

In the top left corner, there are several horizontal swatches of light brown and beige cosmetic products, possibly foundation or concealer, with some white, pearl-like beads scattered around them.

face prep, concealers, & correctors



SKIN SMOOTHING FACE PRIMER

A clear gel face primer that smooths & preps skin for makeup. Key ingredients: orange oil, lemongrass oil, sesame seed oil.



**CRUELTY
FREE**



**MADE
IN USA**



*Why your brand
needs this?*

If your brand offers face products then face primers are a **MUST!** Face primers help makeup last longer. Skin Smoothing Face Primer hydrates skin and Face Matte Primer helps reduce oil.

PACKAGING

- Frosted black airless pump
- Printed with product name, just add your logo
- Ingredients printed on back

Net Weight: .50 Oz/15mL

FACE MATTE PRIMER

A 2 in 1 face primer that plumps and naturally heals skin. This priming gel reduces the appearance of oily skin and is ideal for use before makeup application. Key ingredients: aloe vera, hyaluronic acid, essential oils: lemon, lime, lemongrass, lavender, orange & peppermint.



**CRUELTY
FREE**



**MADE
IN USA**



Custom 30mL packaging also available

PACKAGING

- Frosted black airless pump
- Printed with product name, just add your logo
- Ingredients printed on back

Net Weight: .50 Oz/15mL



Concealers & Correctors

Why your brand needs this?

Concealers are a staple item for any beauty brand!

Our concealers and correctors are very versatile and can be used to conceal, contour, highlight and correct. We offer a wide range of formulas so your brand can choose the one that best suits your customer's needs.

PERFECT CONCEALER

This creamy, highly pigmented concealer covers most skin imperfections and is light enough for everyday use.

PACKAGING

Matte View Compact
Ideal for logo printing

Net Weight: .141 Oz/4g



PC #1



PC #2



PC #3



PC #4



PC #5



PC #6



PC #7



PC #8

CRUELTY
FREE

MADE
IN USA



BLEMISH & CAPILLARY CONCEALER

This highly pigmented concealer covers red/pink blemishes as well as blue veins showing on the skin's surface. Key ingredients: coconut oil, sunflower seed oil, carnauba wax.



Bundle together
with our blemish
spot treatment!



PACKAGING

Matte View Jar
Ideal for logo printing
Net Weight: .25 Oz/7g

CRUELTY
FREE

MADE
IN USA



CAMOUFLAGE COVER CREME

Full-coverage concealer with doe-foot applicator for easy application.

CRUELTY
FREE

MADE
IN USA



Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



PACKAGING

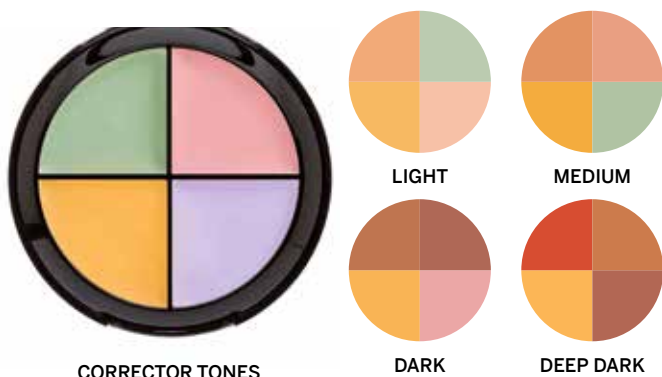
Round Clear Tube
Ideal for logo printing
Net Weight: .25 Oz/7g

Color Library CORRECTORS

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information

CORRECTOR QUADS

Don't just cover your imperfections, correct them with this lightweight, non-drying concealer wheel. Corrector Quad neutralizes most skin problems including: dark circles, sallowness, blemishes, and broken blood vessels.



COLOR CORRECTING PRIMER

A long-wearing, buildable liquid color correcting primer. Key ingredients: sesame seed oil, avocado extract, jojoba seed oil, shea butter.



custom packaging options available

MINERAL CONCEALER

A creamy, mineral concealer with buildable coverage. Water-based formula with anti-oxidant Vitamin C, natural mineral colorants and wand applicator.



BISQUE BEIGE
#2



CAMEL BEIGE
#3



ALMOND BEIGE
#4



**CRUELTY
FREE**

**MADE
IN USA**

PACKAGING

Leo tube
Ideal for logo printing
Net Weight: .17 Oz./5g

BAKED MINERAL TRIAGE

A special blend of colors that will even out any skin tone, neutralize redness, and even brighten the appearance of sallow skin! This product starts as a cream and is baked for 24 hours on a terracotta pan, creating a dome shape, and an unparalleled silky texture. This oil absorbing corrector is easy to apply and is great for men and women.

PACKAGING

Matte View Compact
Ideal for logo printing
Net Weight: .32 Oz./9g



**CRUELTY
FREE**

**MADE
IN USA**



The background is a warm, light brown color with a subtle, swirling pattern. Scattered across the image are several cosmetic products: three open black compacts showing different shades of foundation (light, medium, and dark), two closed black compacts with the 'Boss Babe' logo in white script, a pile of loose light-colored powder in the bottom right, and a cracked, circular disc of pressed powder in the middle right. A pink brushstroke graphic is behind the Grafton logo in the top left.

Grafton
PRIVATE LABEL COSMETICS

*Boss
Babe*

*Boss
Babe*

foundations

liquid, powder & cream

*Boss
Babe*

*Boss
Babe*

*let's face it,
your ready to
build your
beauty
brand!*

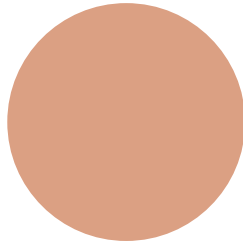


Pro Finish Foundation

A dual powder foundation that can be used wet or dry. Breathable, blendable, oil-absorbing, and contains anti-oxidant Vitamin E.



PACKAGING OPTIONS



Pan only in clam shell



Matte black compact with sponge
Ideal for logo printing
Net Weight: .317 Oz/9g

Why your brand needs this?

Your customers will love this 2-in-1 foundation!

This medium to full-coverage formula can be used wet for more coverage or dry for a lighter, more natural look.

CRUELTY FREE

MADE IN USA



CANVAS



CHINA DOLL



IVORY



CASHMERE



NEUTRAL BEIGE



HONEY



CINNAMON



PECAN

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



SOFT BEIGE



GOLDEN BEIGE



HAZELNUT



CARAMEL



MAPLE SUGAR



CAFE AU LAIT



Pressed Mineral Foundation

A pressed powder foundation formulated with natural light-refracting minerals; this foundation will diminish the appearance of fine lines and help protect the skin from harmful UVA/UVB rays. Key ingredients: Vitamin C, Vitamin E, natural minerals.



Why your brand needs this?

This medium to full-coverage, mineral-based foundation is filled with antioxidants and is great for sensitive skin.



PACKAGING

Matte black compact with sponge
Ideal for logo printing

Net Weight: .353 Oz/10g

**CRUELTY
FREE**

**MADE
IN USA**



LIGHT PORCELAIN



NUDE



BARE BEIGE



CREME BRULEE



BISQUE



CHINA BEIGE



SUNTAN



TRUE BEIGE



LINEN



BUTTERY BEIGE



WHEAT



DARK TAN



PINEWOOD



TOAST



CASHEW



BARK



COFFEE



Baked Mineral Colour Tone Foundation



Our colour tones start as a cream and are baked for 24 hours on a terracotta pan, creating a dome shape, and an unparalleled silky and soft texture for a more breathable and blendable foundation. Formulated with natural botanical extracts for added soothing and anti-inflammatory properties.

Why your brand needs this?

An innovative formula with light-refracting technology that allows each color to adjust to an individual's skin tone. Your customers will love this medium to full-coverage, buildable formula that helps neutralize skin's imperfections.

PACKAGING OPTIONS



Pan only in clam shell



Matte View Compact
Ideal for logo printing
Net Weight: .32 Oz./9g



CRUELTY FREE



ANTIQUE BEIGE



DOVER BEIGE



MEGA BEIGE



SIMPLY BEIGE



TRANQUIL BEIGE



WARM CARAMEL



MOROCCAN BEIGE



Perfect Matte Foundation

Why your brand needs this?

