



SO BEYOND

*Pretty*

MIRABELLA®

CATALOG 2019



## TRUE TO YOU / NO IMITATIONS / BEAUTY IS A LIFESTYLE

YOUR BEAUTY INSPIRES US. YOUR PERSONALITY AND THE WAY YOU EXPRESS YOURSELF DRIVES US TO CREATE MAKEUP JUST FOR YOU. WE ARE ALWAYS SEEKING THE PERFECT SHADE COMBINATION, TESTING NEW AND BETTER FORMULAS AND CREATING TOOLS TO HELP YOU TRANSFORM YOUR LOOK WITH EASE. ALONG WITH OUR TIME-TESTED FAVORITES, WE ARE EXCITED TO SHARE SOME GREAT NEW PRODUCTS THAT WE HOPE YOU WILL LOVE AS MUCH AS WE DO. ALWAYS, STAY TRUE TO YOU.

A close-up, three-quarter view of a woman's face. She has light skin, blue eyes, and well-defined eyebrows. Her hair is pulled back. The lighting is soft and even, highlighting the texture of her skin.

FLAWLESS,  
BEAUTIFUL

Face



## INVINCIBLE ANTI-AGING HD FOUNDATION

Full coverage anti-aging HD foundation that improves the appearance of fine lines, skin tone and pores while moisture-rich formula hydrates skin for a flawless demi-matte finish. Clinical trials show:

**98% IMPROVEMENT IN APPEARANCE OF FINE LINES**

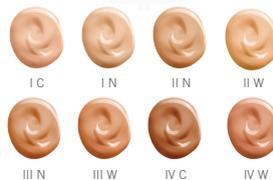
**95% SMOOTHER, BRIGHTER, MORE EVEN SKIN TONE**

**95% INCREASED APPEARANCE OF SKIN ELASTICITY**

TALC-FREE. PARABEN-FREE.

FD&C/D&C DYE-FREE.

GLUTEN-FREE. CRUELTY-FREE.



## SKIN TINT CRÈME

Your skin—perfected. Cult favorite medium-coverage foundation leaves a luxurious feel. Good for all skin types. Try with the Face Blender Brush for a beautifully airbrushed look.

\*PACKAGING MAY VARY DUE TO REBRAND.

TALC-FREE. PARABEN-FREE.

FD&C/D&C DYE-FREE. OIL-FREE.

GLUTEN-FREE. CRUELTY-FREE.



## PURE PRESS

Travel light! Pressed powder mineral foundation is mess-free so you look gorgeous on the go. Layers easily for natural coverage full of vitamins and minerals that protect the skin.

TALC-FREE. PARABEN-FREE.

FD&C/D&C DYE-FREE.

GLUTEN-FREE. CRUELTY-FREE.



## CC CRÈME

The ultimate fool-proof formula for women on the move. This full-coverage foundation has it all. It repairs, perfects and protects skin instantly. Try it once and watch it become a must-have in your makeup bag.

\*PACKAGING MAY VARY DUE TO REBRAND.  
SUN PROTECTION.  
UVA/UVB PROTECTION.  
PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



FAIR I LIGHT II MEDIUM III DARK IV



## PERFECTING POWDER

Picture-perfect skin. Weightless setting powder gives an instant youthful glow while delivering anti-aging ingredients.

Universal shade works for all skin tones.

TALC-FREE. PARABEN-FREE.  
FD&C DYE-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



## PERFECTING CONCEALER

For youthful undereyes! Add radiance to skin with weightless coverage. Sculpt and conceal discoloration and imperfections.

\*PACKAGING MAY VARY DUE TO REBRAND.  
TALC-FREE. PARABEN-FREE.  
GLUTEN-FREE. CRUELTY-FREE.



I II III IV



## AWAKEN PRIMER

Lightweight, luxurious primer brightens skin while sculpting and firming. Creates luminous and radiant-looking skin while minimizing wrinkles, improving tone, and locking makeup in place.

PARABEN-FREE.  
FD&C/D&C DYE-FREE.  
GLUTEN-FREE. CRUELTY-FREE.



## PRIME FOR FACE

Weightless, silicone-based makeup primer that glides onto skin with a velvet finish to promote long-wearing makeup.

PARABEN-FREE.  
FD&C/D&C DYE-FREE. GLUTEN-FREE.  
CRUELTY-FREE.

