

Chella[®] PRO

product knowledge guide

Founded in 2003, we have spent years dedicated to crafting the best in brow and eye makeup essentials. Help your customers embrace their day. Whether they're leading the meeting, taking the stage, or sipping mocktails with their friends, they need beauty solutions that they connect with.

Your aim is to highlight, not overwhelm their natural beauty, and enhance the truest version of themselves. Create crafted looks with our long-wearing, inclusive brow and eye makeup must-haves.

Clean, vegan, uplifting – **it's effortlessly you.**



@ChellaBeauty

@ChellaPro



@ChellaBeauty

@ChellaPro



@ChellaBeauty



fresh brows & eyes to match your vibe

9 Fill Shades & 6 Highlighter Shades

Brows are the trend everyone is talking about.



CRUELTY-FREE



VEGAN



PARABEN-FREE



GLUTEN-FREE




RECYCLABLE



Chella® as seen in....

IPSY ELLE BYRDIE

InStyle VOGUE 

REFINERY29

BOXYCHARM 

allure

US WEEKLY

INTOUCH

!

People®

bring your best brow game

Are you finishing every eyebrow and/or beauty service with a quick, complimentary brow fill?

If not, you could be missing out!

why brow services?

Did you know that 87% of all salon clients love to experience new products and services? By providing a 60-second service with our product, you can increase your revenue with this simple service-based program.

why chella?

- Increase revenues up to \$30k to 50k+ a year!
- Retain and attract high-value customers
- Simple concept: Sample a 60-second product and service

Seeing is believing. Service leads to sales.

Chella® 60 second brow fill... it's effortless

1 | fill

Eyebrow Cream / Eyebrow Pencil

Long-wearing, buildable, and blendable, the Eyebrow Cream and Pencil deliver the precision and control you need to get your perfect brow every time. With a velvety consistency, you can bolden up your brows for an effortless finish.



Chella[®] has created a simple process how to brow in 3 easy steps



1 | fill

Eyebrow Cream / Eyebrow Pencil

Long-wearing, buildable, and blendable, the Eyebrow Cream and Pencil deliver the precision and control you need to get your perfect brow every time. With a velvety consistency, you can bolden up your brows for an effortless finish.

2 | define

Eyebrow Defining Gel Clear

Get brows that stay all day with the Eyebrow Defining Gel Clear. Whether you're looking to achieve a fluffy brow moment, or to tame the most unruly of brows, this clear gel delivers the definition you need!

3 | highlight

Highlighter Pencil

Finish off your brows with the Highlighter Pencil. Bring some brightness to your brow bone, or use it for a little under eye pick me up— this Highlighter is a multi-use must-have.

eyebrow cream

OUR ALL-IN-ONE NATURAL BROW BUILDER.

"The best product I've tried so far for giving my brows a filled in and sculpted yet natural look!" - Rae D.

description

Our creamy, velvety Eyebrow Cream is an all-in-one brow product for every occasion. It glides on effortlessly and features an airlock seal for soft, smudge-free brows all day. Coupled with the angled brush, pro-quality application is possible even on those rush-out-the-door days – so you can have good brows and good vibes all day long.

MSRP \$30

why you'll love it

- Creamy, velvety formula
- Airlock seal prevents drying
- Reliable all-day finish
- All-in-one product
- Your choice of shades
- Subtle, natural and buildable



shades



how to use it

STEP 1: Starting in the middle of the brow, apply the cream in small, hair-like strokes. Continue sketching from the bottom of the arch to the tail in the natural direction of hair growth. A little goes a long way!

STEP 2: Sketch small hair-like strokes from the top of the arch to the tail. Gradually build the cream up and fill in the center of the brow, continuing to follow the natural direction of hair growth.

STEP 3: Leave the front of the brow lighter by only applying the excess cream left on the brush in small, hair-like strokes.

Available for individual purchase or as part of a

'How to Brow Custom Eyebrow Cream Kit.'

eyebrow pencil

FULLER, FLUFFIER BROWS – FAST.

"This is better than I expected as it blends in so naturally! I like the fact that it has a built in brush at the end is a help as well!" - Sharon F

description

This is fresh, effortless, and wholeheartedly you – the secret to simply gorgeous brows. Clean ingredients, long-wearing pigments, and a soft-tipped retractable pencil make our Eyebrow Pencil every Bella's go-to. Choose from our inclusive collection of shades for gorgeous brows that break through.

