

jane iredale
THE SKINCARE MAKEUP®



product
catalog



Jane Iredale is the Skincare Makeup

We believe makeup should be good for the skin. We partner with medical & esthetic professionals to create radiance-revealing makeup with skincare at its core.

Each formula is extensively tested for safety and efficacy, so you don't have to choose between the skin you want and the look you love.

Great makeup. Made for skin.
That's the beauty of it.



Cruelty-free



Non-comedogenic



No
mineral oil



No synthetic
fragrances

◆ Dermatologist tested

◆ Sensitivity tested

◆ Allergy tested

◆ Heavy metal tested

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the Skincare Makeup System

Nourishing. Natural-looking. Lasting. Everything you want from your makeup in one high-performance system. Just 3 easy steps.

1 prep

Start with ultra-hydrating Smooth Affair® Face Primer for a smooth canvas and lasting results.



2 perfect

Get flawless coverage and a skin-like feel with PurePressed® Base Mineral Foundation.



3 set

Finish with Hydration Spray, the secret weapon for all-day wear.





SKINCARE MAKEUP SYSTEM | 1 PREP

Face Primer

Get a flawless finish right from the start with primers that prep the skin for smoother makeup application and longer wear.

Smooth Affair® Brightening Face Primer

Helps to minimize the appearance of dark spots, firm skin and create a more youthful appearance.



No wheat



FACE PRIMER

Smooth Affair® Mattifying Face Primer

Instantly mattifies and helps balance oil production for a naturally matte appearance.



Vegan



No wheat



BEFORE



AFTER
with Smooth Affair Mattifying



BEFORE



AFTER
with Smooth Affair Brightening



SKINCARE MAKEUP SYSTEM | 2 PERFECT

Foundation

Perfect skin with clean, skin-loving mineral foundations. From liquid to powder, find the perfect match for your skin tone and type.

PurePressed® Base Mineral Foundation Refill SPF 20/15

One-step foundation, concealer and sunscreen that blurs lines and nourishes skin with weightless, buildable coverage and a second-skin finish.

Powder refill pairs with our sleek, sustainable Refillable Compact.

-  Vegan
-  No wheat
-  Reef-safe
-  No talc



FOUNDATION

- | | | | | | | | | | | | | |
|-------|---------|------------|-------------|---------|-------|---------|-------------|------------|-------------|-------------|----------|--------------|
| IVORY | BISQUE | WARM SILK | LIGHT BEIGE | SATIN | AMBER | RADIANT | WARM SIENNA | NATURAL | GOLDEN GLOW | SWEET HONEY | SUNTAN | HONEY BRONZE |
| LATTE | CARAMEL | GOLDEN TAN | TEAKWOOD | RIVIERA | FAWN | AUTUMN | COGNAC | WARM BROWN | VELVET | BITTERSWEET | MAHOGANY | COCOA |

COVERAGE: light to full (buildable)	SPF: 20/15
FINISH: semi-matte	FORMAT: pressed powder foundation

HydroPure™ Tinted Serum with Hyaluronic Acid & CoQ10

Ultra-hydrating tinted serum with Hyaluronic Acid that plumps, soothes, blurs lines and evens skin tone for dewy, youthful-looking skin.

- | | | | | | | | |
|--------|---------|-------------------|----------|------------------|--------|--------|----------|
| FAIR 1 | LIGHT 2 | LIGHT TO MEDIUM 3 | MEDIUM 4 | MEDIUM TO DARK 5 | DARK 6 | DEEP 7 | DEEPER 8 |
|--------|---------|-------------------|----------|------------------|--------|--------|----------|



COVERAGE: sheer	SPF: no
FINISH: natural	FORMAT: tinted serum

Amazing Base® Loose Mineral Powder SPF 20/15

Airy loose mineral foundation and broad spectrum sunscreen for silky sheer-to-medium coverage and a luminous finish.

-  Vegan
-  No wheat
-  Reef-safe
-  No talc



COVERAGE: light to full (buildable)	SPF: 20/15
FINISH: radiant	FORMAT: loose powder foundation



Dream Tint® Tinted Moisturizer SPF 15

Lightweight, water-resistant tinted moisturizer and broad spectrum sunscreen for sheer coverage and a light finish.

-  Vegan
-  No wheat
-  Reef-safe



COVERAGE: light	SPF: 15
FINISH: semi-matte	FORMAT: tinted moisturizer



Skintuition SPF 30 Radiance-Boosting Liquid Foundation

Hydrating liquid foundation and broad spectrum sunscreen for weightless, buildable coverage and a naturally radiant finish.