## PERFECT + CORRECT FINISHING POWDER

Neutralize and brighten skin with Mirabella's Perfect and Correct Finishing Powder. This custom-created palette of correcting matte shades helps to gently balance the complexion while providing a flawless finish.

PARABEN-FREE.  
FD&C/D&C DYE-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



## BULLET PROOF MATTE FINISHING SPRAY

Long-lasting, weightless natural matte setting spray. Instantly sets and secures makeup while removing surface shine and minimizing the look of pores. Clinical trials show:

- 97%: MAKEUP LASTS 12 HRS LONGER**
- 92%: REDUCES FINE LINES**
- 93%: INSTANTLY SETS MAKEUP**
- 86%: MINIMIZES PORES**



UNFORGETTABLE

*Eyes*





## EYE LOVE YOU EYESHADOW COLLECTION

A collection of eye palettes featuring a beautiful array of neutral, ultra-pigmented pressed powders. Create an array of stunning looks with the 8 long-wear shadows featuring a balance of shimmer and mattes and the luminous highlighter for 360 degree total face use in sculpting and illuminating the face, cheeks and eyes.

PARABEN-FREE. TALC-FREE.  
GLUTEN-FREE. CRUELTY-FREE.



ROMANCE



RENDEZVOUS



SEDUCTION



UNDRESSED



## EYE CRAYON

The ultimate smoky eye is seconds away. Shape and shade eyes with high-intensity, long-wearing kohl. Waterproof and safe for waterline use.

TALC-FREE. PARABEN-FREE.  
GLUTEN-FREE. CRUELTY-FREE.



CHAMPAGNE SEMISWEET JADE



GRAPHITE BLACKMAIL



## BLACK MAGIC MARKER EYELINER

Provides long-lasting, intense, and luminous color. The brush-tipped applicator is finely structured to create a precise and controlled application for a delicate or bold line. Ink flows freely for a smooth, continuous line and instant release, creating a comfortable application.

TALC-FREE. PARABEN-FREE.  
CRUELTY-FREE.



## EYE DEFINER

Richly-colored retractable eye pencil glides on smoothly for a perfectly precise look. Available in six shades. Select colors now available in new and improved retractable packaging.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.

MIDNIGHT FROST TWIG FOIL SMOKE PRUNE

## AMP LASH GROWTH SERUM

Enhance lashes and brows with this powerful, hydrating serum. A rich blend of quick-delivering peptides absorb at the roots to restore the appearance of thick-looking lashes and visibly full brows.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.





## LASH LUXE MASCARA

Pump up the volume! All-in-one mascara adds volume, length and curl to lashes without clumping. Rich black formula includes a lash enhancing serum to help strengthen lashes with continued use.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



## LASTING LASH WATERPROOF MASCARA

Waterproof formula accentuates lashes without smudging, smearing, or running. It also volumizes and lengthens while staying soft and flexible. New silicone brush allows for a precise application that separates and defines while evenly coating lashes from root to tip.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



## EYE-CONIC WINGED STAMP & LINER

Create the perfect symmetrical cat eye every single time with this liner and stamp duo. Ultra-fine felt tip marker lines and defines eyes with an intense black liquid liner while stamp creates a flawless wing.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



## MINK-EFFECT FAUX LASH SET

Intensify eyes with this pair of luxurious mink-effect lashes. These stunning lashes add a natural appearance of fullness and volume. Lightweight and reusable, this set also features lash adhesive for flawless application on the go.

CRUELTY-FREE.

## WATERPROOF EYESHADOW PRIMER

Maximize the intensity of eyeshadows with this waterproof eyeshadow primer. Creamy eye primer sweeps on to lids for a smooth base to increase the staying power of pigments and prevent creasing.

PARABEN FREE. GLUTEN FREE.  
CRUELTY-FREE.



