



ARDELL *beauty*



BEAUTY REDEFINED.

Ardell is the leading lash innovator in the beauty industry, continually creating new lash styles and collections for almost 50 years! We've experienced the evolution of cosmetics and beauty trends over the decades. Our lash styles are timeless and iconic, always giving you the experience of an instant dramatic effect. Lashes make you look smoldering and sexy, completing your beauty look by letting you express your individuality and exude confidence.

ALL OF THIS POWER... FROM ONE LITTLE LASH?

Ardell sets the bar high, and our fan base doesn't just believe in the brand, they live it. Lashes are part of their daily routine. Loyal Ardell lash users have been craving even more. We've provided the lashes you love, and we now offer you a complete cosmetic lineup. Ardell's professional makeup artist team researched the latest innovations and trends across the globe, to give you what you desire. The hottest trend in beauty is multi-tasking makeup, from long-lasting formulas with one coat coverage, to highly pigmented, textured finishes and faux lashes.

Ardell Beauty will take your look from day to night, giving you insta glam! From full pouty lips to sultry smoky eyes, naturally beautiful brows to fluttering lashes, chiseled cheekbones to a flawless face, the range of textures and shades will instantly make you look and feel fabulous. With Ardell Beauty...YOU will light up the room!

obsessed WITH BEAUTY

MASCARAS



WISPIES™

FIBER BUILDING MASCARA

eye love Wispies™

Get the WISPIES lash look with one-step fiber building mascara. Fibers in formula attach to lashes to create a fluttery look, just like Ardell's iconic Wispies lashes. Lengthening + Dimension.



FAUX MINK™

MULTI-LAYERING MASCARA

in the mink

Layer your lashes in luxury with LASH MULTIPLYING mascara. Create the premium faux mink lash look in one indulgent coat. Definition, Dimension + Delicate Length.



MEGA VOLUME

NEVER FLAT MASCARA

voluptuous curves

MULTI-DIMENSIONAL mascara locks curls into place from base to tip. Voluptuous formula coats every lash for an enhanced 3D effect. Volume + Curling.



LASH INSPIRED MASCARAS

*Get the look of our most popular lashes in one flick!
Inspired by our iconic Wispies, luxurious mink and non-stop volume lashes,
these fringe-definers look and act like falsies!*

MASCARAS



DOUBLE UP™ VOLUMIZING MASCARA

double take
Get the look of DOUBLE UP false lashes with two-step volumizing mascara. Unique double cap provides maximum volume, creating a dramatic double-layered effect. Maximum Volume.



SPLASH PARTY™ WATERPROOF MASCARA

it's ok to get wet!
WATERPROOF mascara with no-mess wear. Curved wand fans lashes for long lasting full coverage, and a smudge-free look. Longwear + Waterproof.



WE LOVE MASCARA

TOP+BOTTOM™ PRECISION MASCARA

are you a top or a bottom?
DUAL ENDED mascara targets upper and lower lashes. Full tapered wand lengthens and separates for gorgeous upper lashes, and micro wand provides definition for lower lash line. Define + Blend.



A mascara for every look, from amplifying lashes with extreme volume & curl, to precise upper and lower lash definition, and a waterproof formula that lets you get wet with no regret.

BROWS

STROKE A BROW™ FEATHERING PEN

rock your brows good

FINE, TAPERED PRECISION TIP creates the look of natural brow hairs for fuller, multi-dimensional brows. Use feathering brush strokes to fill in sparse areas. Waterproof and smudge-proof.

taupe

medium brown

dark brown

soft black



FEELING BOLD™ BROW MARKER

conquer your brow

ONE SWIPE BROWS are filled in faster with long lasting stain. Angled control felt tip allows for precise artistry application. Range of shades for a natural powder-fill look to a bold tattooed look. Budge-proof brows.

taupe

medium brown

dark brown

soft black



ALL HOUR STAIN POWER

Inspired by the professional hair stroke technique, fine-feathering brush strokes transform sparse brows into fully formed, dimensional arches. Stroke a Brow to draw natural brow hairs and Feeling Bold for a filled in look.

