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BRAND DECK



BRAND INTRODUCTION

CLE is a team dedicated to and guided by the belief that beauty lies in embracing your natural self, in finding freedom in fluidity, and welcoming the truths hidden in imperfections. We are not beauty insiders, experts, or cosmetic industry veterans; we are real womxn.

Established in 2015, CLE Cosmetics was born out of a desire to create products that are modern in their technology and in their thinking. Each product within the line is designed to support the contemporary womxn with self-care basics and promote a sense of ritual as she pursues the fullest expression of her personal power and sensuality.

Our skincare and makeup are curated, sourced, and centered on the latest Korean Beauty technology. As individual products, they embrace a minimalistic approach in their packaging and simple yet

effective function and form. Created to fit seamlessly into any comprehensive, multi-step skincare & makeup routine, they can also be used as a single, go-to product. All of our products are formulated with non-toxic, vegan, and cruelty-free ingredients.

As a brand, we believe the use of animals or animal byproducts in the production of beauty products is unnecessary and archaic. Creating non-toxic and ethically-made products without the use of traditional, harmful ingredients is a pillar of who we are and a testament to the products themselves. This only furthers our intent to create modern products for the modern individual.

Above all, our mission is to design with purpose and versatility, bearing in mind that the very best products are ones that nurture your most natural state.

BRAND HISTORY

2015

JANUARY

- Official launch of CLE Cosmetics

2016

JULY

- Won 'Trendsetter Award' at Cosmoprof Las Vegas

SEPTEMBER

- First feature on Allure.com

2017

JULY

- Melting Lip Powder featured in Angeleno Magazine
- Won 'Trendsetter Award' at Cosmoprof Las Vegas

SEPTEMBER

- Launch of Essence Moonlighter Cushion in 3 shades
- Launch of new Melting Lip Powder shades: Desert Rose, Plum Medium, Blushing Peach

DECEMBER

- Launch of Lifting Set (Mist + Masks)

2018

MARCH

- Allure Beauty Box launch featuring Melting Lip Powder in Desert Rose
- Melting Lip Powder featured in Refinery29.com

MAY

- Claire Danes wears CLE to Met Gala

JUNE

- Mandy Moore wears CLE
- Awkwafina wears CLE to Ocean's 8 Premiere

JULY

- Melting Lip Powder featured in VIVI Magazine

SEPTEMBER

- CLE is featured in Vogue Korea

OCTOBER

- Launch of new shade of Melting Lip Powder: Mocha Creme

NOVEMBER

- Camila Morrone is introduced to CLE

DECEMBER

- Launch of Vitamin C Elixir
- Indie Beauty Expo Nominated Top 3 Finalist For 'Best Lip Product'
- Melting Lip Powder featured in Allure.com

2019

JANUARY

- Re-launch of CCC Cream in new fragrance free formulation
- CCC Cream featured on Vogue.com

FEBRUARY

- Vitamin C Elixir featured on Byrdie.com

MARCH

- Tiffany Young wears CLE for the cover of The Glass Magazine's 10th Anniversary Issue

MAY

- King Princess wears CLE on the album cover of her new single, 'Cheap Queen'
- Multi Cream featured on Fashionista.com
- Multi Cream Launch Event (4.7 million impressions during the event for #CLEMULTICREAM)

JUNE

- Essence Moonlighter Cushion featured on Covateur.com
- CCC Cream featured on Wearedore.com

JULY

- Celebrity MUA Matin uses CLE on Awkwafina for her movie screening, 'The Farewell'