-  Vegan
-  No wheat
-  Reef-safe



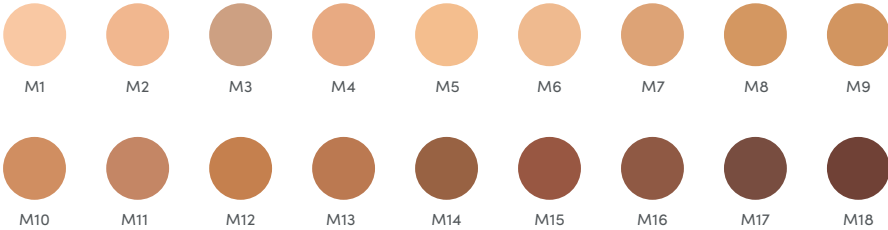
COVERAGE: medium (buildable)	SPF: 30
FINISH: radiant	FORMAT: liquid foundation



Beyond Matte® Liquid Foundation

Multitasking liquid foundation, primer and concealer for medium-to-full, stay-put coverage and a natural-looking semi-matte finish.

-  Vegan
-  No wheat



COVERAGE: medium to full (buildable)	SPF: no
FINISH: natural	FORMAT: liquid foundation



SKINCARE MAKEUP SYSTEM | 3 SET

Hydration Spray

Lock in your look with hydration sprays that promote adhesion for enhanced transfer-resistance and a flawless, more skin-like appearance.

Pommisst™ Hydration Spray

Sets makeup, helps defend against premature aging with antioxidant protection.



Vegan No wheat

IDEAL FOR: all skin types



Balance Hydration Spray

Sets makeup, helps balance skin's oil production and pH.



Vegan No wheat

IDEAL FOR: combination to oily skin



D₂O™ Hydration Spray

Sets makeup, attracts moisture and helps prevent water loss.



Vegan No wheat

IDEAL FOR: normal to dry skin



Calming Lavender Hydration Spray

Sets makeup, helps soothe irritation and calms redness.



Vegan No wheat

IDEAL FOR: normal to sensitive skin



AFTER GLOW

After Glow Post-Treatment Care

Enhanced post-treatment care to hydrate, protect with SPF and even skin tone.

After Glow To-Go Post-Treatment Kit

Mini-sized kit of hydrating and protective care to support skin recovery, soothe sensitive skin and promote an even complexion—offered at a value to drive trial and increase client satisfaction.

- TO-GO KIT INCLUDES:
- Mini HydroPure Tinted Serum with Hyaluronic Acid & CoQ10
 - Mini PurePressed Base Mineral Foundation SPF 20/15
 - Mini Mocha Latte HydroPure Hyaluronic Acid Lip Gloss
 - Mini Pommissst Hydration Spray

PROFESSIONAL SERVICE PAIRINGS
facials, microneedling, peels, LED or light therapy,
laser treatments, dermaplaning



Hydrafacial Deluxe



IPL Photofacial





FACE & BODY
Skincare

Enhance your beauty routine with high-performance skincare and gentle personal care products that nourish and protect skin.

BeautyPrep™ Face Cleanser

Antioxidant-rich daily micellar cleansing water removes dirt, oil and makeup without drying out the skin.



BeautyPrep™ Face Toner

Daily toner infused with organic fruit extracts refines the appearance of pores, restores the surface of the skin and balances pH to help prep skin for makeup.



BeautyPrep™ Hyaluronic Serum

Lightweight, non-greasy Hyaluronic Acid serum attracts & locks in moisture as it smooths, softens and brightens the skin.



BeautyPrep™ Face Moisturizer

High-performance daily moisturizer formulated with Rose Stem Cell Extracts moisturizes, brightens and protects skin from trans-epidermal water loss and airborne pollutants.





Citrus + Charcoal Hand Wash

Invigorating hand wash formulated with Vitamin E and Charcoal gently cleanses, detoxifies and hydrates hands.



Vegan



No wheat



Magic Mitt®

Knitted microfiber mitt removes makeup, gently exfoliates and cleanses skin using only water.





FACE & BODY

Concealers & Correctors

Condition skin as you hide problem areas with vitamin-rich, all-natural mineral concealers that hydrate, nourish and refresh your complexion.

Enlighten Plus™ Under-eye Concealer SPF 30/20

Silky full-coverage concealer with broad spectrum sunscreen and cooling metal applicator smooths, depuffs and protects skin for brighter, more youthful eyes.



Vegan



No wheat



Reef-safe



NO. 0



NO. 1



NO. 2



NO. 3



NO. 4



CONCEALER & CORRECTOR

Circle\Delete® Concealer

Vitamin-rich color corrector and highlighter duo helps soften the appearance of fine lines and diminishes the appearance of moderate under-eye circles.