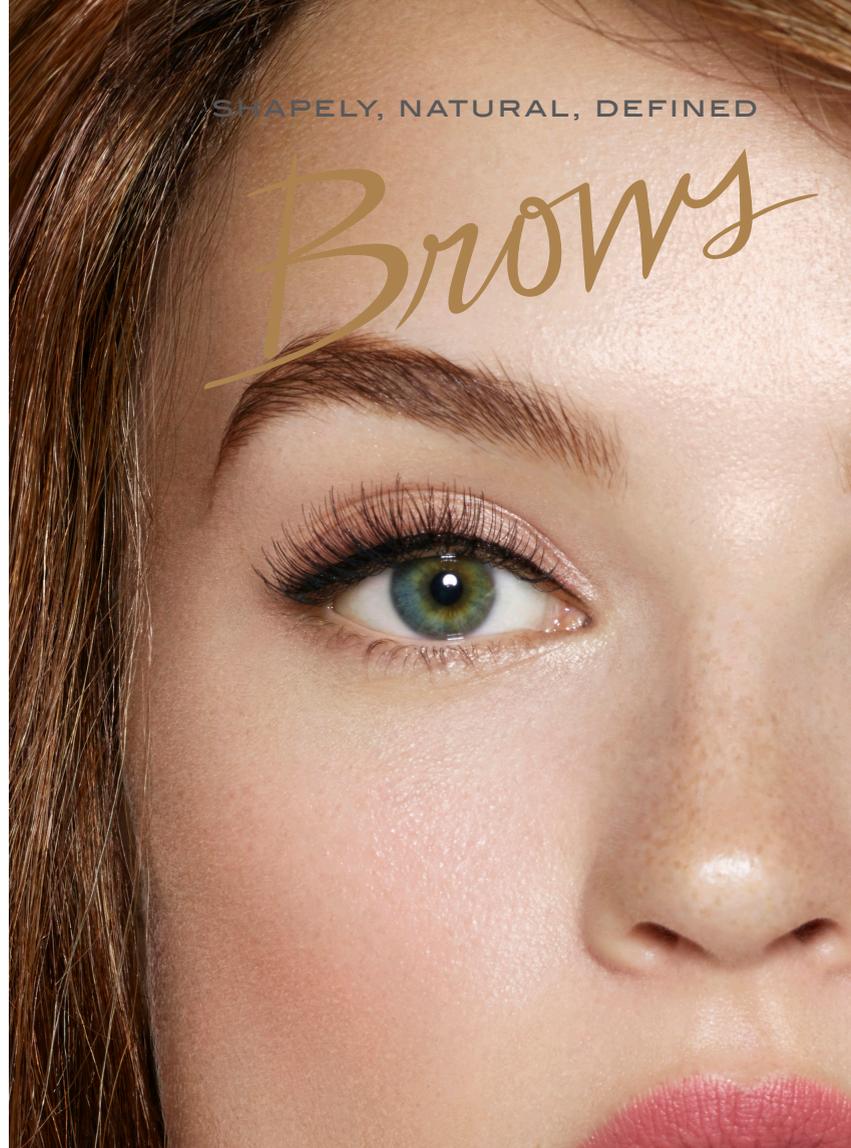
## SIMPLY REMOVE

Comfortably remove your eye makeup and so much more. Formula assists in skin repair to soothe sore, tired eyes.

ALCOHOL-FREE. OIL-FREE.  
PARABEN-FREE. FD&C/D&C  
DYE-FREE. GLUTEN-FREE.  
CRUELTY-FREE.

SHAPELY, NATURAL, DEFINED

*Brows*





## THE BROW SHAPER

Take charge of your brows in seconds. This all-in-one product shapes, defines, grooms, fills gaps, and thickens brows! It's a brow kit in a bottle. Long-wearing color lasts all day. Universal color works for all brow shades.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



## QUICK BROW POWDER

Beautiful brows in seconds! Revolutionary new powder sweeps on to instantly fill in brows. Easy to apply long-wearing formula stays put and adheres to both skin and hair to create the look of beautiful, full brows. Buildable coverage for a range of brow looks from natural to bold, no brush needed.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



## THE BROW PENCIL

Time to Define! Sculpt and fill in brows naturally with fine point precision pencil. The retractable pencil glides on with rich, blendable color that is easily controlled. Smudgeproof and waterproof formula lasts all day long.

PARABEN-FREE. TALC-FREE. GLUTEN-FREE.  
CRUELTY-FREE.

A close-up portrait of a woman with long, wavy brown hair. She has a soft, radiant complexion with a natural-looking glow. Her eyes are a warm brown color, and she has subtle, shimmering eye makeup. Her cheeks are flushed with a soft, rosy pink color, and her lips are painted with a matching, slightly glossy pink lipstick. The lighting is soft and even, highlighting the texture of her skin and the natural beauty of her features.

