

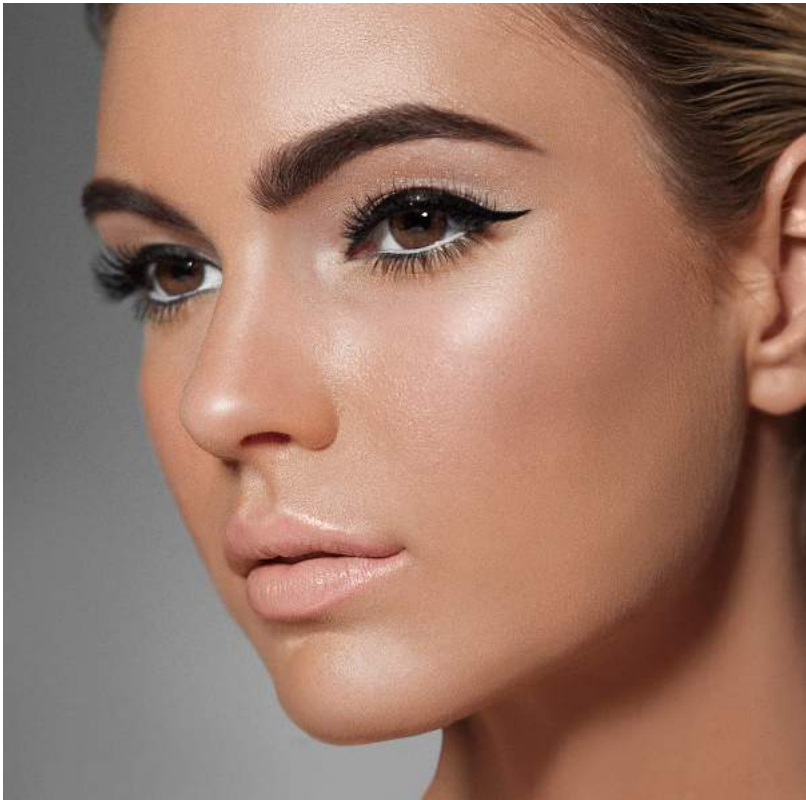
IBY BEAUTY



IBY BEAUTY LOOK BOOK



IBY BEAUTY





IBY BEAUTY

Who We Are

IBY beauty was born in the heart of Los Angeles. We're a fun and flirty makeup line but we know how to carry ourselves. We're on top of our game when it comes to beauty trends and fashion finds, and there's proof in every one of our items. You'll find the best pigments and benefits in every one of our products.

What matters just as much as who we are, is who we're NOT. We're creative, not reckless. We're stylish, not snobby. We're leaders, not followers.

Our goal is to give you a piece of inspiration to embrace creativity through our makeup.

What We Do

Our line of cosmetics was created with love and our truest beliefs in mind:

Inspiring YOU to look and feel the way you desire.

Creating cosmetics that benefit more than your looks.

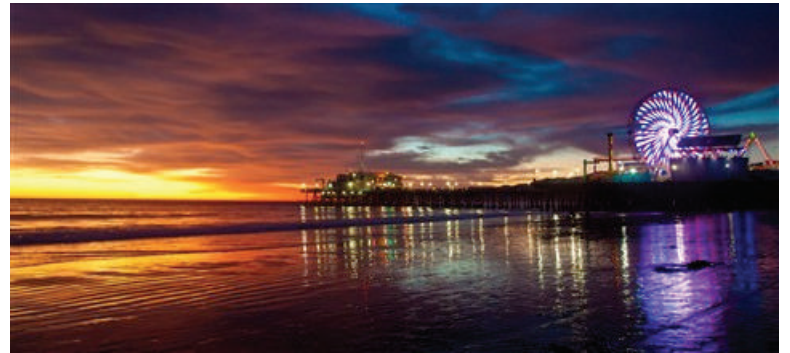
Delivering quality cosmetics that'll exceed your expectations.

How We Do It

Every color in our collection was inspired by somewhere we've visited or something we've seen that sparked our interest. Think of our line as a personal invite into our experiences and imagination.

