



Osmosis

+ COLOUR

PRODUCT
KNOWLEDGE
2020

BEAUTY WITH A PURPOSE

At Osmosis Beauty, we believe healthy, glowing skin is the best makeup. That is why our professional color collection was consciously formulated to nourish, restore, and help reveal your complexion's radiant brilliance with gentle, non-toxic ingredients, botanicals, and natural pigments.

SELECT PRODUCTS



ONCOLOGY FRIENDLY

A thick, light-colored primer swatch is shown on a white background. The swatch is elongated and has a slightly textured appearance. The word "PRIMERS" is centered over the swatch in a bold, black, sans-serif font.

PRIMERS



Eye & Lip Primer

Create the perfect canvas for your eye and lip color with this multi-use primer formulated with skin-brightening and line-smoothing botanicals to treat the skin and enhance the performance of your makeup.

KEY BENEFITS:

- Velvety treatment primer
- For use on under- eyes and lips
- Wrinkle-smoothing and brightening

KEY INGREDIENTS:

- Gotu Kola
- American Ginseng
- Green Purslane
- Titanium Dioxide

PRO TIP:

Quick pick-me-up from work to evening transition: apply a small amount under eyes and blend out to blur lines and even texture for a brighter, refreshed look.



Luminous Treatment Primer & Highlighter

Luminous Treatment Primer amplifies your skin's hydration level, while it creates a radiant candlelight glow. It can be used under makeup, over makeup as a subtle highlight, or on bare skin for instant healthy luminosity.

KEY BENEFITS:

- Creates a luminous glow, under or over makeup
- Hydrates and protects skin (anti-oxidant)
- Can be used as a highlighter anywhere on face or body

KEY INGREDIENTS:

- Sodium Hyaluronate
- Pseudoalteromonas Ferment Extract
- Niacinamide
- Micrococcus Lysate

PRO TIP:

Heavy full coverage matte makeup is out, but don't throw it away. Mix together equal parts full coverage foundation, moisturizer and Luminous Treatment Primer for a fresh luminous sheer foundation - perfect for weekend brunch!



Skin Perfecting Matte Primer

Skin Perfecting Matte Primer smooths texture and creates a velvety matte finish on the skin, while gently controlling oil and maintaining balanced skin hydration. It can be used under makeup, over makeup to reduce oil-shine, or on bare skin for an instant soft matte finish.

KEY BENEFITS:

- Smooths and refines skin texture
- Controls oil while maintaining moisture balance
- Creates a velvety matte finish
- Can be used under or over makeup

KEY INGREDIENTS:

- Daisy Flower Extract
- Sunflower Sprout Extract
- Alpine Willow Herb Extract

PRO TIP:

We know how hard it is to find a cream eyeshadow that doesn't crease. Stop looking and DIY the perfect creaseless cream eyeshadow by mixing together a dot of Matte Primer and a little loose pigment.

A thick, textured, light brown foundation smear on a white background. The smear is irregular in shape, with a rounded left side and a jagged, feathered right side. The texture is visible, showing some ridges and valleys. The word "FOUNDATIONS" is printed in bold, black, uppercase letters across the center of the smear.

FOUNDATIONS



Performance Wear Satin Foundation

Our silky-smooth Satin Foundation provides long-wearing, buildable coverage with a lightweight feel on the skin. Featuring anti-aging benefits and skin-nourishing ingredients such as calming chamomile, hyaluronic acid, and peptides to promote a youthful, seamless finish.

KEY BENEFITS:

- Anti-aging, wrinkle smoothing and plumping
- Satin finish
- Environmental protection

KEY INGREDIENTS:

- Dermaxyl
- Chamomilla Recutita Flower Extract
- Hyaluronic Acid

PRO TIP:

For a dewy finish, dampen the beauty sponge and stipple product onto the skin.

