

SARAH MAXWELL
beauty



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Lash & Brow



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DAILY LASH RITUAL

3-Step Lash Growth System



SKU SM-LL-DLR-3PK

UPC 850005733102

Suggested Retail Price US\$ 138.00

Min Advertised Price US\$ 110.40

Wholesale Price US\$ 69.00

Description

The DAILY LASH RITUAL was developed by makeup and beauty expert, Sarah Maxwell, to give you everything you need to promote long, healthy, stunning lashes in an easy-to-follow, daily system. This three-pack of products includes LENGTH growth serum, LAYER keratin conditioning treatment, and LAVISH sculpting mascara. They're designed to work together as a system to achieve maximum results. Each product is paraben-free and safe to use with lash extensions or lash lifts. Your lashes will become longer, stronger, and fuller - without the potential side effects of prescription products - providing a healthy foundation for your favorite lash treatment. With regular use of the DAILY LASH RITUAL, you'll get used to saying, "I woke up like this."

Features:

- Includes all three products in the DAILY LASH RITUAL. LENGTH (growth serum), LAYER (keratin conditioning treatment), and LAVISH (sculpting mascara)
- Non-Toxic
- Paraben-Free
- Cruelty-Free

Dimensions:

Item Length:	4.20"	Package Length:	7.50"
Item Width:	1.90"	Package Width:	5.00"
Item Height:	0.65"	Package Height:	0.75"
Item Weight:	2.20oz	Package Weight:	2.60oz

SARAH MAXWELL
beauty

THE DUO

The Perfect Pairing for Lashes & Brows



SKU	SM-LL-DUO-2PK
UPC	8500057331
Suggested Retail Price	US\$ 114.00
Min Advertised Price	US\$ 91.20
Wholesale Price	US\$ 57.00

Description

Our two top-selling and most beloved products, now sold as a discounted pair. It's your secret weapon to growing longer, darker, healthier lashes and brows with our LENGTH Growth Serum and LAYER Keratin Conditioning Treatment. LENGTH: Nourish your lashes with the LENGTH Growth Serum. Our natural plant extract serum was formulated to stimulate new growth and encourage longer, thicker, darker lashes and brows. Sarah Maxwell's exclusive doe-foot applicator allows for easy application across the entire lash line. LAYER: Fortify, nourish, and hydrate your lash cuticle with our LAYER Keratin Conditioning Treatment. Seal in essential vitamins and restore your lashes to their youthful, natural state. The keratin mimics the natural polypeptide chains in your lashes, repairing damage, and promoting strength. Also suitable for use on the eyebrows. Layer doubles as a conditioning treatment for both your lashes and brows that keeps them fluffed and in place all day.

Features:

- Includes our two top selling lash and brow products: LENGTH (growth serum), LAYER (keratin conditioning treatment).
- Non-Toxic
- Paraben-Free
- Cruelty-Free

Dimensions:

Item Length:	4.20"	Package Length:	7.50"
Item Width:	3.80"	Package Width:	5.00"
Item Height:	0.65"	Package Height:	0.75"
Item Weight:	1.60oz	Package Weight:	2.00oz



THE BROW MASK

Ultimate Lifting Treatment

SKU	SM-TBM-10
UPC	850005733171
Suggested Retail Price	US\$ 48.00
Min Advertised Price	US\$ 40.00
Wholesale Price	US\$ 24.00

Description

Introducing The Brow Mask, the very first hydrogel mask created specifically for your brows. The Brow Mask is designed to support healthy brow growth while giving your brows an ultimate lifting treatment. Infused with active ingredients including Collagen to restore brow texture by building protein, Hyaluronic Acid to keep your brows hydrated, and Niacinamide (Vitamin B3) to fortify the hair follicle and skin elasticity. The hydrogel mask is easy to apply and will leave your brows looking fuller while nourishing the delicate skin around them.

Features:

- Biodegradable, Vegan, Cruelty-Free, Paraben-Free, and Fragrance-Free

Ingredients:

Aqua, Glycerin, Propylene Glycol, Betaine, Chondrus Crispus Powder, Ceratonia Siliqua Gum, Trehalose, Hydrolyzed Soy Protein, Aloe Barbadensis Leaf Extract, Bergenia Crassifolia Root Extract, Hydroxyacetophenone, 1,2-Hexanediol, Hydroxyphenyl Propamidobenzoic Acid, Butylene Glycol, Pentylene Glycol, Hydroxyethylcellulose, Niacinamide, Tocopheryl Acetate, Matrine, Triethanolamine, Carbomer, Sodium Hyaluronate, Sea Salt, Menthyl Lactate.