MSRP \$25

why you'll love it

- Long-lasting formula
- Smooth and even application
- Your choice of shade
- Smudge-free and water-resistant
- Time-saving accuracy
- Subtle, natural and buildable

Care ingredients:

- Vitamin C for protective and brightening antioxidant benefits
- Vitamin E for deep hydration and antioxidant properties



shades



BEAUTIFUL BLONDE



LIGHT BROWN



TANTALIZING TAUPE



MEDIUM BROWN



AWESOME AUBURN



DARK BROWN



DEEP BROWN



GRACEFUL GREY



ELEGANT EBONY

how to use it

STEP 1: Using the spoolie brush, brush your brows in an upward motion in the direction of your natural hair growth.

STEP 2: Starting at the front of the brow, lightly apply the product in an upward motion.

STEP 3: As you reach the arch-to-tail area, gradually build up the product while following the natural direction of hair growth.

Available for individual purchase or as part of a

'How to Brow Custom Eyebrow Pencil Kit.'

eyebrow defining gel clear

OUR LUSCIOUSLY LIGHTWEIGHT GEL BROW TAMER.

"Out of all the clear brow gels I have tried, this one is by far the best one yet. It holds very well."

- Ashley L

description

Our Eyebrow Defining Gel Clear refreshes your brows with a hydrating formula while keeping each hair in place. Use it alone or over our cream or pencil for subtle, approachable brows that you can count on all day.

MSRP \$25

why you'll love it

- Lightweight formula
- Tames stubborn brows
- Hydrates skin and brow hairs
- Use alone or over our cream or pencil
- Never stiff or flakey
- Creates a natural look
- Made in the USA

Care ingredients:

- Aloe vera strengthens hair and gently soothes skin

shades



CLEAR



how to use it

STEP 1: Brush your brows in an upward motion to your desired fullness.

STEP 2: Brush over the tops of the hairs.

STEP 3: Leave the front of the brows brushed up for a natural look.

Available for individual purchase or as part of a
'How to Brow' Custom Eyebrow Cream or Pencil Kit.'

highlighter pencil

OUR MATTE PENCIL FOR RADIANT VIBES.

"I love the highlighter pencil. It goes on smooth and does exactly what you want it to do. I've tried different highlighters and tried other hacks, but this is hands down the best." - Laura

description

Radiate an approachable vibe with our clean and creamy Highlighter Pencil. Elevate your everyday eye look with this highly blendable beauty essential – it can also be used to bolden up those brows, brighten the eyes, or can even be used as a concealer.

MSRP \$20

why you'll love it

- Creamy formula
- Blends beautifully
- Use for brows, eyes, or as a concealer
- Available in four shades
- No caking or creasing

Care ingredients:

- Sunflower seed oil nourishes skin and hair with antioxidants
- Candelilla cera for natural emollient properties
- Caprylic/capric triglyceride for skin conditionin
- Vitamin E for deep hydration and antioxidant properties

shades



LIGHT



MEDIUM



DARK



DEEP



how to use it

STEP 1: Apply along the arch beneath your brow, as well as above the arch-to-tail area.

STEP 2: Blend the highlighter below the brow towards the eyelid using our Dual Blending Brush.

STEP 3: Blend the highlighter above the arch down towards the tail of the brow.

Available for individual purchase or as part of a
'How to Brow' Custom Eyebrow Cream or Pencil Kit.'

shimmer highlighter pencil

ILLUMINATE YOUR FEATURES.

description

Our Shimmer Highlighter Pencil lets your inner light shine for all to see. Choose it for a quick eye pick-me-up or to add a subtle shimmer to your brow bone, cheekbones, or any other area of the face. This all-in-one essential has you covered with clean ingredients to simplify your highlight routine. Glow ahead, give it a try!

MSRP \$20

why you'll love it

- Creamy formula
- Blends beautifully
- Use for brows, eyes, cheek bones or cupid's bow
- Available in two shades
- No caking or creasing

Care ingredients:

- Vitamin E for deep hydration and antioxidant properties
- Jojoba Seed Oil to calm inflammation, dryness, and irritation
- Shea Butter to soften, plump, and protect



shades



LIGHT



DARK

how to use it

Apply the Shimmer Highlighter Pencil to the areas of your face you want a subtle glow, including the brow bone, inner corner of the eye, cheek bones, cupid's bow and nose. Blend out with ease using your finger or our Dual Blending Brush.