AUGUST

- CLE is featured on The Dreslyn

SEPTEMBER

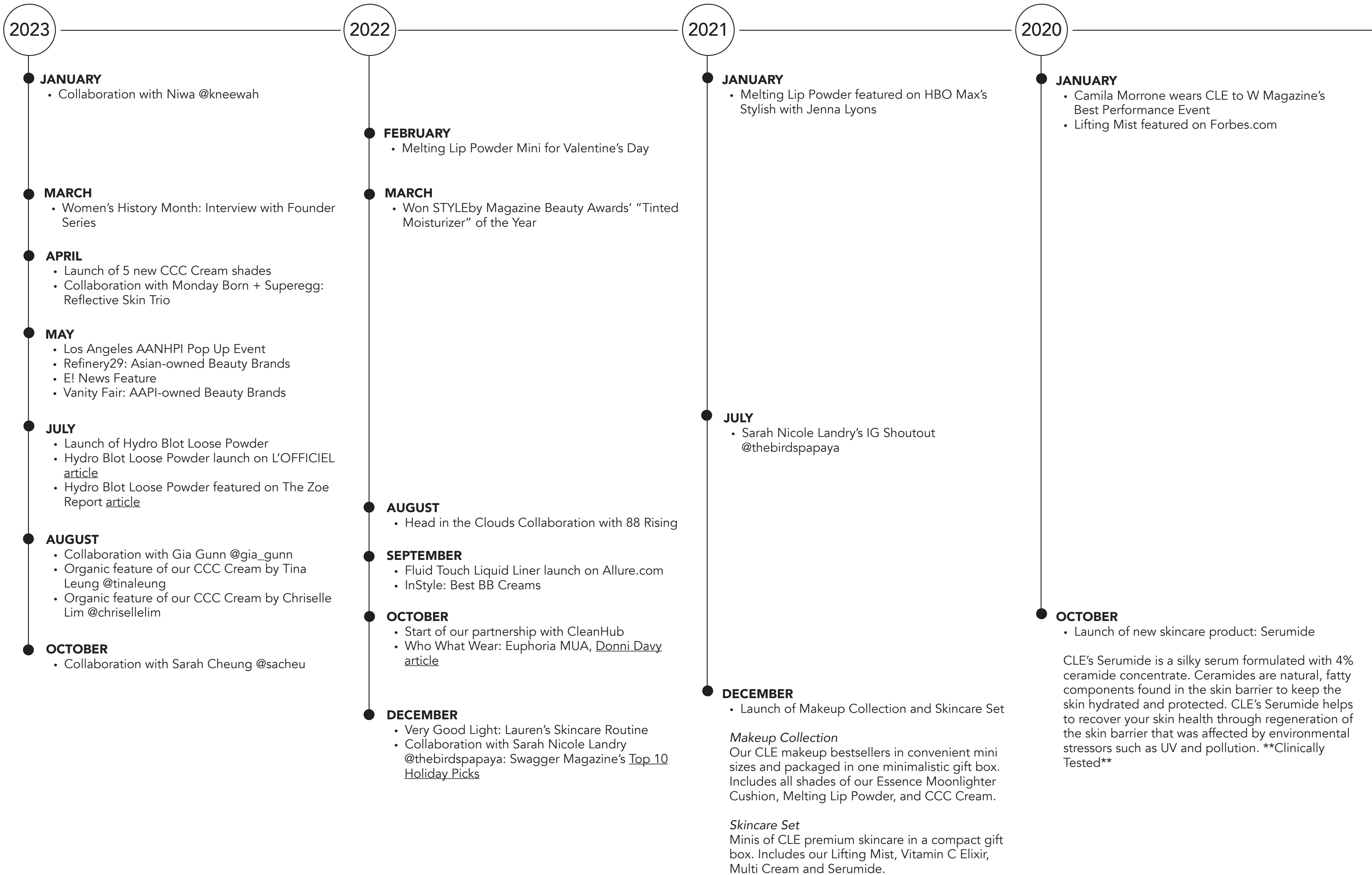
- Vitamin C Elixir featured on Thechrisellefactor.com
- Celebrity MUA Matin uses CLE's Essence Moonlighter Cushion on Tracee Ellis Rose on Good Morning America

NOVEMBER

- Launch of new Melting Lip Powder shade: Nude Blush
- King Princess wears CLE in musical performance on NBC's 'Saturday Night Live'
- Multi Cream featured on Thechrisellefactor.com

DECEMBER

- Launch of CLE x Asian American Girl Club Collaboration: Limited Edition Melting Lip Powder shade: 'Undeniable Rouge'
- King Princess wears CLE in Rolling Stones



MAKEUP



CCC CREAM

Our CCC Cream, or Color Control & Change Cream, is a lightweight all-in-one primer and foundation that contains SPF 30-50. A BB and CC cream hybrid formulated with Micro Capsule Technology that seamlessly blends in with your skin tone. The result: a dewy, moisturized complexion with light coverage that enhances your skin's aesthetic & vitality.

- Micro Capsule Technology
- Lightweight and satiny finish
- Provides sheer yet buildable coverage
- Free of all synthetic fragrances
- Lightly scented using Bergamot (Furocoumarine-free), Orange, & Ylang Ylang Essential Oils

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ESSENCE MOONLIGHTER CUSHION

This compact, cushioned highlighter features pearl powder and moisturizing essence to give a subtle yet luminous sheen across elevated points of the face. The texture is cloud soft to the touch and absorbs easily into the puff applicator designed to evenly distribute the highlighter for a lasting, buildable glow that won't interfere with already-set makeup.

