

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


Ardell Beauty will take your look from day to night, giving you insta glam! From pouty full lips to smoky eyes, naturally beautiful brows to fluttering lashes, the range of textures and shades will instantly make you look and feel your best.

With ArdeLL Beauty... YOU will light up the room!

Wispiess™
FIBER BUILDING MASCARA

eye love Wispiess™

Get the WISPIES lash look with one-step fiber building mascara



Double Up™
VOLUMIZING MASCARA

double take

Get the look of DOUBLE UP false lashes with two-step volumizing mascara



Top+Bottom™
PRECISION MASCARA

are you a top or a bottom?

DUAL ENDED mascara lengthens and separates lashes



MASCARA

Splash Party™
WATERPROOF MASCARA

it's ok to get wet!

WATERPROOF mascara for maximum volume, with no-mess wear





LIPS

Hydra LIPSTICK

kiss worthy lips


LOCK IN MOISTURE with ultra hydrating lipstick, highly pigmented with a creamy texture



ultraOpaque LIPSTICK

sealed with a kiss


EXTREME MATTE lipstick features highly pigmented colors with one coat coverage



Matte Whipped LIPSTICK

first date lips

Highly pigmented LIQUID LIPSTICK with full coverage for intense color payoff



No Slip™ LIQUID LIP LINER

cheat your lip size

NEW & INNOVATIVE liquid lip liner with fine tip brush for precise lining of lips



Forever Kissable™ LIP STAIN

play up your pout

KISS PROOF longwear lip marker stains lips with pure pigment



EYES

Fame Chaser™

LIQUID EYELINER
Va Va Voom

CREATE THE PERFECT CAT EYE with waterproof liquid eyeliner



Wanna Get Lucky™

GEL LINER
all eyes on you

SOFT & BLENDABLE gel eyeliner for a sexy smoky eyeliner look



Lash Boostier™

LIQUID EYELINER
amp up your eyes

Liquid eyeliner with LASH ENHANCING SERUM defines your eyes and promotes lashes



Eyeresistible™

SHADOW STICK
Secret little weapon

Get INSTA SMOKY EYE with eyeshadow sticks that are creamy, blendable and mess-free



In Her Prime™

EYE PRIMER
primed & ready

SMOOTH FINISH eyeshadow primer for longer lasting eyeshadow



Sensual Eyes™

EYESHADOW PALETTE
turn up the heat

WEARABLE EVERYDAY LOOKS with bold, intense shades with great color payoff



BROW

Brow Confidential™

buh-bye sparse brows

DUAL ENDED brow gel and fiber powder sculpt, thicken and define sparse brows



Stroke a Brow™

rock your brows good

FINE, TAPERED PRECISION TIP creates the look of natural brow hairs for fuller, multi-dimensional brows



PALETTES

Looks To Kill™

Get a COMPLETE EYE AND LIP LOOK with eyeshadow, lipstick, Ardell strip lashes, and get-the-look images for Smoky Eye or bold Red Lip looks



glamming up made easy

define your sexy look

Pro Lipstick Palette

ALL THE MOISTURE LIP SHADES you need to create multiple contoured lip looks in Natural and Bold professional lip palettes



lips don't lie

kiss me deadly

Pro Eyeshadow Palette

ALL THE EYESHADOWS you need to create multiple eye looks in Matte and Shimmer professional eyeshadow palettes



so matterly in love with you

lights, shimmer, action