



The
**Skincare
Makeup**
System

THE FOUNDATION OF GREAT SKIN



jane iredale
THE SKINCARE MAKEUP™



jane iredale is the skincare makeup

In a beauty world of ~~no's~~ and ~~don'ts~~, we are all about *can*.

- ◆ Beauty that *can* perform without harmful toxins.
- ◆ Beauty that *can* restore skin with beneficial botanicals.
- ◆ Beauty that *can* bring out the absolute best you.

We believe makeup *can* (and should) be good for the skin, so we partner with medical & esthetic professionals to create high-performance makeup with skincare at its core.



trusted by skincare professionals in more than 50 countries

- | | | |
|--------------------|--------------------|-----------------------|
| ◆ Dermatologists | ◆ Resort Spas | ◆ Salons |
| ◆ Plastic Surgeons | ◆ Day Spas | ◆ Esthetic Schools |
| ◆ Medical Spas | ◆ Destination Spas | ◆ Cosmetology Schools |

ethically crafted for use with all skin types & conditions



Cruelty-free

PETA



Reef-safe



Paraben-free



Talc-free



Synthetic fragrance-free



Mineral oil-free

extensively tested beyond industry standards

Dermatologist tested | Allergy tested | Sensitivity tested | Heavy metal tested | Non-comedogenic



BEFORE

Both images are unretouched



AFTER

Using the Skincare Makeup System
PurePressed Base Shade: *Golden Tan*

the skin they want *the look they'll love*

Give your clients everything they want (and deserve) from makeup in one high-performance system. Nourishing. Natural-looking. Lasting. Just three easy steps.



1 *prep*

Start with ultra-hydrating **Smooth Affair® Brightening Face Primer** for a smooth canvas and lasting results.



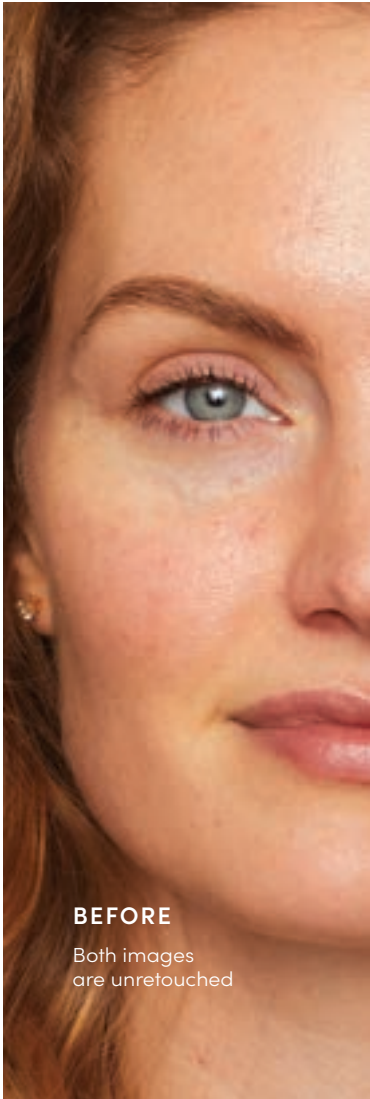
2 *perfect*

Get flawless coverage and a skin-like feel with **PurePressed® Base Mineral Foundation**.