You see, inspiration is everywhere. We keep our eyes and ears wide open and create everything with heart. Did we mention that we're 100% against animal testing? We do our best to stay away from parabens and just like a true Angeleno, we believe gluten free is the way to be.

Have an idea for a gorgeous new shade or a cute new palette? Shoot us an email! You could inspire our next new look!





FACE



BB CREAM SPF 25

An all-in-one wonder cream. This one-step skin perfecting BB Cream truly does it all. It moisturizes, primes, perfects and protects skin instantly. This buildable formula allows you to control your desired coverage level. With its ultra-smoothing properties, it instantly re-texturizes to give you the skin you've always wanted.

KEY INGREDIENTS & BENEFITS

- PROTECTION: SPF 25 protects the skin from harmful UV rays.
- ANTI-AGING: Matrixyl® Synthe'6™ visibly helps improve the appearance of fine lines and wrinkles for smoother, more plump skin.
- BRIGHTENING: Malvaceae Lipid Extract™ promotes a radiant and healthy glow by providing the appearance of an even skin tone.
- MOISTURIZING: Malvaceae Lipid Extract™ includes Hibiscus S. and Olive extracts which promote hydration to the skin.
- Clinically Tested
- Allergy Tested
- Paraben Free
- Non-Irritating

TO USE

Use as a makeup base/primer or a buildable light-medium coverage foundation. Apply as desired starting with a thin, even layer with your fingertips, a sponge or a brush.

AVAILABLE IN 4 SHADES



DETAILS

Net Wt. 1 fl. oz./30 mL - Made in USA

Product compliant with US regulations



FULL COVER CONCEALER

Imperfections are no match for this concealer. Erase your imperfections with ease using this blendable, long-lasting concealer. Unlike traditional concealers, this Full Cover Concealer is highly concentrated and pigmented. A little goes a long way to create flawless coverage.

KEY INGREDIENTS & BENEFITS

- **BRIGHTENING:** Synovea HR (Hexylresorcinol) helps to even and brighten skin tone.
- **ANTI-AGING:** Synovea HR (Hexylresorcinol) acts as a powerful antioxidant which helps to protect damaged skin.
- **ILLUMINATING:** Granpowder Lumiere Powder is a soft focus powder that reflects the light to help conceal wrinkles and helps minimize the appearance of pores.
- Oil Free
- Sweat-Proof
- Water Resistant

TO USE

As concealer, apply a small dot of product to desired area and blend with your fingers or a brush. As foundation, apply the product to desired areas and blend with your fingers or a brush. Full Cover Concealer dries quickly but allows enough play time for the consumer to blend for a perfectly flawless complexion.

AVAILABLE IN 4 SHADES



14500
Fair



14501
Light



14502
Medium



14503
Dark

DETAILS

Net Wt. 0.27 fl.oz./8 mL - Made in USA



CONCEAL & HIGHLIGHT PEN

In just a few clicks, brighten and sculpt your complexion with these travel friendly pens. Use the lighter shade to highlight, the darker shade to shape. You will fall in love with the lightweight coverage, and all the amazing ingredients loaded into this product.

FEATURES & BENEFITS

- Olive oil help to maintain moisture and balance in skin
- Arnica Flower Extract helps reduce the appearance of dark under eye circles
- Vitamin E is a powerful antioxidant that helps fight free radical damage and premature signs of aging
- Gluten Free
- Paraben Free
- Clinically Tested
- Non-Irritating
- Allergy Tested
- Vegan

TO USE

- Banish with Light
- Brighten with Fresh for fair to light complexions with pink under tones.
- Brighten with Buff for light to medium complexions with yellow under tones.
- Brighten with Champagne for a touch of shimmer.

SHADES



14401
Light

14404
Fresh

14405
Buff

14407
Champagne

DETAILS

Net Wt. 0.08 fl.oz./2.5 mL - Made in USA

CHEEKS

MINERAL PRESSED BLUSH

These soft sheer pressed powder blushes are infused with micro-fine minerals that deliver a soft glow. They can be worn alone or layered for more depth. Nylon-12 helps reduce shine, has a silky feel to skin and doesn't settle into fine lines.

