

jane iredale
THE SKINCARE MAKEUP™

*better just
got easier*

Introducing the **NEW** PureBrow™ Collection



your simple secret to better brows

This clean, easy-to-use PureBrow collection provides three ways to better brows. Formulas are packed with vitamins, antioxidants and sea minerals for healthier, more manageable, natural-looking brows that enhance the eyes and frame the face.

define | PureBrow® Precision Pencil

expertly defines and fills for natural-looking definition.



shape | NEW PureBrow® Shaping Pencil

outlines, shapes and fills brows for a full, neatly shaped effect.



tame | PureBrow® Brow Gel

offers flexible hold and fullness while grooming brows into place.



The PureBrow Collection offers six shades to work with all hair colors and skin tones.



Soft
Black



Dark
Brown



Medium
Brown



Auburn



Neutral
Blonde



Ash
Blonde



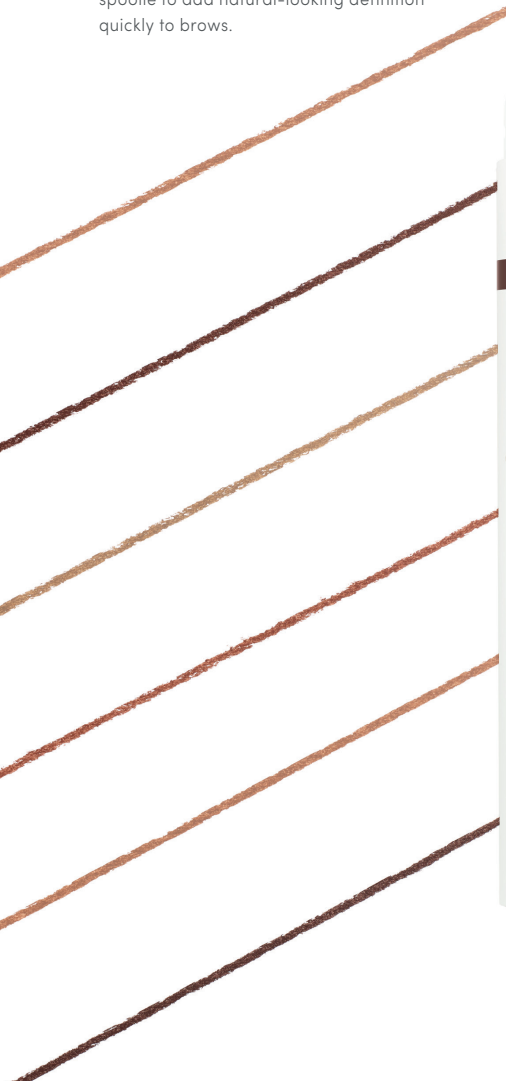
Clear
(Gel Only)

Model is wearing PureBrow Gel,
PureBrow Precision Pencil & PureBrow
Shaping Pencil in Soft Black

define

PureBrow™ Precision Pencil

A retractable precision brow pencil and spoolie to add natural-looking definition quickly to brows.



Formerly the Retractable Brow Pencil. Now with updated shades and modern decoration.



Ultra-Precision Tip
creates realistic, hairlike strokes. Spoolie seamlessly softens color and fluffs brows.



Soft, Easy-to-Blend
pigment is natural and forgiving.



Water-Resistant
long-wear formula stays put without smudging.



Vitamin C
helps protect brow hairs from breakage and loss.



Vitamin E
serves as a topical antioxidant, helping to support healthy skin and hair.



How to use:

Use light, short strokes to define, fill gaps and balance asymmetrical brows.

shape

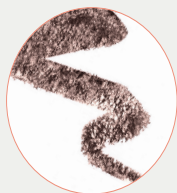
NEW PureBrow™ Shaping Pencil

A 3-in-1 retractable shaping brow pencil and spoolie to outline, shape and fill brows.



Teardrop-Shaped Tip

helps create natural-looking brow structure. Spoolie seamlessly softens color and fluffs brows.



Controlled Application

tip allows for different line thickness and controlled application with ease.



Water-Resistant

long-wear formula stays put without smudging.



Vitamin C

helps protect brow hairs from breakage and loss.



Vitamin E

serves as a topical antioxidant, helping to support healthy skin and hair.



