

# colorlab

PRIVATE LABEL MAGAZINE

SPRING 2012

## SPRING

Picture Perfect Bridal  
Zen Garden  
Fit and Flushed

## NEW PRODUCTS

Double Up! Eye Makeup Remover  
Body Conscious Lotion

## NEW HUES

Eyeshadows, blush and lipsticks

[www.colorlabprivatelabel.com](http://www.colorlabprivatelabel.com)





## **PICTURE PERFECT BRIDAL**

The Wedding Day is one of the most memorable and exciting days of a woman's life. With all eyes on her, it is only natural that she would want to look and feel her absolute best, and with so many cameras flashing you want to ensure her makeup looks flawless. Our "Picture Perfect Bridal" Collection will make any bride this season look beautiful. As they look back at their pictures over the years your work will always be remembered.

# PICTURE PERFECT BRIDAL COLORLAB® CUSTOM LOOK



**CHAMPAGNE COCKTAIL**  
EYESHADOW  
¾ tsp Light  
½ tsp Sunlight Gold



**BUTTERFLY KISS**  
EYESHADOW  
½ tsp Rubellite  
¼ tsp Crystal Frost  
¼ tsp Rose Quartz  
¼ tsp Translucent Modifier



**"I DO"**  
LIPSTICK  
Butter Base  
.125 x 4 Blueberry  
.25 x 4 Wineberry  
.25 x 4 Coral  
2 lg scoops Champagne Frost  
6 drops Silkening Modifier  
.5 Moisture Additive



**MAKEUP SAVER**  
SETTING MIST



**STUCK ON YOU**  
EYELINER FIXATIVE



**CELEBRATE**  
EYESHADOW  
¼ tsp Matte Red  
½ tsp Lapis  
½ + ⅛ tsp Rubellite  
2 tiny scoops Matte Black  
3 tiny scoops Matte Blue



**HONEYMOON**  
LIPSTICK  
Butter Base  
.125 + .125 Russet  
.25 + .125 Magenta  
.25 + .125 Cocoa  
.25 White  
.125 + .125 Red Red  
.125 + .125 Wineberry  
4 tiny scoops Champagne



**KEEPSAKE**  
EYE GLAZE  
10 pumps Pearl  
10 pumps Thinner  
3 pumps Fringe Benefit  
1 lg scoop Gold Frost  
1 sm scoop Crystal Frost  
1 sm scoop Moonlight Pearl



**FOREVER**  
LIP GLOSS  
Lip Polish  
3 drops Ruby Red  
3 tiny scoops Coral Frost  
5 tiny scoops Champagne Frost  
6 drops Moisture Additive  
.5 Lip Plumper



**BLUSHING**  
BLUSH  
1 tsp Sunlight Gold  
½ tsp Rubellite  
¼ tsp Tourmaline  
4 tiny scoops Agate  
4 tiny scoops Russet Frost



**TWIG**  
SKETCHSTICK





**PICTURE PERFECT BRIDAL COLORLAB® READY TO WEAR**



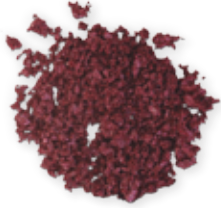
**BISQUE**  
EYESHADOW



**PRIVATE SHOWING**  
EYESHADOW



**FIREWORK**  
LIPSTICK



**BERRY EXCLUSIVE**  
EYESHADOW



**MAUVELOUS**  
BLUSH



**HAPPY ENDING**  
LIPSTICK



**CAVIAR**  
SKETCHSTICK FOR EYES



**BERRY**  
SKETCHSTICK FOR LIPS



**LIVE IT UP**  
LIP GLOSS



**24/7**  
LIP TREATMENT



**SENSATIONAL EYES**



**GLISTEN UP!**  
HIGHLIGHT



**LIQUID NYLONS**





## **FIT AND FLUSHED**

Embrace simplicity with this quintessential all-natural look for Spring 2012. Healthy glowing skin and well defined brows are a must have for this "less is more" sporty chic lifestyle. Whether you opt for a minimal makeup look or a very soft makeup look this color palette will universally enhance any skin tone.