No wheat



#1



#2



#3



#4



HydroPure™ Color Correcting Serum with Hyaluronic Acid & CoQ10

Ultra-hydrating, color-correcting serum uses a sheer green tint to help visually neutralize redness while soothing the skin and combating redness-causing dryness.



Skintuition Brightening Under Eye Concealer

with Active Peptide Complex

Skincare-infused under-eye concealer clinically proven to boost hydration and brighten with lightweight, medium coverage that melts in seamlessly for a radiant, refreshed look.



PureMatch Liquid Concealer

Versatile, all-over liquid concealer covers imperfections and evens skin tone with weightless, buildable coverage.



Enlighten Concealer™

Hydrating, full-coverage concealer camouflages and brightens very dark under-eye circles and hyperpigmentation.



Corrective Colors

Professional four-shade palette corrects and conceals bruising and discoloration.



FACE & BODY

Sunscreen & Mattifying Powders

Need shine control? Defend against sun damage with our dry sunscreen and keep oil at bay with our matte finishing powders.

Powder-Me SPF® 30 Dry Sunscreen

Weightless, dry, physical SPF 30 broad spectrum sunscreen for face, body and scalp in a refillable flow-through vegan brush.

-  Vegan
-  No wheat
-  Reef-safe
-  No talc

-  TRANSLUCENT
-  NUDE
-  GOLDEN
-  TANNED



Amazing Matte™ Loose Finish Powder

Translucent loose powder absorbs oil and eliminates shine without drying or dulling the complexion.

-  Vegan
-  No wheat
-  No talc

-  TRANSLUCENT



PureMatte® Finish Powder Refill

Specially formulated to help those who want to avoid shine. Use under or over our mineral powders.

Powder refill pairs with our sleek, sustainable Refillable Compact.

-  Vegan
-  No wheat
-  No talc

-  TRANSLUCENT





COLOR
Lips

Amp up lips with lip makeup designed to keep lips soft, smooth and supple. Hydrating, vitamin-rich lip stain, lip gloss and lipstick go on smooth for a high impact lip look.

ColorLux^e Hydrating Cream Lipstick

Rich-yet-weightless, pigment-packed lipstick glides on smooth and wraps lips in moisture for bold payoff and lasting softness.



Vegan

- | | | | | | | | |
|--------|--------------|-------------|-------------|----------|----------|-------------|------|
| | | | | | | | |
| TOFFEE | BELLINI | COPPER DUNE | ROSEBUD | BLUSH | MAGNOLIA | DESERT ROSE | TUTU |
| | | | | | | | |
| SORBET | PASSIONFRUIT | POPPY | CANDY APPLE | MULBERRY | PEONY | BORDEAUX | |



LIPS

ColorLux^e High Impact Lip Glaze

Full-bodied, never-sticky lip glaze delivers lustrous color, supreme shine and a cushiony, comfortable feel. Visually volumizes and smooths for a fuller-looking lip.



Vegan



No wheat

- | | | | | | | |
|---------|------------|------------|-------|-------|-------|-------------|
| | | | | | | |
| CRYSTAL | AU NATUREL | NECTAR | FLUSH | JUICY | SIREN | CHERRY NOIR |
| | | | | | | |
| AMOUR | DUSK | PINK SUEDE | | | | |



HydroPure[™] Hyaluronic Acid Lip Gloss

Restorative, pillowy soft gloss with a hint of tint combines lasting hydration with the lip-loving benefits of a balm for fuller, supple lips.



Vegan



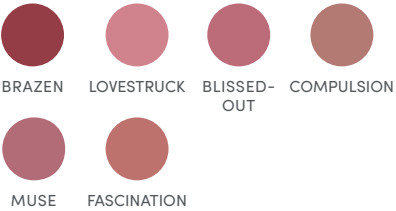
No wheat

- | | | | | | | |
|-----------|--------------|-------|-------------|------------|---------|--------------|
| | | | | | | |
| BERRY RED | CANDIED ROSE | COSMO | MOCHA LATTE | PINK GLACÉ | SANGRIA | SUMMER PEACH |



Beyond Matte® Lip Stain

Rich matte liquid lipstick formulated with plant-based oils conditions, protects and delivers powerful, long-lasting color payoff.



Lip Pencil

Conditioning lip pencil with a soft formula outlines effortlessly and fills lips for a long-lasting base.



Just Kissed® Lip and Cheek Stain

Multipurpose lip and cheek stain nourishes with natural botanicals and adjusts to skin's natural pH to provide long-lasting, custom color.



