



SEACLIFF *beauty*
PRIVATE LABEL COSMETICS



SERVICE.
SAVVY.
STYLE.

WE BRING BEAUTY TO LIFE



ABOUT SEACLIFF BEAUTY

SeaCliff Beauty Private Label Cosmetics is a private label cosmetic line comprised of mineral based, skin loving formulas that are long-wearing, smooth to the touch and super hydrating.

SeaCliff Beauty Private Label Cosmetics is an extraordinary line of products featuring exclusive BeautiLock™ formulas that are both innovative and distinctive. The BeautiLock™ compact is a gorgeous, low-profile compact that offers the benefit of an airtight seal which prevents products from drying out or cracking. With a quick quarter turn, BeautiLock™ seals for complete freshness for the life of the product.

SeaCliff Beauty Private Label Cosmetics creates new product offerings seasonally, and adds new colors and formulations regularly, to help you stay on trend and ahead of the pack.

crème & liquid foundations | crème concealers | crème illuminators | crème eye shadows | crème gel liners
crème brow waxes | pressed & loose face powders | bronzers | primer | eye shadows | mascara | liquid eyeliners
mechanical eyeliner pencils | mechanical brow pencils | liquid lip sticks | lip glossifiers | lip butters | lip sticks
lip stain pens | mechanical lip liner pens | brushes

Our parent company, SeaCliff Beauty Packaging & Laboratories, has been supplying some of the world's largest beauty brands with unique packaging and delivery systems since 1999. SeaCliff Beauty Packaging & Laboratories has an on-site laboratory and manufacturing facility that offers product development, formulation, testing and filling. With over 50 years combined Cosmetic Industry experience behind us, SeaCliff Beauty Private Label Cosmetics delivers superior products, exacting quality control and exceptional customer service.

SeaCliff Beauty Products Are:

paraben free | not tested on animals | mineral based | non comedogenic | hypo allergenic



STEPS TO BUILDING YOUR BRAND

CREATE AN ACCOUNT | SAMPLES & PRODUCTS | DEFINE YOUR PRODUCT LINE
YOUR BRAND | MERCHANDISING AND PROMOTION



CREATE AN ACCOUNT

Let's begin!

Visit [SeaCliff Beauty Private Label Cosmetics](http://SeaCliffBeautyPrivateLabel.com) website at www.SeaCliffBeautyPrivateLabel.com to create an account and get approved to shop our full line of cosmetics. You can also contact us toll free at 844-253-1276 ext. 218. Once approved, you will be able to order samples and create your line from start to finish!



SAMPLES & PRODUCTS

Place Your Order

Now that you have created an account you are ready to order samples. Start by downloading our Sample Order Form from our website. Next, select from our complete line of cosmetics or order a value starter kit. You may order as few as one piece per item. The minimum order value for Sample Orders is \$50 plus the cost of shipping. See website for available shades. [Questions?](#) Please call us at 844-253-1276 ext. 218 for assistance.

DEFINE YOUR PRODUCT LINE

What's Your Vision?

The next step is to define your product line. Consider which products and shades reflect your brand's vision. Then determine your product categories.

For example:

- Mineral Touch Foundation
- Mineral Finishing Powder
- Mineral Plush Blush *Pressed*
- Alluring Eye Shadow *Pressed*

The sky's the limit, it's your vision!

Mix & Match

Pinpoint the number of shades you want to offer within each product category.

For example:

- **Mineral Touch Foundation**
 - #007 Fair/Ivory with Yellow Undertones
 - #009 Fair/Ivory with Pink Undertones
 - #029 Medium/Dark
 - #031 Dark
- **Mineral Plush Blush *Pressed***
 - #018 Soft Pink Shimmer
 - #019 Barbie Pink Shimmer

You're the boss, you decide!

Customize Your Colors

Finally, determine your order quantities per product and shade. All items must be ordered in multiples of three with a minimum order value of \$200 plus the cost of shipping. See website for available shades.

YOUR BRAND

Let Your Brand Take Center Stage

Get noticed! Add a label with your company's logo to any of our packages. Our experienced label partners will assist you with creating the perfect label for each product category. Call us at 844-253-1276 ext. 218

For additional label information or visit our website at www.SeaCliffBeautyPrivateLabel.com. Please note, label charges are not included in the unit price shown on the price list and website.



MERCHANDISING & PROMOTION

Put Your Brand in the Spotlight!

Check our website:

www.SeaCliffBeautyPrivateLabel.com

for a wide range of product displays and imagery.

Flawless Face!

Looking for that Youthful Glow? Transform your skin tone with skin loving minerals as you prime, correct and conceal any imperfections with tints and foundations. Brush on beauty with a healthy looking glow no one can deny. Complete your look with finishing powders and bronzers for a sunkissed look.