- Free of all synthetic fragrances
- Lightly scented using Bergamot (Furocoumarine-free), Orange, & Ylang Ylang Essential Oils
- Initially cool to the touch and warms once blended into skin
- Can be used to highlight décolletage
- Includes puff applicator for easy blending

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MELTING LIP POWDER

Our innovative Melting Lip Powder transforms pigmented powder into a long-wearing lip tint with a deep, matte finish. Effortlessly apply these six wearable shades as a light, natural sheen of color on your lips, eyes and cheeks or layer for a bolder look.

- Can be used on eyes, lips & cheeks
- Innovative powder-to-tint formula offers long-lasting wear
- Offers a matte finish without over drying

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FLUID TOUCH LIQUID LINER

This long-lasting waterproof eyeliner features skin nourishing ingredients gentle enough for sensitive eyes. The liner's artful flat brush is designed for easy, ultra precise definition, creating everything from fine lines to thick flicks with ease. All the while, natural extracts like Cynanchum Atratum, Rosea Flower & Glycine Soja Seed, soothe, moisturize & protect the skin with powerful antioxidants.

Skin Nourishing Extracts

Cynanchum Atratum Extract - A time-honored ingredient prevalent in folk medicine that conditions skin and treats skin inflammatory diseases.

Althaea Rosea Flower Extract - A blend of flower extracts from Hollyhock, Althaea rosea, & Malvaceae that soothe dry, irritated skin, moisturize and offer anti-inflammatory benefits.

Glycine Soja Seed Extract - A powerful antioxidant and anti-inflammatory agent for the skin. The extract contains vitamin E, allowing it to protect the skin from free radical damage and reduce the

effects associated with the aging process such as wrinkles and fine lines.

- Waterproof & lasts all day long
- Applies easily with no smudging, skipping, or running
- Gentle, skin nourishing ingredients safe for sensitive eyes

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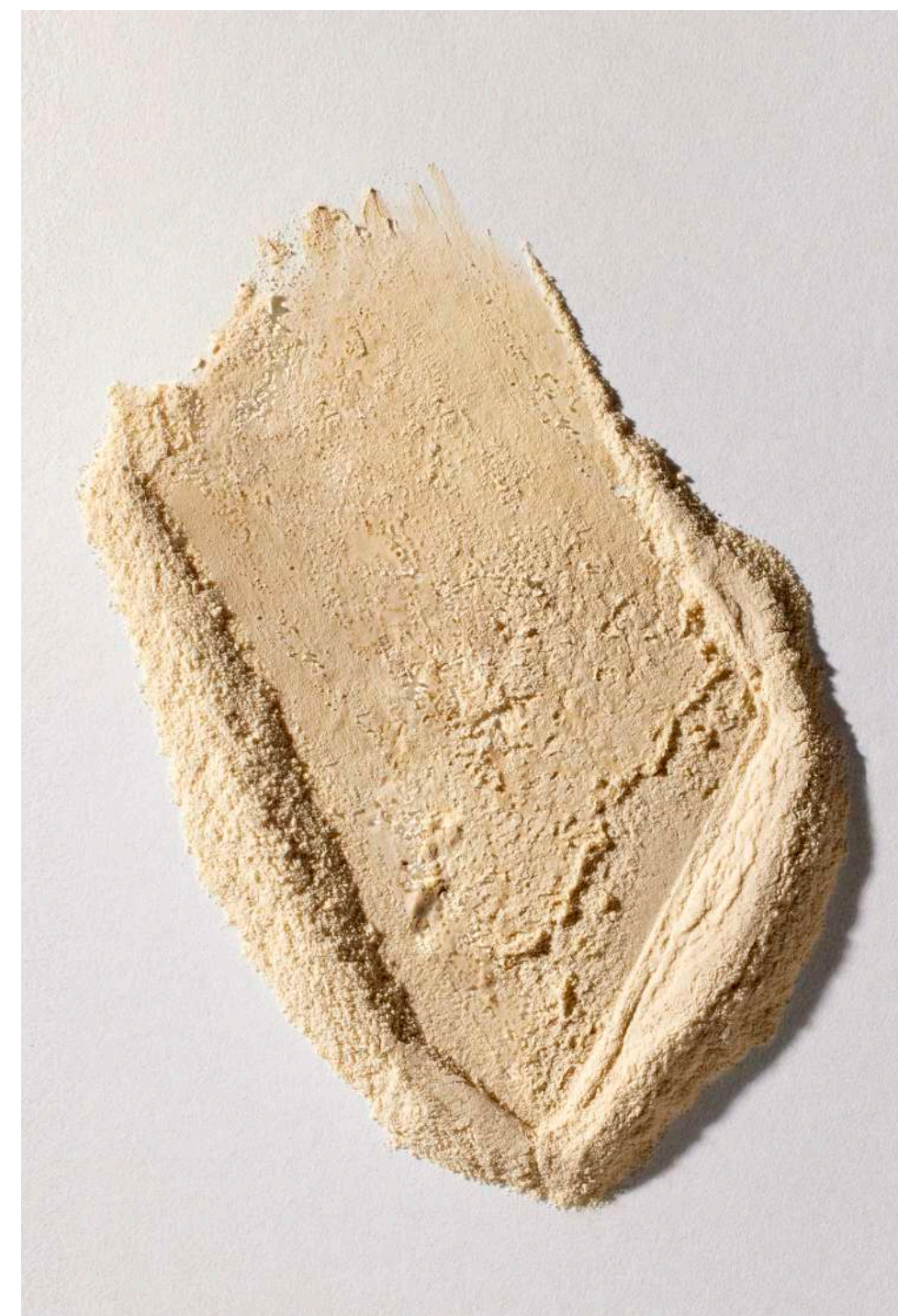