BROWS



BROW-LEBRITY™

MICRO BROW PENCIL

red carpet ready brows

Ultra slim pencil fills in sparse brows
IN A TWIST. Build, blend & define;
quickly fill in bare arches and tail
with dual ended pencil and blend
with spoolie.

taupe

medium
brown

dark
brown

soft
black



BROW CONFIDENTIAL

BROW DUO

buh-bye sparse brows

DUAL ENDED brow gel and fiber powder
system sculpts, thickens and defines
sparse brows. In three easy steps shape
brows with clear gel, fill in & define with
fiber powder, and set with clear gel.

taupe

medium
brown

dark
brown

soft
black



CELEBRITY BROW ENVY

Accentuate brows easily! Micro-slim pencil quickly fills in sparse brows & tail with short strokes that look like natural hairs, while brow fiber powder thickens and defines sparse brows. Iconic arches without a glam squad.

EYES

IN HER PRIME™ EYE PRIMER

primed & ready

LOCK IN eyeshadow with the power of primer. Smooth finish formula intensifies color and prevents powder fallout for long lasting creaseless eyeshadow.

matte

shimmer



YERESISTIBLE™ SHADOW STICK

secret little weapon

Get INSTA SMOKY EYE with creamy eyeshadow sticks that are blendable and mess-free. Fast and easy one coat coverage glides on seamlessly without a crease.

make it w/ you	bc it hurts
rude touching	i knew she did
unfriendly skills	yearning
nightly rites	vibe moves
do me right	slayed
gun metal	smokey black

SHARPENER INCLUDED



WANNA GET LUCKY™ GEL LINER

all eyes on you

SOFT & BLENDABLE gel eyeliner for sexy, smoldering eye effects. No-mess liner glides on smoothly and is easy to blend for a smoky look. Sets for long lasting wear.

pearl

SHARPENER INCLUDED



SMOKY MADE SIMPLE

Perfect the smoldering look with our smokin' eyeshadow sticks and gel liner. The makeup artist's dream formulas have made the smoky look easy to master and hard to resist – the smoky smudge won't budge!

EYES



THE HEADLINER™ WATERPROOF LIQUID EYELINER

stay in line
Waterproof liquid eyeliner DEFINES EYES with long lasting stain. Pure pigment stays on skin so eyeliner won't budge. Precision tapered felt tip defines eyes for a dramatic look.



luxe black

LASH BOOSTIER™ LIQUID EYELINER

amp up your eyes
LASH ENHANCING LIQUID EYELINER defines eyes and promotes thicker lashes. Black liquid liner draws a flawless smooth line and strengthening serum gives lashes an extra oomph.



onyx

FAME CHASER™ LIQUID EYELINER

va va voom
CREATE THE PERFECT CAT EYE! Tapered tip creates precise lines with longwear liquid eyeliner in smudge-proof formula. Conceals the lash band of false lashes.



patent leather

espresso

white

TIPS FROM A PRO

"Fame Chaser Liquid Eyeliner creates the perfect cat eye! I love the firm tip because it's great for concealing the lash band of false lashes. Use Lash Boostier if you need more lash support, or The Headliner for a waterproof finish." Jade Munson

EYES



SENSUAL EYES™ EYESHADOW PALETTE

turn up the heat

Get WEARABLE EVERYDAY LOOKS with bold, intense colors that shade, contour and highlight. Comes in a range of light to dark shades, with a mix of shimmers and mattes for great color payoff.



EYES



PRO EYESHADOW PALETTE

METALLIC & MATTE

master the mix

LUXURIOUS LONG-WEAR matte and metallic eye shadows. Layer for dimension and custom mix for limitless looks. Highly pigmented color payoff that doesn't fade off.



PRO EYESHADOW PALETTE

MATTE

so mattely in love with you

ALL THE EYESHADOWS you need to shade, contour and highlight. Create multiple on-trend eye looks from ethereal to edgy. Matte Palette contains 15 stunning shades.



PRO EYESHADOW PALETTE

SHIMMER

lights, shimmer, action

CREATE ENDLESS EYE LOOKS with sparkly color payoff. Contrasting true-to-pan colors from light to dark for any occasion. Shimmer Palette contains 15 shimmering shades.



GLAMOUR.
ARTISTRY.
SEDUCTION.