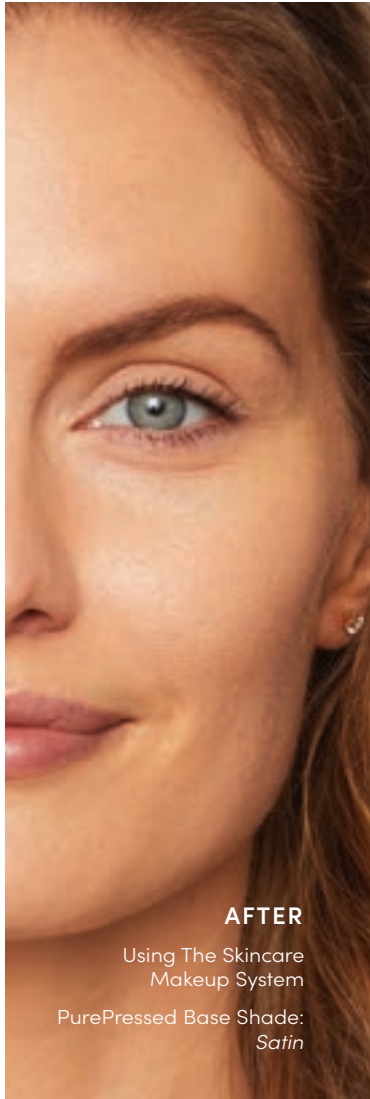
3 *set*

Finish with **Pommiss® Hydration Spray**, the secret weapon for all-day wear.



BEFORE

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AFTER

Using The Skincare Makeup System
PurePressed Base Shade:
Satin

1

prep

Smooth Affair® Brightening Face Primer

Ultra-hydrating **Smooth Affair Face Primer** blurs imperfections, evens skin texture and holds makeup fast. This creates a smooth canvas for easy foundation application and a smudge-proof finish for longer wear.



Smooths skin texture



Brightens dullness

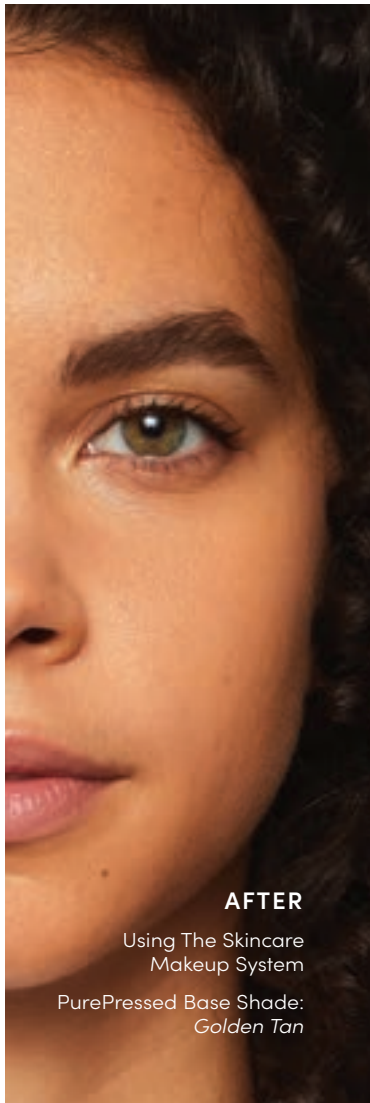


Extends makeup wear



BEFORE

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AFTER

Using The Skincare Makeup System
PurePressed Base Shade:
Golden Tan

skincare benefits



brightens

Grapefruit Extract promotes luminosity and skin radiance for a brighter-looking complexion.



rejuvenates

Apple Extract helps maintain the skin's elasticity for a more youthful appearance.



hydrates

Royal Jelly aids hydration and helps protect the skin's epidermis.

FOR A DEWY FINISH



Smooth Affair Brightening Face Primer

Brightens skin by minimizing the appearance of pores and fine lines for a more youthful appearance.

FOR A MATTE FINISH



Smooth Affair Mattifying Face Primer

Instantly mattifies skin and helps balance oil production for a long-lasting, naturally matte finish.

FOR A GLOWING FINISH



Smooth Affair Illuminating Glow Face Primer

Aids skin hydration with Hyaluronic Acid and illuminates for a soft-focus appearance and subtle pearl finish.

2 perfect

PurePressed® Base Mineral Foundation SPF 20/15

Multitasking **PurePressed Base Mineral Foundation** conceals, protects and nourishes with weightless, line-blurring coverage. The natural, semi-matte finish looks and feels like skin and allows skin to breathe and function optimally.