This full-coverage, liquid foundation formula is great for oily to normal skin types. It blends easily and leaves skin with a matte finish.

A long-wearing, buildable, liquid foundation that leaves a matte finish and helps even out skin's complexion. Key ingredients: sesame seed oil, avocado extract, aloe vera, jojoba seed oil, shea butter.

PACKAGING

Black Toggle bottle - Ideal for adding a label

Comes boxed, includes shade label with room to add your label

Net Weight: .50 Oz/15mL



**CRUELTY
FREE**

**MADE
IN USA**



Ask your Brand Consultant about our NEW black packaging



PORCELAIN



NATURAL BEIGE



TRUE BEIGE



BUTTER BEIGE



SUNTOUCHED BEIGE



CLASSIC BEIGE



CARAMEL CREME



RICH CARAMEL



DEEP BEIGE



ALMOND



SIMPLY SIERRA



WALNUT



BRONZED BEAUTY



SUEDE



ESPRESSO



Skin Perfecting Foundation

A medium coverage foundation with lifting, tightening, and hydrating properties.

CRUELTY
FREE

MADE
IN USA



Why your brand needs this?

This unique, medium-coverage liquid foundation offers a skin treatment & color all in one! Infused with hydrating ingredients and hyaluronic acid to reduce the appearance of fine lines, your customers will love this soothing foundation formula.

PACKAGING

Frosted black airless pump
Ideal for logo printing
Ingredients printed on back
Net Weight: .50 Oz/15mL



#1



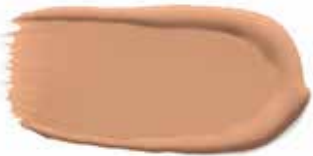
#2



#3



#4



#5



#6

on sale!



#7

on sale!



#8



#9

on sale!



#10

on sale!



#11

on sale!



#12



Picture Perfect Foundation

A creamy, full coverage formula for effortless application that stays in place all day. Get picture perfect ready! Key ingredients: coconut oil, sunflower seed oil, carnauba wax, palmarosa oil.

Why your brand needs this?

Your customers will love their new picture perfect appearance with this full-coverage, water resistant formula!

PACKAGING

Matte View Compact
Ideal for logo printing
Net Weight: .35 Oz/10g



**CRUELTY
FREE**

**MADE
IN USA**



ALABASTER



BONE



WHIPPED CREAM



FRESCO OLIVE



VIRTUAL OLIVE



LUMIERE OLIVE



SAND OLIVE



SHEER TAN



VEIL OLIVE



PECAN



WALNUT



Flawless Finish Foundation

A cream-to-powder foundation.
Full-coverage formula with oil absorbing nylon-12 for a lightweight and breathable feel.



PACKAGING

Matte black compact with sponge
Ideal for logo printing
Net Weight: .35 Oz/10g

Why your brand needs this?
Your customers will love this full-coverage, oil-absorbing cream foundation that will leave their skin with a flawless finish!



CRUELTY
FREE

MADE
IN USA



FRENCH VANILLA



LATTE



LINEN



COFFEE-N-CREAM



CLASSIC BEIGE



ICED COFFEE



TOAST



FRENCH ROASTED



COLOMBIAN COFFEE



ALMOND



ESPRESSO

The image is a promotional graphic for loose and pressed powders. It features a top-down view of various cosmetic products. At the top, there are three horizontal wooden strips, each with a pile of loose powder on its right end. To the right of these strips, a black-handled brush with dark bristles is shown, with a pile of powder on its head. Below the wooden strips, the text 'loose & pressed' is written in a magenta, sans-serif font, followed by 'powders' in a large, bold, black sans-serif font. The bottom half of the image displays several open and closed compact powders. One compact on the left is labeled 'Boss Babe' in a pink, stylized font. The compacts contain powders in various shades of beige, tan, and brown. The background is a plain, light color.

loose & pressed powders

Grafton
PRIVATE LABEL COSMETICS



Translucent Loose Powder

A lightweight loose powder that blends effortlessly to set makeup for hours.
Made from minerals, helps absorb oil from the skin to keep the skin looking matte.

Why your brand needs this?

A must-have product to set makeup in place for hours!



PACKAGING

Matte black cap sifter jar
Ideal for logo printing

Net Weight: .75 Oz/21g



**CRUELTY
FREE**

**MADE
IN USA**



0 - NO SHINE



1 - LIGHT BEIGE



2 - MEDIUM BEIGE



3 - DEEP BEIGE

on sale!



4 - TRUE BEIGE



5 - BUTTERNUT BEIGE

on sale!



6 - WARM BEIGE



7 - ALMOND

on sale!



8 - WALNUT



9 - GINGERBREAD



10 - WARM CARAMEL



11 - RICH JAVA



Mineral HD Setting Powder

MINERAL HD LOOSE SETTING POWDER

An incredibly fine powder that gives skin a smooth finish. The light refracting properties even out skin tone and reduce the appearance of fine lines.



PACKAGING

Matte black cap
sifter jar
Ideal for logo printing

Net Weight: 0.67 Oz/19g



*Why your brand
needs this?*

This is the perfect
add-on product for
your brand to offer!
Choose from our
weightless loose
or pressed setting
powders.



**CRUELTY
FREE**

**MADE
IN USA**

MINERAL HD PRESSED SETTING POWDER

*A light refracting pressed powder
that absorbs oil and reduces the
appearance of fine lines.*



PACKAGING OPTIONS



Pan only in
clam shell



Matte View Compact
Ideal for logo printing
Net Weight: .28 Oz/8.0g



**CRUELTY
FREE**

**MADE
IN USA**

Grafton
PRIVATE LABEL COSMETICS

*ready set
glow!*

**highlight &
contour**





Highlighters

BAKED MINERAL HIGHLIGHTERS

Our baked mineral highlighters start as a cream and are baked for 24 hours on a terracotta pan, creating a dome shape, and an unparalleled silky texture to give you a gorgeous, natural looking glow! Natural colorants and natural botanical extracts.



Why your brand needs this?

Highlighters are a **MUST** right now in the beauty industry! Choose from our wide selection of formulas to pick which highlighter best fits your brand's vision.



**CRUELTY
FREE**

PACKAGING OPTIONS



Pan only in
clam shell



Matte View Compact
Ideal for logo printing
Net Weight: .32 Oz/9 g



LIVE IN THE
GLOWMENT



SHINE BRIGHT
LIKE A...



DIAMONDS
& ROSES



Face Palettes

Why your brand needs this?

Great for building awareness for your brand with the large, sleek front of the palette just waiting to have your logo/design printed by our team.

6 PAN FACE PALETTE

Net Weight Filled: 1.02 Oz /30g



3 PAN FACE PALETTE

Net Weight Filled: .33 Oz /9.3g



EACH PALETTE COMES EMPTY

Select highlighters, contour, or blush powders to fill your brand's face palette.

Your Logo or Design

Face powders also available pan only or in Matte View Compact



Matte View Compact
Ideal for logo printing
Net Weight: .11 Oz/3.1g



HIGHLIGHTERS:



CONTOUR:



Why your brand needs this?

Bronzed skin is always in!
Select from our mineral, pressed, or loose bronzer formulas to add to your beauty brand.

NATURAL RADIANCE BRONZER

This formula is developed to self-adjust to skin tones to create a smooth, flawless natural bronze glow! Enriched with antioxidants. No caking or settling in fine lines or wrinkles. Breathable, buildable, blendable formula!



PACKAGING OPTIONS



Pan only in clam shell



Matte View Compact
Ideal for logo printing
Net Weight: .32 Oz./9g



CRUELTY FREE

PRESSED POWDER BRONZER

Pressed powder bronzer that can be used on the face and body.



BRONZEBERRY

on sale!



GOLDEN GLOW

on sale!