GLOWING, FRESH, RADIANT

*Cheeks*



LOVESTRUCK / DESTINY



MATTE HUGS / KISSES



FATE / SERENDIPITY

## SCULPT DUO

Deliver pure color with revolutionary texture to achieve the perfect highlight and contour with Mirabella's new and improved Sculpt Duos. These easily blendable, mineral-based pressed powders create dimensionality on the face and can be worn alone or layered to create a variety of looks.

PARABEN-FREE. GLUTEN-FREE.  
TALC-FREE. CRUELTY-FREE.



LOVE / SOULMATE



SWEATHEART / BABE



SUGAR / BABYDOLL



BELOVED / DARLING

## BLUSH DUO

Create flawless color with Mirabella's new and improved lightweight blush duos in a beautiful array of modern shades. These dual-intensity, silky blushes can be worn alone or layered for limitless looks.

PARABEN-FREE. GLUTEN-FREE.  
TALC-FREE. CRUELTY-FREE.



LUSCIOUS, POUTY,  
LONG-LASTING

*Lips*



## LUXE ADVANCED FORMULA LIP GLOSS

Achieving a luxurious shine finish has never been easier than with Mirabella's new & improved lip glosses. These ultra-hydrating glosses soothe and nourish lips with moisturizing essential oils while gliding onto the lips for a smooth finish that is never sticky or tacky. Each shade was formulated to enhance all skin tones.



VINTAGE ANGELIC POSH SLEEK



LAVISH SUBLIME MAUVELOUS LUSTRE



CLASSIC (MATTE) TRENDSETTER (MATTE) BOMBSHELL (MATTE) HEARTBREAKER (MATTE)

## LUXE ADVANCED FORMULA MATTE LIP GLOSS

Achieve the Ultimate Matte finish. Full coverage, long-lasting formula stays all day without drying lips. Achieving the ultimate matte finish has never been easier than with Mirabella's new matte luxe advanced formula lip gloss.



## SEALED WITH A KISS LIPSTICK



ROSEY ROUGE



PERFECT RED



CORAL CRUSH



BARELY BEIGE



MULBERRY MOCHA



SUGAR AND SPICE



BERRIED MODERN (MATTE)



ROSEY MODERN (MATTE)

Ultra-creamy, richly pigmented lipstick. Weightless formula provides full coverage and glides on for a pop of color that keeps lips hydrated and conditioned.

Ultra-creamy, rich matte lipstick. Weightless formula provides full coverage and glides on for intense color that does not dry or irritate the lips.



SEXY

FLIRTY



SASSY

SPUNKY



BRATTY



## LINE AND DEFINE RETRACTABLE LIP DEFINER

Line, define and shape lips! Cream formula glides onto lips for flawless all-day wear while retractable pencil allows for effortless application.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.

## PERFECTING LIP DEFINER\*

Clear lip liner defines lips while creating a protective barrier; so lip products stay put with no bleeding or feathering.

PARABEN-FREE. FD&C/D&C DYE-FREE. LEAD-FREE. GLUTEN-FREE. CRUELTY-FREE.

\*PACKAGING MAY VARY DUE TO REBRAND



RED

VICE

WANTED

MISUNDERSTOOD

PRETTY IN PINK

FOREVER

## STAY ALL DAY VELVET LIP PENCIL

Bold color, lightweight feel. Moisturizing, retractable lip pencils glide on for a flawless pop of long-lasting color.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



SAVE

*face*

SKINCARE



## CLEANSE TOTAL FACIAL CLEANSER

Gentle, hydrating cleanser suitable for all skin types.

This soothing, creamy formula effectively removes makeup and cleanses the face without stripping the skin of its natural moisture.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



## BALANCE ALCOHOL-FREE TONER

Moisturize, cleanse, and tone with one product suitable for all skin types. This gentle, soothing formula calms sensitive skin and restores balance while maintaining natural moisture levels.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.

## RENEW AGE-DEFYING DAILY MOISTURIZER

Restore moisture and improve the appearance of skin. Hydrating formula aids in reducing the appearance of fine lines and reinforcing the skin's natural barrier to protect against harmful elements.

PARABEN-FREE. GLUTEN-FREE.  
CRUELTY-FREE.