FEATURES & BENEFITS

- Talc Free
- Paraben Free
- Formulated with natural minerals

SHADES



33223
Peach Sheen



33224
Raspberry



33225
Peachy



33226
Passion Pink

DETAILS

Net Wt. 0.11 oz. / 3 g - Made in USA



PRO VEGAN BRUSHES

Create an airbrushed complexion with our unique Pro Vegan Brushes.

BRUSH CARE

Makeup brushes can develop a lot of dirt and bacteria, but regular care and cleansing of your makeup brushes can keep them and your face clean and healthy. Keeping your brushes in good condition by washing them regularly will provide you with brushes that will last longer without the need to replace them.

Here are some tips on how to clean your makeup brushes.

1. First, wet the hairs under the faucet with warm water with the brush hairs pointing downward - this will help prevent any water from getting into the ferrule (metal).
2. Next you want to use a mild shampoo or liquid hand soap. Squirt a little soap on your fingers and apply it to the hairs from ferrule (base) to tip. Gently squeeze the hairs from ferrule to hair tips over and over while adding a little water at a time. Rinse and repeat until the water runs clear. When rinsing, make sure you keep the brush hairs pointing downward.
3. After you have thoroughly cleaned your brush, gently brush them on a clean paper towel and lay them to dry on their side on a paper towel. Reshape the brush to prevent splaying. Lay kabuki brushes and any other stand-up brush on their side. Never let brushes dry with brush hairs up in a brush holder. The water can run down into the ferrule and over time will break down the glue holding the brush together.
4. Lastly, let brushes dry completely before using. Dry time will vary, depending on size and brush density.





EYES



EYE PRIMER

This mattifying, eye primer works double duty to banish creasing eye shadows and helps to diminish the appearance of wrinkles with light diffusing powders. This silky, water-resistant primer allows your eye shadow and liner to go on smoothly and evenly for a flawless look that will last all day.

KEY INGREDIENTS & BENEFITS

- Clinically Tested
 - Allergy Tested
 - Non-Irritating
 - Dermatologist Tested
-

TO USE

Apply a thin layer with your fingertip or brush all over clean lids. Eye shadows can be applied immediately after for all-day hold.

DETAILS

Net Wt. 0.27 fl. oz./ 8 mL - Made in USA

DELUXE EYE SHADOW

Our deluxe eye shadows feature a soft, velvety texture with rich, dense color that blends easily. With a range of colors from classic neutrals to bright hues, you're able to create any look you desire. Applied wet or dry, these shadows give you the flexibility to create the intensity you want. This product comes in a compact with mirror.



SHADES

MATTE



22314
Ivory



22310
Bisque



22316
Nude Beige



22317
Pink Beige



22312
Burgundy Plum



22313
Deep Brown



22315
Light Grey



22311
Black

SHIMMER



22306
Pearl Glo



22305
Gold Beige



22302
Cinnamon



22307
Purple Blue



22308
Taupe Opalescent



22303
Copper



22300
Carnival



22301
Regal



22309
Warm Brown



22318
Plum



22304
Dark Eggplant

DETAILS

Net Wt. 0.05 oz / 1.5 g - Made in Canada

EYES



Three's Company



The Classic Trio



Glamour Days



All About Smokey Eyes

TRIO EYE SHADOW PALETTES

Create a beautiful look with these Trio Eye Shadow palettes. Whether it be daytime or playtime, this smooth and highly pigmented formula will last all day long. This long-wearing, crease-resistant eye shadow is richly pigmented and can be applied sheer for a natural wash of color or layered for a more dramatic effect.

DETAILS

Net Wt. 3 x 0.05 oz / 1.5 g - Made in Canada



LUXE PEN

The ultimate felt-tip liquid eyeliner that lasts. Glides on smoothly for precision that is easy to use, even for the beginner. This liner delivers every look from bold and dramatic to thin and fierce.