Available for individual purchase or as part of a
'How to Brow' Custom Eyebrow Cream or Pencil Kit.'

how to brow custom kits

EYEBROW CREAM KIT | MSRP ~~\$100~~ \$80

EYEBROW PENCIL KIT | MSRP ~~\$95~~ \$75

SAVE \$20 WHEN YOU BUY A KIT!

description

Our Custom Eyebrow Kits contain all of the essentials you need to simplify your brow routine. Products handpicked for you by you.

why you'll love it

- Your choice of shades
- Subtle, natural and buildable
- Blends beautifully
- Multi-purpose products
- Water-resistant formulas
- Reliable all-day finish

kit contains

- 1 Eyebrow Cream or Pencil of choice
- 1 Eyebrow Defining Gel Clear
- 1 Highlighter Pencil of choice
- 1 Dual Blending Brush
- 1 Everyday Makeup Bag

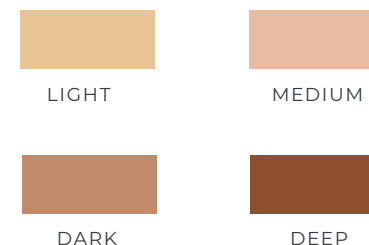


customize your client's how to brow kit

pick one fill shade
eyebrow cream or pencil shades



pick one matte or shimmer highlighter shade
matte highlighter shades



shimmer highlighter shades



glow on the go kit

THESE HIGHLIGHTER PENCILS BLEND EFFORTLESSLY FOR A FRESH LOOK.

description

With our multi-purpose Shimmer Highlighter pencils in both light and dark shades, this kit will add a stunning shimmer to your day. Apply the highlighters to the inner corner of your eyes, eyelids, cheekbones, cupid's bow, or collarbones to bring out your inner radiance for all to see. Creamy and formulated with care ingredients including vitamin e, jojoba, and shea butter, these highlighter pencils blend effortlessly for a fresh all-day look. With a velvety smooth application and pointed tip, both shades can be used on all skin tones for a deliciously creamy finish. Both pencils are lovingly packed in our Everyday Makeup Bag so that you can take your glow on the go!

MSRP \$38 (\$50 value)

why you'll love it

- Creamy formula
- Blends beautifully
- Use for brows, eyes, cheek bones or cupid's bow
- Available in two shades
- No caking or creasing



shades



LIGHT



DARK

how to use it

Apply the Shimmer Highlighter Pencil to the areas of your face you want a subtle glow, including the brow bone, inner corner of the eye, cheek bones, cupid's bow and nose. Blend out with ease using your finger or brush.



Available for individual purchase or as part of a
'How to Brow' Custom Eyebrow Cream or Pencil Kit.'

dual blending brush

BLENDING MADE EASY.

"Thank you for this brush. It not only saves time with a different brush on each side, but the brushes make it easy to apply and blend." - Marlene H



Unique dome tip designed to carve out the arch of brow.



Soft spoolie to effortlessly blend product.

why you'll love it

- Multifunctional
- Reusable
- Dense and non-shedding
- Soft and firm
- No harsh blending

description

This Dual Blending Brush has a firm, tapered end that effortlessly blends out the Chella Highlighter Pencil. Use this secret weapon above and below your brows for an elegantly lifted look. It's designed to keep you comfortable and in control, with soft bristles and an ergonomic shape. But, it doesn't stop there — our essential spoolie is just a flip away for seamless brow sculpting and definition.

MSRP \$18

how to use it

STEP 1: After applying the Chella Highlighter Pencil above and below the arch, use the tapered brush to effortlessly blend out the creamy highlighter.

STEP 2: Switch to the other end and gently brush through your brows with the spoolie to evenly blend and tame brow hairs.

Care Tip: Wash the bristles regularly with liquid soap, then rinse and lay the brush flat to air dry.

Available for individual purchase or as part of a
'How to Brow' Custom Eyebrow Cream or Pencil Kit.'

razors w/brush & comb cap (2pk)

TOOLS

tweezers

SHAVE, TRIM, PREP, AND PRIME.

STAY AWAY FROM STRAY HAIRS.

description

For an effortless touch-up, this grooming tool has it all. Fine-tune hair removal for delicate areas including the eyebrows, cheek area, and upper lip. No waxing or threading required!

