

BRAND PROFILES





BEHIND THE BRAND

RÓEN Beauty's vision is a collaboration of glamour, artistry, and wellbeing. They create products that are clean and innovative without compromising on performance and wearability. RÓEN Beauty believes that health and beauty are not mutually exclusive—that you can in fact wear bold and striking makeup without harmful ingredients.

Their proprietary formula blends are unique and unprecedented, proving that high glamour can intersect with healthy living and give you both the confidence and peace of mind you want from a makeup brand.

R Ó E N

ROENBEAUTY.COM

PRODUCT	TYPE	DESCRIPTION	RETAIL
	11:11 EYESHADOW PALETTE	This MAGICAL Palette was tested by artists and real-women combined. No shades in the 11:11 Palette will go unused; they are the staple colors you will actually use and love. Methodically designed, they mix well with each other or stand out alone. SHADES: Situation • Hashtag • Ciao! • Rosie	4.5 g - \$46
	52° COOL EYESHADOW PALETTE	This COOL HERO palette was tested by artists and real-women combined. No shades in the 52° Cool Palette will go unused; they are the staple colors you will actually use and love. Methodically designed, they mix well with each other or stand out alone. SHADES: Bask • Rendezvous • Yep • Meow	4.2 g - \$46
	75° WARM EYESHADOW PALETTE	This WARM HERO palette was tested by artists and real-women combined. No shades in the 75° Warm Palette will go unused; they are the staple colors you will actually use and love. Methodically designed, they mix well with each other or stand out alone. SHADES: Obviously • Nikki Dust • Facetime • J'adore	4.2 g - \$46
	MOOD 4 EVER PALETTE	This HERO palette was designed with four flattering and harmonious shadows that will quickly become your go-to palette for every mood and occasion. Create a silky-smooth base for your eye with Crema, build up definition with Elated, add Impressions for drama and depth, and layer Toasty for the unique sparkly dimension you only get with RÓEN Lid Illumes. SHADES: Crema • Elated • Impressions • Toasty	3.16 g - \$46





DAVID PIRROTTA

PRODUCT	TYPE	DESCRIPTION	RETAIL
	GOLD LUST PALETTE	Meticulously made to seamlessly blend, layer and mix and achieve multiple looks. These buildable eyeshadows offer a long-lasting illuminating effect you are guaranteed to adore! The collection consists of three Lid Illumes eye shadows and one of our new satin-sparkle powder formula eyeshadow. . SHADES: Bon Bon • Safari • Boujee • Viola	3.16 g - \$46
	DISCO EYESHADOW	Welcome to the Disco! This Universal shade was made to offer the most unique and head-turning sparkle. Disco-Eye looks incredible on everyone, no joke (we've tested it on every eye within reach). Our formulas are a first of their kind innovation, that you won't find anywhere else. This shadow is the perfect way to make any eye pop and sizzle. Disco is bold!	1.4 g - \$29
	SUMMER DISCO EYESHADOW	Summer Disco looks incredible on everyone, no joke (we've tested it on every skin tone within reach). We took Disco Eye, our top selling single shade and added color. This burnt sienna tone is the perfect shade to wear anytime. This shade is inspired by our favorite California desert, Joshua Tree. Our formulas are a first of their kind innovation, you won't find anywhere else.	1.4 g - \$29
	CAKE MASCARA	CAKE's buildable and volumizing mascara plumps lashes with a uniquely fluffy brush designed with flexible bristles that lengthen and lift from the root of the lash. Formulated with plant-based sunflower, bayberry and carnauba waxes for flexibility and hold, CAKE is infused with olive oil to keep lashes hydrated throughout the day. The intensely black formula provides an extra-dark finish leaving you with flake-free, thick, and lengthened lashes that stay-all-day.	0.09 g - \$28
	VOWBROW PENCIL	vowBrow is the perfect brow pencil to help you achieve any brow shape. Tested by an Artist on different brows, shapes, and skin tones, and made for you to use every day. Easily define, fill, and shape. vowBrow's fine 1.7mm tip and firm formula allows for a precise application, assisting you in making natural hair strokes. vowBrow comes in three shades that work on all skin tones. AVAILABLE IN: Light • Medium • Dark	0.09 g - \$26
	KISS MY LIP BALM	A non-sticky alternative to classic lip gloss, this liquid lip balm soothes the lips as it nourishes, regenerates and repairs. Formulated with mango and grapeseed oils to hydrate and protect, KissMy provides the high shine of a gloss with the nourishment of a balm. AVAILABLE IN: Remi • Charlie • Scout • Lola • Dodi • Jude	3 ml - \$26