TROPICAL TAN



PACKAGING OPTIONS



Pan only in clam shell



Matte View Compact
Ideal for logo printing
Net Weight: .4 Oz./11g



CRUELTY FREE

MADE IN USA



Bronzers

FACE & BODY GLO

Loose shimmering bronzer can be used on the face or body for a natural, sunkissed glow!

Net Weight:

full size: .75 Oz/21g

mini: .32 Oz/9g



GOLDEN PATINA



BERRY PATINA



CRUELTY
FREE

MADE
IN USA

PACKAGING



MINI

Silver cap mini sifter jar
Ideal for logo printing



REGULAR SIZE

Matte black cap sifter jar
Ideal for logo printing



eye
shadows,
palettes,
& more

Grafton
PRIVATE LABEL COSMETICS



Eye Primers

EYE FIX

An eye shadow primer in a cream formula. Keeps shadows from creasing, makes colors more vibrant and improves wearability.

PACKAGING



Matte View Compact
Ideal for logo printing
Net Weight: .20 Oz./5.6g



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.

Net Weight: .25 Oz/7g



CRUELTY
FREE

MADE
IN USA



Eye Shadow

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing
Net Weight: .052/1.48g

A triple milled, pressed eye shadow available in over two hundred shades.



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.

CRUELTY FREE

MADE IN USA



#350 | CLOUD
Metallic icy white



#86 | SNOW WHITE
Matte pure white
TALC FREE



#111 | VANILLA ICE
Cool matte cream
TALC FREE



#176 | CRÈME
Light matte cream
TALC FREE



#113 | PEACH ICE
Matte peachy cream
TALC FREE



#351 | PEACH PLEASE
Matte cream



#166 | BISQUE
Warm light beige gold
TALC FREE



#300 | PROSECCO
Light pink champagne
TALC FREE



#56 | WHITE GOLD
Shimmery white gold
TALC FREE



#353 | BLISS
Shimmery light nude



#354 | DIVINE
Soft light cream



#355 | VINTAGE
Matte golden beige



#356 | DREAMER
Matte creamy white



#319 | NATURAL ENVY
Matte tweed
TALC FREE



#130 | MAHOGANY
Medium neutral brown
TALC FREE



#321 | WINTER BROWN
Matte medium camel brown
TALC FREE



#40 | SAND 'n' SURF
Light cool cream
TALC FREE



#52 | PEACHES & CREAM
Light peach
TALC FREE



#127 | SERENE
Medium peachy brown
TALC FREE



#110 | BABY BROWN
Light peachy brown



#150 | BACK TO EARTH
Pearly grey taupe
TALC FREE



#236 | TREASURE CHEST
Cool mauvey matte brown
TALC FREE



#112 | PINK ICE
Pearly light peachy pink
TALC FREE



#232 | PILLOW TALK
Light shimmery pink
TALC FREE



#336 | DAZZLELIGHT
High frost white, pink hue



#289 | EARTHLY NUDE
Matte plummy taupe
TALC FREE



#119 | ROSE QUARTZ
Matte muted mauve
TALC FREE

Eye Shadow

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.

CRUELTY FREE

MADE IN USA



PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing
Net Weight: .052/1.48g



#228 | SHITAKE
Light taupey grey, glitter flecks
TALC FREE



#348 | GLISTENING
Shimmery light purple



#357 | GODDESS
Metallic lavender



#212 | VINEYARD
Deep muted purple, silver flecks



#358 | SPRING FLING
Purple with glitter



#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



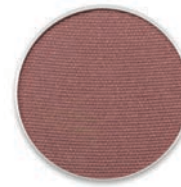
#252 | LOLITA
Medium shimmery fuschia
TALC FREE



#206 | FLIRTATIONS
Light pink with gold flecks
TALC FREE



#234 | TRUE ROMANCE
Medium cool brown
TALC FREE



#106 | SMOKEY PLUM
Shimmery chocolate bronze



#361 | OPTIMISTIC
Shimmery cranberry plum



#314 | SPIKED PUNCH
Muted dusty mauve, gold flecks
TALC FREE



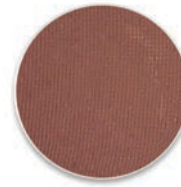
#362 | SUEDE
Medium mauvy brown, hint of shimmer



#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
TALC FREE



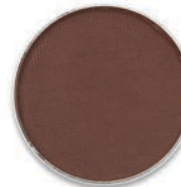
#27 | TOFFEE
Medium chocolate, yellow undertone
TALC FREE



#128 | CHOCOLATE KISSES
Chocolate with silver flecks
TALC FREE



#28 | GOLDEN BRONZE
Shimmery bronze gold
TALC FREE



#26 | COFFEE
Medium chocolate warm
TALC FREE



#29 | SMOKE
Matte chocolate brown
TALC FREE

Eye Shadow

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing
Net Weight: .052/1.48g

A triple milled, pressed eye shadow available in over two hundred shades.



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.

CRUELTY FREE

MADE IN USA



#322 | DEEPLY RICH
Matte cool deep brown
TALC FREE



#315 | TWEED
Matte smoky brown



#329 | SIENNA
Shimmering medium warm taupe



#299 | TENDER TAUPE
Matte medium taupey grey
TALC FREE



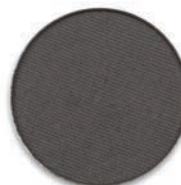
#104 | CHOCOLATE BROWN
Deep cool matte chocolate
TALC FREE



#363 | WONDERER
Metallic champagne



#134 | ICED MALTED
Shimmering silvery taupe
TALC FREE



#24 | CHARCOAL GREY
Deep matte charcoal



#279 | BLACKEST BLACK
Pure black with silver flecks
TALC FREE



#287 | SAPPHIRE NIGHT
Black base, sapphire glitter



#364 | ROYALTY
Metallic deep periwinkle



#365 | STEEL
Shimmering grey blue



#366 | SOULFUL BLUE
Shimmering 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
Shimmering bright teal



#370 | WHIMSICAL
Bright teal, hint of glitter



#286 | JUNGLE
Black base, green glitter



#116 | SPANISH MOSS
Matte forest green



#371 | FOREST
Shimmering forest green



#349 | VINTAGE FOREST
Shimmering light olive green

Eye Shadow

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.

**CRUELTY
FREE**

**MADE
IN USA**



PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing
Net Weight: .052/1.48g



#337 | CHARMED
Metallic champagne gold



#37 | OYSTER PEARL
Shimmery rose gold
TALC FREE



#181 | GINGER SNAPS
Medium shimmer champagne
TALC FREE



#372 | BRONZE GLOW
Metallic copper



#373 | COMET
Medium tone diffused orange



#164 | CAMEL
Light yellow brown
TALC FREE



#374 | HOLLYWOOD
Warm medium shimmery brown



#375 | CITRUS
Shimmery light orange



#376 | APRICOT CRUSH
Shimmery peachy pink



#341 | DUSK
Matte medium camel



#257 | BRAZILIAN BRONZE
Super shimmery sunset gold



#177 | GOLDDLOCKS
Shimmery copper gold



#281 | CAMEL APPLES
Shimmery cool bronzey gold
TALC FREE



#331 | OCEAN AVE
Frosted light peach



#377 | BUTTERFLIES
Light shimmery yellow gold



#225 | BURNT ORANGE
Bright burnt orange



#243 | RED FOR REAL
Bright orange red



#221 | YELLOW
Bright pure sunshine yellow



#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
TALC FREE

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



Color Library

EYE SHADOW

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.

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing
Net Weight: .052/1.48g



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



#332 | SMOKED PURPLE
Smoky purple



#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 purpley 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



#383 | METAL MAUVE
Medium smoky purple

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



Color Library

EYE SHADOW

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.

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing
Net Weight: .052/1.48g



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



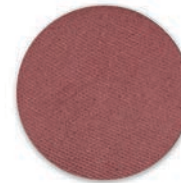
#304 | POMEGRANATE
Burgundy with silver flecks



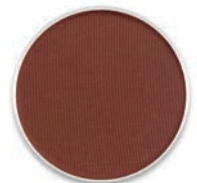
#343 | WISTERIA
Shimmery rosy purple



#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



#135 | EGYPTIAN GOLD
Shimmery mustard yellow gold



#335 | WILLOW
Matte light burnt orange



#105 | CURRY
Rusty medium brown



#247 | TANGELO
Frosted peach



#210 | AUTUMN
Matte rosy peach



#305 | VIOLA
Medium violet, gold flecks



#274 | MAGNETIC
Medium lilac, glitter flecks

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



Color Library

EYE SHADOW

A triple milled, pressed eye shadow available in over two hundred shades.