FACE



IN HER PRIME™

FACE PRIMER

prime + proper

SKIN PERFECTING face primer for an all day flawless look. Makeup stays put with these primers, the perfect base for foundation. Two finishes: Illuminating for a luminous glow; Mattifying for a soft focus finish.

illuminating

mattifying



GLAM FINALE™

LOOSE SETTING POWDER

sheer perfection

TRANSLUCENT setting powder locks makeup in place. 100% pure silica powder sets makeup all day and mattifies skin. Skin perfecting minerals minimize the appearance of pores and blurs imperfections.

translucent



PRIME + SET

Prime skin for poreless smooth perfection, the ideal canvas for makeup. Then set makeup in place with sheer matte powder, for a soft focus look.

FACE

GLAMTOURING™

HIGHLIGHT + CONTOUR DUO

contour artistry

SCULPT & DEFINE your features with double-sided stick. Contour shade defines & shapes while highlighting shade brightens. Creamy formula in highly blendable shades.

light

medium

dark



MODEL IS WEARING LIGHT



FACE

PHOTO FACE™

MATTE FOUNDATION

photogenic in a flash

Longwear matte foundation with SOFT FOCUS FLAWLESS FINISH. Highly pigmented with buildable coverage (medium to full), silky soft and shine-free. Easy to blend lightweight formula mattifies skin as it blurs pores, lines & imperfections.



light 1.0	light 2.0	light 3.0
light 4.0	medium 5.0	medium 6.0
medium 7.0	medium 8.0	dark 9.0
dark 10.0	dark 11.0	dark 12.0

CAMERAFLAGE™

HI-DEF FOUNDATION

glam on cam

Highly pigmented foundation with FULL COVERAGE MATTE FINISH. Packed with extreme pigments to fully conceal flaws without caking. Undetectable, high-def finish camouflages harsh camera lighting. One coat is all you need.



light 1.0	light 2.0
light 3.0	light 4.0
medium 5.0	medium 6.0
medium 7.0	medium 8.0
dark 9.0	dark 10.0
dark 11.0	dark 12.0

ATTITUDE ADJUSTOR™

SHADE FX DROPS

makeup mixer

Mix your own makeup with PEARLY PURE PIGMENT DROPS for custom shade effects. Add glow, radiance or highlight. 3 ways to apply: mix into favorite formula, dab over makeup, or wear on bare skin.

magic hour

game changer

longing looks

golden sheen

perfectly it

glow mate



BRING THE GLOW

Transform your look with glow, strobe and highlights. Six luminous shades from golden to cool will shift your mood from magical to moonlit. What's your attitude?

PHOTO FACE™

CONCEALER

no filters needed

FULL COVERAGE CONCEALER hides imperfections. Dot, swipe and blend with brush tip applicator to erase dark circles, blemishes and redness. High-opacity coverage fully conceals flaws in a swipe of the brush.

light 1.5	light 2.5
light 3.5	light 4.5
medium 5.5	medium 6.5
medium 7.5	medium 8.5
dark 9.5	dark 10.5
dark 11.5	dark 12.5

BRUSH APPLICATOR



CAMERAFLAGE™

CONCEALER

coverup late nights

LIGHTWEIGHT GEL SERUM concealer brightens skin and covers imperfections. Dot, swipe & blend to hide dark circles, blemishes and redness. Skincare-infused with Witch Hazel and Vitamin B5 to moisturize and nourish. Weightless buildable coverage.

light 1	light 2
light 3	medium 4
medium 5	medium 6
dark 7	dark 8
dark 9	



DISGUISE UNDER EYES

Dot, swipe & blend to brighten skin and banish dark circles. Use Photo Face for full coverage, and Cameraflage for light buildable coverage.

CAMERAFLAGE™

CORRECTOR

camera confidence

COLOR CORRECT your complexion with targeted shades. Green neutralizes redness, Lavender cancels yellow and brightens skin tones, Peach disguises dark circles. Ideal for under eyes, blemishes, areas around nose and mouth. Light buildable coverage.

cool mint
calm lavender
soft peach



CHEEKS



BLUSH ME HARDER™

ROUGE

caught blushing

Naturally highlight and ENHANCE COMPLEXION with classic shades. Superfine & blendable micronized powder in long lasting matte and shimmering finishes. High intensity shades to sheer light layers of color in a duo compact flatter all skin tones.