SHADES



22001A
Jet Black

DETAILS

Net Wt. 0.04 oz./1.2 mL - Made in China

A close-up, high-angle portrait of a woman's face, focusing on her eyes and eyebrows. She has dark, well-defined eyebrows and is looking slightly to the left. The lighting is soft and directional, highlighting the texture of her skin and the details of her eye makeup. The word "BROWS" is superimposed in large, white, sans-serif capital letters across the center of the image, partially obscuring her eyes and nose.

BROWS

BROWS



BROW TINTS

Keep your brows in tip-top shape with this multitasking brow gel. Set, tame, condition and tint brows with a flexible all-day hold that can't be beat. Your brows are sure to outlast any late night fun.

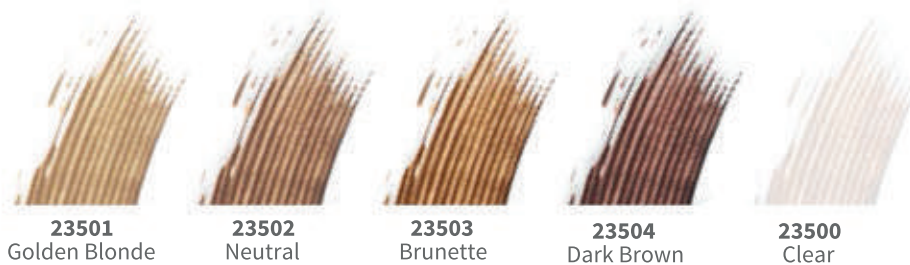
KEY INGREDIENTS & BENEFITS

- Panthenol – Essential for conditioning the brow hairs.
- Instantly lighten or darken brows in a few quick strokes.
- Gives the appearance of thicker and fuller brows.
- Tame and maintain the shape of brows all day without flaking or fading.
- Clinically Tested
- Non-Irritating
- Allergy Tested
- Paraben Free

TO USE

Brush onto brows with light, upward motions for a natural finish. Stays put all day without leaving your brows stiff. Remove any excess product by running the brush along the inside of the tube when removing the wand.

SHADES



DETAILS

Net Wt. 0.23 fl. oz./6 mL - Made in USA



DUO BROW POWDER

Get perfect brows every time with Duo Brow Powder. This lightweight, sheer to medium coverage two-tone powder is smudge-proof so it'll stay on all day.

SHADES

Available in 4 duo shades.



23209
Blonde



23207
Medium



23208
Dark Brown



23206
Auburn

- Blonde - Suggested for light to dark blonde hair
- Medium - Suggested for light to medium brown and silver hair
- Dark Brown - Suggested for medium brown to dark brown hair
- Auburn - Suggested for auburn hair

DETAILS

Net Wt. 0.05 oz./1.5 g - Made in USA



DUAL BROW HIGHLIGHTER

The brow highlighter's velvety smooth texture allows for easy application & blending. Perfect for all skintones, the pink highlight hue will define & highlight the entire eye area as the shimmer end will brighten when applied to the brow bone. Apply 2 dots under the arch for an instant brow lift.

KEY INGREDIENTS & BENEFITS

- Non-Irritating
- Allergy Tested

DETAILS

Net Wt. 0.14 oz./4.0 g - Made in PRC

BROWS



DUO BROW BRUSH

Two is better than one. Fill in your brows with the small angle brush made of synthetic bristles, then brush to perfection with the spoolie side. The angled brush is perfect to fill-in arches with brow powder or for applying liner. The spoolie end is great for grooming and blending products evenly for a natural look.

TO USE

Use high-quality synthetic bristled end to apply product and spoolie end for grooming and blending as needed.

FEATURES & BENEFITS

- Synthetic Hair
 - Nylon Spoolie Brush
 - Wooden Handle
-

DETAILS

Made in China

A close-up, high-angle portrait of a woman's face, focusing on her eyes and lips. She has light brown eyes with dark eyeliner and mascara. Her lips are painted with a vibrant, glossy red lipstick. Her blonde hair is visible on the right side of the frame. The word "LIPS" is overlaid in large, white, sans-serif capital letters across the center of the image, partially obscuring her nose and mouth.