Directions:

Cleanse brow and eye area thoroughly and pat dry. Apply The Brow Mask to each eyebrow for 15-20 minutes. For optimum results use 3 times per week.

Dimensions:

Item Length:	6.00"	Package Length:	8.70"
Item Width:	5.00"	Package Width:	6.50"
Item Height:	.025"	Package Height:	1.80"

Item Weight: 1.20oz

Package Weight: 13.00oz

THE BROW MASK

Ultimate Lifting Treatment



SKU	SM-TBM-5
UPC	850005733188
Suggested Retail Price	US\$ 28.00
Min Advertised Price	US\$ 23.00
Wholesale Price	US\$ 14.00

Description

Introducing The Brow Mask, the very first hydrogel mask created specifically for your brows. The Brow Mask is designed to support healthy brow growth while giving your brows an ultimate lifting treatment. Infused with active ingredients including Collagen to restore brow texture by building protein, Hyaluronic Acid to keep your brows hydrated, and Niacinamide (Vitamin B3) to fortify the hair follicle and skin elasticity. The hydrogel mask is easy to apply and will leave your brows looking fuller while nourishing the delicate skin around them.

Features:

- Biodegradable, Vegan, Cruelty-Free, Paraben-Free, and Fragrance-Free

Ingredients:

Aqua, Glycerin, Propylene Glycol, Betaine, Chondrus Crispus Powder, Ceratonia Siliqua Gum, Trehalose, Hydrolyzed Soy Protein, Aloe Barbadensis Leaf Extract, Bergenia Crassifolia Root Extract, Hydroxyacetophenone, 1,2-Hexanediol, Hydroxyphenyl Propamidobenzoic Acid, Butylene Glycol, Pentylene Glycol, Hydroxyethylcellulose, Niacinamide, Tocopheryl Acetate, Matrine, Triethanolamine, Carbomer, Sodium Hyaluronate, Sea Salt, Menthyl Lactate.

Directions:

Cleanse brow and eye area thoroughly and pat dry. Apply The Brow Mask to each eyebrow for 15-20 minutes. For optimum results use 3 times per week.

Dimensions:

Item Length:	6.00"	Package Length:	8.70"
Item Width:	5.00"	Package Width:	6.50"
Item Height:	.025"	Package Height:	1.80"

Item Weight: 1.20oz

Package Weight: 7.00oz



LENGTH

Lash & Brow Growth Serum

SKU	SM-LL-LEN-5
UPC	850005733003
Suggested Retail Price	US\$ 68.00
Min Advertised Price	US\$ 54.40
Wholesale Price	US\$ 34.00

Description

Step one of the DAILY LASH RITUAL. Nourish your lashes with natural plant extracts to stimulate new growth and encourage a longer, thicker, darker lash cycle. See results in as little as 2-3 weeks when used with LAYER keratin conditioning treatment. Sarah’s exclusive doe-foot applicator allows for easy application across the entire lash line.

Features:

- Featuring Sarah’s exclusive doe-foot applicator.
- Formulated from natural plant extracts that have been clinically proven to stimulate new hair growth.
- Contains Nigella Sativa extract, which includes essential amino acids, the building blocks that your lashes need to grow.
- Non-toxic, Paraben-Free, & Cruelty-Free

Ingredients:

Aqua, Folium Isatidis Extract, Cacumen Platycladi Extract, Nigella Sativa Extract, Fructus Chebulae, Radix Polygoni Multiori Preparata, Coral Extract

Directions:

From above, using the at side of the doe-foot applicator, swipe along your upper lash line from the outer corner to the inner corner. Flip the applicator, and repeat from below along the lower lash line. For best results, use twice each day for two weeks, then once each day for an additional 2-4 weeks, then every other day for continued maintenance.