Tinted Moisturizer – BB Cream SPF 31 ++
1fl.oz / 30ml

Experience the combined benefits of a BB Cream, tinted moisturizer and SPF protection in one product, Tinted Moisturizer – BB Cream SPF 31 ++. Tinted Moisturizer contains Deep Sea Water with abundant minerals that protect the skin with much needed moisture and nutrition, and is infused with antioxidants from Vitamins A, E, and Olive Leaf Extract. With the added benefit of SPF 31++, this naturally sheer ultra-hydrating formula, gives you a beautiful hint of tint and a natural sunny glow. Paraben free.



Crème Foundation - *BeutiLock™
.10oz / 3g

Full coverage Crème Foundation has an airy texture to provide a flawless airbrushed finish. When first applied to the skin, the formula has a creamy feel, then quickly dries to a powder as you blend for an even finish – a little goes a long way! Skincare ingredients Lecithin and Ethylhexyl Stearate hydrate to provide a soft, smooth appearance.

Skin Loving Minerals

Mineral Touch Foundation
1fl.oz / 30ml

This full-coverage, wet-to-dry, mineral-based formula provides medium coverage, while bringing a wealth of radiance back to your skin. Mineral Touch Foundation contains Saving Face Complex, a powerful combination of active ingredients including a bioactive protein blend of minerals proven to provide smoothing, moisturizing, and cell-renewing capabilities to help preserve skin's youthful radiance.
Apply with Foundation Brush or Compact Foundation Brush for even overall coverage.



Mineral Shimmer Loose Powder
.35oz / 10g

You'll be ready to shine center stage with a dusting of sparkling and shimmering minerals. Mineral Shimmer Loose Powder contains Mica, an earth mineral that imparts skin-safe natural sparkle and shine, along with Zinc Oxide protection. This crowd pleaser is available in multiple stunning shades.
Packaged in a unique sifter jar with a twist-open/twist-close feature to prevent spills.

Mineral Finishing Loose and Pressed Powder
Loose Powder: .53oz / 15g
Pressed Powder: .34oz. / 9.5g

Mineral Finishing Powder creates a healthy, fresh-faced complexion without being dry, dull or chalky. This formula is packed with Vitamins (A, C and E) for antioxidant protection to fend off aging hazards while its natural cashmere-like texture smoothes and refines any skin imperfections.
Available in loose and pressed forms for portable powdering on-the-go!



*BeutiLock™ airtight compact provides freshness throughout the life of the product.

Bronze & Glow!



**Multi-Purpose Mineral
Bronzer and Blush**

.11oz / 3.1g

One size-fits-all super fusion blend of blush and bronzer, Multi-Purpose Mineral Bronzer and Blush instantly leaves skin fresh, warm and flawless. Use on cheekbones, forehead, nose and chin for an overall beach bronze look.



**Skin Enhancer Bronzer –
Pressed Duo Bronzer**

.37oz / 10.5g

Nothing is better than a gorgeous, golden tan. Skin Enhancing Bronzer - Pressed Duo Bronzer is a long-lasting, pressed mineral bronzer that features a matte bronzer and a shimmering highlighter. These beautifying, natural looking bronze shades are sure to turn up the heat all year round.



**Skin Enhancer Illuminators -
*BeautiLock™**

.15oz / 4.2g

Illuminate your skin with this blissful collection of colors featuring angelic, pearly, sun-kissed shades that leave a hint of shimmer wherever you put them. Skin Enhancer Illuminators contain Sea Whip Extract from the Caribbean Sea, providing anti-inflammatory protection.

Primed & Poreless

Age Erasing Face Primer

1fl.oz / 30ml

Prime your skin to perfection with this refreshing formula that gives you the skin you've always wanted. Designed to boost the enduring benefits of any *SeaCliff Beauty Private Label Cosmetics* foundation, Age Erasing Face Primer contains Chill Pill Anti-Wrinkle Cocktail, better and less expensive than Botox®. This natural anti-wrinkle infusion contains a peptide blend to restore skin radiance and the appearance of aging. The silicone base absorbs oil and can be used all over or just on the T-zone, leaving your skin soft and smooth.



Skin Reviving Concealer Stick

.08oz / 2.27g

Get on-the-go and on-the-spot solution with Skin Reviving Concealer Stick, a unique, automatic, purse-sized pencil that rolls up and down. The perfect yellow-based corrector works on contact to hide smaller skin issues. Ingredients derived from coconut oil contain skin-calming properties minimizing redness, while Nylon-12 reduces oil, creating the look of healthier skin.
No sharpening necessary!

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EYES

Expressive Eyes!