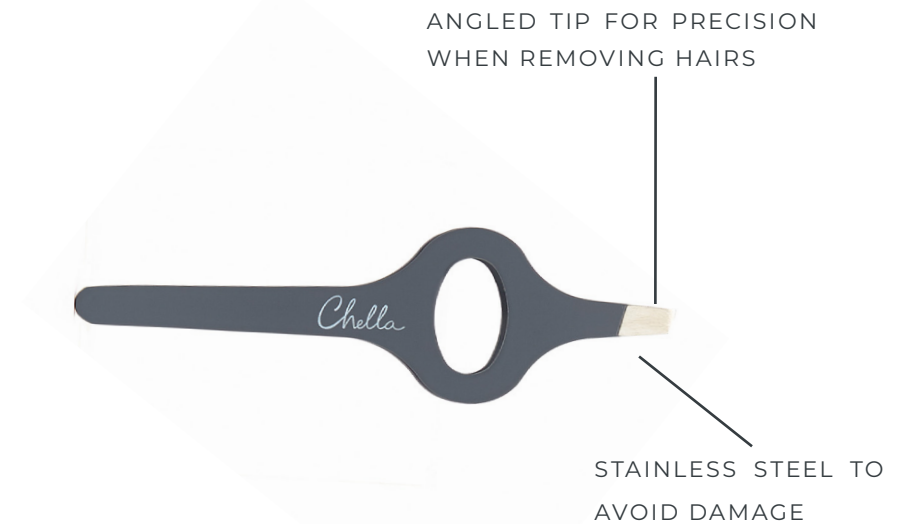
MSRP \$10

how to use it

TIP 1: For best results, gently hold the skin taut.

TIP 2: Holding the razor at an angle, gently stroke the razor in a downward motion to remove the desired hairs.

TIP 3: After each use, carefully wipe the razor head brush and comb with rubbing alcohol or hydrogen peroxide, then let air dry.



description

Tweeze as you please with this perfect-grip tweezers. The shape of your brows is in your hands— whether you're just cleaning up or want a totally new look.

MSRP \$20

how to use it

TIP 1: Always tweeze in the direction of hair growth.

TIP 2: Isolate the hair you are about to tweeze, pulling a single hair out at a time.

TIP 3: Pull with a smooth, firm motion, making sure not to yank.

TIP 4: To open your pores, apply a warm washcloth to your skin before tweezing, or tweeze after showering.

heated eyelash curler

CREATES COLOSSAL CURLS THAT JUST DON'T QUIT.

"This is a great product! Ever since I started using it, I've gotten countless compliments on my eyelashes and how long they look! The results are absolutely stunning! It's my new favorite lash curler!" - Maisy S

description

A luscious curl is closer than you think. Level up your lashes with the Heated Eyelash Curler (HLC). This sleek and safe heating wand creates colossal curls that just don't quit without damaging your naturally gorgeous lashes. It's time to give your lashes some TLC with the HLC.

MSRP \$22

why you'll love it

- Long-lasting, flake-free curl
- Won't pinch your skin like a traditional eyelash curler
- Travel-friendly design
- Safe and reusable

featured in:

BYRDIE

ELLE

VOGUE



how to use it

First-time use

STEP 1: Remove the cap from the HLC and gently pull the curler head apart from the lower base.

STEP 2: Insert the AAA battery (positive end down) and reattach the curler head to the base.

STEP 1: Switch on. Wait 40-60 seconds. Test the heat on the back of your hand.

Everyday use

STEP 1: Switch on the curler.

STEP 2: Apply mascara while your HLC heats up (approximately 40 to 60 seconds).

STEP 3: Place the comb side at the base of the upper lashes, roll towards your eyelid, and hold for 10 seconds.

STEP 4: After 10 seconds, brush the comb from root to tip. Repeat 2 to 3 times until you've achieved the desired curl.

STEP 5: Switch off and let the HLC cool for 30 seconds. Clean with sanitizing cloth as needed.

new deluxe heated eyelash curler

CREATES COLOSSAL CURLS THAT JUST DON'T QUIT.