Dimensions:

Item Length:	4.20"	Package Length:	7.00"
Item Width:	0.65"	Package Width:	5.00"

Item Height: 0.65"
Item Weight: 0.75oz

Package Height: 0.75"
Package Weight: 1.10oz



LAYER

Lash & Brow Conditioning Treatment

SKU	SM-LL-LAY-7
UPC	850005733010
Suggested Retail Price	US\$ 58.00
Min Advertised Price	US\$ 46.40
Wholesale Price	US\$ 29.00

Description

Step two of the DAILY LASH RITUAL. Fortify the cuticle and add a nourishing, hydrating layer, sealing in the essential vitamins and restoring your lashes to their youthful, natural state. The Keratin in LAYER mimics the natural polypeptide chains in your lashes, bonding to the rough edges of individual lashes, covering the cuticle, and promoting strength.

Features:

- The highest percentage of keratin available in similar products.
- Packed with keratin to help condition and reinvigorate the lashes and make a lash lift treatment last longer.
- Formulated with wheat amino acids to retain moisture, vitamin B5 to protect from pollutants, and hyaluronic acid to revitalize hair health.
- Non-toxic, Paraben-Free, & Cruelty-Free

Ingredients:

Aqua, Sodium PCA, Wheat Amino Acids, Panthenol, Glycerin, Sodium Hyaluronate, Hydroxyproline, Phenethyl Alcohol, Pentylene Glycol, Propanediol, Xanthan Gum, Keratin, Disodium EDTA

Directions:

Using the short-bristle side of the applicator, gently wiggle back and forth starting at the base of the upper lashes in an outward motion toward the tips. Flip to the long-bristle side of the applicator and comb through the lashes to separate and fan out. Hold the applicator perpendicular from below. Gently wiggle the tip along the lower lash line from the outer corner to the inner corner. For best results, coat 2-3 times each morning to fully cover all lashes.

Dimensions:

Item Length:	4.20"	Package Length:	7.00"
Item Width:	0.65"	Package Width:	5.00"
Item Height:	0.65"	Package Height:	0.75"

Item Weight: 0.75oz

Package Weight: 1.10oz

LAVISH

Sculpting Mascara



SKU SM-LL-LAV-7

UPC 850005733027

Suggested Retail Price US\$ 28.00

Min Advertised Price US\$ 22.40

Wholesale Price US\$ 14.00

Description

Step three of the DAILY LASH RITUAL. Sculpt, thicken, and separate your healthy lashes with this smooth, lightweight mascara. Featuring Sarah’s precision mascara wand, this exible, clump-free formula allows for a detailed application that will enhance your lashes all day long.

Features:

- Featuring Sarah’s precision mascara ward.
- Packed with keratin to help condition and reinvigorate the lashes and make a lash lift treatment last longer.
- Smooth, lightweight, clump-free mascara that’s safe for lash lifts and lash extensions.
- Contains aloe vera, which is a natural moisturizing agent that also contains 20 amino acids.

Ingredients:

Sterile Water, Acrylates Copolymer, Cetyl Alcohol, Glyceryl Stearate, Peg-75 Stearate, Ceteth-20, Steareth-2, C10-18 Triglycerides, Propanediol, Ozokerite, Copernicia Cerifera (Carnauba) Wax, Isononyl Isononanoate, Phenethyl Alcohol, Pentylene Glycol, Propanediol, Aloe Barbadensis Leaf Juice, Portulaca Oleracea Extract, Calendula Ocinalis Flower Extract, Hydroxethylcellulose, Tocopheryl Acetate, D&c Black 2 (Carbon Black), PVP, Polyester-5, Laureth-4.

Directions:

Starting at the base of the upper lashes, gently wiggle the applicator back and forth in an outward motion toward the tips. Repeat along the entire lash line. Holding the tip of the applicator in a perpendicular direction from below, gently wiggle sideways along the lower lash line from the outer corner to the inner corner. For best results, coat a few times to fully cover all lashes.

Dimensions:

Item Length: 4.20”

Package Length: 7.00”

Item Width: 0.65”

Package Width: 5.00”

Item Height: 0.65"
 Item Weight: 0.75oz

Package Height: 0.75"
 Package Weight: 1.10oz



LAUNDER

Eye Makeup Remover

SKU	SM-LL-LAU-50
UPC	850005733034
Suggested Retail Price	US\$ 30.00
Min Advertised Price	US\$ 24.00
Wholesale Price	US\$ 15.00

Description

Part of the DAILY LASH RITUAL. Clean your lids and lashes with our soft foaming cleanser. Formulated with chamomile and witch hazel to effectively remove eye make-up while restoring your skin's natural pH balance. Safe for lash lifts and lash extensions, this cleanser will leave your lashes extra clean before applying LENGTH Growth Serum and LAYER Keratin Conditioning Treatment.