LIPS



FLAWLESS LIPSTICK

Get flawless lips with this lightweight, creamy lipstick. With light diffusing powders that minimize the appearance of fine lines, your lips will look smooth and healthy. Richly pigmented and long-wearing formula that won't dry out your lips.

KEY INGREDIENTS & BENEFITS

- Natural oils are blended with a unique polymer that creates extreme cushion.
- Jojoba esters – A naturally based emollient that give this lipstick its lightweight feel.
- Clinically Tested
- Non-Irritating
- Allergy Tested

AVAILABLE IN 15 SHADES



DETAILS

Net Wt. 0.14 oz./4.0 g - Made in USA



HIGH INTENSITY LIPSTICK

This long-wearing, highly pigmented lipstick delivers creamy color and moisturizing, anti-aging treatment in just one stroke.

TO USE

Apply to lips for satiny, full-coverage color.

AVAILABLE IN 6 SHADES



40602
Danger



40603
Crush



40604
Lovely



40605
Pout



40606
Rogue



40607
Mardi Gras

DETAILS

Net Wt. 0.14 oz./4.0 g - Made in USA



LIQUID TO MATTE LIPSTICK

Our Liquid to Matte Lipstick blends the best of science and innovation with luxury. Create a larger than life smile; lavish your lips in this creamy liquid to matte lipstick! Emollient Esters take luster to the limit and enhance adhesion for all day wear.

FEATURES & BENEFITS

- A highly pigmented formula that applies smoothly and lasts all day.
- Kaolin is a naturally occurring clay mineral, also called China Clay. It is known for its absorbent qualities and is what gives our Liquid to Matte Lipsticks that luxurious matte look and feel without drying out the lips.

SHADES



40701
Ruby



40702
Bombshell



40703
Crème



40704
Cherry



40705
Doll



40706
Venom



40707
Cosmo



40708
Vamp



40709
Berry Berry



40710
Sweetie



40711
Bitten



40712
Mulberry



40713
Sexy



40714
Naked



40715
Flirt

DETAILS

Net Wt. 0.14 oz / 4 g - Made in USA

HYDRAGLOSS

Spoil your lips with this naturally hydrating, high shine gloss. Color stays put without that sticky mess. This multi-functional gloss will help minimize and reduce the appearance of pesky lines and wrinkles. A soft and plush pout are now at your fingertips with our Lip Polish available in 19 shades.



SHADES



40352
Baby Doll



40339
Afterglow*



40350
Shiraz*



40349
Champagne*



40344
Blush**



40327
Pink Lady*



40347
Diamond Pink*



40334
Berry Shake



40335
Pop**



40332
Fruit Punch**



40342
Scarlet Red**



40348
Rosette*



40351
Pink Taffy*



40341
Nougat



40333
Adore U

KEY INGREDIENTS

- KALPARIANE® (Brown Algae) stimulates and protects the collagen in your skin and helps to reduce the appearance of fine lines and wrinkles. KALPARIANE® also increases skin suppleness and firmness. Lips are firmer, smoother & more hydrated.
- Golden Seaweed – helps to reduce DNA damage produced by UV lights.
- Clinically Tested
- Allergy Tested
- Non-Irritating
- Paraben Free

DETAILS

Net Wt. 0.15 fl.oz./4.5 mL - Made in USA

**Denotes shimmer color **Denotes sheer tint Final shades may differ from those shown*



LIP STAIN PEN

These long-wearing lip and cheek tints are sure to keep you blushing all day! Dab on a little or a lot for a natural or more dramatic look that stays put all day. Works with all skin tones.

KEY INGREDIENTS & BENEFITS

- Hydrating formula contains Hyaluronic Acid to hydrate lips plus potent antioxidants, Vitamins A, C, and E.
 - Buildable, blendable long wearing pop of color for both lips & cheeks
 - Clinically Tested
 - Non-Irritating
 - Allergy Tested
-

TO USE

Dab or brush tint onto lips and cheek to achieve desired look. Quickly blend with your fingertips. If a natural look is desired, you're all done. Add a little gloss on your lips for an extra pop.