"This eyelash curler is a game changer. No more crimping & pulling with a traditional lash curler. Chella's latest version has some standout improvements with the usb charging & the wider curved heated surface. It works as a comb to separate the lashes, as well. I liked it so much that I bought four for gifts!" - Erin K

description

We leveled-up our HLC so you can create your perfect curl. With its dual-sided custom tip and arched comb, the Deluxe Heated Eyelash Curler gives you the control you need to take your lashes to new heights. This safe and sleek silicone heating wand is oh-so gentle with a comb that captures and curls every lash. With 3 heat settings, you choose your ideal temperature. Plus, it's USB chargeable... so the love you give your lashes won't run out. Capture, roll & hold. Looks like things are heating up.

MSRP \$37

why you'll love it

- Long-lasting, flake-free curl
- Won't pinch your skin like a traditional eyelash curler
- Travel-friendly design
- Safe and reusable
- USB chargeable



how to use it

HOW TO USE: TURN ON/OFF Press and hold the power button for a few seconds to turn the device ON or OFF. (The device automatically shuts down after 5 minutes without use.)

STEP 1: Turn on the device & while it's heating up apply mascara to your lashes. (takes approx. 10-15 seconds).

STEP 2: Once the Deluxe Heated Lash Curler is warm, hold the heating comb to the root of your lash line for 3 seconds and comb slowly through to the tip. Hold at tip for 3 more seconds to curl. Repeat as needed.

STEP 3: Once your mascara is half-dry, apply a second coat! Repeat steps as needed.

Easy usb rechargeable 3 heat settings long-lasting curl reusable safes take it on-the-go no more pinching your skin with a traditional curler pairs well with our Good Drama Mascara.

CHELLA TIPS Apply more mascara after letting your lashes cool down for added drama. If curling lower lashes, we recommend curling them after you've curled your gorg top lashes.



good drama mascara

GET BOLD LASHES WITH BETTER INGREDIENTS.

"I absolutely love this mascara formula. It's ideal for lengthening lashes! I have 3 tubes because I can't live without this." - Sierra H

description

Your lashes should be as bold as you are, and you need a mascara that's up to the task. Our moisturizing, buildable mascara brings "Good Drama" to your lashes with Hi-Def lengthening, volume, and a curl that lasts all day (even when you're working overtime). We want your relationship with mascara to be drama-free, so ours is Ophthalmologist & Dermatology approved mascara and packed with vegan, non-irritating care ingredients. For always coated, never clumpy lashes, our mascara is formulated with **Aloe Vera***, **Argan Oil**, **Vitamins E + C**, and a uniquely tailored brush that separates each individual lash. It's the best mascara for sensitive eyes. Plus, with 4 shades, this mascara makes the most of your naturally gorgeous eye color. Who knew drama could be this good?

*With the exception of the Mini + Full sized Black Mascaras

MSRP Full Size: \$25 (10 ml/ .33 fl oz)

MSRP Mini: \$14 (5 ml/ .17 fl oz)

why you'll love it

- Dermatology approved mascara
- Best mascara for sensitive eyes
- Ophthalmologist tested
- Buildable volume
- Won't flake or smudge
- Available in four shades

shades



Black

Brown

Blue

Burgundy

how to use it

STEP 1: Wiggle the mascara wand from the base of the lash line through to the end of the lash, lightly separating as you go up.

STEP 2: Repeat this process for longer, bolder lashes.

STEP 3: Finish the look by curling your lashes with our Heated Eyelash Curler or the new Deluxe Heated Eyelash Curler.



featured in:



REFINERY29

drama and shade set

LUSCIOUS LASHES FOR WHEREVER YOU GO.

"The mascara was easy to put on and lasted all day without smearing. I definitely recommend it!" - Shelley D

description

Everything you need for plush lashes on the go. The Drama & Shade Mini Mascara Set includes 4 Mini Good Drama Mascaras in Black, Brown, Blue, and Burgundy, lovingly packed in the Chella Makeup Bag. Our moisturizing, buildable formula brings the good drama to your lashes with Hi-Def lengthening, volume, and a curl that lasts all day (even when you're working overtime). We want your relationship with mascara to be drama-free, so ours is Ophthalmologist & Dermatologist approved mascara and packed with vegan, non-irritating care ingredients. For always coated, never clumpy lashes, our mascara is formulated with **Aloe Vera***, **Argan Oil**, **Vitamins E + C**, and a uniquely tailored brush that separates each individual lash. Who knew drama could be this good.

