

# LOVER cosmetics

5-steps | 5-minutes

simple beauty



before **5 steps...**



after **5 minutes...**



simple

beaut

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LOVER cosmetics was founded three years ago in Kansas City. <sup>3</sup>  
Our mission is to revolutionize how you buy and wear makeup.

After hundreds of makeovers, we noticed you had the same two comments about your makeup regimes - no time and no know-how.

LOVER cosmetics responded with a **simple beauty** approach and **application education**. LOVER's **5-step | 5-minute** makeover and face kit make makeup easy to apply, easy to carry and easy to touch up.

The compacts take the guess work out of picking colors. With suggested color combinations for eyes, all you have to select is your brow, blush and powder color for your skin tone.

In just 5 minutes you can go from tired to beautiful, simply.



- 1 foundation, concealer, powder
- 2 eyeshadow and eyebrows
- 3 blush
- 4 highlighter
- 5 lip gloss

# 1 foundation concealer powder

**step 1** - this step is the most important step for a flawless finish...hide imperfections and blemishes, cover dark circles and provide a base for the color you are about to add.

start with primer. apply powder correctly and your makeup can take years off your face and will last all day.

## tools

foundation brush  
concealer brush - tube brush set  
large powder brush

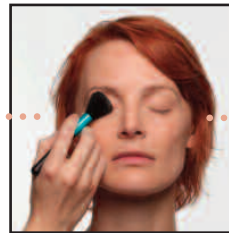
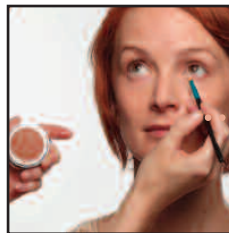
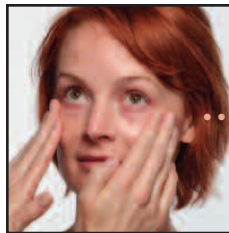
**foundation stix** - start with LOVER's primer; apply around eyes and over entire face. next, take your foundation brush and sweep over foundation stix. apply foundation, starting from the center of your face, blending outward on cheeks, around nose and on forehead, cheeks and chin.

get as close to your lash line as possible. even out the skin around the eyes which tends to be a bit red or blue due to thin skin. don't forget a light coverage on the eyelid, creating a nice base for shadow

**concealer** - apply concealer ONLY to areas needing coverage. having applied your foundation first, you will minimize the amount of concealer needed for a flawless base.

use the small brush from your tube set or your ring finger to precisely apply concealer to dark under eye circles, then blend upwards to eye. blend with your finger to smooth product.

**powder** - powder will set the foundation and concealer. look up, blend creases in concealer and foundation under the eye with your finger. using the large brush in your tube set, immediately tap powder under the eye; do the same on the lid. then, use a large powder brush to dust the rest of your face.



# 2

## eye shadow eye brows

**step 2** - now, you can start adding color! the LOVER palettes are designed to take the guess work out of eye makeup. choose from smokey grays, **earthy browns**, **colorful greens** and **blues** and matte palettes for our mature LOVER girls.

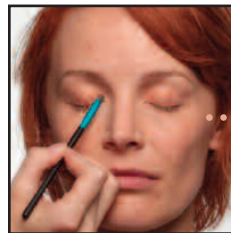
### tools

small shadow brush - tube brush set  
large shadow brush - tube brush set  
liner brush - tube brush set  
eyelash applicator

**eye shadow** - start with the lightest shade. use the larger shadow brush and apply color from inner to outer corner of eye.

next, take your smaller shadow brush and blend the medium shade from the outer corner inward, stopping about one-third of the way over.

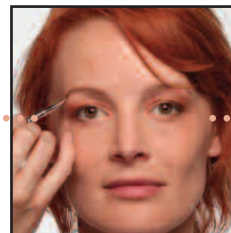
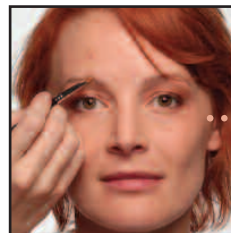
finally, take your liner brush and the darkest shade. blend as close to the lash line as possible, making a ">" on the outer corner of your eye.



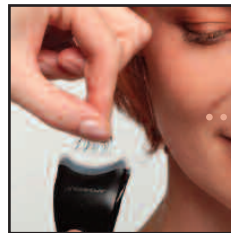
**eye brows** - use the angled brow brush and grab a bit of all three colors from your brow blend in blonde or brunette.

start at the top of brow, creating the contour and shape. then, blend color throughout brow to fill and create a perfect brow to frame your face.

hold brows in place with brow fix, brushing upwards.



**lashes & mascara** - LOVER's lash applicator makes applying false lashes simple. apply another coat of liner to hide false lashes. finish with a coat of mascara to blend false lashes with your own.