AVAILABLE IN 4 SHADES



43101
Berry
(01)



43102
Watermelon
(02)



43103
Raspberry
(03)

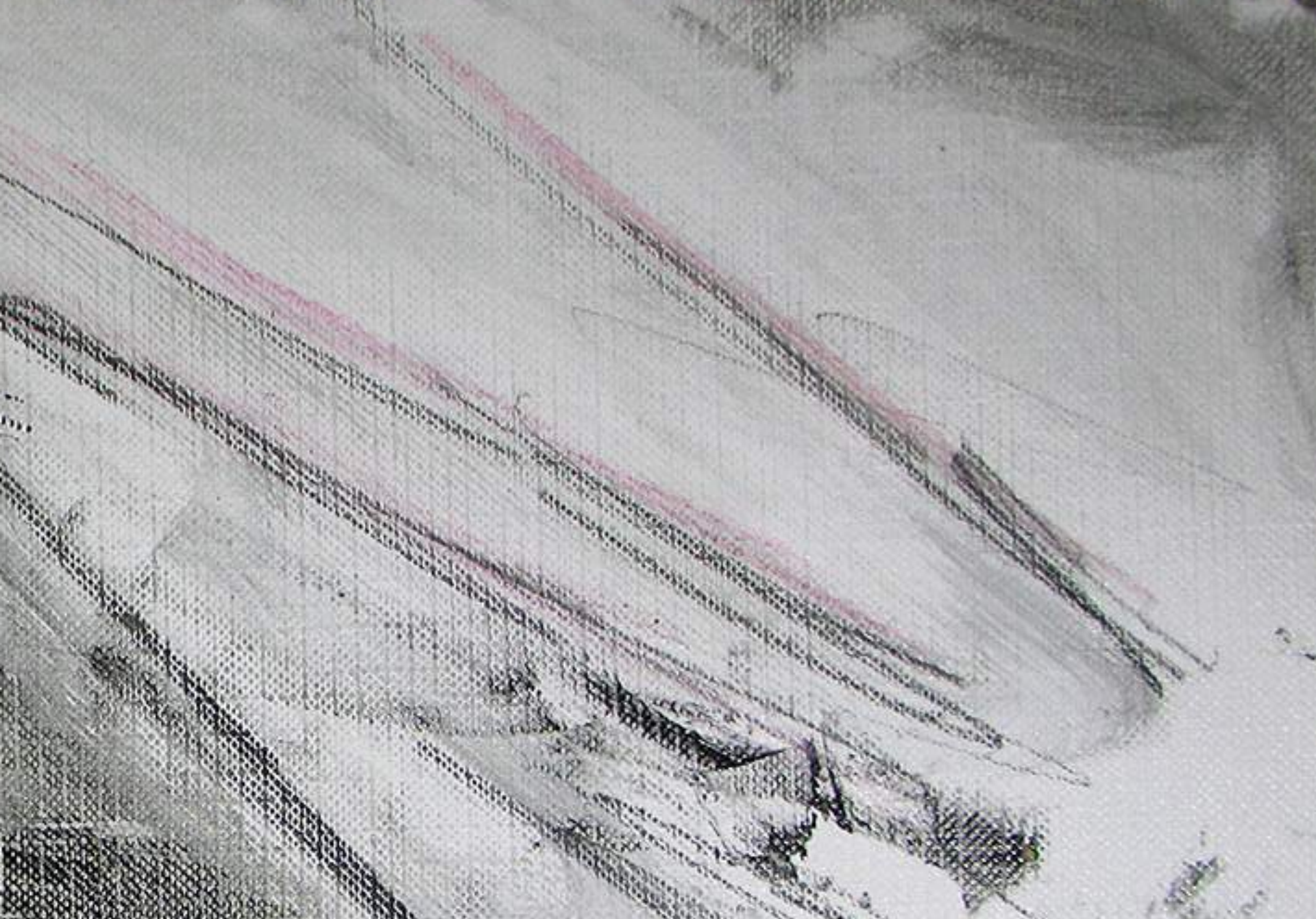
DETAILS

Net Wt. 0.08 fl. oz./2.5 mL- Made in USA

INSPIRED

BY

YOU



IBY BEAUTY

www.ibybeauty.com