*With the exception of the Mini + Full sized Black Mascaras

MSRP \$53 (\$71 value)

why you'll love it

- Dermatology approved mascara
- Best mascara for sensitive eyes
- Ophthalmologist tested
- Buildable volume
- Won't flake or smudge
- Available in four shades

shades



Black

Brown

Blue

Burgundy

how to use it

STEP 1: Wiggle the mascara wand from the base of the lash line through to the end of the lash, lightly separating as you go up.

STEP 2: Repeat this process for longer, bolder lashes.

STEP 3: Finish the look by curling your lashes with our Heated Eyelash Curler or the new Deluxe Heated Eyelash Curler.



dual liquid eyeliner pen

GLIDES ON EFFORTLESSLY.

"Love this dual eyeliner pen! I have the champagne and bronze and it is absolutely stunning. It has great color pay off, the shimmer is outstanding, and it applies so easily! Definitely a forever staple in my beauty routine!" - Mache

description

Our long-wearing Dual Liquid Eyeliner Pearl, glides on effortlessly with its uniquely designed tapered brush. This eyeliner brings TWO shades that have a rich pearl pigment and provides a luminous effect + smudge proof. A perfect way to add a little sparkle to your day.

MSRP \$35

why you'll love it

- Long-wearing, water-resistant formula
- Smudge-proof and fade-proof
- Buildable for versatile looks
- Easy application

how to use it

Thin Line: To create a thin line, use the pointed tip of the brush with light pressure.

Thick Line: To create a thick line, use the flat side of the brush with slight pressure.

Winged Line: Starting at the outer corner of the eye, draw a line to the middle of the lash line. Repeat from the inner corner of the eye, connecting to the first line. Create a diagonal line that complements your eye shape by drawing a short, thin line upward towards the outer corner of your eyebrow, then fill in.



shades



Pearl Grey / Pearl Blue



Pearl Champagne / Pearl Bronze



la vie neutral eyeshadow palette

YOUR EVERY DAY, VERSATILE EYESHADOW PALETTE.

"I absolutely love this palette. Gorgeous neutrals for the bronzey peachy lovers out there! I also love the pigmented shimmery metallic options if you wanna add some extra zazz." - Jenna B

description

Live every day to the fullest with this palette of warm, neutral tones that give an easy boost to your natural eye. With two creamy, pigmented pearls and two matte shades, you'll be absolutely living for the eye-catching looks you can create. Along with a dual-ended eyeshadow brush* to ensure effortless application, our buildable, blendable and long-lasting shadows will breathe new life into your beauty routine. That's what it means to live La Vie.

MSRP Deluxe: \$47

MSRP Mini: \$22

*mini does not include the brush and is not refillable

why you'll love it

- Creamy formula
- Buildable
- No midday fallout
- No caking or creasing
- Day-to-night looks

Care ingredients:

Deluxe La Vie: Vitamin E for deep hydration and antioxidant properties

Coconut oil to nix inflammation and protect the skin barrier

Olive oil to lock in moisture and promote skin cell regeneration

Mini La Vie: Vitamin E for deep hydration and antioxidant properties



how to use it

STEP 1: Create a silky base with Instincts. Using your finger, apply the shadow from the center of your eyelids all the way to the outer corner of your eye and into the crease area.

STEP 2: Add depth by applying Dynamic to the crease, then blend.

STEP 3: Using your ring finger, gently apply Vitality to the center of your eyelid.

STEP 4: Finally, apply Femme to the inner corners of the eye and the brow bone for a bright, awakened look.

manifest bronze eyeshadow palette

MANIFEST CLOSER CONNECTIONS WITH THESE BEAUTIFULLY BRONZE TONES.

"This eyeshadow is so pigmented and smooth, I only have to pass my eyeshadow brush over it once to get enough pigment to do both eyes. The case it comes in if extremely sturdy feels like you have some quality product. I 100% recommend this eyeshadow." - Annelise F

description

Match your mood with Manifest, a palette of buildable bronzes that's packed with potential for day-to-night drama. With three pearls and one matte shade, all you need to do is set your intention and make it happen. Whether you're going for a light shimmer or a sultry smoke, these highly pigmented, smooth and silky shadows ensure a look that amplifies your inner glow. It's everything you manifested.

MSRP Deluxe: \$47

MSRP Mini: \$22

*mini does not include the brush and is not refillable

why you'll love it

- Creamy formula
- Buildable
- No midday fallout
- No caking or creasing
- Day-to-night looks

Care ingredients:

- Vitamin E for deep hydration and antioxidant properties



how to use it

STEP 1: Apply Intention to the outer crease of your eyelid.