Pair with our sustainable Refillable Compact



Lightweight,
sheer-to-full
coverage



Line-blurring,
semi-matte
finish



SPF
protection



The Skin Cancer Foundation recommends this product as an effective broad spectrum sunscreen.



BEFORE

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are unretouched



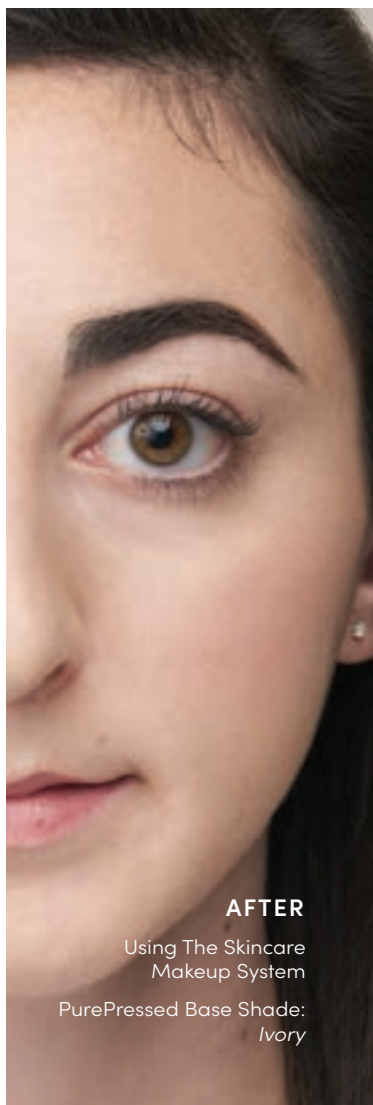
AFTER

Using The Skincare
Makeup System
PurePressed Base Shade:
Warm Brown



BEFORE

Both images
are unretouched



AFTER

Using The Skincare
Makeup System
PurePressed Base Shade:
Ivory

skincare benefits



soothes

Algae Extract nourishes, soothes and acts as an anti-irritant.



evens skin tone

Pine Bark Extract aids hydration and helps reduce the appearance of temporary redness and discoloration for a more even-looking skin tone.



protects

Pomegranate Extract contains ellagic acid, a powerful free radical scavenger, and has been shown to enhance UV protection, decongest pores and clarify the skin.