VACAY MODE™

BRONZER

summer 365

FAUX GLOW will instantly warm up the complexion and contour face. Get a 'just got back from vacation' glow all year round - natural looking tan enhances every skin tone. Highly pigmented & blendable.



HOLLYGLAM™

ILLUMINATOR

glow + behold

HIGHLIGHT & ILLUMINATE the complexion for a sexy, candlelit glow. Ultra fine powder with shimmering pigments diffuse light, creating a soft luminous appearance. Highlight points where light naturally hits the face.



CHEEK DUOS

Bronze, blush and glow. A cheek preview of new color-swirled duos to naturally highlight and enhance complexion. Sweep and swirl cheeks with these flush-flatterers for a pop of youthful color.

LIPS

HYDRA LIPSTICK

kiss worthy lips

LOCK IN MOISTURE with hydrating lipstick, richly pigmented with a creamy texture. Wearable colors with shiny, one coat coverage.

slipped away	nude you say
fox	sulky one
on the ball	sweets on you
slow blow	call me her
tropic hotspot	nobody's fool
new positions	no morals



ULTRA OPAQUE LIPSTICK

sealed with a kiss

EXTREME MATTE lipstick features saturated pigmented colors with one coat coverage. Full coverage lipstick applies smooth, dries matte. Will not dry lips or remove moisture.

pleasing options	buff it up
still waiting	tender ties
soft worship	told you how
pleasing bliss	devoted
risk it	crushed flame
feel it roar	stirred thoughts



MATTE WHIPPED™ LIPSTICK

first date lips

Highly pigmented LIQUID LIPSTICK with full coverage for intense color payoff. Lightweight cream applies smooth, dries matte. Will not dry lips or remove moisture.

nude photo	upscale flavor
break the record	private madam
femme sentiment	attitude adjuster
unsafe & wicked	deep marks
sizzling sunset	red my mind
intense lust	smokin' haute



LIPS UNLIMITED

Find your color in a spectrum of shades of nudes, pinks and reds from naturals to bolds, in finishes and formulas that deliver high impact color payoff and serious staying power.

NO SLIP™ LIQUID LIP LINER

cheat your lip size

NEW & INNOVATIVE liquid lip liner with fine tip brush for precise lining of lips. Sets instantly and lasts all day. Kiss proof & drink proof – color won't transfer or fade.

on peak	longest kiss
no privacy please	blindfold
not an invitation	amped
sweet hunger	serious risk
elicit phone call	sultry red
afire	erotic point



LIP INNOVATION

FOREVER KISSABLE™ LIP STAIN

play up your pout

KISS PROOF longwear lip marker stains lips with saturated pigment. Dries in seconds to a matte finish that feels like you have nothing on. Smudge-proof, non-drying, non-bleeding.

sneak preview	date me
go deep	aroused
ruff ride	torn
bad decisions	cougar
in love	world tour
gno	bleeding love



Leave your mark with this insane-wear stain. No Slip's fine tip brush allows you to shape a fuller pout, while Forever Kissable's chiseled tip marker stains lips with pure pigment that dries to a natural matte finish.



VINYL VIXEN™ LIP LACQUER

high patent shine

Highly pigmented vinyl gloss for bold LACQUERED LIPS. Self-leveling formula fills in fine lines for a plumped-up lip look. Colors like lipstick, shines like gloss.

LIPS

METALLIC™

LIP GLOSS

glaze illusion

Super intense METALIZED LIP GLOSS with 3D shimmer and full coverage. Iridescent-metallic effect that's richly pigmented & multi-reflective. Ultra fine metallic shimmer particles in intense nude and berry shades.

drunk dial

metal kiss

addicted to metal

naughty naughty

blind date

glam rock



MATTELLIC™

LIQUID LIP CRÈME

the new matte

METALLIC MEETS MATTE in this liquid metal lip crème. Applies creamy and sets matte. Highly pigmented neutral to bold shades with a luxurious brushed metal finish.

hips don't lie

hot thing

jaw dropper

lip service

bite me

all the way



METAL ADDICT

Set your pout a-glaze in chrome lip effects! 12 molten metallic and matte metallic shades will have your lips dripping in liquid metal.