STEP 2: Layer Purpose on top of Intention, focusing it in the outer crease/lash line.

STEP 3: Enhance the look by adding a wash of Radiant in the center of your eyelid.

STEP 4: Finally, add Charisma to the inner corners of your eyes and below the arch of your brow for a bright, awakened look.

blushing rose eyeshadow palette

LETTING YOUR WARMTH AND RADIANCE BLOSSOM.

"Pink vibes to die for! LOVE this palette. Fell in love with this once I swatched the shades. I also love how the mirror in this palette is huge. Makes it easy to use anywhere." - Meg B

description

Our Blushing Rose Palette matches your innate allure for rosy eye looks that glisten and glow. Transcend the everyday for true connections with two pigmented pearls and two matte shades containing natural rose rugosa flower extract. Take the interchangeable, refillable* palette and dual-ended brush* to go and be ready to glow.

MSRP Deluxe: \$47

MSRP Mini: \$22

*mini does not include the brush and is not refillable

why you'll love it

- Creamy formula
- Buildable
- No midday fallout
- No caking or creasing
- Day-to-night looks

Care ingredients:

- Vitamin E for deep hydration and antioxidant properties
- Coconut oil to nix inflammation and protect the skin barrier
- Rose Rugosa Flower Extract for soothing, anti-inflammatory, and rejuvenative benefits



how to use it

STEP 1: Sweep Presence on the outer corner of our eye and into the crease.

STEP 2: Deepen the crease with Vibration and blend to your desired intensity.

STEP 3: To add a sparkle, apply Spirited to the center of your lid.

STEP 4: Finally, add Glisten to the inner corner of your eye for a pop!

custom eyeshadow palette

FILL YOUR SOUL, REFILL YOUR PALETTE.

description

Your glow is never-ending, so your favorite eyeshadow should be, too! Our Pearl Eyeshadow Refills provide a radiant glimmer for any occasion. Our Matte Eyeshadow Refills are highly pigmented, blendable, and buildable to create a perfectly balanced look, time and time again. It's the same formula you know and love, made to reduce waste. Just drop your go-to shades into your Deluxe Refillable Palette and watch as they magnetically fall into place. Keep your glow going.

MSRP Deluxe: \$52 (\$87 value)



pearl shades



FEMME



CHARISMA



VITALITY



GLISTEN



RADIANT

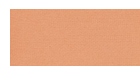


PURPOSE



SPIRITED

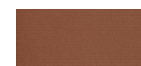
matte shades



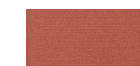
INSTINCTS



INTENTIONS



DYNAMIC



PRESENCE



VIBRATION

why you'll love it

- Reduce waste
- Save money
- Creamy formula
- Buildable
- No midday fallout
- No caking or creasing
- Day-to-night looks

eyeshadow refills

LET YOUR PALETTE LIVE ON.

description

Your glow is never-ending, so your favorite eyeshadow should be, too! Our Pearl Eyeshadow Refills provide a radiant glimmer for any occasion. Our Matte Eyeshadow Refills are highly pigmented, blendable, and buildable to create a perfectly balanced look, time and time again. It's the same formula you know and love, made to reduce waste. Just drop your go-to shades into your Deluxe Refillable Palette and watch as they magnetically fall into place. Keep your glow going.

MSRP \$18



More shades to come!

pearl shades



FEMME



CHARISMA



VITALITY



GLISTEN



RADIANT

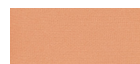


PURPOSE

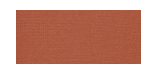


SPIRITED

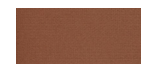
matte shades



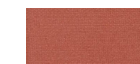
INSTINCTS



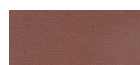
INTENTIONS



DYNAMIC



PRESENCE



VIBRATION

why you'll love it

- Reduce waste
- Save money
- Creamy formula
- Buildable
- No midday fallout
- No caking or creasing
- Day-to-night looks

divine purpose eyeshadow palette

8 VIBRANT MATTE AND PEARL SHADES.

"I've been waiting for a palette like this from Chella for a while now. I love how the incorporated the bright colors along with the neutrals. The bright colors are so wearable and I love getting creative with this. Love. Need more."

