glace
- .75 Mahogany
- .25 Wineberry
- 1 large Opal Frost



**Blue Glass**

- ½ Butter Base
- ½ Lip Glace
- .75 Mahogany
- .25 Wineberry
- .50 White




**Pop**

- ½ Butter Base
- ½ Lip Glace
- 1 small scoop Champagne Frost
- 1 small scoop Gold Frost
- 1 small scoop Crystal Frost
- .25 Peach



**Soul**

- ½ Butter Base
- ½ Lip Glace
- .50 Ruby Red
- .25 Cocoa
- .25 Magenta



**R&B**

- ½ Butter Base
- ½ Lip Glace
- 1 small scoop Silver Frost
- 1 small scoop Pink Gold Frost
- .25 Coral



**EYE GLOSS** for the glistening wet look. Perfect this season for shiny lids or a shiny background that will hold glitter in place. For those who dare! Package in a lip gloss pot.

**Naked**

- Lip Gloss Base
- 1 ml Moisture Additive
- 6 drops Silkening Modifier
- 4 tiny scoops of Champagne Frost
- 4 tiny scoops Gold Frost
- 2-4 tiny scoops Nugget Foil



**Shock**

- Lip Gloss Base
- 1 ml Moisture Additive
- 6 drops Silkening Modifier
- 4 drops White
- 6-10 tiny scoops Twinkle Foil



**Crashed**

- Lip Gloss Base
- 1 ml Moisture Additive
- 6 drops Silkening Modifier
- 2 tiny Silver Frost
- 4 tiny Platinum Foil



**Rock**

- ½ Butter Base
- ½ Lip Glace
- .50 Cocoa
- .25 + .25 Tangerine



**WHAT'S IN YOUR RECIPE BOX?**  
Send us your unique creations for a chance to win. The winner will be featured in our Newsletter and receive a \$100 credit towards Colorlab product. Take a 'selfie' wearing your creation and receive an additional \$100 product credit. Photo may be used on social media (we will withhold your name, if you so request)

SEND ENTRIES TO:  
Colorlab Private Label Mixology  
**WHAT'S IN YOUR RECIPE BOX?**  
1112 Fifth Ave  
Rockford, IL 61104

OR EMAIL: [info@colorlabcosmetics.com](mailto:info@colorlabcosmetics.com)



ALL CUSTOM BLEND CREATIONS AND LOOKS CREATED BY COLORLAB.



# COLORLAB WEBINARS

## LET'S DO LUNCH!

Join us for our lunch hour webinars where you can sit back, relax and watch live demos on various topics. Explore the concept of custom blending, view the latest makeup trends or let us help you prepare for the busy holiday season. We are here for you to grow your business! These one hour webinars are a fun and easy way to access new information.

[CLICK HERE](#) to register for this live, fun and interactive webinar. All webinars are free of charge. Confirmation email will be sent to you upon registration.

### CUSTOM BLEND DISCOVERY:

Have you ever thought about getting into **custom blending**? If you said yes, this webinar is for you. We will review all systems in detail and answer any questions you may have about transitioning into custom blending. Custom blending creates an individualized beauty experience and will enhance your business. Feel free to tune in for the whole program. If you want more information on one system in particular, you can log in at the appropriate time to discuss only that system!

#### 9/13/2016: Lip and Foundation System

TIME: 12:00 CST-Lip System  
1:00 CST- Foundation System

#### 10/3/2016: Foundation, Lip and Mineral Powder

TIME: 12:00 CST-Foundation  
1:00 CST- Lip System  
2:00 CST- Mineral Powder

#### 11/7/2016: Lip and Foundation System

TIME: 12:00 CST-Lip System  
1:00 CST- Foundation System

#### 12/5/2016: Foundation, Lip and Mineral Powder

TIME: 12:00 CST-Foundation  
1:00 CST- Lip System  
2:00 CST- Mineral Powder

### TREND RELEASE FALL 2016:

Trend report revealed...the **latest makeup trends** straight from New York Fashion Week. We will showcase the latest color and product trends and demonstrate how to make them work for your clientele. Our **newest fall products** will be highlighted.

#### 9/12/2016: Trend Release

TIME: 12:00 CST

#### 9/19/2016: New Mineral Powder Blending Techniques

TIME: 12:00 CST

Time to mix it up! Learn new quick tips for custom blending all mineral products. We will review the system and demonstrate new advanced blending techniques. This 1½ hour program will take your blending to the next level! Blending instructions will be sent to you prior to the webinar.

#### 9/26/2016: Let's Party

TIME: 12:00 CST

Looking for a fun way to increase your custom lipstick business? Learn how to orchestrate a **'Beauty Bash'** an interactive event that generates tons of excitement! Connect with us to learn new ways to **increase your business** and make the headlines as a 'beauty innovator'.

#### 10/10/2016: For Your Eyes Only

TIME: 12:00 CST

Your eyes are the 'windows to your soul'. **Learn tips, techniques and application** with various textures to create dazzling looks. This webinar will include information on **structure analysis**, with an emphasis on **corrective application**. We will demonstrate techniques to alter a basic application and transform the 'look' by utilizing a variety of designs and color combinations. We will outfit you with all the tools to **increase your eyeshadow sales**.

### HOLIDAY 2016:

'Tis the season to make money... the Holiday season has arrived. Let's make sure they leave your location with a 'full basket'.

#### 11/14/2016: Holiday \$\$\$\$

TIME: 12:00 CST

Let us teach you how to **make your 4th quarter sales the largest ever!** Holiday season generates more revenue than any other time of year. We will share ideas on how to merchandise and create packages that are ready for your clients and their gift giving.

#### 11/28/2016: Holiday Makeup

TIME: 12:00 CST

It's time to shine! **Special Occasion Makeup** is now in demand and an excellent way to generate revenue. We will demonstrate how to 'dress' the face perfectly for the season. We will discuss **current trends, color combinations** and **luminous skin**. Your clients will be ready to snap the perfect 'selfie'.

Complimentary in-depth virtual training is available when you purchase Custom Blend Systems - **Call 800-790-2417** to schedule.