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.

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing
Net Weight: .052/1.48g



CRUELTY FREE

MADE IN USA



					
#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	#345 LAGUNA Matte bright peach
					
#124 FUTURISTIC Frosted champagne	#280 SANDPIPER Shimmery champagne gold	#131 NU BRONZE Frosted medium deep gold	#333 BLOOD ORANGE Deep orange red	#325 SOFT BROWN Matte medium toffee	#324 SABLE Matte medium tweed
					
#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	#320 TUSCANY Matte cool chocolate brown	#378 INSPIRE Metallic yellow gold	#323 CREAMY BEIGE Light beige	#352 LINEN Icy shimmery white	#292 SUGAR BLUSH Pale pink with gold glitter

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



Color Library

EYE SHADOW

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.

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing
Net Weight: .052/1.48g



CRUELTY FREE

MADE IN USA



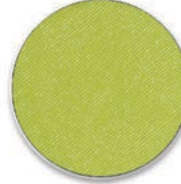
#205 | JASPER
Light turquoise, gold flecks



#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



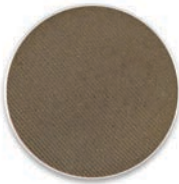
#186 | GODDESS
Shimmery pale green yellow



#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



#165 | GOLDEN LEAF
Frosted antique gold



#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

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



Color Library

EYE SHADOW

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.

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing
Net Weight: .052/1.48g



CRUELTY FREE

MADE IN USA



#99 | TAUPE
Slightly frosted taupey 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



#60 | PEARL GREY
Shimmery light grey



#55 | DEEP SEA BLUE
Deep matte navy



#163 | BLUESTONE
Shimmery gun metal grey



#288 | SMOLDER
Black base, silver + blue glitter



Eyeshadow Palettes

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.

Net Weight: .37Oz/10.35g



MOCHA PRE-FILLED PALETTE



CLASSIC GLAM PRE-FILLED PALETTE



MATTE ESSENTIALS PRE-FILLED PALETTE



Available Empty



**CRUELTY
FREE**

**MADE
IN USA**

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 our pre-selected collections.

Net Weight: 0.21oz/5.92g



WARM BROWNS
PALETTE



RICH NUDES
PALETTE



Available Empty

36 piece min. to have your selected shades filled into your customized Magnificent Seven or Four Me Palette.

Empty Eyeshadow Palettes & Kits



EYE DUO



CLASSIC QUAD



FOUR ME



MAGNIFICENT 7



G PALETTE



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.

PACKAGING OPTIONS



Pan only in clam shell



Matte View Compact
Ideal for logo printing

Net Weight: .06 Oz/1.8g

CRUELTY FREE

BAKED BEAUTIES



AMORE



BELIZE



BISCOTTI



CHIANTI



DOLCE VITA



GRAZIA



VIVA

EYE FUSIONS



BLUE FUSION



LAVENDER FUSION



PINK FUSION



BROWN FUSION

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information

EYE TRIOS



AQUA TRIO



BRONZE TRIO



MULBERRY TRIO



PASTEL TRIO



SKY TRIO



SMOKEY TRIO



mascaras, eye liners, & more



*when in
doubt*

WING IT OUT

Grafton
PRIVATE LABEL COSMETICS

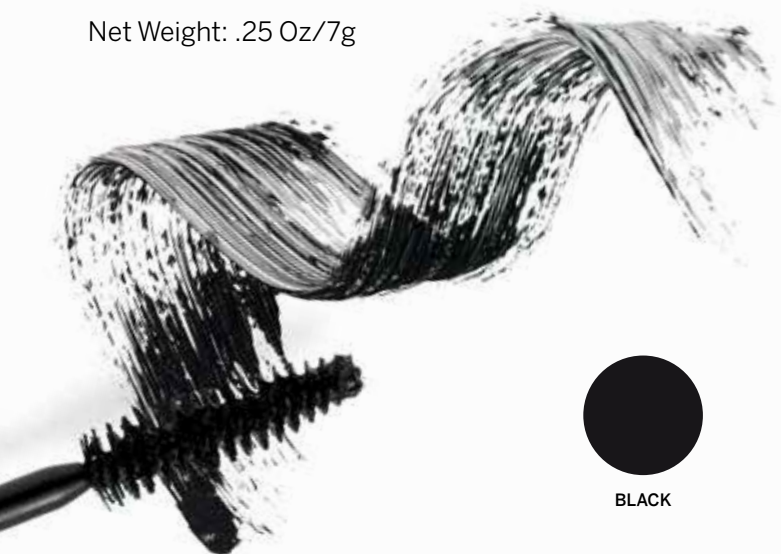


Mascara

LONG LASH MASCARA

A highly pigmented, long lasting, lengthening mascara formula with 73% natural ingredients.

Net Weight: .25 Oz/7g



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.

**CRUELTY
FREE**

**MADE
IN USA**



SUPERLASH MASCARA

Mascara enriched with Vitamin B to moisturize and condition lashes.



BLACK



BROWN



NAVY*



CLEAR

* 288 pc min

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

**CRUELTY
FREE**

**MADE
IN USA**



Black Metal Case



Black Cap



Mini

PACKAGING OPTIONS



Mascara

LASH LUXE MASCARA

A lengthening mascara formulated with panthenol to boost hydration. The lash separating wand is ideal for short lashes to avoid clumping.

Net Weight: .25 Oz/7g

CRUELTY
FREE



MADE
IN USA



ONYX

Tube comes printed with Lash Luxe name. Your logo can be printed on the other side.



LASH PRIME & DEFINE

Lengthens, thickens and conditions lashes. Apply to lashes before applying mascara.

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!

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.



Liquid Liners

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.



Matte Black Tube
Ideal for logo printing
Net Weight: .125 Oz/3.5g



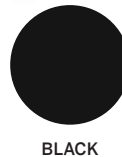
CRUELTY
FREE

MADE
IN USA



PRECISION LINER

A semi-permanent liquid eye liner with a felt tip. Ideal for the perfect cat eye!



BLACK

Net Weight: 1.0ml

* logo printing not available, ask your brand consultant about professional labels

STORE BRUSH SIDE DOWN

CRUELTY
FREE



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.



Retail Size
Net Weight: .125 Oz/3.5g
Matte Black Tube - ideal for logo printing



Professional Size
Net Weight: 5 Oz /14.2g

CRUELTY
FREE

MADE
IN USA





Eye Pencils

A classic wooden pencil made with vitamin E
for a rich and creamy consistency.

Net Weight: .035 Oz/1g

*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.



CRUELTY
FREE



Each pencil comes printed with shade name • Contact your Brand Consultant to add your logo!





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.*

*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.

PACKAGING OPTIONS

Net Weight: .11 Oz/3.1g



Pan only in
clam shell
or can be
assembled
in palettes



Matte View
Compact
Ideal for logo
printing



**CRUELTY
FREE**

**MADE
IN USA**



AUBURN



BLONDE



BROWN



TAUPE



DARK BROWN



CHARCOAL



**Contact your brand consultant
to create a custom brow
palette for your brand.**

Trio Palette
Ideal for logo
printing

Net Weight: .33 Oz /9.3g

Your Logo or Design

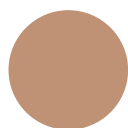


Brow Pencils

MINERAL BROW PENCILS

Mineral pencil with spoolie applicator. Define, sculpt and shape the perfect brows with this waterproof brow pencil.

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.

Net Weight: 0.19 Oz/5.6g



COOL BEIGE | BEIGE HIGHLIGHTER



WARM BEIGE | GOLD HIGHLIGHTER

CRUELTY
FREE



MADE
IN USA





Brow Fix & Brow Gel

BROW FIX

*A clear brow gel that keeps brows shaped and in place all day!
Can also be used as a clear mascara.*



Black Cap Tube
Ideal for logo printing
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.