LipDrink® Lip Balm SPF 15

Antioxidant-rich lip balm with broad spectrum sunscreen moisturizes and protects dry, damaged lips.





COLOR

Cheeks

Highlight, contour or brush on a healthy glow with soft, natural mineral makeup for cheeks.

Glow Time® Blush Stick

Creamy, multitasking blush stick for buildable, blendable color and a golden, lit-from-within glow.



Vegan



No wheat



ENCHANTED



GLORIOUS



MIST



EMBER



BALMY



FERVOR



Glow Time® Bronzer Stick

Creamy, no-shimmer bronzer stick for natural color and a sculpted, sun-kissed look.



Vegan



No wheat



SIZZLE



SCORCH



BLAZE



Glow Time® Highlighter Stick

Creamy, radiant highlighter stick for a beautiful glow and shimmering pearl finish.



Vegan



No wheat



SOLSTICE



ColorLuxe Liquid Blush

A weightless, long-lasting liquid blush that melts into skin seamlessly, delivering radiant, natural-looking color with just a touch.



Vegan



No wheat



HEARTBREAKER



SWEET JANE



CINNAMON GIRL



DANCING QUEEN



SUGAR MAGNOLIA



WILD CHILD



BOMBSHELL





PurePressed® Blush

Silky, easy-glide pressed blush builds like a powder and blends like a cream.



Vegan



No wheat



No talc



BARELY
ROSE



COTTON
CANDY



DUBONNET



FLOURISH



MOCHA



MYSTIQUE



WHISPER



VELVET
PETAL



AWAKE



PureBronze Shimmer Bronzer Refill

Brilliant shimmer bronzer palette with four complementary shades — blend together to create radiant, glowing looks or use individually as bronzer, highlighter, blush and shadow.

Powder refill pairs with our sleek, sustainable Refillable Compact.



No wheat



No talc



MOONGLOW



PEACHES
& CREAM



ROSE
DAWN



COPPER
DUSK



FIRST
LIGHT



PureBronze Matte Bronzer Refill

Rich-yet-weightless matte bronzer to bronze and contour for a natural, sun-kissed look.

Powder refill pairs with our sleek, sustainable Refillable Compact.



No wheat



No talc



LIGHT



MEDIUM



DARK



COLOR
Eyes

Brighten eyes with long-wearing, stay-put mascara, shadows, liners and more.

ColorLuxe Eye Shadow Stick

Versatile, highly pigmented cream shadow glides on, blends effortlessly and dries to a soft powder finish.



Vegan



No wheat



ALABASTER



DOVE
GREY



SADDLE



MIDNIGHT



AMERICANO



IVY



GATSBY



BRONZE



ROSÉ



MOONSTONE



CAMEO



PRIMA



RIVIERA



PROVENCE



PurePressed® Eye Shadow Single

Balanced selection of neutral matte and shimmer shadow singles.



No wheat



No talc



ALLURE



BONE



OYSTER



SUPERNOVA



DARK
SUEDE





PurePressed® Eye Shadow Triple

Curated trios of complementary shadows to add depth and dimension to eyes.



No wheat



No talc



DRIFTWOOD



MATTE
IVORY



TAUPE
PEARL



MATTE SOFT
CHESTNUT

BROWN SUGAR



GREY



COPPER
EGGPLANT



PEACH

RIVERSTONE



MATTE
SOFT
CREAM



MATTE
MUSHROOM



MATTE
SMOKY
GREIGE

HONEYSUCKLE



METALLIC
CHAMPAGNE



SOFT
MATTE
APRICOT



METALLIC
EARTHY
BROWN

PINK QUARTZ



COOL
PLUM



SOFT
PINK



LIGHT
PINK

SUNDOWN



GREY



GREY
PURPLE



PALE
GREY

WILDFLOWER



SOFT
MATTE
PEACH



METALLIC
CORAL



MATTE
CHOCOLATE

SWEET SPOT



WARM
BROWN



PEACH



OFF
WHITE

TRIPLE COGNAC



DEEP WARM
BROWN



WARM
TAN



LIGHT
BEIGE





Beyond Lash® Volumizing Mascara

Lash-boosting mascara delivers weightless, buildable volume in a flexible, nourishing formula.

- 
Vegan
- 
No wheat
- 
No teflon
- 
No carbon black



BLACK INK



Lash Fixation® Length & Definition Tubing Mascara

Innovative tubing mascara with a long-wearing, smudge-resistant formula lifts and separates for longer-looking, expertly defined lashes.