Talc-free



Vegan



Reef-safe

26 true-to-you shades





BEFORE

Both images are unretouched



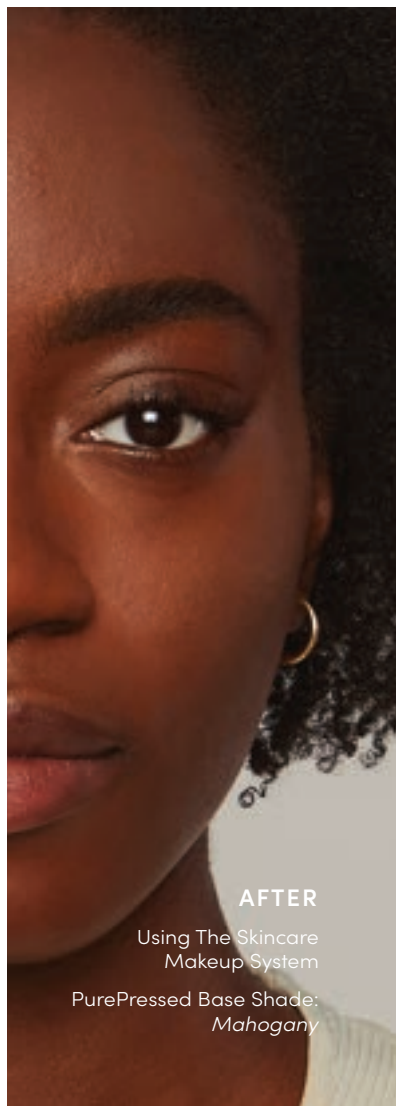
AFTER

Using The Skincare Makeup System
PurePressed Base Shade: Warm Silk



BEFORE

Both images are unretouched



AFTER

Using The Skincare Makeup System
PurePressed Base Shade: Mahogany

3 set

Pommisst™ Hydration Spray

Botanical-infused **Pommisst Hydration Spray** adds moisture and acts as a liquid binder. This helps promote foundation adhesion for enhanced transfer-resistance and a flawless, more skin-like appearance.



Boosts hydration



Enhances transfer-resistance



Sets powder for a natural, skin-like finish



skincare benefits



shields

White Tea Leaf Extract calms skin while helping to defend against environmental pollutants.



protects

Pomegranate Extract contains ellagic acid, a powerful free radical scavenger, and has been shown to enhance UV protection, decongest pores and clarify the skin.



soothes

Rosemary Extract soothes skin and has been shown to have antiseptic and antimicrobial properties.

FOR ANTIOXIDANT
PROTECTION



Pommisst Hydration Spray

Helps defend against premature aging with antioxidant protection.

FOR REDNESS
REDUCTION



Calming Lavender Hydration Spray

Helps rejuvenate skin and calm redness & irritation.

FOR A BOOST
OF HYDRATION



D₂O Hydration Spray

Helps moisturize & soothe dry, itchy skin.

FOR OIL
CONTROL



Balance Hydration Spray

Helps balance skin's oil production and pH.

flawless *makeup performance*

Our skin-loving primer, foundation and hydration spray work synergistically to create smooth, lasting coverage that looks and feels like skin.

prep | SMOOTH AFFAIR PRIMER

1

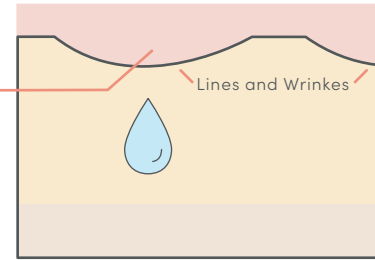


Additional formula options available. Ingredients and benefits may vary.

Smooths & holds makeup fast

Light yet rich formula minimizes the appearance of pores and lines, smooths skin texture and holds makeup fast for enhanced transfer-resistance.

- ◆ Bright, even skin tone.
- ◆ Smooth foundation application.
- ◆ Smudge-proof finish for longer makeup wear.



perfect | PUREPRESSED BASE

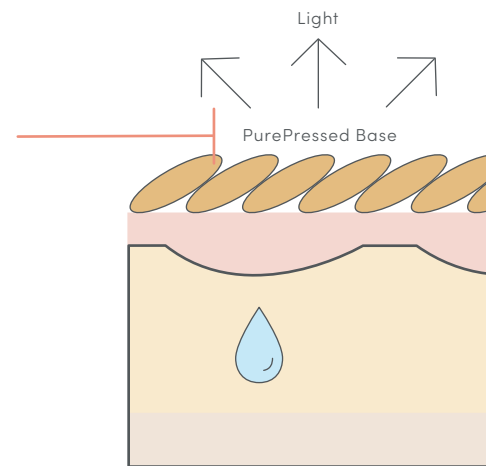
2



Conceals flawlessly & naturally

Concentrated, micronized mineral pigments maximize payoff and refract light, improving the appearance of skin tone and texture. Their nature is to bind together, holding fast to the skin and creating a flawless finish.