HYDRO BLOT LOOSE POWDER

We've created the perfect companion to pair with our best selling CCC Cream. Hydro Blot Loose Powder provides the benefits of blotting and oil control, without compromising your natural glow. Using the same technology from our Melting Lip Powder, Hydro Blot Loose Powder contains encapsulated hyaluronic acid, which bursts upon contact into the illite base, a natural mineral powder that absorbs oil.

- Controls oil without over drying
- Translucent powder (no color)
- Blur effect with radiant glow
- Innovative powder-to-liquid formula offers skincare benefits
- Initially cool to the touch
- Semi-matte finish

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SKINCARE



OXYGEN FOAM CLEANSER

Reveal soft and supple skin with this 2-in-1 self-foaming cleanser that merges the benefits of a deep cleanse and flash mask, helping to oxygenate your skin as well as promote collagen and elastin production.

- All-In-One Cleansing
- Synthetic Fragrance-Free; Lightly scented with Bergamot Fruit Oil, Orange Oil, & Ylang Ylang
- Deep Cleansing Oxygen Mask
- Self-Bubbling Cleanser
- For All Skin Types

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LIFTING MIST

Tone and hydrate your skin in one step with our multi-functional Lifting Mist. Formulated with one of nature's most powerfully hydrating and skin-brightening ingredients, the Snow Mushroom (Tremella Fuciformis), Lifting Mist holds incredible water-retention properties that delivers deep moisture to the skin, instantly lifts and tightens, and gives your complexion a healthy, plump appearance.

- Snow Mushroom is a powerful plant-alternative to Hyaluronic Acid, and thanks to its tiny particles, absorbs into the skin easily & can aid in reducing inflammation
- Hydrates through delivering deep moisture to the skin
- Instantly lifts and tightens for a revitalizing effect

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VITAMIN C ELIXIR

With pure Vitamin C concentrate as its base, Vitamin C Elixir is a nourishing 2-in-1 oil & serum hybrid that targets dull, aging & discolored skin with powerful vitamins & antioxidants to bring you a hydrated, bright complexion.

Top layer: Formulated with Rosa Canina Oil, Sweet Almond Oil, Jojoba Seed Oil and Phytosqualane, which work together to reduce the appearance of fine lines and wrinkles and brighten uneven skin tones.

Bottom layer: Contains 11% pure Vitamin C, Vitamin B5, antioxidants, Amino Acids, and Ferulic Acid, all of which shield the skin from environmental stressors, promote collagen production, and fade pigmentation issues.

- No synthetic colors
- Antioxidant-rich ingredients
- Revitalizes tired, wrinkled skin
- Brightens your skin
- Helps reduce acne and provide acne-control

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SERUMIDE

This silky, skin-soothing serum contains 4% ceramide concentrate to strengthen the skin's barrier and deliver deep moisture for a healthy and hydrated complexion. It also offers protection against environmental stressors and delivers antioxidants, amino acids, and hyaluronic acid for visibly brighter, plump skin. With an upgrade from its first edition packaging, Serumide is now available in an airless tube pump.