DAVID PIRROTTA

PRODUCT	TYPE	DESCRIPTION	RETAIL
	KISS MY SHIMMER LIP BALM	0% stickiness and 100% shine. This shimmery lip gloss provides the high shine of a gloss with the benefits of a balm. Formulated with mango, grapeseed oil and a hint of mint. Hydrate, protect, soothe and repair the lips. Kiss My... All. Day. Long. AVAILABLE IN: Cosmo • Rumori • Bowie	3 ml - \$26
	ELIXIR TINTED LIP-OIL-BALM	This delicate blend of plant-based oils and waxes make for a unique hybrid oil that hydrates and nourishes your lips. Formulated with powerhouse antioxidants and nutrient-rich ingredients. AVAILABLE IN: Alba • Stella • Scarlet	1.75 g - \$32
	ROGLOW SKIN STICK HIGHLIGHTER	A silky-shimmer highlighter balm that blends seamlessly into the skin for an instant luminous radiance, and a shade that flatters all complexions. Formulated with hyaluronic acid that hydrates and reduces fine lines and wrinkles. AVAILABLE IN: Lit • Glazed	8 g - \$39
	ELIXIR RESTORATIVE FACE OIL	This potent and lightweight combination of 100% plant based oils work on a cellular level promoting cell turnover and collagen production for firmer, plumper skin, while also nourishing the surface of the skin for a smooth radiant texture. Elixir Oil nourishes the skin, opens pores to diminish blemishes and improves the skin's overall texture providing the hydration your skin craves and giving it an instant glow.	30 ml - \$72
	ALL-OVER EYESHADOW BRUSH	This expertly designed Vegan & Cruelty Free All-Over Eyeshadow brush is made with first of its kind synthetic bristles that mimic goat hair. The perfect shape and size to apply, layer and diffuse eyeshadow.	\$32
	BLEND + CREASE BRUSH	This expertly designed Vegan & Cruelty Free Blend + Crease brush is made with first of its kind synthetic bristles that mimic goat hair. Ultra-plush and luxurious this brush will effortlessly blend and layer eyeshadow for a flawless natural or glamorous look. Use with powder, cream or liquid shadows.	\$32

DAVID PIRROTTA

PRODUCT	TYPE	DESCRIPTION	RETAIL
	EVERYTHING EYE BRUSH	This brush is the perfect complement and tool to our eyeshadows. Use it to blend, line, pick up product, and smudge. The unique dome shape allows you to have perfect precision while still being able to blend out edges for a combination of ultimate control and softness. The Everything Eye Brush is vegan, cruelty free, and easy to clean.	\$32
	BLUSH + BLEND BRUSH	This expertly designed Vegan & Cruelty Free blush brush is made with first of its kind synthetic bristles that mimic goat hair. This ultra-luxurious brush delivers a perfect color contour with effortless application. The sculpted head makes it easy for picking up blush to build coverage and to diffuse easily, giving cheeks a natural-looking glow. Use with powder or cream blush.	\$38
	EVERYTHING POWDER BRUSH	This expertly designed Vegan and Cruelty Free powder brush is made with first of its kind synthetic bristles that mimic goat hair. Ultra-plush and luxurious, this brush is perfect for applying both loose, pressed powder and/or bronzer for the perfect amount of light coverage. The dome shaped head makes it ideal for perfect placement of powder or bronzer and allows for multiple applications from setting, diffusing and sculpting to creating an airy light finish.	\$48
	ELIXIR SET	An illuminating , lightweight anti-aging oil that softens fine lines while boosting skin's natural glow. A nourishing tinted lip-oil-balm that moisturizes and hydrates.	\$88