LIPS



PRO LIPSTICK PALETTE

NATURAL

lips don't lie

CREATE ALL THE LIP LOOKS from contoured to classic with our lip palette of possibilities. Includes wearable shades in Hydra Lipstick moisturizing formula. Natural Palette contains 10 creamy shades in nudes and pinks.



PRO LIPSTICK PALETTE

BOLD

kiss me deadly

ALL THE LIP COLORS you need to custom mix your own signature shade or wear solo. Features Hydra Lipstick moisturizing formula. Bold Palette contains 10 luscious shades in reds and brights.



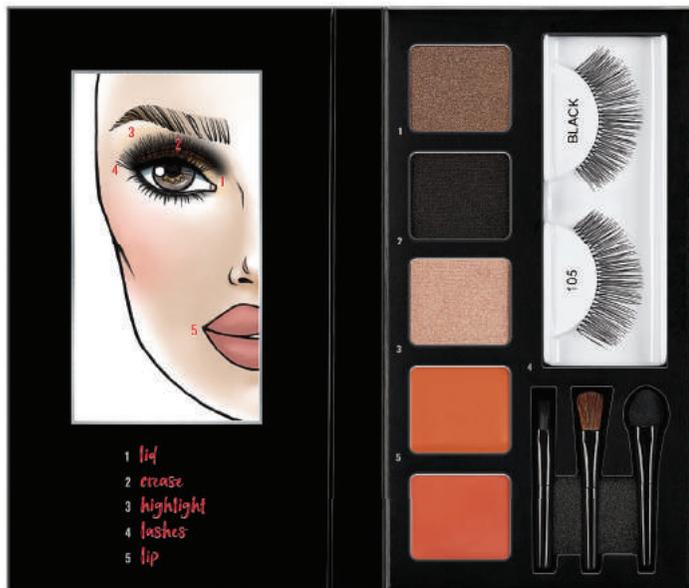
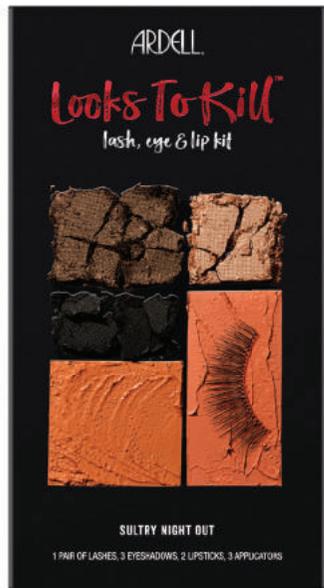
KITS

LOOKS TO KILL™

SULTRY NIGHT OUT

glamming up made easy

Get a SEXY EYE AND LIP LOOK with eyeshadow, lipstick and Ardell strip lashes. Includes "how to get the look" image to achieve a smoky eye look with a nude lip and dramatic #105 lashes.



Glamming Up Made Easy!



KITS

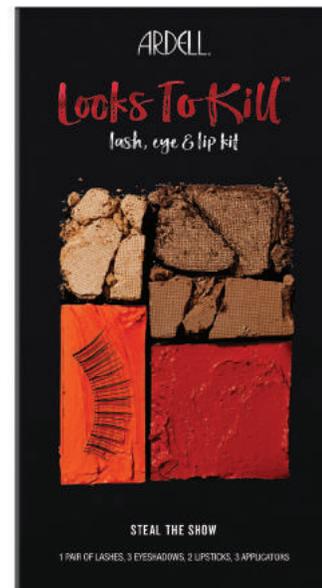


- 1 lid
- 2 crease
- 3 highlight
- 4 lashes
- 5 lip

LOOKS TO KILL™ STEAL THE SHOW

define your sexy look

Get a STUNNING EYE AND LIP LOOK with eyeshadow, lipstick and Ardell strip lashes. Includes "how to get the look" image to achieve a red lip look with naturally subtle eyes and flirty Babies lashes.



Define Your Sexy Look!

STEAL THE SHOW

1 PAIR OF LASHES, 3 EYESHADOWS, 2 LIPSTICKS, 3 APPLICATIONS

XOXO
Ardell

Join our *beauty* network • www.ArdellBeauty.com • #ArdellBeauty • @ArdellBeauty

\$2.50
14-3114