

BEAUTY *by* POPSUGAR



TRAINING GUIDE



POPSUGAR.

CELEBRITY FASHION FITNESS BEAUTY LOVE MOMS LIVING CAREER FOOD LATINA NEWS VIDEO



JOB SEARCH

Ask This, Not That, at a Job Interview



LADY GAGA

Recreated Lady Gaga's Futuristic Makeup Look – and Felt Like a Movie Star



ULTIMATE GUIDE

The Ultimate Guide to a Leather Jacket and All of Its Parts

When you're finally ready to invest in a quality leather jacket, there are many questions to ask yourself.



WORKOUTS

POPSUGAR is the #1 independent media & technology company for millennial women globally



HEALTHY RECIPES

20 Healthy Ways to Put Your Slow Cooker to Work Every Day This Summer



POPSUGAR: Brand/History/Beauty



- Its message: to be POSITIVE / PURPOSEFUL / PLAYFUL
- Connects with One out of two millennial women in the US
- Has 36.7 million social followers
- It reaches 100 million unique beauty junkies annually

CONNECTS WITH



1 in 2

millennial women
in the U.S.

ENGAGES OVER:



36.7M

social followers

REACHES ANNUALLY:

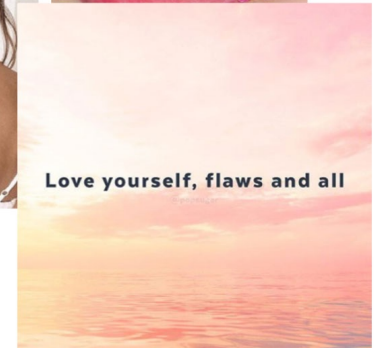


100M

POPSUGAR
Beauty Junkies

POPSUGAR: Brand/History/Beauty

- POPSUGAR inspires and feeds an attitude of happiness, positivity, health, wellness and fun
- Readers gravitate to POPSUGAR for positive information and energy from today's influencers
- Its BEAUTY category is one of the biggest and most engaged reader groups



POPSUGAR: Brand/History/Beauty

WHY BEAUTY BY POPSUGAR?

Because the POPSUGAR reader beauty junkie asked for it!
They wanted beauty products that were:

- ✓ **Non-toxic**
- ✓ **Cruelty Free**
- ✓ **Healthy products enriched with skin care-like ingredients**
- ✓ **To control the intensity of a look with buildable color**
- ✓ **Color payoff with delicious formulas**



POPSUGAR: Products

- **LIP is the #1 category (60% of the business)** and is the ON RAMP to the brand
- **LIP CARE is KEY** and a point of difference to us using vitamins, moisturizers and SPF

Top Selling Lip Care SKU's

- **BE SWEET TINTED LIP BALM** - sheer colored balm with SPF 15
- **BE SMOOTH SUGAR LIP SCRUB** - lip balm with exfoliating sugar crystals
- **BE CALM LIP SAVE** - 24/7 moisturizer
- **LIP BLOOM** - single shade balm PH balancer



Be Sweet Tinted Lip Balm SPF 15

One of the FIRST GO-TO products of the brand because it can be so sheer with just a hint of color and has SPF 15 + antioxidants

HEALTHY INGREDIENTS

- **Candela Wax** - naturally soft and moisture sealing
- **Blueberry Oil** - loaded with pollution blocking anti-oxidants
- **Green Tea Extract** - to brighten and protect the skin barrier
- **Hibiscus Flower Extract** - helps to nourish & fight free radicals

BENEFITS

- Softening
- Moisturizing
- SPF 15
- Sheer to buildable color

SHADE #	7 Shades (1 Clear)
---------	--------------------

SRP	\$20
-----	------



Be Sweet Tinted Lip Balm SPF 15



FULL HEARTS



ABLAZE



BLUSH CRUSH



CHOOSE HAPPY



PUCKER UP



DAYDREAMER

SHADE #	7 Shades (1 Clear)
---------	--------------------

SRP	\$20
-----	------

Be Calm Lip Save

24/7 super hydrating balm for lips and other chapped areas – with all of the moisturizing ingredients, creates soothing hydration

HEALTHY INGREDIENTS

- **Natural Vegetable Oil (Olus Oil)** - shines and smooths
- **Jojoba Seed Oil** - softens and protects
- **Grapeseed Oil** - brightens and seals
- **Shea Butter** - naturally locks in lasting moisture
- **Vitamin E** - for antioxidant protection