- 
Vegan
- 
No wheat
- 
No teflon
- 
No carbon black



BLACK



BROWN



Longest Lash Thickening and Lengthening Mascara

Lengthening mascara creates buildable volume and longer-looking lashes.

- 
No wheat
- 
No teflon
- 
No carbon black



BLACK ICE



ESPRESSO





PureBrow™ Brow Powder

Creamy, easy-to-blend brow powder shapes and fills in brows for a soft, diffused look.



PureBrow® Precision Pencil

Retractable precision brow pencil with spoolie adds natural-looking definition quickly to brows.



PureBrow® Shaping Pencil

3-in-1 retractable shaping brow pencil with spoolie outlines, shapes and fills for full, neatly-shaped brows.



PureBrow® Brow Gel

Creamy brow gel adds flexible hold and fullness while grooming brows into place.





Eye Pencil

Conditioning, long-lasting eye pencil with a soft formula creates precise lines without tugging at delicate skin.



Vegan



No wheat



BASIC
BLACK



BASIC
BROWN



BLACK/
GREY



BLACK/
BROWN



MIDNIGHT
BLUE



TAUPE



Liquid Eyeliner

Highly pigmented, long-lasting liquid liner creates bold, precise lines.



Vegan



No wheat



BLACK



Mystikol® Powdered Eyeliner

Versatile cream-to-powder liner creates rich lines that won't fade, crease or smear.



Vegan



No wheat



AMETHYST



DARK
TOPAZ



ONYX



SMOKY
QUARTZ



PureLash® Lash Extender & Conditioner

Nourishing lash conditioner strengthens, lengthens and thickens lashes for a full, fluffy effect.



TRANSLUCENT



Pro Series Brush Collection

Luxuriously soft makeup brush collection designed to offer style and performance with a refined, versatile assortment and smart fiber technology.



01. The Handi™ Brush

Medium complexion brush with a flat top and short handle for evenly applying and blending PurePressed Base Mineral Foundation SPF 20/15.

02. Fan Brush

Light, airy cheek brush with soft arch designed for soft, targeted application of powders.

03. Camouflage Brush

Petite, flat complexion brush designed for concentrated, targeted application of creams and liquids.

04. Multiuse Blending Brush

Large, multipurpose brush with graduated bristles designed to seamlessly apply creams, liquids and powders.

05. Powder Complexion Brush

Large, fluffy complexion brush with tapered bristles designed to apply and diffuse powders.

06. Cheek Brush

Medium, tapered cheek brush designed to apply and diffuse creams, liquids and powders.

07. Liquid Complexion Brush

Medium, flat complexion brush designed for concentrated, all-over application of creams and liquids.

08. Concealer Brush

Small, angled complexion brush with round head designed to apply and diffuse creams and liquids.



09. Flat Eye Brush

Small, flat multipurpose brush designed for concentrated application of cream and powder eye and complexion formulas.

10. Fluffy Eye Brush

Small, fluffy multipurpose brush designed to apply cream and powder eye and complexion products.

11. Crease Brush

Small, tapered multipurpose brush designed to apply powder eye products and liquid & cream complexion products.

12. Detail Brush

Small, tapered multipurpose brush designed to apply powder eye and complexion products in small areas.



13. Eye/Brow Brush

Ultra-small, dual-ended eye brush and spoolie designed to groom brows and apply liquids, creams and powders.

14. Lip Brush

Small lip brush with pointed tip designed to precisely apply lip products.

15. Smudge Eye Brush

Ultra-small, dual-ended eye brush and smudger designed to apply creams and powders.

16. Flocked Sponge

Non-latex sponge for applying and blending minerals.

17. Perfect & Set Dual-Sided Puff

Dual-sided microfiber puff and non-latex complexion sponge designed to apply creams, liquids and powders.



16. Flocked Sponge

17. Perfect & Set Dual-Sided Puff



Botanical Brush Cleaner™

Convenient, alcohol-based spray brush cleanser formulated with Witch Hazel and Grapefruit & Seaweed Extracts dissolves makeup build-up, oil and grime.



Vegan No wheat



Refillable Compact

Sleek, sustainable compact keeps your favorite powder refills fresh and protected, at home and on the go.
Pairs with all Jane Iredale refills: PurePressed Base Mineral Foundation, PureBronze Bronzers and PureMatte Finish Powder.



Pencil Sharpener

Makeup pencil sharpener outfitted with stainless steel blades shapes lip and eye pencils into the perfect tip for more precise lines.





jane iredale
THE SKINCARE MAKEUP®

DERMATOLOGIST & ALLERGY TESTED. #THESKINCAREMAKEUP JANEIREDALE.COM