HANDLE IT  
LIKE A

Pro

TOOLS & ACCESSORIES



## INSTANT PURIFYING BRUSH CLEANSER

Keep brushes clean and ultra-fluffy. Instantly dissolve the build-up of makeup and oil on natural and synthetic brushes with this quick-drying cleanser enriched with antioxidants.



### **FLAWLESS SILICONE BLENDER**

Innovative, washable silicone blender applies product flawlessly with NO waste. Uses 1/2 the amount of liquid/cream cosmetics as a traditional brush or sponge.



### **PENCIL SHARPENER**

Dual-blade sharpening system rounds pencil to the perfect point. Covered case allows for mess-free sharpening on the go.

### **WIPE OUT MAKEUP REMOVER WIPES**

Remove dirt, oil and makeup in one swipe. Micellar water and vitamin E leave skin clean and refreshed.

30 wipes per package.





## FACE BLENDER

Large, circular face blender brush used with a gentle buffing motion provides a light application of product. Works well with liquid, cream, and powder foundation, blush, and bronzer.



## BLUSH CONTOUR

Perfectly sized blush brush diffuses color for natural contouring and sculpting of cheeks.



## FOUNDATION

Wide, flat foundation brush minimizes product waste and provides the perfect tool for distributing and applying liquid and cream formulas.



## PERFECTING/ SCULPTING DUO

One brush for primer, foundation and sculpting. Sculpting: Tapered curved design for simple & controlled contouring and sized perfectly for cheekbones. Serum: Angled brush buffs and blends skin to airbrushed perfection, minimizing waste to help products last with no harsh lines.



## EYE BLENDER

Fluffy eye blender brush fuses eyeshadow to create a naturally sculpted eye. Tapered dome shape provides a flawless and easy application.





## EYESHADOW

Gently tapered design provides a beautiful wash of color. Small shape is versatile for shading and blending.

## SMALL CREASE

Small, round shading brush makes shadow application effortless. Special domed shape contour and leaves no harsh edges.

## FLAT EYESHADOW

Flat design lays down color quickly and evenly. Unique tapered design eliminates powder fall-out and can be used for many different application techniques.

## DETAIL

Small brush cut to the ideal taper for any detail work. Firm tip is perfect for precise application of concealer and lip products.

## PERFECTING CONCEALER

The wide, round shape with a tapered, pointed end allows for precise camouflage work. Excellent for application of both cream and liquid products.

## KABUKI

Large, round, domed brush picks up just the right amount of product for flawless powder application. With a short handle, this best-selling brush is compact enough to tuck into a purse or makeup bag, making it ideal for touch-ups on the go. Pairs perfectly with Pure Press mineral powder foundation.



NEW

## PRO ESSENTIALS BRUSH SET

A carefully curated collection of top brushes needed to complete full-face looks. Each of the brushes features super soft, luxurious synthetic bristles for the perfect blend and adjustable coverage of any wet or dry formula.

SET INCLUDES:  
DUAL FINISH BLUSH & POWDER BRUSH, SCULPTING FOUNDATION & CONTOUR, FAN, PRO EYE BLENDER, WET/DRY EYESHADOW, PRECISION SMUDGE, LINER & BROW DUO



## LINER AND BROW DUO BRUSH

Achieve sculpted brows and a variety of natural to dramatic eyeliner/brow looks with this dual use brush. An angled, thin-tipped synthetic brush on one end provides ultimate line precision for the eye or brow while a spoolie brush for grooming and shaping the brow is on the other. Luxurious, super-soft synthetic bristles.



## PRECISION SMUDGE BRUSH

Blend and smudge any eyeshadow with ease. The Precision Smudge Brush features a round and tapered tip made of the highest-grade synthetic bristles designed to reach the smallest areas of the eyes for precise application. Luxurious, super-soft synthetic bristles.





## WET/DRY EYESHADOW BRUSH

Firm bristles and a flat, slightly tapered design is ideal for saturating eyelids with base color. Expertly applies shadow, both wet and dry, by pressing or stippling shadow onto lid for bold color.



## FAN BRUSH

Perfectly shaped to allow for easy application of powders, bronzers, and highlighters. Firm, yet soft, bristles load the perfect amount of product for application on the forehead, cheeks, and jawline.



## PRO EYE BLENDER BRUSH

Slightly domed and round shape is ideal for applying and blending shadow to create natural and dramatic looks.