BENEFITS

- Moisturizes all dry and chapped areas day and night
- Ultra-portable

SHADE #	1 Shade (Clear)
----------------	-----------------

SRP	\$20
------------	------



Be Smooth Sugar Lip Scrub

A lip scrub with natural granulated sugar & oils that polishes, adds moisture & restores lips to their natural state by gently exfoliating, soothing & smoothing

HEALTHY INGREDIENTS

- **Natural Sugar** - fine grain granules gentle enough for sensitive skin
- **Olive Oil and Castor Oil** - keeps skin soft, smooth and nourished
- **Vitamin C + E Extract** - for a brightening antioxidant boost

BENEFITS

- Gently exfoliates dead, chapped skin
- Ultra-portable
- Non-messy stick formula
- Helps lipstick wear better and longer

SHADE #	1 Shade (Clear)
----------------	-----------------

SRP	\$22
------------	------



Lip Bloom

A lip balm that provides a sheer pH-powered pink hue and leaves lips feeling smooth, silky, soft and supple

HEALTHY INGREDIENTS

- **Vitamin E** - for antioxidant protection
- **Jojoba Seed Oil** - softens and protects
- **Sunflower Oil** - keeps lips soft and smooth

BENEFITS

- Moisturizes and hydrates lips
- Use day or night – anytime you need a color bloom
- Blooms into a beautiful pink hue that adjusts to your pH

SHADE #	1 Shade (pH-based Pink)
----------------	-------------------------

SRP	\$20
------------	------



Be Cosmic Crystal Liquid Lip

A prismatic lip topper that reflects and amplifies surrounding light. Wear alone for a prismatic gleam or on top of your favorite lip color for a hint of holographic shine

HEALTHY INGREDIENTS

- **Liquid Crystal Gloss** — This liquid crystal material naturally forms a prismatic effect. Light passes through the gloss creating an optically gorgeous colored rainbow effect

BENEFITS

- Liquid crystal replicates a kaleidoscope effect on lips
- Light-weight gloss feels great on lips - never sticky or tacky
- Warm Mint flavor - smells and tastes yummy

SHADE #	1 Shade
---------	---------

SRP	\$24
-----	------



Be Racy Liquid Velvet Lip

A nourishing, velvety, soft and smooth liquid matte lip color that stays put and feels moisturizing never leaving lips dry or parched

HEALTHY INGREDIENTS

- **Color Stay Polymer** — naturally soft and moisture-sealing
- **Sodium Hyaluronate** — keeps lips soft and nourishes lips

BENEFITS

- Soft, matte finish
- Long, comfortable wear
- Won't fade, flake, or bleed outside the lip line

SHADE #	10 Shades
SRP	\$24



Be Racy Liquid Velvet Lip



ROSÉ ALL DAY



SKINNY DIP



ADULT-ISH



BERRY NICE



LOVE WINS



GOOD VIBES



BOLDY GO



HOLY CHIC



WILD LIFE



SUPERSTAR

SHADE #	10 Shades
SRP	\$24

Sweet Stx Satin Matte Lip Color

A creamy, non-drying formula that glides on with ease giving lips a soft, shine-free and rich matte color

HEALTHY INGREDIENTS

- **Coco Seed Butter** — for smoothness
- **Shea Butter** — naturally locks in lasting moisture
- **Sunflower Seed Oil** — for shine and nourishment
- **Rice Bran Wax** — to seal in color and nourishing moisture
- **Blueberry Oil** — loaded with pollution-blocking antioxidants
- **Green Tea Extract** — to brighten and protect the skin barrier
- **Hibiscus Flower Extract** — helps fight free radicals

BENEFITS

- Velvety matte formula keeps lips soft and smooth , never dry
- Convenient, easy application

SHADE #	10 Shades
SRP	\$20



Sweet Stx Satin Matte Lip Color



SO FINE



STAY IN BED



FIRST KISS



SUCH A FLIRT



LOVESICK



TRYST



DATE NIGHT



MAKE A MOVE



AFTER MIDNIGHT



TEMPTING

SHADE #	10 Shades
SRP	\$20

Glossy Stx Lip Color

A nourishing, easy to apply formula that gives lips a glossy finish, giving a pop of color that's pretty and protective