Black Cap Tube
Ideal for logo printing
Net Weight: .25 Oz/7g

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.



Clear lid jar
Ideal for logo printing
Net Weight: .14 oz / 4g

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!



CRUELTY FREE

MADE IN USA



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!

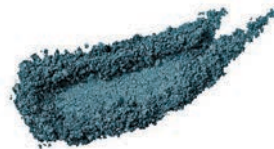


BELL BOTTOM BLUE

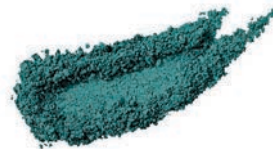


BLUE HAWAIIAN

on sale!



BLUE JEANS



CARIBBEAN SEA



TIDAL WAVE



SEAFOAM

on sale!



KIWI



AVOCADO



EMERALD CITY



MARTINI OLIVE



GOLDEN GODDESS



SAND DOLLAR



PAT-A-CAKE



LIMONCELLO



LEMONGRASS



BUTTERSCOTCH



ICED BROWN



HEAVY METAL



BERRY BRONZE



AMETHYST AURA



BURGUNDY BOOM



WITCHES BREW



MOLTEN LAVA



PEWTER



TIPPY TAUPE



BLING

on sale!



CARBON

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.



Black Cap Tube
Ideal for logo printing
Net Weight: .25 oz / 7g

CRUELTY
FREE

MADE
IN USA



EYE GLITTERS

Loose cosmetic grade glitter in jar with sifter, best when used with Glitz Fix.



Clear lid jar
Ideal for logo printing
Net Weight: .14 oz / 4g

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

start blushing



Grafton
PRIVATE LABEL COSMETICS



Blush

A collection of pigmented, pressed powder blushes, in a soft, buildable formula. Ranging from matte to high-frost finishes.



Why your brand needs this?

Blushes are a staple item in any beauty brand! Choose from our large variety of shades and finishes that best fit your cosmetic line.

PACKAGING OPTIONS



Pan only in clam shell



Net Weight: .11 Oz/3.1g

Matte View Compact
Ideal for logo printing

Trio Palette
Ideal for logo printing



Net Weight: .33 Oz /9.3g

Perfect for
highlighters
or blush



#815 | PEACH KISS
Super frosted peachy pink



#816 | PINK BLISS
Iridescent pink, hint of lilac



#805 | PIXIE DUST
Shimmery golden bronze

CRUELTY
FREE

MADE
IN USA



#501 | CHIC
Frosted rose-pink



#406 | TEA ROSE
Medium, subtle peach-pink



#423 | PEACH PARADISE
Light, bright peach



#476 | CRUSHED APRICOT
Pale pastel cream peach



#416 | KISS OF PEACH
Bright electric pink



#521 | CHEEKY
A lightly frosted pinkish nude



#471 | COTTON CANDY
Iridescent pink, hint of lilac



#486 | NUDE
Shimmery pale pink



#487 | AU NATURELLE
Matte muted mauve



#474 | PEACH NECTAR
Medium salmon rose



#500 | FORGET ME NOT
Light nude peach



#459 | NUGGET
Very shimmery copper-gold



#514 | HONEY
Soft shimmery tan nude



#498 | PERCEPTIVE
Warm light gold peach



#515 | NEARLY NUDE
Soft nude with light shimmer



#516 | BLUSHING NUDE
True matte nude



#517 | BEACH BUM
Shimmery peachy nude



#518 | VACAY
Matte peachy nude



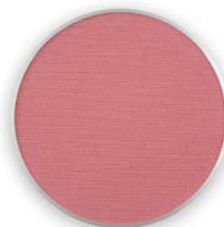
#401 | CONTOUR
Matte neutral brown



#448 | MOJAVE
Warm brick brown



#519 | BURNT CORAL
Matte peachy nude



#405 | TOUCH OF PINK
Rose-brick pink



#413 | MOCHA
Deeper tone rose



#494 | DOZEN ROSES
Matte rose-pink



#513 | CHOCOLATE
Deep with neutral undertone



#512 | CHESTNUT
Deep warm with red undertone



#510 | ROSE
Shimmery red



#806 | AMBER SKY
Super frosted berry nude



#455 | TERRA ROSE
Neutral pink, hint of brown



#470 | SHOOTING STAR
Medium, sheer, muted-lilac



#480 | RAISIN CAIN
Sparkly, muted, brown-plum



#520 | WILDBERRY
Cool plummy brown



#454 | HAZELNUT
Matte taupe



#503 | TEMPTRESS
Light pastel lilac, hint of pink



#472 | PRETTY PINK
Light pastel lilac



#458 | SHEER
Soft earth tone nude pink



#402 | WHITE LITE
Soft light cream

Color Library

BLUSH

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



#443 | PEACHY PUFF
Pale pastel peach



#467 | PINK MIRAGE
Pale pastel pink



#442 | ROSEWOOD
Pale nude



#493 | SURRENDER
Pale warm nude



#468 | LOCA MOCHA
Light berry brown



MINERAL CHIFFON
Matte soft pale pink



#481 | AMARETTO
Iridescent ginger pink



#435 | PINK BROWN
Medium tone berry plum



#441 | INTOXICATION
Deep berry



#438 | PLUM BROWN
Berry brown



#439 | SABLE
Medium brown with a hint of red



MINERAL KAVA
Matte warm nude



MINERAL ALL AGLOW
Soft shimmering light nude



MINERAL DOGWOOD
Matte cool nude



#506 | SAND TROPEZ
Medium rosy plum



#479 | GRAPES OF WRATH
Deep eggplant



#507 | SUGAR PLUM
Medium iridescent lavender



#465 | HAZE
Light shimmering plum



#478 | SANIBEL SUNSET
Bright coral pink



#429 | WILD ORCHID
Bright medium tone pink



#477 | HONEY ROSE
Bright peachy pink



#431 | BERRY BURGANDY
Pure cranberry



#509 | COSMIC RASPBERRY
Berry purple



#415 | CLASSIC PLUM
Medium tone berry pink

Color Library

BLUSH

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



#813 | ATTITUDE
Frosted light cranberry



#464 | PASSION
Metallic deep plum



#502 | GLAZED AMETHYST
Sparkly berry pink



#504 | WILD RASPBERRY
Medium tone purple with pink



#807 | SORBET
Super frosted peachy pink



MINERAL PEONY
Matte peachy pink



#508 | POPPY FIELD
Light pastel orange



#495 | LIFE'S A PEACH
Matte peach-orange



#511 | PEACH VIBES
Frosted peach



#440 | GINGER
Warm ginger red



#475 | GOLDEN LADY
Warm ginger peach



#814 | SPICY
Frosted pink apricot



#446 | ADOBE
Light dusty plum



#460 | CHESTNUT BEIGE
Soft earthy peach



#452 | PRIMROSE
Soft nude neutral pink



#417 | TROPICAL TAN
Medium ginger brown



#485 | BLUSHING
Light pastel pink



MINERAL TRANQUIL
Frosted soft nude



MINERAL SATIN
Matte light nude



MINERAL NECTAR
Matte soft peach



#496 | RELIC
Soft dusty rose



#802 | ROSE QUARTZ
Frosted true pink



#810 | KITTEN
Frosted pastel pink



#801 | PINK CHAMPAGNE
Super frosted light pink



#484 | DUSK
Light taupe pastel



#444 | SHEER MOCHA
Bright warm red, peach undertone



#456 | APRICOT
Matte medium peach



2 in 1 Cream Blush & Lip Tint

Why your brand needs this?

Looking for a versatile item for your brand?

Our 2 in 1 Cream Blush/ Lip Tint is something your customers must have! One quick swipe for a tinted lip or ultra-glowing cheek.

CRUELTY
FREE

MADE
IN USA



A versatile cheek and lip tint that glides on and glows. Infused with moisturizing plant oils: shea butter, olive oil, jojoba seed oil, and anti-inflammatory myrrh oil.



PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing

Net Weight: .11 Oz/3.3g



CORAL MIST



FELICITY



GLORIOUS



HARMONY



OASIS



SWEPT AWAY



TOTALLY SHY



PINK ESCAPE



NEUTRAL



DARING



BRONZE GLOW



Baked Blushes

These shimmery blushes start as a cream and are baked for 24 hours on a terracotta pan, creating a dome shape, and an unparalleled silky texture.

Why your brand needs this?

Does your brand offer a beautifully baked blush?

These blushes are baked (not pressed like traditional blushes) to give them a unique dome-like appearance and color-payoff that is unmatched by any other formula. Just one swirl of a brush blends these beautiful shades together to give cheeks the perfect glow.



PACKAGING OPTIONS

Net Weight: .32 Oz/9g



Pan only in clam shell



Matte View Compact
Ideal for logo printing



CRUELTY FREE

BAKED MINERAL COLOR SPLASH

Versatile product:

May be used as Blush, Highlighter, and Bronzer!



ANGELIC



GINGER



SPICY



FIESTA

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information

BAKED MINERAL LÉ ROUGE

• Use as a Blush or Bronzer! •



APRICOT SWIRL



BERRY SWIRL



BRONZE SWIRL



ROSE SWIRL

*limited
edition!*



COPPERTONE SWIRL



GUAVA SWIRL



PINK SWIRL

BAKED MINERAL BLUSH FUSION



MATTE APRICOT FUSION



MATTE BERRY FUSION



PEACH FROST FUSION



RASPBERRY FROST
FUSION



Cheek Contour

Highlight, brighten & contour with an all-in-one cheek combo.

PACKAGING OPTIONS

Net Weight: .3 Oz/8.5g



Pan only in clam shell



Matte View Compact
Ideal for logo printing



Why your brand needs this?

Your customers will love how easy it is to add the perfect pop of color with these cheek contours. Use each color individually for highlighting and contouring, or combine all 3 beautiful shades together to make the perfect contoured cheek!

**CRUELTY
FREE**

**MADE
IN USA**



BRONZE



CORAL



PINK



Color Library

BLUSH BOUQUET

Minimum required for Color Library Shades, please contact your Brand Consultant for more information

A combination of pigmented, powder blushes, pressed into a beautiful flower shape. Ranging from matte to high-frost finishes.

PACKAGING OPTIONS

Net Weight: .758 Oz / 21.5g



Pan only in clam shell



Matte View Compact
Ideal for logo printing



Why your brand needs this?

Ready for your brand to blossom? Let your brand stand out in the industry with this unique rose pattern blush bouquet. Each blush comes with a variety of colors that when blended together, create a beautiful, pigmented blush tone.

CRUELTY
FREE

MADE
IN USA



AUTUMN FLOWER



GARDEN BOUQUET



ROSE PETAL



PINK CARNATION



PRETTY-N-PINK



MAPLE LEAF



lip prep & care



PLUMPING LIP BALM



**CRUELTY
FREE**

**MADE
IN USA**

This hydrating lipstick balm gives an instant lip plumping affect, infused with antioxidant Vitamin E to help moisturize and smooth lips all while making them appear fuller and more plump!

Round Matte Tube
Ideal for logo printing

Net Weight:
.124oz/3.5g



LIP PLUMP

A clear lip plumping lipgloss. Key ingredients: safflower oil, soybean oil, avocado oil, jojoba seed extract.

Round tube comes printed with "Lip Plump" name and ingredients, just add your logo to the other side!

Net Weight: .
25 Oz/7g



**CRUELTY
FREE**

**MADE
IN USA**

Why your brand needs this?

Lip Treatments are great additions to any lip line! Treat lips with Lip Pumice and Vitamin E. Prep lips with Lip Fix!

LIP FIX NEUTRALIZER LIP PRIMER

A cream base for lips. Lip Fix neutralizes the color of your lips allowing lipstick shade to remain true to color and last longer. Lip stay, lipstick and lipgloss can be used over Lip Fix.



**CRUELTY
FREE**

**MADE
IN USA**



Matte View Jar
Ideal for logo printing
Net Weight: .25 Oz/7g



Lip Prep & Lip Care

HEMP Stick

A lip treatment and moisturizer, can be worn under lipstick! With Hemp oil, Vitamin E, sesame oil, orange oil and lemongrass oil.



Sky View Tube
Ideal for logo printing
Net Weight: .124oz/3.5g

CRUELTY
FREE

MADE
IN USA



VITAMIN E STICK

Moisturize with Vitamin E for smoother, softer, and more refreshed lips!



Round Matte Tube
Ideal for logo printing
Net Weight: .124oz/3.5g

CRUELTY
FREE

MADE
IN USA



LIP PUMICE

Lip scrub to exfoliate and remove dead skin cells to make lips softer.



Round Matte Tube
Ideal for logo printing
Net Weight: .16 Oz/4.5g

CRUELTY
FREE

MADE
IN USA





lipsticks



variety of formulas

LIQUID MATTE, CREAM, SHEER, & SHINE

Grafton
PRIVATE LABEL COSMETICS



Lipstick

A rich and creamy lipstick infused with Vitamin E and shea butter to moisturize.



Why your brand needs this?

Lipsticks are a staple item for any lip line! Our wide selection of creamy lipstick shades lets you choose the perfect range for your brand to offer!

PACKAGING

Round Matte Tube
Ideal for logo printing

Net Weight: .15 Oz / 4.5g



CRUELTY
FREE

MADE
IN USA

THE NUDES



#65



#64



#110



#154



#47



#145



#123



#57

PENCILS THAT MATCH



FLESH



CURRY



ROSEWOOD



COGNAC

THE PLUMS & BROWNS



#122



#155



#128



#147



#148



#109



#127



#153

PENCILS THAT MATCH



MOONLIT MAUVE



PASSION

THE PINKS, BERRIES & REDS



#150



#151



#133



#30



#107



#120



#121



#146



#38



#83



#96



#114



#137



#116



#138



#80



#98



#111

PENCILS THAT MATCH



DEEP ORCHID



FUSCHIA



PINK LADY



BERRY PRETTY



ROSEBERRY



RETRO RED

THE SHIMMERY PEACHY GOLD



#26



#27



#29



#17



#129



#152



#132



#43



#70



#25



#63



#28

PENCILS THAT MATCH



CORAL KISS



HOPE



MALTED MAUVE

Color Library

LIPSTICK

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



#88



#90



#124



#119



#99



#141



#112



#115



#140



#58



#144



#142



#136



#135



#14



#54



#134



#131



#101



#52



#53



#117



#125



#6



#71



#1



#149



#108



#130



#59



Liquid Matte Lipsticks

Highly pigmented liquid matte lipstick that lasts for hours.



PACKAGING

Fluted Lip Tube | Ideal for logo printing
Net Weight: .125 Oz / 3.5g

Why your brand needs this?

Lip Stay is a must if your brand is looking for the perfect, long lasting liquid matte lipstick.

Your customers will love this all-day wear formula with added vitamin E to help keep lips hydrated!

LIP STAY OPTIONS



FAWN



BEIGE



NUDE



PURE POUT



TAMED



SWEET PINK



PINK



WILD ORCHID



PLUM



RED IN ROME



ELECTRIC RED



RUBY



CORAL



SINFUL



BLACKBERRY



MAUVE



SEPIA

CRUELTY
FREE

MADE
IN USA



LIQUID METAL LIPSTICK With a subtle metallic finish



COWBOY SUEDE



BOSS BABE



POSH



RELENTLESS RED



METAL AMBER



GINGER SPICE



ROCKSTAR

Color
Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



ENVY



WICKED



TOFFEE



Classic Matte Lipstick

A full coverage, traditional matte lipstick with lasting color. Enriched with sunflower seed oil, shea butter, and lemongrass oil to keep lips hydrated.

Why your brand needs this?

Traditional matte lipsticks are a classic lip product that can be a great addition to any brand! Your customers will love this super pigmented and long lasting, matte finish formula.