Your eyes reveal the beauty of your spirit. Enhance their sparkle with our selection of eye-catching colors and product options. Crème and powder shadows, gel and pencil liners, with a coat of mascara and an arch of the brows, we've got you covered.



Stay-Put Gel Eyeliner - *BeautiLock™
.12oz / 3.5g

Smudge proof Stay-Put Gel Eyeliner has a unique, long-lasting formula that stays put; perfect for an active lifestyle. The pliable, smooth texture applies effortlessly, creating a variety of looks from a defined clean line to a blurred out smoky eye. Stay active and look fabulous with this water-resistant formula, perfect for dancing, running, swimming and the gym. *Available in brilliant colors and an array of soft, natural shades.*

Precision Liquid Eyeliner Pen
.14fl.oz / .4g

Precision is key when it comes to eyeliner. Use Precision Liquid Eyeliner Pen to create a perfect winged corner or a clean line for an everyday look. With a slim felt-tip applicator, you're sure to get the perfect line every time!

Dual Precision Liquid Eyeliner Pen
.021fl.oz / .6g

This easy-to-carry component holds both your liquid eyeliner and liquid brow. Precise line application is guaranteed with Dual Precision Liquid Eyeliner Pen. Once you try it, you'll never go back!

Alluring Eye Shadow - *BeautiLock™
.07oz / 2g

Choose from our palette of highly pigmented matte colors and pearlized shades that can be used wet or dry. Shadows will accentuate the eyes and can be used wet as an eyeliner. *Alluring Eye Shadow pressed pans available for individual purchase!*

Luxe Crème Eye Shadow - *BeautiLock™
.05oz / 1.5g

Go neutral with smooth matte shades, or bold with luminous hues that shimmer at every angle. Either way, you're sure to stand out with our Luxe Crème Eye Shadows. Use your imagination to create smoky eyes and other eye-catching, weekend looks.

Lovely Lashes

Volume MaxX Mascara
.01oz / .28g

Experience bigger better lashes with Volume MaxX Mascara. Our drama-inducing formula features special polymers for blacker-than-black color with a lacquer-like, ultra-glossy finish. Contains moisturizing Panthenol to prevent breakage and Beeswax to add volume.

Beautiful Brows

HD Tinted Brow Wax - *BeautiLock™
.1139oz. / 3.23g

Create a flawless arch with our slanted brow brush and natural looking wax shades. HD Tinted Brow Wax gives the perfect amount of color and spreads easily and evenly. If you're looking for a hint of color, this wax is for you.

HD Eyebrow Pencil
.01oz / .29g

Easy to use wax-base pencils create natural definition and beautiful arches with perfect precision. HD Eyebrow Pencils contain minerals Mica and Titanium Dioxide for a transformative tinted wax-base, for pencils that are long-lasting, sweat-proof, and totally smudgeless!

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LIPS

Luscious Lips!

Gloss them, line them, shine them...we have everything you need to create the perfect pout. Choose from our Lustrous Lip Glossifiers, mechanical lip pencils, Long Wear Matte LipLock™ and much more. All products can be used individually or together to create a long-lasting lip that's sure to shine.



Lustrous Lip Glossifier

.25fl.oz / 7.32g

Envelop your lips in sheer sultry color! Lustrous Lip Glossifier contains soothing Aloe Vera, protective Vitamins A & E, plus lip enhancing moisturizers that lift lips to new heights of hydration. A refreshing infusion of Spearmint Extract leaves your lips tingling in minty-bliss and leaves you yearning for more.



Long Wear Lip Stick

.14oz / 4g

Lips look irresistibly soft and smooth with the moisturizing benefits of Shea Butter in Long Wear Lip Stick. Our exquisite formula includes natural ingredients like Beeswax for wear-resistant protection and Collagen for sultry, kissable lips. *Available in sheer, matte and creamy finishes.*



Lip Butter

.13oz / 3.75g

Get the shine of a gloss and a touch of sheer color with Lip Butter. Buttery softness leaves lips feeling smooth and silky all day long. Available in a wide range of kissable colors, you'll be sure to find a shade to match your mood.



Long Wear Lip Liner

.009oz / .28g

Long Wear Lip Liner gives you the freedom to draw your lips the way you want. Line them, color them, and enhance them – you're the artist, you decide! Packaged in an easy-to-use retractable pencil for your convenience.

No sharpening needed!



Precision Liquid Lip Stain Pen

.01oz / .4g

Long lasting full coverage lip color at your fingertips! The felt tip of Precision Liquid Lip Stain Pens is specifically designed to define the lip. Use it as a full coverage lip stick or as a lip liner. With four colors to choose from, you will be able to change looks daily without having to touch up every hour.