How to use:

Use thicker side to create shape and fill. Use finer side to outline and create definition.

tame

PureBrow® Brow Gel

A creamy brow gel to add flexible hold and fullness while grooming brows into place.



Now with a smaller, easier to apply brush and new shades.



Micro-Spoolie Brush

allows for targeted, manageable application.



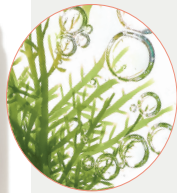
Easy to Apply

a quick sweep of the gel instantly tames brow hairs.



Creamy Tinted Gel

thickens while adding natural-looking color, depth and highlights.



Algae Extract

conditions and protects hairs, making them smoother and more manageable.



Meadowfoam Seed Oil

helps hydrate hair and improve manageability to help prevent future breakage.



BEFORE

AFTER

model is wearing Ash Blonde



BEFORE

AFTER

model is wearing Auburn



BEFORE

AFTER

model is wearing Clear Gel

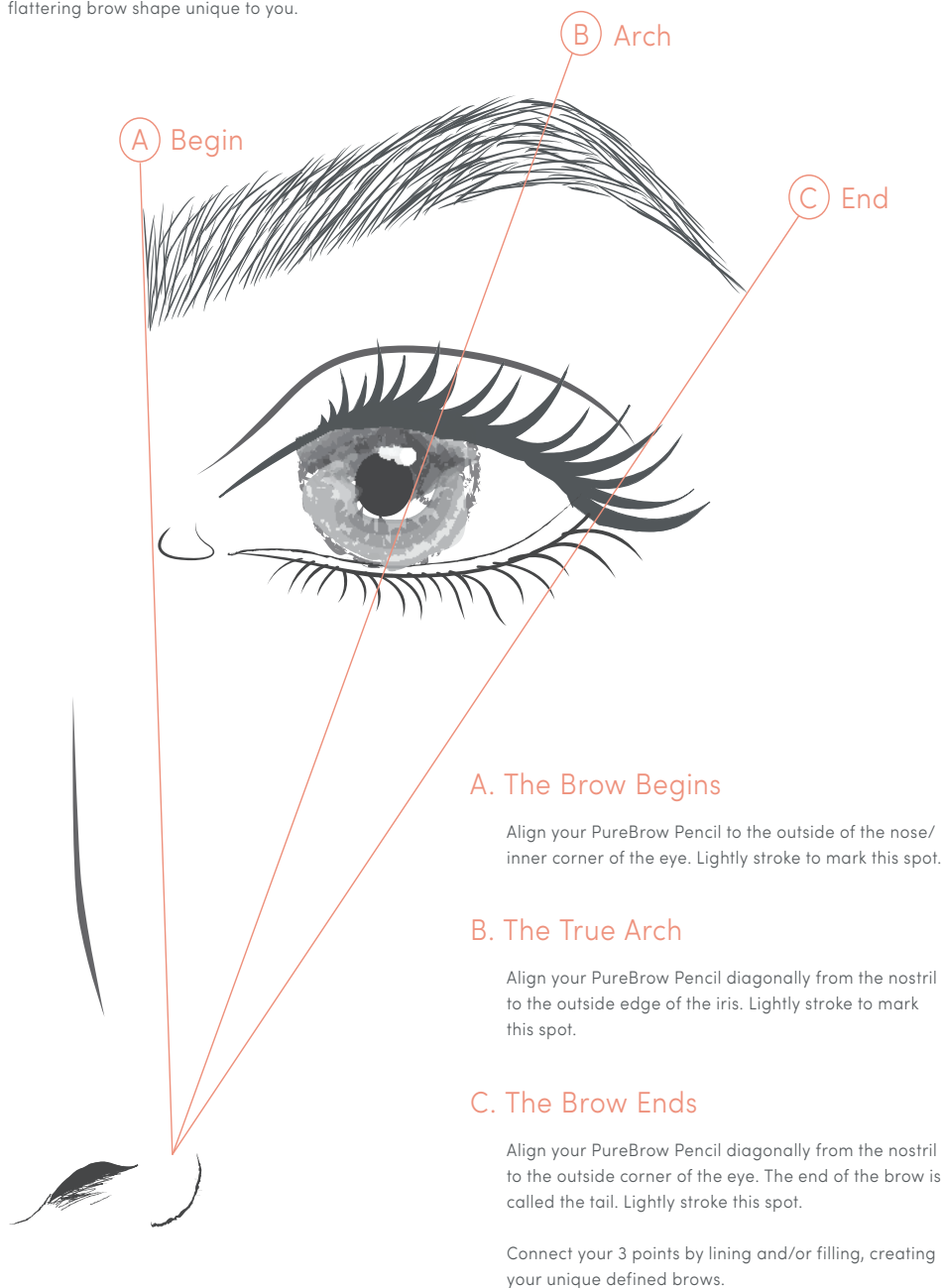
How to use:

Lightly brush onto brows in desired direction to add depth and keep hairs in place.

tame

map it out

Use these 3 points to create your most flattering brow shape unique to you.



pick the product

There's a brow product for every concern. Choosing the right format helps brows look their best.



PureBrow™
Precision Pencil



PureBrow™
Shaping Pencil



PureBrow®
Brow Gel

ISSUE	RESULT	HOW TO
Asymmetrical brows, gaps, thin tails	Natural, balanced brows	With upward strokes to mimic individual hairs, fill in any sparse areas. Use spoolie to blend.
Structureless brows, gaps	Full-looking, neatly shaped brows	Outline with the fine side of the tip, then fill in the brow with the wider side of the tip. Use spoolie to blend.
Thin or unruly brows	Full, well-groomed brows	Brush gel spoolie onto brow hairs with upward strokes taming the hairs into place.

choose your shade



Soft
Black



Dark
Brown



Medium
Brown



Auburn



Neutral
Blonde



Ash
Blonde



Clear
(Gel Only)

Pro Tip: For dark eyes, use one shade lighter than hair color. For light eyes, use one shade darker.



enhance your look beyond brows

Enhance your perfectly shaped brows with your favorite eye shadow shade, lash conditioner and mascara.

PureLash® Lash Extender & Conditioner

A single coat applied daily will help strengthen, lengthen and thicken your lashes and brows.



Beyond Lash™ Volumizing Mascara

A clean, lash-boosting mascara for bold color payoff and weightless, buildable volume in a flexible, nourishing formula.



PurePressed® Eye Shadow

Get eye-opening, stay-put color with PurePressed Eye Shadow, a dynamic collection of clean, creamy, pigment-packed shadows for captivating looks and no-fade performance.



define | PureBrow™ Precision Pencil RRP: £27.50



ASH BLONDE
SKU: 16046
TESTER SKU: 76046



NEUTRAL BLONDE
SKU: 16047
TESTER SKU: 76047



AUBURN
SKU: 16052
TESTER SKU: 76052



MEDIUM BROWN
SKU: 16048
TESTER SKU: 76048



DARK BROWN
SKU: 16049
TESTER SKU: 76049



SOFT BLACK
SKU: 16053
TESTER SKU: 76053

shape | NEW PureBrow™ Shaping Pencil RRP: £27.50



ASH BLONDE
SKU: 16031
TESTER SKU: 76031



NEUTRAL BLONDE
SKU: 16032
TESTER SKU: 76032



AUBURN
SKU: 16035
TESTER SKU: 76035



MEDIUM BROWN
SKU: 16033
TESTER SKU: 76033



DARK BROWN
SKU: 16034
TESTER SKU: 76034



SOFT BLACK
SKU: 16036
TESTER SKU: 76036

tame | PureBrow® Brow Gel RRP: £27.50



ASH BLONDE
SKU: 19509
TESTER SKU: 79509



NEUTRAL BLONDE
SKU: 19510
TESTER SKU: 79510



AUBURN
SKU: 19513
TESTER SKU: 79513



MEDIUM BROWN
SKU: 19511
TESTER SKU: 79511



DARK BROWN
SKU: 19512
TESTER SKU: 79512



SOFT BLACK
SKU: 19514
TESTER SKU: 79514



CLEAR
SKU: 19515
TESTER SKU: 79515



Model is wearing PureBrow Gel in Neutral Blonde



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THE SKINCARE MAKEUP™

DERMATOLOGIST & ALLERGY TESTED. #THESKINCAREMAKEUP CLEVERBEAUTY.COM