HEALTHY INGREDIENTS

- **Coco Seed Butter** — for smoothness
- **Shea Butter** — naturally locks in lasting moisture
- **Sunflower Seed Oil** — for shine and nourishment
- **Rice Bran Wax** — to seal in color and nourishing moisture
- **Blueberry Oil** — loaded with pollution-blocking antioxidants
- **Green Tea Extract** — to brighten and protect the skin barrier
- **Hibiscus Flower Extract** — helps fight free radicals

BENEFITS

- Non-sticky, glossy formula keeps lips soft and smooth
- Convenient, easy application

SHADE #	6 Shades
SRP	\$20



Glossy Stx Lip Color



FLING



BLIND DATE



PARTNER IN CRIME



BETTER HALF



COFFEE DATE



RENDEZVOUS

SHADE # | 6 Shades

SRP | \$20

Be the Boss Lip Gloss

A soft and luxurious tinted, non-sticky, high-powered gloss with tons of shine that moisturizes, comforts and nourishes lips

HEALTHY INGREDIENTS

- **Shea Butter and Soybean Oil** — creates a rich glossy shine while helping to soften lips
- **Vitamin E and C** — provides antioxidant protection
- **Palmitoyl Tripeptide-1** — helps reduce fine lines and wrinkles
- **Licorice Root** — helps soothe lips

BENEFITS

- High shine and non-sticky
- Sheer color with nourishing formula

SHADE #	10 Shades
SRP	\$18



Be the Boss Lip Gloss



ESCAPADE



BORDERLINE



RUN THE WORLD



SKYFALL



TIME AFTER TIME



SWEET DREAMS



WOMANIZER



RESPECT



LUCKY STAR



DISTURBIA

SHADE #	10 Shades
SRP	\$18

Be Noticed Eye Shimmer Putty Powder

A soft and cushiony, shimmery, buildable gem-like eye shadow that feels like silky smooth putty with the texture and soft sparkle of moon dust

HEALTHY INGREDIENTS

- **Pigment Pearls** — creates a dynamic mix of shimmer and color
- **Silica Water** — preserves moisture and heightens staying power
- **Lauroyl Lysine (amino acid derivative from natural coconut oil)** — for spreadable, buildable texture

BENEFITS

- Buildable color – sheer by day, ramped up for night
- Innovated putty texture works well with brush or fingers



SHADE #	6 Shades
---------	----------

SRP	\$23
-----	------

Be Noticed Eye Shimmer Putty Powder



OUT OF THIS WORLD



SHINE BRIGHT



WONDER WARRIOR



LIKE A DIAMOND



INTERGALACTIC



BELIEVE IN MAGIC

SHADE # | 6 Shades

SRP | \$23

Thick + Thin Mascara

A high-impact mascara that power-packs two brushes in one tube. With a unique mini skinny brush that coats eyelashes at their roots to prime, lengthen and separate, along with a big brush for volume and length.

HEALTHY INGREDIENTS

- **Acacia Senegal Gum and Caesalpinia Spinosa Gum** — natural film former helps formula stay put with no flaking or running
- **Natural Rice Bran & Carnauba Wax** — keeps lashes soft and malleable
- **Vitamins E + C** — provides antioxidant protection

BENEFITS

- All-day wear that won't smudge, smear, transfer, or crack
- Easy to remove with eye makeup remover and water
- Water resistant



SHADE #	1 Shade (Black)
---------	-----------------

SRP	\$25
-----	------

Be Relentless Stay Put Eyeliner

A super-thin, long-wearing eyeliner that goes on like a blendable pencil, yet sets like a permanent marker

HEALTHY INGREDIENTS

- **Long Wear Polymers** — helps color stay put
- **Aloe Vera + Vitamin E** — keeps skin soft and application smooth
- **Natural Carnauba Wax** — for a smooth, effortless glide during application

BENEFITS

- Long wear that won't smudge, flake, or disappear
- Creates sharp line that can be smudged for softer effect



SHADE #	6 Shades
SRP	\$18

Be Relentless Stay Put Eyeliner



STAY STRONG



DON'T BACK DOWN



OFF AND RUNNING



UP UP AND AWAY



NO REGRETS



HOLD STEADY

SHADE #	6 Shades
SRP	\$18

Triple Play All You Need Brow

A 3-in-1 eyebrow pencil + highlighter + gel that creates defined, chic brows by framing one's face for an instant younger, more awake look