Long Lasting Liquid Lip Stick

.33oz / 9.4g

Super saturated, liquid lip formula gives you an intense dose of matte pigment with one swipe on your lips. One application of Long Lasting Liquid Lip Stick with Kaolin gives you smear-resistant coverage that will last for hours and hours.

*BeautiLock™ airtight compact provides freshness throughout the life of the product.

CHEEKS

Get Cheeky!

From beach bronzed to blushing pink, choose from our selection of loose or pressed blushes, or try our duo bronzer that works as a blush, bronzer and highlighter.



Mineral Plush Blush

Loose: .35oz / 10g

Pressed (*BeautiLock™): .32oz / 9g

Each playful Mineral Plush Blush shade provides that perfect pop of color giving you a burst of confidence. Go bold and brash or stay soft and sweet. We've got a shade to match any mood.

Mineral Plush Blush - Loose is infused with Vitamin E, an antioxidant superstar that promotes moisture and makes skin feel super soft. Mica adds natural sparkle and shine.

Individual Mineral Plush Blush pressed pans available for purchase!



Chiseled Cheekbones

6 Well Contour Palette

.014oz / 4g

Define and sculpt your features with 6 powders designed to contour and highlight. The perfect palette for any artist, 6 Well Contour Palette contains amazing easy-to-blend shades. Light colors for highlighting on top of cheekbones, center of nose and brow bone, darker shades for contouring under cheekbones, around hairline and on sides of nose.

Empty 6 well palettes available for purchase. Fill them with your favorite shades!

KITS

The perfect way to experience exceptional skin-loving formulas and full pigment, mineral based shades.

With a variety of kits to choose from, you determine which products and shades best reflect your brand's vision.



8 Piece Get Going Collection

Includes: Age Erasing Face Primer, Skin Reviving Concealer Stick, Mineral Touch Foundation, Mineral Finishing Powder (Pressed), Alluring Eye Shadow, Mineral Plush Blush, Long Wear Lip Stick, and Lustrous Lip Glossifier.

8 Piece Lip Gloss Collection

Includes: 8 shades of Lustrous Lip Glossifier for sheer, sultry color and soothing lip enhancing moisture.

9 Piece Makeup Brush Collection

Includes: Foundation Brush, Powder / Blush Brush, MultiTasker Brush, Concealer Brush, Blender / Smudger Brush, Angled Liner Brush, Blending Crease Brush, Lip Brush, and Brow Brush.

17 Piece Beauty Collection

Includes: Mineral Touch Foundation, Tinted Moisturizer - BB Cream SPF 31 PA++, Pressed Mineral Finishing Powder, Loose Mineral Finishing Powder, Mineral Plush Blush, Skin Enhancer Illuminators (Medium Tan and Strobe of Light), Alluring Eye Shadow, Luxe Crème Eye Shadow, Mineral Shimmer Loose Powder, Precision Liquid Eyeliner Pen, Volume MaxX Mascara, HD Eye Brow Pencil, Long Wear Lip Liner, Long Wear Lip Stick, Lustrous Lip Glossifier, and Age Erasing Face Primer.

BRUSHES

Beauty Brushes!

Must-have brushes blend each product for a flawless finish!

Choose from an array of brushes that can be used with liquids or powders. With custom square handle bases and quality hair, these stylish, high-performance brushes are built to last. To clean, simply wash with tap water and soap. Pat and lay flat to air dry.

ANGLED LINER BRUSH

Taklon (Synthetic)

Shape your brows, apply brow wax, take on a classic cat eye, or deliver a dramatic design effect.

BLENDER/SMUDGER BRUSH

Pony Hair

Smudge shadows and liner for a smoky eye and a flawless look.

BLENDING CREASE BRUSH

Goat Hair

Create that perfect contour by blending shadows into the crease and feathering out your shade.

BROW BRUSH

Taklon (Synthetic)

Essential tool for shaping brows and separating lashes so you can put your best face forward.

CONCEALER BRUSH

Taklon (Synthetic)

Blend and buff concealer for a flawless complexion.



FOUNDATION BRUSH

Taklon (Synthetic)

Create the appearance of a flawless, velvety complexion with this brush that absorbs just the right amount of foundation or primer.

LIP BRUSH

Taklon (Synthetic)

Designed with a flat surface to evenly apply lipstick with precision focus.

MULTI TASKER BRUSH

Taklon (Synthetic)

The brush of all brushes. This multi-task brush is the perfect tool to blend, smooth, contour, and highlight.

POWDER / BLUSH BRUSH

Goat Hair

Ideal for bronzer or blush, blends and creates great contouring, leaving you with a perfect look every time.



CONTACT US

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