- ◆ Creamy, weightless feel.
- ◆ Natural, skin-like appearance.
- ◆ Enhanced transfer-resistance.



set | HYDRATION SPRAY

3

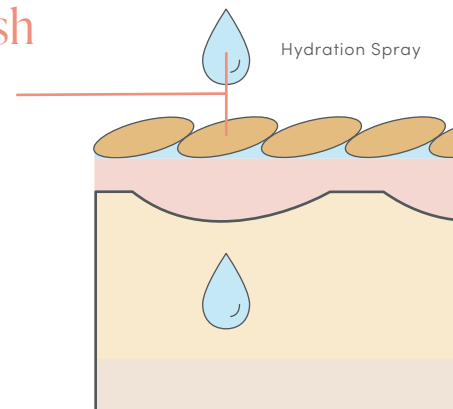


Additional formula options available. Ingredients and benefits may vary.

Sets for a stay-put, skin-like finish

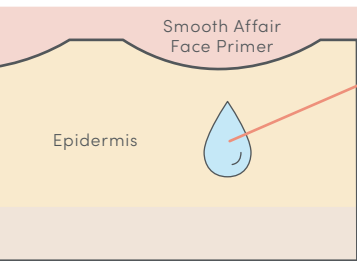
Proprietary blend of distilled water and botanical extracts helps PurePressed Base adhere and set into the skin in one even layer.

- ◆ Creates a natural, blended appearance.
- ◆ Enhances transfer-resistance.
- ◆ Eliminates dullness and dry patches.



powerful skincare benefits

Our high-performance makeup is more than meets the eye. Each formula contains nurturing ingredients that support the health of the skin.



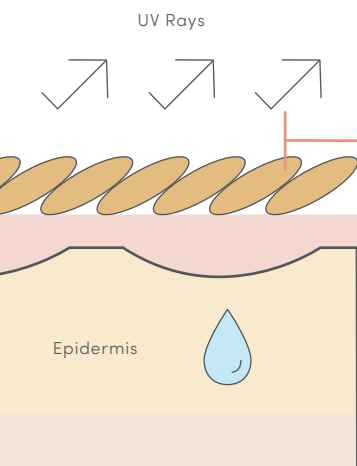
Rejuvenates dull skin

Natural ingredients rejuvenate, brighten and hydrate as they prepare the skin for optimal makeup application.

Grapefruit Extract promotes luminosity and skin radiance.

Apple Extract helps maintain the skin's elasticity for a more youthful appearance.

Royal Jelly aids hydration and helps protect the skin's epidermis.



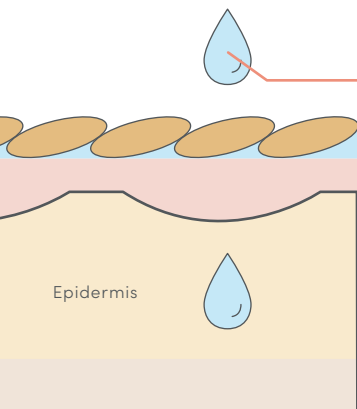
Protects with SPF and antioxidants

Free from fillers and full of ingredients that calm and protect, our powder allows the skin to breathe and function optimally. Mineral crystals overlap and create a flat, protective surface against UV rays and environmental pollutants.

Pomegranate Extract contains ellagic acid, a powerful free radical scavenger, and has been shown to enhance UV protection, decongest pores and clarify the skin.

Pine Bark Extract aids hydration and helps reduce the appearance of temporary redness and discoloration for a more even-looking skin tone.

Algae Extract nourishes and soothes all skin types. It also acts as an anti-irritant.



Hydrates & protects with antioxidants

Nourishing ingredients hydrate, soothe and protect skin against free radicals & environmental stressors.

Pomegranate Extract contains ellagic acid, a powerful free radical scavenger, and has been shown to enhance UV protection, decongest pores and clarify the skin.

Rosemary Leaf Extract soothes skin and has been shown to have antiseptic and antimicrobial properties.

White Tea Leaf Extract calms skin while helping to defend against environmental pollutants.



jane iredale
THE SKINCARE MAKEUP™

DERMATOLOGIST & ALLERGY TESTED. #THESKINCAREMAKEUP

 @janeiredaleuk