- Hilary C

description

Our Limited Edition Divine Purpose Eyeshadow Palette exemplifies you: always authentic and ever-evolving, truly mindful with pure intentions, and fiercely passionate about your purpose. Embrace your inner goddess for fulfilling connections with 8 vibrant, long-wearing matte and pearl shades. Blendably smooth and highly pigmented, these stunning shadows inspire captivating eye looks so that you can set off on your path of Divine Purpose.

MSRP \$35

why you'll love it

- Creamy formula
- Buildable
- No midday fallout
- No caking or creasing
- Day-to-night looks

Care ingredients:

- Vitamin E for deep hydration and antioxidant properties



how to use it

STEP 1: To apply the pearl shades, use your ring finger or a densely packed flat brush for the best color payoff.

STEP 2: The matte shades can be packed on with your ring finger or diffused with a tapered blending brush.

STEP 3: All of these shades are highly pigmented and can create a very dramatic look or be blended for a soft, everyday look.

shelf talkers

WATCH ADDITIONAL SERVICES AND PRODUCTS YOU OFFER GET NOTICED.

description

Our essential shelf talkers, are designed to spotlight the allure of Chella's brow and eye products, as well as your services, offered in your spa or salon. Strategically place the shelf talkers throughout to help guide your customers to initiate curiosity and conversation about brows and eyes based on your product and service offerings! We can't be everywhere, so let these do the 'talking'!

tips

- Strategically place the shelf talkers throughout the spa area
- Place next to the Chella Displays
- Add one or two to your front desk
- Place in the the locker room, lounge, and treatment rooms



More shelf talkers available, ask your sales rep today!

cards

BOOST YOUR BROW BUSINESS BY OFFERING THESE EXCLUSIVE CARDS.

description

These in service cards simplify brow selection, color matching, smoother checkouts, and a tool for referrals at your spa/salon.



consultation cards

Simplify shade selection for your clients' brows, ensuring a smooth checkout experience and precise color matching.



complimentary brow fill cards

Elevate client satisfaction by granting complimentary brow fills with their service – fostering beautiful brows and fueling your brow business growth.



refer a friend cards

Encourage your clients to share the joy of stunning brows with their family and friends! Placing this card in their hands can help communicate it best. They can take a picture of the card and text it or share the actual card. Taking your fabulous brow business to new heights!

Available in packs of 25.

displays

MERCHANDISE LIKE A PRO

description

Master the art of merchandising like a pro. Elevate your displays and attract customers with eye-catching designs and strategic placement.

Some displays come with a removeable dual-sided header.



premium eyeshadow display

8.5"L x 10.37"D x 13"H

Introduce your clients to Chella's Deluxe and Mini Eyeshadow Palettes.



standard brow display

11"L x 11"D x 15"H

Present Chella's products with our standard brow display that can hold retail items and testers. Strategically place it in your merchandising area to make Chella stand out.

Connect with your sales rep for specials and pricing.



premium lash and curl display

8.5"L x 10.25"D x 13"H

Showcase all you need for beautiful lashes in one display. With the ability to hold our NEW Deluxe Heated Eyelash Curler, Heated Eyelash Curler, and each of the four Good Drama Mascara shades, the luxe display comes with a tester component for your clients to try and buy!

displays

MERCHANDISE LIKE A PRO

description

Master the art of merchandising like a pro. Elevate your displays and attract customers with eye-catching designs and strategic placement.

Some displays come with a removeable dual-sided header.



tester block eyebrow cream

5.25" L x 5.25" D x 1.5" H

Portable display containing everything you need to perform a quick brow fill on the go.



tester block eyebrow pencil

5.25" L x 5.25" D x 1.5" H

Portable display containing everything you need to perform a quick brow fill on the go.



brow tester display

8" L x 8" D x 9.5" H

Designed to seamlessly integrate into your service areas, this display is the ultimate companion for your team to excel at quick brow fills. It encompasses a comprehensive collection of our brow and eye essentials, empowering you with everything needed to effortlessly create flawless brows.

Connect with your sales rep for specials and pricing.

thank you

CONTACT US

Director of Education + Events
Kayla Parks | kayla@chella.com

Director of Sales
Sarah Siegel | sarah@chella.com

Midwest Territory Manager
Blanca Martinez | blanca@chella.com

Success Manager
Mei Tang | mei@chella.com

www.Chella.com | 805.383.7711 x 104