# FIT AND FLUSHED COLORLAB® CUSTOM LOOK



## SANDY BEACH

EYESHADOW

1/4 + 1/2 tsp Gold Dust  
1/2 tsp Alabaster  
1/4 tsp Light Coverage Intensifier



## FLUSHED

EYESHADOW

1/2 tsp Sunlight Gold  
1/2 + 1/8 tsp Rubellite  
1/8 tsp Agate  
1/4 tsp Light Base  
4 tiny scoops Champagne Frost



## SPORTY CHIC

LIPSTICK

Butter Base  
.25 Cocoa  
.125 Magenta  
.25 x 3 White  
3 tiny scoops Pink Frost



## BROWNSTONE

EYESHADOW

1 tsp Agate  
1/4 tsp Matte Black  
1/4 tsp Onyx



## STARGAZER

EYESHADOW

1/4 tsp Onyx  
1/4 tsp Alabaster  
1/8 tsp Light Base  
1/2 tsp Agate  
1/8 tsp Champagne Frost  
1/8 tsp Silver Frost  
1/8 tsp Crystal Frost



## CANYON

LIPSTICK

Cream Base  
.125 x 5 Magenta  
.25 Cocoa  
.50 Peach  
1 lg scoop Champagne Frost  
1 sm scoop Sand Frost  
4 tiny scoops Garnet Frost  
3 tiny scoops Diamond Dust  
2 ml. Moisture Additive



## STUCK ON YOU EYELINER FIXATIVE



## SUNSPASHED

BLUSH

1/2 tsp Translucent Modifier  
1/2 tsp Rubellite  
1/8 tsp Agate  
1/8 tsp Sand Frost  
1/8 tsp Gold Dust  
1/8 tsp Medium Base  
1/4 tsp Moonlight Pearl  
1/4 tsp Rose Quartz



## BARE

LIP GLOSS

Lip Polish  
1 drop White  
2 drops Mahogany  
2 tiny scoops Gold Dust  
2 tiny scoops Sand Frost  
2 tiny scoops Crystal Frost







## **JAPANESE ZEN GARDEN**

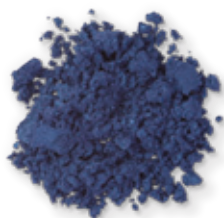
Restraint and refinement create an atmosphere of calm clarity. With our soft pastel collection you can duplicate an expression of fresh innocence. Zen is all about wisdom and the attainment of enlightenment. Your natural beauty will shine with this color palette.



# JAPANESE ZEN GARDEN COLORLAB® CUSTOM LOOK



**HARMONY**  
EYESHADOW



**TRANQUILITY**  
EYESHADOW



**CALM**  
LIPSTICK



**ETERNITY**  
EYESHADOW



**CHABLIS**  
EYESHADOW



**PEACE**  
LIPSTICK



**SENSATIONAL EYES**



**MARINA**  
SKETCH STICK



**HELLO SEXY**  
LIP GLOSS



**PROSPERITY**  
BLUSH



**MAUVE**  
SKETCH STICK



## COLORLAB® NEW PRODUCTS

### ROSE MOLD FOR THE LIPSTICK SYSTEM

We have discovered a unique way to offer custom blend lipstick which allows you to profit from the leftovers that you normally discard.

Simply pour your lipstick base into the rose mold and let it cool for at least 15 minutes. Placing it in a refrigerator or freezer will speed up the process. The lipstick must be level with the mold. If you have over poured the product just sliver off the excess with your straight knife.

Remove the lipstick from rose mold. Pour a small amount of warm melted lipstick into the bottom of the empty compact to hold the new rose in place then insert the new molded rose into the compact. Voila!

- Be creative! Pour several shades together.
- Sprinkle the top with frost or foils.
- Take a shadow brush and paint various shades of frosts and foils for added effect.



### VIBRANT SHADOWS

Matte, primary colors that contain a high color concentration. They can be used alone or mixed together to create your own personalized color. Play with the shades to create rich vibrant colors that pop using basic color theory. Mix Vibrant Red with Vibrant Blue=Vibrant Purple. White Out will lighten and Black Out will darken.