CRUELTY
FREE



MADE
IN USA



PACKAGING

Round Matte Tube
Ideal for logo printing

Net Weight: .15 Oz / 4.5g



BARE TRUTH



EMBRACE



PINK A DOODLE



SILK



KARMA



SAFARI



TERRA



HAWAIIAN FIRE



KOI



FOREVER YOUNG



DUSTY ROSE



FRUIT PUNCH



DIVA RED



METRO RED



SUPER RICH RED



WILD THING



VIXEN



DARE DEVIL



KOCA KOLA



TOASTED

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



AMBER



NUTMEG



FADED KISS



LULLABY



FEARLESS



SEÑORITA



BRANDY



Velvet Lipstick

A full-coverage semi-matte lipstick with nurturing oils and Vitamin E, leaving lips soft, smooth, and moisturized. Key ingredients: shea butter, sunflower seed oil, sesame seed oil, and lemon grass oil.

Why your brand needs this?

Do you love the look of a matte lipstick, but wish they were just a little creamier? Our Velvet Lipstick collections are the perfect combination of cream and matte. Your customers will love how they glide on smoothly while still giving the lips a matte appearance.



PACKAGING

Round Matte Tube
Ideal for logo printing

Net Weight: .15 Oz / 4.5g

VELVETINE



PINK VELVET



BEIGE VELVET



VELVET KISS



ANTIQUÉ VELVET



VELVET LILLY



VELVET PLUM



POSH VELVET

ROYAL VELVET



ROYAL CROWN



ROYAL MAJESTY



ROYAL SCANDAL



ROYAL PRINCESS



ROYAL MAGIC



ROYAL JEWELS



ROYAL AFFAIR



VELVET CRUSH



VELVET COUTURE



VELVET TEDDY



RED VELVET



VELVET ROSE



VELVET CHIC



ROYAL FANTASY



ROYAL SAINT



ROYAL KNIGHT



ROYAL GARDEN

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



Lipglass Lipstick

A sheer and shiny lipstick formula leaving lips soft, smooth, and moisturized.

Why your brand needs this?

Looking to add a simple sheer and creamy lipstick to your lipstick line? Our Lipglass formula is a perfect addition to your brand!

CRUELTY
FREE



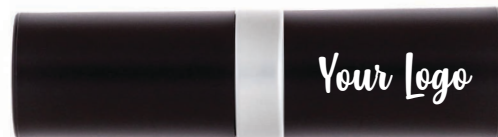
MADE
IN USA



PACKAGING

Round Matte Tube
Ideal for logo printing

Net Weight: .15 Oz / 4.5g



PINK SORBET



PINK PRINCESS



INNOCENT PINK



GOTCHA



MYSTERIOUS



WINTERBERRY



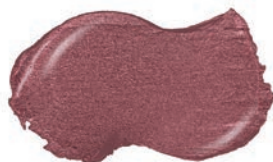
EXTREME NUDE



EARTHQUAKE



STORMY



GALAXY



CATWALK



ULTIMATE SIENNA



HIGH VOLTAGE



FIRESTORM



RED FOX

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



TENDER



AMBER KISS



CRUSHED ROSE



DECADENT



RASPBERRY



SNOB APPEAL



TOTAL DEVOTION



TWILIGHT



Sheer & Shine Lipstick Balm

*Sheer-coverage lightweight
lipstick balm that conditions and
moisturizes the lips.*



PACKAGING

Round Matte Tube
Ideal for logo printing

Net Weight: .15 Oz / 4.5g



*Why your brand
needs this?*

Add something new to your
lipstick line with these ultra-
shine moisturizing lipsticks.
Your customers will love
how it helps hydrates their
lips while adding the
perfect pop of color!

CRUELTY
FREE



MADE
IN USA



REVENGE RED



PEACH FUZZ



INSPIRE



Intense Lipstick

An intensely frosted lipstick with an ultra smooth and creamy texture.



CRUELTY
FREE



MADE
IN USA



PACKAGING

Round Matte Tube
Ideal for logo printing

Net Weight: .15 Oz / 4.5g



INTENSE BEIGE



INTENSE APRICOT



INTENSE CORAL



INTENSE MOON GLOW



INTENSE ROSE



INTENSE EMOTION

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



INTENSE CRANBERRY CRUSH



INTENSE SUNSTREAK

Why your brand needs this?

Your customers will fall in love with this instantly frosted lipstick formula or offer something unique for your lipstick line with our Mood lipsticks, goes on one shade and shifts to reveal your mood!

Mood Lipstick

A mood changing lipstick that goes on sheer and color shifts to reflect your mood! Key ingredients: shea butter, sunflower seed oil, sesame seed oil, lemon grass oil.

Net Weight: .15 Oz / 4.5g



CRUELTY
FREE



MADE
IN USA



yellow
shifts
to a
light pink tint



orange
shifts
to a
peachy tint



green
shifts
to a
rosy tint





lipgloss



Grafton
PRIVATE LABEL COSMETICS



Lipgloss

A sheer and moisturizing formula with a glossy finish. Can be worn alone or over lipstick.

Why your brand needs this?

Lipglosses are a staple item in any beauty brand!

Our wide selection of super shiny lipgloss shades lets you choose the perfect range for your brand to offer!

CRUELTY FREE

MADE IN USA



PACKAGING

Round Clear Tube
Ideal for logo printing

Net Weight: .25 Oz / 7g



MIMOSA



STARLIGHT MAUVE



METALLIC MAUVE



SWEET DREAMS



GOLD NUGGET



DREAMER



TWINKLE



STARRY NIGHT



LILAC MIST



COSMO PINK



GINGER FIZZ



MAGENTA



GARDEN PARTY



SPELLBOUND



PEACHY



RED

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



HEATHER



NEUTRAL BERRY



Hint of Mint Lipgloss

Why your brand needs this?

Offer a unique twist on a traditional lipgloss in your beauty brand with our Hint of Mint Lipgloss, a classic super shiny lip gloss infused with a hint of mint scent.

CRUELTY
FREE

MADE
IN USA



*A sheer finish lip gloss
with a hint of mint. Can be
worn alone or over lipstick.*

PACKAGING

Round Tube or Mini Tube
Ideal for logo printing
Net Weight:
Round Tube: .25 Oz / 7g
Mini Tube: 0.125 Oz / 3.4g



MINT PEARL



MINT STRAWBERRY



MINT SORBET



MINT KISS



MINT SUNBURST



MINT APRICOT



MINT VICTORIAN
CHARM



MINT MOJITO



MINT CHOCOLATE
TRUFFLE



MINT GLAMOUR GIRL



MINT MAUVE



MINT SUGARPLUM



MINT PLUM
BLOSSOM



MINT CHERRY



MINT HUSH PINK



MINT BABY DOLL



MINT CUPID



MINT PINK
EXTRAVAGANZA



MINT ULTRA GLAZE

Color Library

Minimum required for Color Library
Shades. Please contact your Brand
Consultant for more information



MINT LAVENDER
LACE



MINT BLACK
RASPBERRY



MINT DIVINE



CRUELTY
FREE

MADE
IN USA



Vanilla Bean Lipgloss

A sheer lipgloss with a hint of vanilla, infused with natural botanicals and pigments that leave lips glossy and moisturized.

Key ingredients: shea butter, jojoba seed oil, aloe leaf extract, vanilla extract.



Why your brand needs this?

Your customers will love the touch of vanilla essence in this super shiny lipgloss formula!

PACKAGING

Leo Tube
deal for logo printing
Net Weight: .19 Oz / 5.5g



BALLERINA



FRESH NUDE



PASSION PLUM



PLEASANT PINK



COSMOPOLITAN



ENDURING CHARM



TRUTH OR DARE



MAUVE MYSTIQUE



RUM RUNNER



Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



BLAZING



CORAL CRUSH



CURRANT



Mineral Mega Frost Lipgloss

*Why your brand
needs this?*

Your customers will
love this super frosted
mineral lipgloss!