Features:

- Restores skin's pH balance.
- Safe for lash extensions and lash lifts.

Ingredients:

Sterile Water, Glycerin, Hamamelis Virginiana Distillate, Aloe Barbadensis Leaf Juice, Peg-40 Glyceryl Cocoate & Sodium Coceth Sulfate, Cocoate & Sodium Coceth Sulfate; Anhydroxylitol; Xylitol, Phenethyl Alcohol, Pentylene Glycol Propanediol, Polysorbate 20, Chamomile (Ormenis Multicaulis) Oil, Malaleuca Alternifolia (Tea Tree) Oil.

Directions:

Pump a small amount of cleanser into your clean hands and saturate the included brush with the foam. With closed eyes, gently lather onto your lashes and lids using an outward sweeping motion. Massage gently with the brush or your clean fingers until all eye makeup has been removed. Rinse with lukewarm water and pat dry with a soft towel.

Dimensions:

Item Length:	5.00"	Package Length:	8.00"
Item Width:	1.65"	Package Width:	5.50"
Item Height:	1.65"	Package Height:	1.75"
Item Weight:	2.20oz	Package Weight:	2.80oz



liv:1

rose, vanilla musk, white amber

SKU	SM-LPO-001-9
UPC	850005733096
Suggested Retail Price	US\$ 60.00
Min Advertised Price	US\$ 48.00
Wholesale Price	US\$ 30.00

Description

liv is our series of hand-mixed luxury perfumed oils. Each scent is made from a vegan blend of essential oils, and comes in a 10mL bottle with a roller ball applicator. liv:1 is a signature blend of roman chamomile, rosa, and vanilla. All ingredients are vegan, paraben free, and cruelty free. Fragrances are free from nut oils (i.e. almond, peanut, walnut, and pecan oils).

Features:

- Single batch, hand-mixed blend of absolute and essential oils.
- Paraben, alcohol, and cruelty-free ingredients.
- Convenient size for on-the-go application.
- Luxe metal roller-ball applicator.

Ingredients:

roman chamomile, rosa, vanilla

Directions:

Use the easy roller-ball applicator to skin.

Dimensions:

Item Length:	4.70"	Package Length:	5.00"
Item Width:	0.80"	Package Width:	1.10"
Item Height:	0.80"	Package Height:	1.00"
Item Weight:	2.20oz	Package Weight:	2.70oz



liv:2

jasmine, cedarwood, white amber

SKU	SM-LPO-002-9
UPC	850005733089
Suggested Retail Price	US\$ 60.00
Min Advertised Price	US\$ 48.00
Wholesale Price	US\$ 30.00

Description

liv is our series of hand-mixed luxury perfumed oils. Each scent is made from a vegan blend of essential oils, and comes in a 10mL bottle with a roller ball applicator. liv:1 is a signature blend of roman chamomile, rosa, and vanilla. All ingredients are vegan, paraben free, and cruelty free. Fragrances are free from nut oils (i.e. almond, peanut, walnut, and pecan oils).

Features:

- Single batch, hand-mixed blend of absolute and essential oils.
- Paraben, alcohol, and cruelty-free ingredients.
- Convenient size for on-the-go application.
- Luxe metal roller-ball applicator.

Ingredients:

ground apple, jasmine, cedarwood

Directions:

Use the easy roller-ball applicator to skin.

Dimensions:

Item Length:	4.70"	Package Length:	5.00"
Item Width:	0.80"	Package Width:	1.10"
Item Height:	0.80"	Package Height:	1.00"

Item Weight: 2.20oz

Package Weight: 2.70oz



liv:3

rose, jasmine, white amber

SKU SM-LPO-003-9

UPC 850005733065

Suggested Retail Price US\$ 60.00

Min Advertised Price US\$ 48.00

Wholesale Price US\$ 30.00

Description

liv is our series of hand-mixed luxury perfumed oils. Each scent is made from a vegan blend of essential oils, and comes in a 10mL bottle with a roller ball applicator. liv:1 is a signature blend of roman chamomile, rosa, and vanilla. All ingredients are vegan, paraben free, and cruelty free. Fragrances are free from nut oils (i.e. almond, peanut, walnut, and pecan oils).