- Lightly scented using Rosemary & Eucalyptus essential oils
- Helps skin retain moisture and aids against future moisture loss
- A silky gel-like consistency with a non-greasy finish

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MULTI CREAM

Deliver long-lasting hydration to your skin with this luxuriously rich, yet quick absorbing multifunctional cream infused with calming Palo Santo Essential Oil and extract. Suitable for all skin types, this daily moisturizer includes hydrating & firming ingredients like Hydrolyzed Hyaluronic Acid, Niacinamide, Shea Butter, and fruit extracts to deeply restore moisture to dry or irritated skin.

- Notes of cedar, frankincense, sweetgrass, lemon, and undertones of mint
- Applies smoothly, absorbs quickly & leaves no greasy residue on skin
- Ideal for normal to dry skin
- Calms and relieves dry, cracked, or irritated skin
- Contains Hydrolyzed Hyaluronic Acid & Niacinamide for hydrated, firmer skin
- Can be applied over the face, body & even ends of hair in need of hydration

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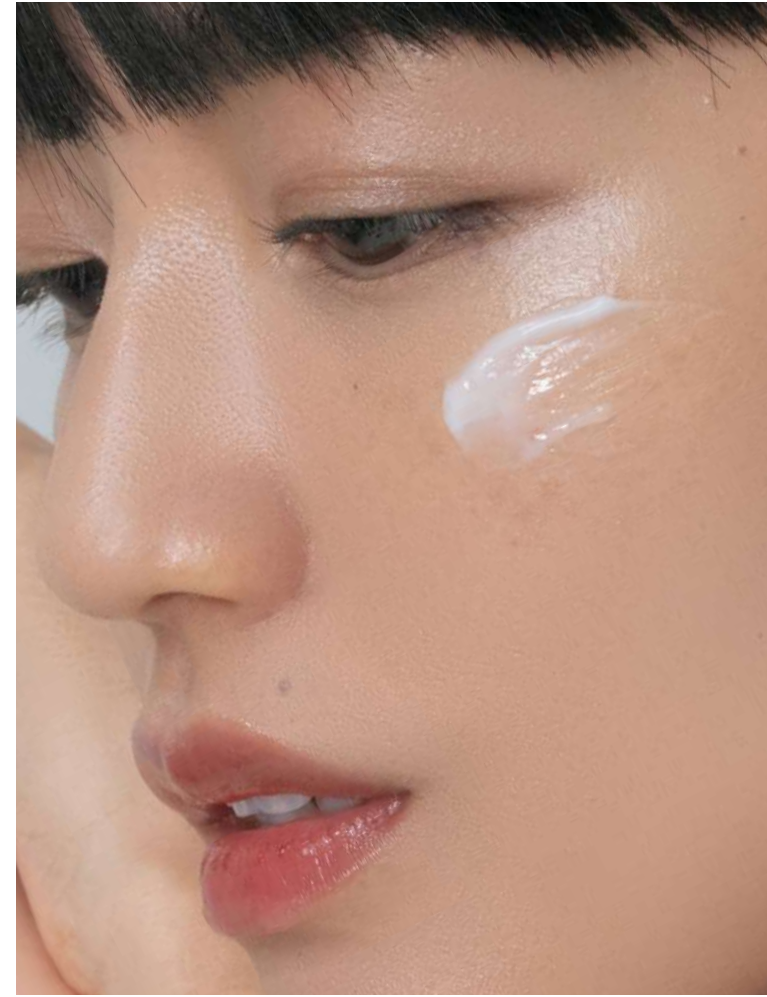


BALANCING ACT MOISTURIZER

This calming lightweight gel-cream moisturizer absorbs instantly, leaving your skin deeply hydrated and nourished, but never greasy. This foundational formula is boosted with functional ingredients like Cica, Caterpillar Mushroom, and Niacinamide to soothe and brighten the skin, support its natural moisture barrier, as well as boost collagen production for a vibrant, healthy glow.

- Cica (centella asiatica) has powerful anti-inflammatory properties and has been used for centuries in traditional Asian medicine to heal wounds and treat skin conditions
- Caterpillar Mushroom (cordyceps sinensis extract) is rich in antioxidants, and hydrates the skin as well as boosts collagen and elastin production
- Ultra soothing and fragrance free for sensitive skin
- Hydrating yet lightweight, this moisturizer is ideal for use on all skin types

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