

ARGAN MINERAL EYE SHIMMER PRODUCT SHEET

Silk Oil of Morocco's iridescent Argan Mineral Eye Shimmers accentuate eyes providing a soft illuminating finish. This versatile finely milled loose powder can also be used to highlight the brow bone and cupid's bow of the lips. But it doesn't stop there! This formula can also be mixed with the Silk Gel Activator to create gel eye liner or a 'wet look' metallic finish that stays put all day. Enhanced with Cold Pressed Certified Organic Argan Oil which is rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids, this luxurious powder is offered in 24 vibrant pure pigments that are long lasting

SUITABLE FOR: ALL SKIN TONES

KEY INGREDIENTS

- Cold Pressed Certified Organic Argan Oil
- Mica
- Titanium Dioxide
- Vitamin E
- Quality Colours

INGREDIENTS

Mica, Titanium Dioxide, Argania Spinosa Kernel Oil*, Tocopherol, +/- CI 77491, CI 77492, CI 77499, CI 75470, CI 77288, CI 77510. *Certified Organic. Contains Nut Oils

DIRECTIONS OF USE

Apply Argan Mineral Eye Shimmer to eyes using a Silk Oil of Morocco Vegan Eye Shadow Brush.

Eye Shadow: When applying as eye shadow, use a single colour or blend multiple colour shades starting from the inner corner of the eye moving outwards along the eyelid. Choose a light shade and use a small amount in the inside corner of the eye to make the eye 'pop' and promote brighter looking eyes.

Eye Gel: Mix with Silk's Gel Activator to create a 'wet look' shimmered metallic finish that stays put all day.

Eye Liner: Mix with Silk's Gel Activator to create a gel eye liner that can be used to line both the top and bottom of the eye.

Highlighter: Use a soft shade such as Sands or Apricot Splice and apply directly under the eye brow along the arch. Follow by placing just a tiny dab above the brows just past the arch, this will help to highlight and promote lift. Apply to the middle crease of the bottom lip before applying lipstick or lip gloss for a beautiful three dimensional colour effect

COMPLEMENTARY PRODUCTS

All Silk Cosmetic Products
Silk Makeup Brushes
Silk Argan Brush Cleaner

BENEFITS

- Infused with Cold Pressed Certified Organic Argan Oil
- Finely milled mineral loose powder
- Formulated using pure pigments
- Versatile - can be used as an eye shadow, eye liner or highlighter
- An iridescent shimmer that accentuates eyes, brows and lips
- Mica promotes a light-reflecting finish
- Vibrant colour pigments
- Long-wearing
- Easy to apply
- Offered in 24 beautiful moroccan shades
- 21 Vegan Friendly shades

FREE FROM

- Parabens
- Animal Testing
- Bismuth Oxychloride
- Talc

IS THIS PRODUCT VEGAN?

All Silk Oil of Morocco Argan Mineral Eye Shimmers are Vegan friendly with the exception of just three colour shades. The three colour shades that are NOT Vegan are 'Double Delight', 'Love Letter' and 'Spellbound'

EXPIRY DATE/SHELF LIFE

12 months after opening. 24 months unopened

PACKAGING MATERIAL

Recyclable



MADE WITH
ARGAN OIL



ALCOHOL
FREE



NO BISMUTH
OXYCHLORIDE



CRUELTY
FREE



NO ARTIFICIAL
FRAGRANCES



LANOLIN
FREE



*CERTIFIED ORGANIC
INGREDIENTS



PARABEN
FREE



TALC
FREE



MADE IN
USA



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FAQS

WHAT SIZES ARE AVAILABLE? 2g

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WHAT IS THE DIFFERENCE BETWEEN THE PRESSED EYE SHADOW AND EYE SHIMMER? Shimmers are full of sparkles and wouldn't be worn with every day make-up like an eyeshadow. It's more of a night look

CAN THE EYE SHIMMER BE USED FOR MORE THAN ONE THING? Absolutely. this versatile finely milled mineral loose powder can be used as an eye shadow, eye shimmer or eye liner to highlight and accentuate the eyes, brows and lips

WHAT IS THE BEST SILK BRUSH TO APPLY THE EYE SHIMMER? Apply the eye shimmer to eyes using a silk oil of morocco vegan eye shadow brush

HOW MANY COLOURS IS THE EYE SHIMMER AVAILABLE IN? Eye shimmers are available in 24 moroccan colours that are easy to apply and are long lasting

WHAT MAKES THE SHIMMER SPARKLE? The shimmer and sparkles come from the mineral powders used- mainly the mica & titanium dioxide which helps create a light reflecting finish

KEY INGREDIENTS

Cold Pressed Certified Organic Argan Oil - (Argania Spinosa Kernel Oil) is obtained from the fruit kernel of the Argan Tree. Rich in Vitamin E, antioxidants, omega-6 and omega-9 essential fatty acids all of which assist in providing moisture, hydration and shine