Features:

- Single batch, hand-mixed blend of absolute and essential oils.
- Paraben, alcohol, and cruelty-free ingredients.
- Convenient size for on-the-go application.
- Luxe metal roller-ball applicator.

Ingredients:

mother's daisy, rosa, jasmine

Directions:

Use the easy roller-ball applicator to skin.

Dimensions:

Item Length:	4.70"	Package Length:	5.00"
Item Width:	0.80"	Package Width:	1.10"
Item Height:	0.80"	Package Height:	1.00"
Item Weight:	2.20oz	Package Weight:	2.70oz



liv:4

sandalwood, musk, white amber

SKU	SM-LPO-004-9
UPC	850005733072
Suggested Retail Price	US\$ 60.00
Min Advertised Price	US\$ 48.00
Wholesale Price	US\$ 30.00

Description

liv is our series of hand-mixed luxury perfumed oils. Each scent is made from a vegan blend of essential oils, and comes in a 10mL bottle with a roller ball applicator. liv:1 is a signature blend of roman chamomile, rosa, and vanilla. All ingredients are vegan, paraben free, and cruelty free. Fragrances are free from nut oils (i.e. almond, peanut, walnut, and pecan oils).

Features:

- Single batch, hand-mixed blend of absolute and essential oils.
- Paraben, alcohol, and cruelty-free ingredients.
- Convenient size for on-the-go application.
- Luxe metal roller-ball applicator.

Ingredients:

whig plant, santal, musk

Directions:

Use the easy roller-ball applicator to skin.

Dimensions:

Item Length:	4.70"	Package Length:	5.00"
Item Width:	0.80"	Package Width:	1.10"
Item Height:	0.80"	Package Height:	1.00"
Item Weight:	2.20oz	Package Weight:	2.70oz



liv:1 Scented Candle

Rose, Vanilla Musk, White Amber

SKU	SM-CAN-L1-8
UPC	850005733157
Suggested Retail Price	US\$ 40.00
Min Advertised Price	US\$ 35.00
Wholesale Price	US\$ 20.00

Description

Indulge in our new premium luxury scented candle. Developed to match Sarah's signature perfumed oil, liv:1, with notes of roman chamomile, rose, and vanilla, this candle features all-natural coconut wax and a 100% cotton wick in an elegant, clear 8oz container. The sustainable coconut oil wax is clean-burning for up to 60 hours, allowing the fragrance to ow through without distortion. Perfect as a gift, or to make your own space more elegant and inviting.

Features:

- All-natural coconut wax
- 100% cotton wick
- Burns up to 60 hours

Ingredients:

roman chamomile, rosa, vanilla

Directions:

Use the easy roller-ball applicator to skin.

Dimensions:

Item Length:	3.75"	Package Length:	4.00"
Item Width:	3.60"	Package Width:	4.00"
Item Height:	3.60"	Package Height:	4.00"
Item Weight:	18.00oz	Package Weight:	20.00oz



liv:4 Scented Candle

Sandalwood, Musk, White Amber

SKU	SM-CAN-L4-8
UPC	850005733164
Suggested Retail Price	US\$ 40.00
Min Advertised Price	US\$ 35.00
Wholesale Price	US\$ 20.00

Description

Indulge in our new premium luxury scented candle. Developed to match Sarah's signature perfumed oil, liv:1, with notes of roman chamomile, rose, and vanilla, this candle features all-natural coconut wax and a 100% cotton wick in an elegant, clear 8oz container. The sustainable coconut oil wax is clean-burning for up to 60 hours, allowing the fragrance to ow through without distortion. Perfect as a gift, or to make your own space more elegant and inviting.

Features:

- All-natural coconut wax
- 100% cotton wick
- Burns up to 60 hours

Ingredients:

roman chamomile, rosa, vanilla

Directions:

Use the easy roller-ball applicator to skin.

Dimensions:

Item Length:	3.75"	Package Length:	4.00"
Item Width:	3.60"	Package Width:	4.00"
Item Height:	3.60"	Package Height:	4.00"
Item Weight:	18.00oz	Package Weight:	20.00oz