WHITE OUT EYESHADOW

BLACK OUT EYESHADOW

YELLOW+RED=ORANGE



VIBRANT RED EYESHADOW



VIBRANT YELLOW EYESHADOW



VIBRANT BLUE EYESHADOW



RED+BLUE=PURPLE



BLUE+YELLOW=GREEN



### NEW ECO-FRIENDLY PAPERBOARD PALETTE

#### A REFILLABLE SILVER PALETTE WITH REMOVABLE INSERTS

Customize your clients' ready-to-wear products by purchasing Colorlab® pans only and filling this palette with an individualized look. Products can easily be switched out and replaced. Color collections include, face powder, luminizers, blush, bronzers, and eye shadows.

AVAILABLE IN 2 COMBINATIONS:

**4 shadows** (small) and **2 blush pans** (medium) with applicators or **6 shadows** (small) and **2 blush pans** (medium). Remove the die cut insert and place as many pans as you desire directly on the magnetized base.





## NEW COLORS! (PICTURED LEFT TO RIGHT)

HARMONY

ETERNITY

TRANQUILITY

VIBRANT VIOLET



PROSPERITY  
BLUSH



PEACE  
LIPSTICK

GINGERLY  
BLUSH



CALM  
LIPSTICK

## NEW PRODUCTS FREE OF:

- Parabens
- Sulfates
- Synthetic Fragrances
- Synthetic Dyes
- Petrochemicals
- Phthalates

### DOUBLE UP! EYE MAKEUP REMOVER

Double-phase, light-as-water liquid eye makeup remover. Instantly removes eye makeup leaving no oily residue. Infused with botanical extracts of Cucumber, Goji fruit, Acai, Green Tea and Chamomile that aid in soothing, calming and reducing inflammation and redness around the eye area.

Activates when shaken to gently whisk away even waterproof eye makeup, while conditioning and refreshing the skin. Ideal for sensitive skin and contact lens wearers. Unique dispensing container for hands-free removal.

DIRECTIONS: Shake well prior to use. Place a cotton ball on inner cup and simply press down to release the eye makeup remover.



### BODY CONSCIOUS LOTION

Body Conscious a luxurious, lightweight, fast-absorbing lotion created with rich oils, butters and vitamins to nourish your hands and body. The enticing aroma imparts a light, clean, fresh essence which will refresh, rebalance, and revitalize your mind, body and spirit.





# 10<sup>2</sup> 10 r+l a b

## MIX•OLOGY

- CUSTOM BLEND  
LIP GLOSS
- CUSTOM BLEND  
SQUEEZE TUBES

*compare to*

### **NARS ORGASM®**

LIP GLOSS

- Lip Polish Base
- 2 drops Coral
- 1 drop Magenta
- 3 tiny scoops Gold Dust
- 1 tiny scoop Pink Gold Frost
- 1 tiny scoop Coral

### **DEBUTANTE**

- Lip Polish Base
- 1 drop Coral Pigment
- 2 tiny scoops Champagne
- 1 tiny scoop Nugget Foil
- 1 tiny scoop Diamond Dust
- .50 Body Builder

### **GLAMOROUS**

- Lip Polish Base
- 1 drop Wineberry Pigment
- 5 drops Peach Pigment
- 1 drop Coral Pigment
- 1 tiny scoop Nugget Foil
- 1 tiny scoop Twinkle Foil
- .50 Body Builder

### **STAR**

- Lip Polish Base
- 2 drops Coral Pigment
- 1 drop Peach Pigment
- 1 tiny scoop Nugget Foil
- 1 tiny scoop Champagne Frost
- 2 tiny scoops Diamond Dust
- .50 Body Builder



### FREQUENTLY ASKED QUESTIONS

#### **What is the shelf life of the products?**

It depends on the product but most of our products have a 3-year shelf life once opened. You will just need to replace eye products more often, such as: eye pencils, 2 years; mascara, 3 months; cream eye shadows, 3–6 months.

#### **How do you know if your product has gone bad or should be replaced?**

Most often the easiest way is to smell the product. What everyone agrees on is that if it smells rancid, throw it out, it's spoiled. The texture of some products will change and they will dry out, drag on the skin when applied or start to thicken. If this happens, throw them out!