# 3 blush

**step 3** - blush adds life to your face, and contour to your cheek bones.

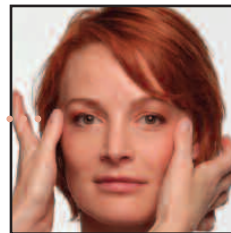
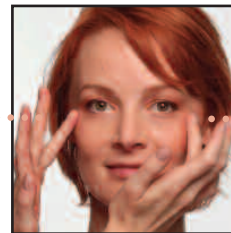
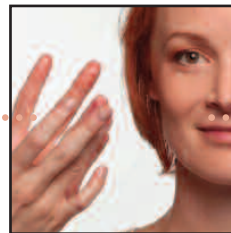
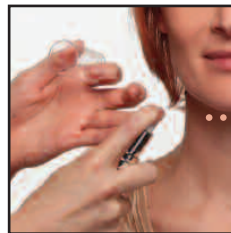
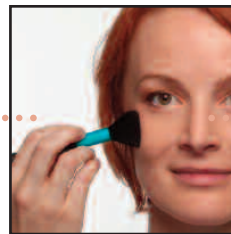
**tools**  
largest brush - tube brush set

# 4 highlighter

**step 4** - this is a makeup artist secret for that dewy, healthy glow!

**blush** - when applying your blush, think of applying along an imaginary line from the top of your ear to your nose.

start at the "pupil" and blend towards your hairline.



**highlighter** - LOVER's shimmer tints in an array of shades give you a dewy, healthy glow. put a small amount ring finger and apply in a "C" pattern around eyes and on top of cheeks bones for an instant, supermodel finish.

# 5 lip gloss

**step 5** - finally, finish your look with lip gloss. in an array of shades from clear to deep red, your perfect shade is the finishing touch to simple beauty.

# the LOVER face kit

**lip gloss** - pick your perfect shade! if you go easy on the eyes, go for the deep red gloss and a dramatic look. smokey and sultry eyes for a night out - pair it with clear or nude gloss.

apply your perfect shade...

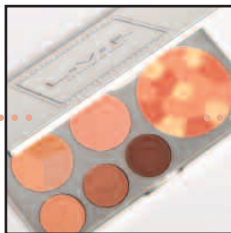
**5 steps | 5 minutes...simple beauty**

**LOVER face kit \$125** - here's how it works....pick one of our compacts with its three suggested eye shadow color combos; or make your own shadow combo.

choose your brow, blush and powder. add your foundation stix, mascara, gloss and tube brush set.

put everything in your leather bag and take with you wherever your busy LOVER girl life leads you.

lashes, lash applicator, and more...add your LOVER cosmetic extras ....



foundation stix



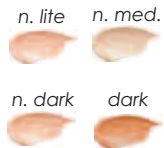
a blendable concealer and crème-to-powder foundation in one stick. easy to use and carry. the velvety, full-coverage foundation can be applied all over face or to cover problem areas.



concealer



velvety textured concealers are the perfect rescue for all eye emergencies. cover dark circles, hide fine lines and even out skin tones under the eyes without feeling heavy or greasy.



oil-free pressed powder



shine-absorbing, oil-free formula is great for all skin types. natural matte finish leaves skin looking even and flawless.



color-phase two-way foundation



3-in-1! get three colors of two-way foundation in one compact! perfect for swirling together the right color mix for your individual skin tone.



collage powder



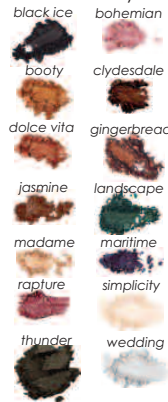
these silky powders offer the best variety of shades that blend together for bronzing, highlighting, and evening out skin tones. holographic pigments diffuse light for a soft, youthful glow!



mid-sized eyeshadow



these velvety, shadows come in a fabulous range. packed with the finest pigments for incredible blendability.



slim eye pencils



shape eyes with this smooth and creamy textured eye pencil. the soft formula glides on lids smoothly without pulling or tugging. use the bright eyes or white by day (applied under the eye or inner corner) for a brighter, wider eye and clean look.



brow blend



color match the perfect brow with brow blend. three coordinated shades specially designed to give you that perfect brow look. apply starting at the top of the brows to give shape, then blend down and outward.



brow fix

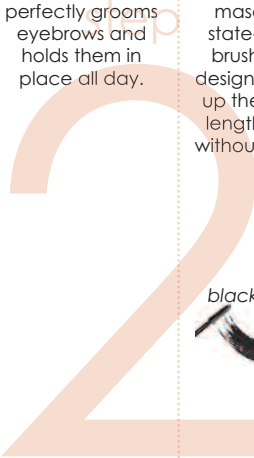


this clear gel perfectly grooms eyebrows and holds them in place all day.

mascara



lash it out with this mascara and state-of-the-art brush, which is designed to open up the eyes and lengthen lashes without clumping.



### blush



ultra satin and lightweight powder, brushes on to a smooth finish. perfectly pigmented, color never looks dry or flat and adds life to your overall look!



### shimmer tints



a must have highlighter and a makeup artist's favorite. wear alone to accentuate cheeks and eyes. or, mix with foundation for subtle glow.



### lip gloss



choose one of our delicious shades for high shine and glam lips. enriched with antioxidants A, C, and E, this gloss will leave lips soft and luscious. non-sticky, weightless formula stays shiny and fresh!



### primer



your secret weapon - primer will help your makeup last all day and go on smoothly! apply after moisturizer. soothing vitamins and anti-oxidants help soften the appearance of fine lines and wrinkles and the silicone-based formula provides grip to increase the wear and longevity of your foundation. perfect for special occasions and everyday simple beauty!

## brushes

### tube brush set



### large powder brush



### eye brow brush



## tools & extras

### half lashes



### eyelash applicator



### 5-step face bag



### makeup case



### makeup remover pads





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simple  
beauty



contact your LOVER girl today to make your purchase:

[www.lover-cosmetics.com](http://www.lover-cosmetics.com)