HEALTHY INGREDIENTS

- Shea Butter — lightly coats pigments so they glide on effortlessly
- Pencil Copernicia Cerifera (Carnauba) Wax — soft enough to deposit color, hard enough to keep color in place
- Hydrogenated Coconut and Soybean Oils — helps formula glide on skin without pulling or tugging

BENEFITS

- Highlighter: Soft powder rich with Shea Butter, glides on and stays on brow
- Clear Gel: Purified water mixed together with light weight polymers evenly coat brow hair, keeping it in place with medium hold
- Pencil: Natural lightweight

SHADE #	1 Shade
SRP	\$23



Just Enough Tinted Moisturizer SPF 15

A lightweight, hydrating, sheer, and buildable tinted moisturizer with SPF 15 that protects from damaging effects of the environment while smoothing and softening complexions and easing fine, dry lines

HEALTHY INGREDIENTS

- **Kukui Seed Oil & Coconut Oil** — helps soften and condition skin
- **Blueberry Oil** — loaded with pollution-blocking antioxidants
- **Green Tea Extract** — brightens and protects the skin barrier
- **Hibiscus Oil** — helps fight free radicals and signs of aging

BENEFITS

- Skin feels soft and hydrated
- Skin looks smooth and even
- 8 shades with buildable coverage for all skin tones from light to dark

SHADE #	8 Shades
SRP	\$35



Just Enough Tinted Moisturizer SPF 15



**FAIR
IS BEAUTIFUL**



**LIGHT BEIGE
IS BEAUTIFUL**



**BEIGE
IS BEAUTIFUL**



**TAN
IS BEAUTIFUL**



**LIGHT BROWN
IS BEAUTIFUL**



**BROWN
IS BEAUTIFUL**



**DEEP BROWN
IS BEAUTIFUL**



**DARK BROWN
IS BEAUTIFUL**

SHADE # | 8 Shades

SRP | \$35

Make Me Blush Cheek Powder

An all-pRESSED, tri-colored compact Blush that gives a “lit from within” glow and a hint of natural color.

HEALTHY INGREDIENTS

- **Pretty Pearls and natural Powders like Mica and Silica** — for a natural, mermaid-worthy glow
- **Caprylyl Glycol** — derived from plants, this natural humectant and skin conditioning agent ensures that the powder blush stays put while keeping skin soft, never dry or tight

BENEFITS

- Pretty, clean color for a flush of natural radiance
- Trio of colors allows multiple ways to use



SHADE #	4 Shades
SRP	\$30

Make Me Blush Cheek Powder



MEET CUTE



LOVE NOTE



SPRING FLING



SUMMER LOVIN'

SHADE #	4 Shades
SRP	\$30

FAQ's



What makes you special?

Created from feedback by POPSUGAR beauty junkies. Non toxic. Cruelty free, and buildable color to control your look.

Does this line test on animals?

NO!! We are Cruelty Free

Are you non-toxic?

We are non toxic meaning NO BAD INGREDIENTS. Plus, we infuse vitamins, moisturizers and antioxidants into all of our products.

Will the products only be in the store for a limited time?

The products will be in store full time!

What is the best lip product for dry chapped lips?

First use **Be Smooth Sugar Lip Scrub** with natural sugars and oils to exfoliate dead dry skin. Then apply **Be Calm Lip Save** with natural oils, vitamins, and shea butter to moisturize and protect.

Will lip bloom look good on everyone?

Yes, It's a balmy formula loaded with vitamins and natural oils with a beautiful pink hue that adjusts to your pH.



What is be cosmic?

A prismatic lip topper with liquid crystal that gives a holographic look. Use on top of your favorite lip color or alone for a sheer effect.

What liquid lip doesn't dry out your lips?

Be Racy Liquid Velvet Lip – it has color stay polymers, moisturizing ingredients, and a soft matte finish.

What lip gloss isn't sticky and doesn't dry out your lips?

Be the Boss Lip Gloss is a high shine, non sticky formula with sheer to buildable color. Loaded with moisturizers like shea butter and vitamins E and C to condition and nourish lips.

Can you recommend a sheer coverage foundation with SPF?

Just Enough Tinted Moisturizer SPF 15 has sheer to buildable coverage and is loaded with healthy ingredients like blueberry, coconut and hibiscus oil and green tea extract.

What eyeliner wont smudge during the day?

Be Relentless Stay Put Eyeliner is a long wear formula made with aloe vera and vitamin E to glide on easily + long wear polymers to keep it from smudging all day.