#### **I have the entire system of custom blend mineral powder but I am so busy, I do not have enough time to create a custom powder on the spot for my clients. What should I do?**

Start by creating a tester bar from your mineral powder system. You can either duplicate popular "name" brand powder shades or you can create your own colors. Preparing a tester bar in a variety of "common" shades will save on time and allow your clients to buy the powder and reap the benefits of this amazing product. You can use your tester bar shades and then just quickly alter the shade with toners or luminescence, if need be. This method will provide a starting point for a custom foundation and will save time.

Next time this client books an appointment simply add 10 minutes to your schedule so that you can custom blend her powder. Mission accomplished!

### WELCOME!



Colorlab Cosmetics, Inc. welcomes Rhonda Schaffer as our newest team member. Rhonda will serve as our National Sales and Marketing Manager. Raised right in the Rockford area, Rhonda is a licensed Esthetician trained in Colorlab Products and holds her Bachelors Degree in Marketing and her MBA in Management. She has worked in the business side of the Beauty industry for the past four years and has a passion for this industry. As Colorlab Cosmetics' new sales and marketing manager she will combine both strategy and sales elements in a role that implements and recognizes the value of connecting with our clients, and will work to foster and maintain these valuable relationships. We welcome her to the Colorlab Cosmetics family.



Colorlab Cosmetics, Inc. welcomes Diane Raposo as our new West Coast Sales Representative. Diane brings an extensive background of cosmetic sales and expertise to her position. Originally from California, Diane is a licensed cosmetologist, owned her own salon and has been in the beauty industry for more that 30 years. Diane has consistently shown her knowledge of any product she sells and demonstrates the use of her product and services to new and old customers. Business development is an integral part of Diane's approach to her client's success and she had developed many programs to induce buyer loyalty through her friendly and enthusiastic nature. Colorlab Cosmetics welcomes Diane Raposo.



## EDUCATION

### SEASONAL LAUNCH

A great way to jump start sales for the Season!

As any fashion or beauty retailer will tell you, seasonal collections and special events/promotions are two tried and true ways to drive sales for existing clients while also attracting new ones.

Colorlab's Spring Collection is hot off the runway with the newest trends and styles. If you love makeup these fabulous shades featured in our new collection allow you to find your perfect match!

Reignite your team and come join us and be the first to see our Spring 2012 Collection.

#### LOS ANGELES

MAR 4, 2012

#### SAN FRANCISCO

FEB 26, 2012

#### CHICAGO

MAR 12, 2012

**COST** \$50 to reserve your spot  
(Redeemable in products)

**DETAILS** [www.colorlabprivatelabel.com](http://www.colorlabprivatelabel.com)

### MAKEUP 101

This course builds a strong foundation in the basic techniques of makeup application. You will learn the essential skills to become a successful makeup artist.

#### You will learn:

- Color theory
- Fundamental makeup techniques
- Determining face shapes and brow sculpting
- How to perform a client consultation
- How to select the right colors and products for your clients
- How to use brushes

#### ROCKFORD

10 AM–6 PM

MAR 19, 2012

APR 16, 2012

JUN 11, 2012

**COST** \$200  
(Includes a \$50 product credit)

7 CEU credits

### PICTURE PERFECT BRIDAL

This course will teach you the proper techniques for achieving a "picture perfect" bridal makeup application. Bridal makeup is a fun and exciting way to combine your love of makeup with a great way of generating an income!

#### This course will include:

- How to develop a successful bridal business
- How to perform a bridal consultation
- How to apply bridal makeup
- How to apply false lashes
- How to choose the right colors and products
- Special makeup application techniques for the bride and mother of the bride

#### ROCKFORD

10 AM–5 PM

APR 2, 2012

MAY 14, 2012

JUN 25, 2012

#### LOS ANGELES

TBD\*

**COST** \$200  
(Includes a \$50 product credit)

6 CEU credits

\*TBD-check our website for details.