SHADES:



fair



golden
light



golden
medium



natural
light



natural
medium



beige
dark



olive



honey



CC Cream

This lightweight CC Cream flaunts our exclusive True Tone Technology and Light Lifting Effects to most accurately color-match and enhance your natural skin tone while bringing out your brightest authentic glow.

KEY BENEFITS:

- Color Correcting with Light Lifting Effect
- True tone technology
- Anti-inflammatory and anti-bacterial benefits

KEY INGREDIENTS:

- Kaolin
- Titanium Dioxide
- Lichen Extract

PRO TIP:

Try using a color slightly darker than your natural skin tone to fake a natural looking tan. Top with a touch of pressed or loose base to provide more coverage and extra sun protection.

SHADES:



porcelain



ivory



warm



sand



mocha



cocoa

Age-Defying Treatment Concealer

This innovative duo flaunts both a richly-pigmented concealer as well as a nourishing moisture stick for seamless application and thorough coverage.

KEY BENEFITS:

- Highly pigmented, camouflaging
- Diffuses and conceals dark circles or spots
- Hydrating moisture balm

KEY INGREDIENTS:

Concealer:

- Vitamin C
- Sunflower Seed Oil
- Zinc Stearate
- Vitamin E

Moisture Balm:

- Argan Oil
- Apricot Oil
- Vitamin E
- Coconut Oil
- Shea Butter

PRO TIP:

To make eyeshadow applications last all day, use Age Defying Treatment Concealer as a primer for the eyelids. Use the Moisture Stick to smooth fine lines and ensure seamless application of concealer. Can be used around the eyes and as a lip treatment as well!



SHADES:



fair



silk



light



medium

Pressed Base



Protect and perfect with this mineral base designed to deliver seamless, buildable coverage while offering natural sun protection.

KEY BENEFITS:

- Natural broad-spectrum UV protection
- Pore minimizing, seamless semi-matte finish
- Will not accentuate fine lines or wrinkles

KEY INGREDIENTS:

- Zinc Oxide
- Zinc Stearate
- Goji Berry Blend
- Titanium Dioxide
- Green Tea Leaf Extract
- Vitamin E

PRO TIP:

Gently press minerals into skin to enhance coverage. For flawless coverage with complete UV protection, apply a full coat of the mineral pressed base foundation over your face, neck and décolletage.

SHADES:



A photograph of a pile of brown, granular material, possibly a mineral or soil sample, spread out on a white surface. The material has a rough, clumpy texture and is arranged in a roughly circular shape. The word "CONTOUR" is printed in bold, black, uppercase letters across the center of the pile.

CONTOUR

Translucent Finishing Powder

Enhance your makeup's performance and durability with this Finishing Powder consciously formulated to set makeup while conditioning and protecting skin throughout the day. Add this final touch for shine-free, all-day wear and a flawless, airbrushed finish.



KEY BENEFITS:

- Set makeup
- Mattify the skin
- Create long-lasting coverage

KEY INGREDIENTS:

- Zinc Oxide
- Moringa Seed Oil
- Zinc Stearate

PRO TIP:

Allows you to set Concealer and Satin Foundation. Great for touch ups during the day to mattify the skin. Finishing Powder can be applied as an overall finish to any makeup formula.

SHADES:



translucent

Highlighting Quad

Illuminate your complexion with four shimmering shades that highlight your best features and deliver an enchanting glow.



KEY BENEFITS:

- Amplifies skin's radiance
- Buildable luminescent pigments
- Can be used to enhance glow on the eyes

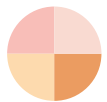
KEY INGREDIENTS:

- Vitamin E
- Moringa Seed Oil
- Lycium Barbarum (Goji Extract)
- Jojoba Seed Oil

PRO TIP:

Blend all 4 and sweep onto collar bone, arms and even legs for a full body glow and extra definition! Try a metallic liner. Each of the four shades can be applied wet with a flat brush as a pearlescent liner.

SHADES:



bronze, rose,
pearl and gold

South Beach Bronzer

Keep a sun-kissed glow year-round with our luminous South Beach Bronzer. Goji berry and green tea leaf extract offer nourishing benefits while golden, summery tones add warmth and life to your look.