## SCULPT FOUNDATION & CONTOUR BRUSH

Round, angled brush with densley-packed bristles to stipple in liquid and cream foundation and concealer formulas for an airbrushed finish.



## DUAL FINISH BLUSH & POWDER BRUSH

Full and fluffy brush with the perfect angle to quickly provide a flawless application of powder over full-face and blush and bronzers around the contours of the cheeks. .



# PROFESSIONAL ARTIST KITS

## PRO BOX

The Pro Box is packed full of the very best of Mirabella's cosmetics and beauty tools. Designed for the professional makeup artist constantly on the go, the Pro Box includes brow products and much more! Easy to take on locations for photoshoots, weddings and more, each of the best-selling full-size products in the Pro Box work flawlessly on all ages and skin types.

\*Items subject to change based on availability.





## ESSENTIAL ARTIST KIT

Brand new and packed with Mirabella's best-sellers, the Essential Artist Kit is perfect for anyone interested in makeup artistry or cosmetics and includes fabulous products for all ages and skin types.



## ESSENTIAL ARTISTS PALETTE

The only cosmetics palette you will ever need! The Essential Artist Palette features 14 of the hottest shades from the new Eye Love you Eyeshadow Collection in an array of shimmers and mattes, to the highly coveted Pure Press powders and much more!

# PERMANENT DISPLAYS

## OPEN SELL DISPLAY

Beautiful new Open Sell Display is Mirabella's most luxurious full stand-alone unit. This innovative, eye-catching display features the line in its entirety, a mirror for flawless testing of the products and a LED-lit logo panel on each side. Each unit purchased comes with a full set of testers, retail bags and product catalogs.





## PREMIUM DISPLAY

Smaller footprint, BIG results. The Premium Line Intro Kit features testers of Mirabella's full product lineup displayed on a beautiful tiered acrylic complete with marketing imagery and a mirror for flawless testing of the products. This unit also comes with retail bags and product catalogs.



## LIMITED LINE DISPLAY

Smallest footprint, equally beautiful and effective, the Limited Line Intro Kit features testers of Mirabella's best-selling products displayed on a beautiful tiered acrylic complete with marketing imagery and a mirror for flawless testing of the products. This unit also comes with retail bags and product catalogs.



## MINI OPEN SELL DISPLAY

Beautiful new Mini Open Sell Display is Mirabella's newest solution to creating a luxurious full stand-alone unit that minimizes floor space. This innovative, eye-catching display, ideal for retailers with a smaller space, features the line in its entirety, a mirror for flawless testing of the products and a selfie wall on the back. Each unit purchased comes with a full set of testers, retail bags and product catalogs.

As Seen In



## MIRABELLA ACADEMY

AT MIRABELLA, BEAUTY IS A LIFESTYLE. TODAY, THE MODERN WOMAN PLAYS MANY ROLES. FOR WOMEN WHO WAKE UP FEELING GIRLY ONE DAY AND GLAM THE NEXT, MIRABELLA TRULY OFFERS MAKEUP WITH PERSONALITY. AND, FOR THE INDUSTRY PROFESSIONALS AND SALONS THAT CARRY THE MIRABELLA LINE, WE AIM TO OFFER THE PRODUCT KNOWLEDGE, MARKETING ASSETS AND SUPPORT NECESSARY TO NOT ONLY INCREASE ROI, BUT BECOME AN EXPERT IN WHAT MAKES MIRABELLA UNIQUE, APPEALING, AND STEADFAST IN AN INDUSTRY WITH EVER-EMERGING BRANDS.

IN LATE 2017, MIRABELLA ACADEMY WAS ESTABLISHED IN AN EFFORT TO GIVE RETAILERS, EDUCATORS AND SALON AMBASSADORS A CENTRALIZED SITE IN WHICH TO PULL EXTENSIVE INFORMATION REGARDING PRODUCTS. FROM SELL SHEETS TO HIGH-RESOLUTION IMAGERY, MIRABELLA ACADEMY IS A ONE-STOP SHOP TO RETRIEVE THE TOOLS NEEDED TO MARKET MIRABELLA FLAWLESSLY!

TO VISIT THE SITE AND/OR REGISTER FOR AN ACCOUNT, VISIT [WWW.GO-BELLA.COM](http://WWW.GO-BELLA.COM).



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