CRUELTY
FREE

MADE
IN USA



*An ultra frosted lipgloss infused
with botanical extracts and a touch
of peach scent. Key ingredients:
shea butter, jojoba seed oil, and
grapefruit seed extract.*



PACKAGING

Leo Tube
deal for logo printing
Net Weight: .19 Oz / 5.5g



BEIGE

FREEZE



RUSH

BERRY

Mineral Peppermint Stick

CRUELTY
FREE

MADE
IN USA



*A refreshing peppermint lipgloss
with super shine. Key ingredients:
coconut oil, shea butter, jojoba
seed oil, peppermint scent, and
grapefruit seed extract.*



PACKAGING

Leo Tube
deal for logo printing
Net Weight: .19 Oz / 5.5g



Mineral Diamond Lipgloss

A sheer lipgloss with flecks of glitter, infused with natural botanicals that will leave lips with an ultra shine. Key ingredients: shea butter, jojoba seed oil, sunflower seed oil, grapefruit seed extract.

Why your brand needs this?

This versatile Diamond Gloss will be your customers go to lipgloss! Sheer and sparkly enough to wear alone or creates the perfect topper over any lipstick or lip pencil.



PACKAGING

Leo Tube
deal for logo printing
Net Weight: .19 Oz / 5.5g

CRUELTY
FREE

MADE
IN USA



GODDESS



JEWEL



CINDERELLA'S CASTLE



NORTHERN LIGHTS



RUBY SLIPPER



PINK CONFECTION



GIRL'S NIGHT OUT

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



ENCHANTED



Dynomint Lipgloss

Refreshing mint formula with added glitter for that extra sparkle!



CRUELTY
FREE

MADE
IN USA

PACKAGING

Leo Tube or Mini Tube
Ideal for logo printing

Net Weight:

Leo Tube: .19 Oz / 5.5g

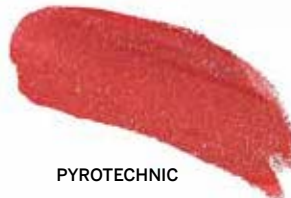
Mini Tube: 0.125 Oz/3.4g



FIREWORKS



SPARKLER



PYROTECHNIC



FIRECRACKER



ROMAN CANDLE



M-80



THE BOMB



CHERRY BOMB

Color Library

Minimum required for Color Library
Shades. Please contact your Brand
Consultant for more information



ROCKET



EXPLOSION

*Why your brand
needs this?*

Your customers will love
these sheer and refreshing
mint-infused lipglosses!

Doublemint Lipgloss

Two mint infused, high-shine and shimmery glosses
formulated into one unique shade.



PACKAGING

Round Clear Tube | Ideal for logo printing

Net Weight: .25 Oz / 7g



KITTEN

CRUELTY
FREE

MADE
IN USA





Lip Lacquer

CRUELTY
FREE



MADE
IN USA



Enhanced with the exotic fruit, Cupuacu, this formula is moisturizing, yet highly pigmented with a glossy finish. It gives you the opaque color of a liquid lipstick without ever drying matte!



Why your brand needs this?

Is your brand looking for a super pigmented full coverage lipgloss? Then our Lip Lacquer is a MUST for your brand!

PACKAGING

Leo Tube

deal for logo printing

Net Weight: .19 Oz / 5.5g



POUT



BOCA BABE



TAKE ME OUT



PIN UP



PARTY GIRL



FIERCELY
FABULOUS



DANCE ALL NIGHT



WHAT
LOLITA WANTS



ALOHA



CHERRY ON TOP

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



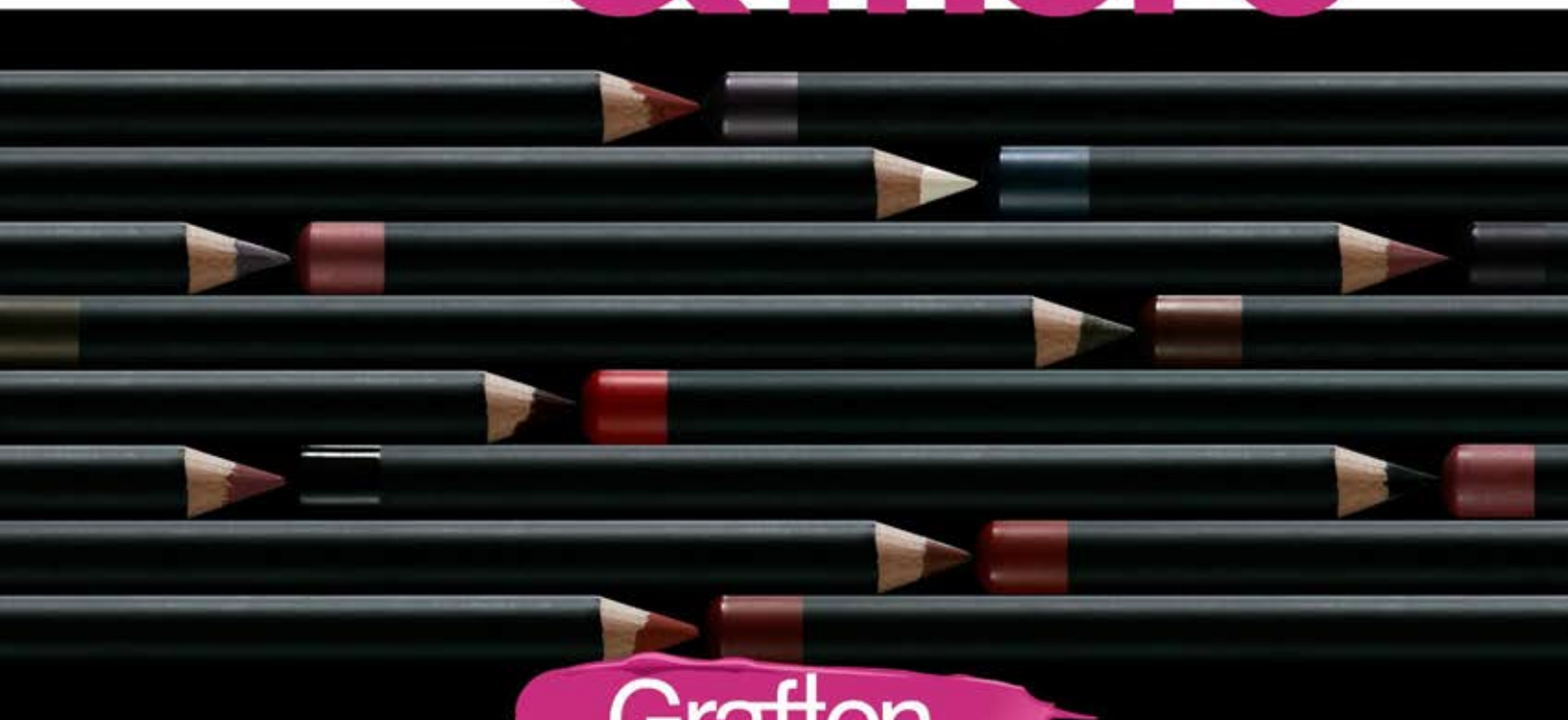
MALTED



AFFECTION



lip pencils & more





Lip Pencils

A classic wooden pencil made with vitamin E for a rich and creamy consistency.

Net Weight: .035 Oz/1g

Why your brand needs this?

Perfect add-on product to any lipstick or lipgloss line! Lip liners help to define lips and keep lipstick from feathering or fading!



CRUELTY
FREE



new!

Each pencil comes printed with shade name • Contact your Brand Consultant to add your logo!



2 in 1 Cream Blush & Lip Tint

Why your brand needs this?

Looking for a versatile item for your brand?

Our 2 in 1 Cream Blush/ Lip Tint is something your customers must have! One quick swipe for a tinted lip or ultra-glowing cheek.

CRUELTY
FREE

MADE
IN USA



A versatile cheek and lip tint that glides on and glows. Infused with moisturizing plant oils: shea butter, olive oil, jojoba seed oil, and anti-inflammatory myrrh oil.



PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing

Net Weight: .11 Oz/3.3g



CORAL MIST



FELICITY



GLORIOUS



HARMONY



OASIS



SWEPT AWAY



TOTALLY SHY



PINK ESCAPE



NEUTRAL



DARING



BRONZE GLOW