KEY BENEFITS:

- Sun-kissed glow
- Defines the face
- Creates a subtle contour

KEY INGREDIENTS:

- Goji Berry Blend
- Zinc Oxide
- Vitamin E

PRO TIP:

Add bronzer to crease area for a natural or warmer tone to the eyes. Add bronzer to center of eyelid to bring out green, blue or light eye colors.

SHADES:



south beach

Two round blush compacts are shown side-by-side on a white surface. The compact on the left is a light pink color, and the one on the right is a warm orange-red color. Both compacts have a textured, cracked surface, suggesting they are dry or broken. The word "CHEEKS" is printed in bold, black, uppercase letters across the center of the pink compact. There is some loose powder scattered around the base of both compacts.

CHEEKS

Blush



Add life to your look with a splash of color or rock a more subtle shade with sultry matte nudes. This versatile mineral blush is formulated with moringa seed oil, goji berry, and green tea extract, feeding the skin with nourishment for thriving complexion.

KEY BENEFITS:

- Light radiance or matte finish
- Natural to vibrant shades
- Long wear cheek color

KEY INGREDIENTS:

- Green Tea Leaf Extract
- Moringa Fruit Oil
- Goji Berry Blend
- Vitamin E
- Zinc Stearate

SHADES:



crushed coral



nude bliss



peony



pink pearl



plum blossom



spring crush



summer rose



tulip

PRO TIP:

Use bronzer first and then add a splash of color with blush on the apples of the cheeks. Apply blush on the cheeks only where you naturally would flush with color.



EYES



SHADES:



black

Curling & Defining Mascara

A lash-pampering, clump-free formula that resists water and smudges. Apply one coat for depth and definition, or multiple coats to channel your inner-glamazon. The hourglass-shaped applicator ensures a smooth, even application, wrapping each individual lash with rich nourishing color - no matter how many coats.

KEY BENEFITS:

- Lifts, separates, and thickens lashes
- Nourishes lashes to encourage growth
- Water-resistant and smudge-resistant

KEY INGREDIENTS:

- Swertia Japonica Extract
- Lycium Chinense Fruit Extract
- Caprylic/Capric Triglyceride

PRO TIP:

Most people use liquid eye liner to disguise a false eyelash band or any excess glue, but liner formulas are often too thin to cover well. Try using mascara on an angled brush (like the Osmosis Eye Liner/Brow brush) for better coverage.



Eye Pencil

This rich, creamy formula glides on smooth, accentuating the eyes with a bold color that stays all day. Its adjustable height and built-in sharpener lets you customize your liner look to fit your style and maintain long-lasting efficacy.

KEY BENEFITS:

- Creamy rich application
- Long-lasting colors
- Smudge-proof
- Multi-functional component

KEY INGREDIENTS:

- Jojoba Seed Oil
- Microcrystalline Wax
- Vitamin E
- Titanium Dioxide

PRO TIP:

Apply liner inside the rim of the eyes (the "water line"), to make the lash line look thicker. This also serves as an efficient liner application for those with very little eyelid space.

SHADES:



black



brown



charcoal



navy



plum

Eye Shadow Duos



Accentuate the eyes with a dynamic duo containing two complementary shades to effortlessly create a neutral, yet dimensional look with a satiny, matte finish.

KEY BENEFITS:

- Matte finish
- Natural look
- Customize your look

KEY INGREDIENTS:

- Jojoba Seed Oil
- Zinc Oxide
- Vitamin E
- Goji Berry Blend

PRO TIP:

Using an angle brush, apply the darker shade as a liner on the upper and lower lash line and smudge to create a chic, grungy look.

SHADES:



chocolate
brulee



crimson
cream



mystic
mulberry



sienna
dusk



truffle
bliss

Eye Shadow Trios

Create a look that's uniquely you with a wide variety of richly-pigmented shades. Finely milled minerals and a nourishing formula promote unmatched performance and a healthy complexion with the versatility to take your look from day to night.