Mica – is used to impart a sparkly white appearance to cosmetics giving a shimmer effect

Titanium Dioxide - is used as a colorant to help increase opaqueness and also may help to absorb, reflect, or scatters light including UV rays

Vitamin E – (Tocopherol) acts as an antioxidant and assists with skin conditioning

Quality Cosmetic Colours – including iron oxides to provide colour to enhance and brighten eyes and facial features



HS Code- 3304.91.00
0.02kg
3.2cm x 3.2cm x 2.5cm high

CAUTION: Contains Nut Oils. It is recommended to always review the full ingredients lists and conduct a patch test prior to using the product for the first time- apply a small amount to a discreet patch of skin, like the inside of your arm. If any signs of redness or skin irritation occurs, do not use.
Vegan and cruelty-free products are made without any animal or animal-derived ingredients, and, they are not tested on animals at any point in the production process.

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COLOUR GUIDE



APRICOT SPLICE
(OMC019-AS)



BEHAVE YOURSELF
(OMC019-BY)



BURLESQUE BLUE
(OMC019-BB)



CAFFEINE FIX
(OMC019-CF)



COPPER CRAZE
(OMC019-CC)



DOUBLE DELIGHT
(OMC019-DD)



GOLD DUST
(OMC019-GD)



GOLDEN BRONZE
(OMC019-GB)



GREEN ENVY
(OMC019-GE)



HOCUS POCUS
(OMC019-HP)



ICY BLISS
(OMC019-IB)



KHAKI KISS
(OMC019-KK)



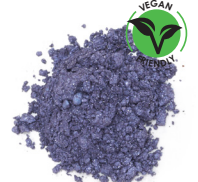
LOVE LETTER
(OMC019-LL)



MIDNIGHT
(OMC019-MID)



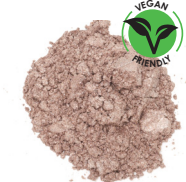
PASSION PINK
(OMC019-PP)



PURPLE HAZE
(OMC019-PH)



SAHARA SATIN
(OMC019-SS)



MOROCCAN SANDS
(OMC019-MS)



SANGRIA ROSE
(OMC019-SR)



SILVER CRUSH
(OMC019-SC)



SPELLBOUND
(OMC019-SB)



TEA ROSE
(OMC019-TR)



WAFFLE CONE
(OMC019-WAC)



WILD CHILD
(OMC019-WC)

ARGAN MINERAL EYE SHIMMER

TIPS & TRICKS

1

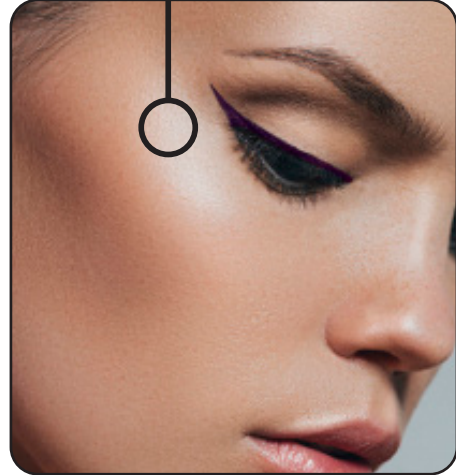
EYES



- Choose a light shade shimmer and apply to the entire mobile eye lid (the area below your crease)
- Use a darker shimmer to define the crease and blend away harsh lines with a fluffy shadow brush
- Enhances eye contours making eyes appear wider and brighter

2

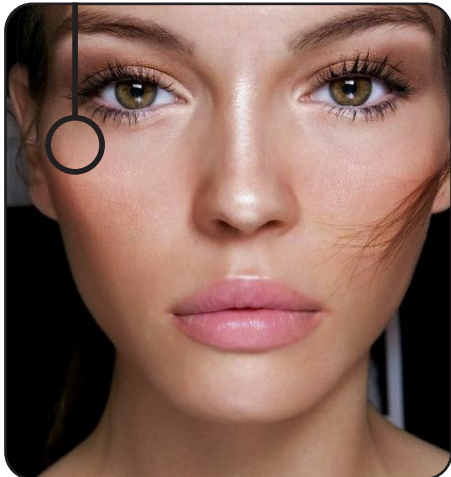
EYELINER



- Mix a small amount of a medium- dark coloured shimmer with Silk's Argan Lip Treatment
- Using an angled vegan shadow brush dip the brush into the cream mixture
- Draw a line along the top lash line increasing in thickness as you reach the outer lashes

3

BROW BONE & CHEEKS



- Apply apricot spice as a highlight
- Apply a small amount to the arch of the brow bone and the highest point of the cheekbone
- Brightens eyes and lifts brows while attracting flattering light

4

LIPS



- Apply apricot spice as a highlight
- Apply a small amount to the arch of the brow bone and the highest point of the cheekbone
- Brightens eyes and lifts brows while attracting flattering light

Brighten tired eyes with a pop of shimmer on the inner corners of the eyes and centre of the eye lids