### CONDUCTING A MAKEUP LESSON

This course will teach you how to perform a makeup lesson the correct way in order to teach your customers how to use the products at home. This is an essential course for anyone wanting to increase retail sales and gain repeat customers.

#### We will cover the following topics:

- Basic knowledge of the skin
- How to perform a skin analysis
- How to choose the best colors and products for your clients
- Hands-on makeup application
- Sales techniques

#### ROCKFORD

10 AM–6 PM

MAY 21, 2012

**COST** \$200 (Includes a \$50 product credit)

7 CEU credits

### AIRBRUSH MAKEUP

Lead the Wave in makeup application for the 21st century! Airbrushing is the preferred technique for digital photography, HDTV, and brides. This class will help you master the necessary skills to accomplish this.

Increase your earning potential and add to your competitive edge with airbrushing.

#### This workshop is designed to teach you the following skills:

- The basic fundamentals of airbrush equipment
- The differences between airbrush machines and makeup available
- Proper techniques for film, television, brides, and fashion
- Highlighting and contouring
- Hands-on practice

GET CERTIFIED NOW!

#### ROCKFORD

MAR 5, 2012

#### LOS ANGELES

TBD\*

**COST** \$350 (With your own airbrush and compressor)

\$550 (Includes purchase of dual action airbrush and compressor)

6 CEU credits

\*TBD-check our website for details.

### ENROLLMENT

In order to secure a place in class, you must register and pay at time of enrollment.

Maximum class size is 8-12 students, so it is advisable to enroll early. No refunds will be given as class size is limited. Private classes are available.

Call your Colorlab Account Representative for more details. **1.800.790.2417**





**SPRING 2012 FASHION**



COLORLAB COSMETICS  
1112 FIFTH AVE  
ROCKFORD, IL 61104

PRST STD  
US POSTAGE  
**PAID**  
ROCKFORD, IL  
PERMIT #1244

### COLORLAB TRAINING DVDS

Training DVDs are now available for Colorlab's Custom Blend Lipstick, Mineral and Foundation Systems. The training DVDs are divided into sections that coordinate with the System Manuals to replicate the face-to-face training experience. For more information regarding these items, please call 1.800.790.2417.

### COLORLAB EMAIL UPDATES

Our monthly email updates include promotional ideas and special sales offers. If you haven't been receiving these updates, then we don't have your email address! Please email or call your sales rep to get on the list today!

### CONSULTING SERVICES

#### IF YOU'VE EVER WONDERED HOW YOU CAN...

- launch the Colorlab line
- best train your makeup staff
- re-launch/re-energize your makeup line
- raise in-house awareness of your cosmetics
- boost sales through events and promotions
- approach clients with cosmetics offerings

#### ...JUST ASK!

Colorlab can help you create, develop and grow a successful cosmetics business. For more information call 1.800.790.2417.



### MIX•OLOGY

#### SHOW US YOUR STUFF & WIN!

Send in the Mixology recipes you've created using Colorlab Private Label's custom lip, mineral or foundation systems. Our staff will test the products and select a winner from all those received. The winner will receive \$100 in Colorlab products and have their product featured in our Fall 2012 newsletter. Please submit your recipes by Aug 1, 2012 for the next contest.

#### SEND ENTRIES TO:

Colorlab Private Label Mixology  
Show Us Your Stuff  
1112 Fifth Ave  
Rockford, IL 61104

### BUILD YOUR BRAND WITH THE COLORLAB PRINT STORE!

Our unique system allows you to design your own marketing materials, then order what you need, when you need it. Choose from a selection of images, add text and your logo. The ordering process is quick, secure, flexible and available 24/7. It provides you with a cost effective option for high quality, full color, personalized marketing materials. Visit our website, [www.colorlabprivatelabel.com](http://www.colorlabprivatelabel.com), click on the Resources tab, then scroll down the left side of the page to the *Custom Marketing Materials* header.

### VISIT COLORLAB PRIVATE LABEL'S ONLINE CATALOG

find newsletter images you can print at  
[www.colorlabprivatelabel.com](http://www.colorlabprivatelabel.com)



#### COVER PHOTO:

Hair and Makeup: Kasha Bonnell  
Photography: John Wagner