KEY BENEFITS:

- Rich, all-day color
- Easy to blend
- Buildable for day-to-night transitions
- Adds a soft glimmer to eyes

KEY INGREDIENTS:

- Zinc Oxide
- Goji Berry Blend
- Green Tea Leaf Extract
- Moringa Seed Oil
- Vitamin E
- Titanium Dioxide

PRO TIP:

Add definition with a darker shade at the outer corner of the eyes. This lifts the eyes, makes the lashes look longer at the end and also can be added to enhance a day look to evening.

SHADES:



aubergine



bronzed
cocoa



gingersnap



impulse



misty
blue



spice
berry



Liquid Eye Definer

This no-mess liquid liner features a felt tip for effortless use, precision application, and all-day wear.

KEY BENEFITS:

- Defining felt tip
- Smudge-proof
- Rich black color

KEY INGREDIENTS:

- Natural Iron Oxides
- Grapefruit Seed Extract
- Glycerin

PRO TIP:

Apply directly to the lash line using this felt-tip liner. Use after applying false lashes to hide the band of the lash or press between lashes to create the illusion of a fuller lash line.

SHADES:



black

Water Colors

Get creative with your makeup as these whimsical water colors effortlessly blend into the skin without creasing, resulting in a smooth, radiant glimmer that adds an alluring touch of magic to any look!



KEY BENEFITS:

- High sheen
- Will not crease
- Can be used as eye shadow or liner

KEY INGREDIENTS:

- Mica
- Honeysuckle Flower Extract
- Green Tea Leaf Extract
- Moringa Seed Oil
- Titanium Dioxide

SHADES:



amethyst



azure



pewter

PRO TIP:

These versatile shadows can be used for more than just a shimmering shadow! Apply to the temples and cheekbones as a highlighter; or apply on top of your favorite matte lip shade to add a fun, metallic glow.

The image features several thick, dark brown brush strokes on a plain white background. The strokes are arranged in a roughly parallel, downward-sloping pattern from the top-left towards the bottom-right. The top stroke is the longest and most uniform. Below it, the strokes become progressively shorter and more irregular, with some showing a textured, stippled appearance. The word "BROWS" is centered in the middle of the strokes.

BROWS



Brow Gel

Boost your brow game with a clear, brush-on gel that perfects placement of stray hairs while promoting effortless styling and shaping with a soft, natural finish.

KEY BENEFITS:

- Adjustable dispense
- Quick-drying formula
- Natural, sheen finish without flaking

KEY INGREDIENTS:

- Hydroxypropylcellulose
- Glycerin

PRO TIP:

Apply gel after any desired color to ensure optimal shape and longevity of the look.

SHADES:



clear



Brow Pencil

Crafted with a slim, retractable tip and a built-in spoolie, this pencil is ideal for shaping, blending, and precisely filling in the brows for a natural, yet refined look.

KEY BENEFITS:

- Slim, retractable tip
- Ideal for shaping, blending, and filling brows
- Natural look
- Built-in spoolie for easy styling

KEY INGREDIENTS:

- Beeswax
- Vitamin E
- Rice Powder

PRO TIP:

After filling in with color, line the brows with concealer to clean up any stray strokes and create a defined look that frames the face.

SHADES:



brown



taupe



auburn



blonde



LIPS



Lip Glaze

Pucker up with this pout-enhancing Lip Glaze formulated to nourish, hydrate, and gently plump the lips promoting a fuller appearance and a hint of color and shine.

KEY BENEFITS:

- Delicate hint of color
- Glossy shine
- Enhanced with pepper extracts for a gentle plumping effect

KEY INGREDIENTS:

- Sunflower Seed Oil
- Olive Fruit Oil
- Goji Berry Seed Oil
- Capsicum Frutescens Fruit Extract
- Vitamin E

PRO TIP:

Use as a top-coat for long-wear matte formulas to provide moisture and shine with a natural plumping effect.

SHADES:



grateful



hopeful



peaceful



thankful



Lip Gloss

Top off your lip look to add some shine or use alone for a sheer splash of color, this non-sticky gloss soaks your lips in moisture with a subtle scent of strawberry and grapefruit.

KEY BENEFITS:

- Transparent-to-rich colors
- Hydrating
- Long lasting

KEY INGREDIENTS:

- Grapefruit/Strawberry Flavor
- Goji Berry Blend
- Sunflower Seed Oil
- Vitamin E

PRO TIP:

Dab with a bit of our Water Colors to enhance shimmer on your lip gloss. Mix and match glosses to enhance shades for a larger collection of colors.

SHADES:



aura



bellini



berry



lilac



pink
sapphire



primrose



think
pink



Lip Intensive

Long lasting liquid lipsticks offer rich pigments and a lustrous, creamy finish for beautiful wear-ability, hydration, and protection. From bold and brilliant, to natural "just-kissed" pinks, choose a shade to reflect your mood each day!

KEY BENEFITS:

- Liquid lipstick with lasting shine
- Creamy hydration
- Bold shades

KEY INGREDIENTS:

- Castor Seed Oil
- Vitamin E
- Titanium Dioxide

PRO TIP:

Use as a cream blush! Lightly sweep a small amount on cheeks and blend it out with the Medium Accent Brush for a creamy, ethereal flush.

SHADES:



desire me



find me



have me



kiss me



love me



spoil me



Lip Pencil

Perfect your lip look with fine-tip, creamy pencils that promote effortless definition and precision. With adjustable height and a built-in sharpener, you can customize your look like a pro!

KEY BENEFITS:

- Long lasting
- Smooth application
- Matte lip color when filled in
- Define or fill lips in naturally

KEY INGREDIENTS:

- Cotton Seed Oil
- Iron Oxides
- Jojoba Seed Oil
- Vitamin E

PRO TIP:

The lip liners can be used all over the lips for a matte lip color or as a great all-over base for any of our lip glosses, glazes or intensives.

SHADES:



crimson



naked



nutmeg



petal



plum
berry



rosewood



Long Wear Lipstick

Perfect your pout with rich pigment and nourishing hydration for a kissable finish. Curated with vitamin E, antioxidants, and a collagen-stimulating peptide, this luxurious formula promotes a smooth, velvety appearance to last all day.

KEY BENEFITS:

- Creamy satin finish
- Long lasting
- Creamy texture
- Rich pigments
- Soft and natural lip stain effect

KEY INGREDIENTS:

- Safflower Seed Oil
- Tea Seed Oil
- Vitamin E
- Goji Berry Blend
- Green Tea Extract

PRO TIP:

Blot with a tissue and re-apply for a longer lasting application. Lipstick can be paired with Lip Pencils, Lip Gloss or Lip Glaze to enhance shade diversity, mix and match to create your favorite combinations!

SHADES:



babydoll



darling



forget-me-not



starlet



sweet

ACCESSORIES + BRUSHES





Brush Cleaner

This conveniently sized bottle helps you clean and condition your brushes to keep them in tip-top shape between full washes. Keep one in your beauty bag for on-the-go spritzes or at your makeup counter for accessible sanitization.

Melt Away Gelee

Tough on makeup, gentle on skin, this powerful gelee dissolves away your makeup from the day without irritation. Watch even the most stubborn waterproof formulas melt away with one swipe while promoting healthy, hydrated skin.

Mineral Hydration Mist

Energize your skin to bring out the best in your makeup's performance with our Mineral Hydration Mist. Use as a setting spray after makeup application or spritz throughout the day for a refreshing pick-me-up!

BRUSHES



full face



base



dome



foundation



beauty sponge



kabuki



angled blush



medium accent



concealer



blender



crease



contour shadow



retractable lip
brush



oval shadow



eyeliner/brow



Osmosis
+ COLOUR

THANK YOU

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