

BARE ESSENTUALS

san francisco

Ruby Collection
Retail Price: \$59
Retail Value: \$145

Education Sheet

What is it?

Pure passion is a natural part of beauty. Inspired by the vitality of ruby gemstones, these exclusive 100% pure bareMinerals eye and face colors are infused with real ruby powder to enhance your beauty with the same authentic, fascinating qualities of the ruby that have sparked powerful feelings throughout history. The warm color palette of this collection provides you with a daily dose of luxury, plus a naturally radiant way to express the real you. Also included is a Buxom Big & Healthy Full-Color Lip Polish, along with expert brushes and instructions. This passionate ruby-infused bareMinerals Collection impulsively opens the door to a glamorous world for the most irresistible beauty you can dream up.

Ruby Collection Details:

- Launches October 2008
- The Ruby Collection is the exclusive for Sephora

Features and Benefits:

9-piece Ruby-Infused Collection:

- **bareMinerals Ruby Radiance All-Over Face Color** infused with ruby (*perfect pink rose*) – Casts a radiant, pink rose luminosity to skin for a lit-from-within effect.
- **bareMinerals Golden Ruby Eyecolor** infused with ruby (*peach gold*) – Gives opaque peach gold color with a rich, velvety finish.
- **bareMinerals Vintage Ruby Eyecolor** infused with ruby (*rose-tinted fawn*) – Lights up eyes with a sheer, glowing touch of rose-tinted fawn.
- **bareMinerals Wild Ruby Liner Shadow** infused with ruby (*plum chocolate*) – Offers intense plum chocolate color for a variety of eye defining effects.
- **Double-Ended Classic Black Mascara & Ruby Beautifully Luminous Lashes** – One end makes lashes look naturally fuller and the other end adds brilliant ruby sparkle.
- **Ruby Buxom Big & Healthy Full-Color Lip Polish** (*shimmery mauve*) – Strikingly rich, jeweled mauve color that naturally creates the look of fuller, more voluptuous lips.
- **Soft Sweep Cheek Brush** with custom handle – Blends and contours blush with luxurious down-like softness for light-to-medium color intensity.
- **Double-Ended Tapered Shadow & Eyeliner Brush** with custom handle – One end applies eyecolor to small areas like the eyelid, and the other applies a thin, precise line like a pro.
- **Ruby Clutch** – Stylish faux-crocodile clutch keeps your must-have bareMinerals at hand in classic fashion.

make-under tips:

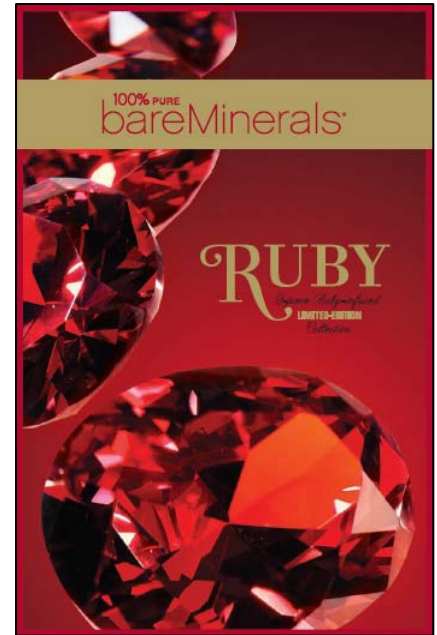
- denotes products in the Ruby collection

Face

- Apply ***Ruby Radiance** to the highpoints of the face with the ***Soft Sweep Cheek Brush** and for more color pay-off to highlight areas use the **Maximum Coverage Concealer Brush**

Eyes

- Prime the eyelids with **bareVitamins Prime Time Eyelid Primer**
- With the domed side of the ***Double-Ended Tapered Shadow & Eyeliner Brush** apply ***Vintage Ruby Eyecolor** on the lid and blend into the crease. Pat for more color pay-off and buff for less color pay-off
- Apply **Shantung Eyecolor** in the crease on the orbital bone with the **Crease Defining Brush**. This pointed brush is perfect for flawless detailing and blending in the contour crease. The tip of this brush should sit just on the bone.



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Start in the middle of the bone, right above the pupil of the eye and “windshield wiper” the brush back and forth. Be sure not to take the color deep into the inner corner or past the last lash on the outside of the eye.

- Use the **Full Tapered Shadow Brush** to apply ***Golden Ruby Eyecolor** to the brow bone and bring down to blend into the crease. Pat for more color pay-off and buff for less color pay-off.
- Line along the base of the eyelashes with the ***Double-Ended Tapered Shadow & Eyeliner Brush** and ***Wild Ruby Liner**
- Dramatic lining: lightly dampen the pointed brush end of the **Double-Ended Tapered Shadow & Eyeliner Brush** and using **Prime Time Eyelid Primer** make a paste in the lid with ***Wild Ruby Liner** to line the upper and lower lashes. Remove ***Wild Ruby Liner** from the pointed end of the brush and “foil” ***Golden Ruby Eyecolor** in the inner corners of the eyes.
- With the **Angled Brow Brush** buff **Brow Minerals** onto the eyebrows
- Apply ***Classic Black Mascara** onto the lashes for volume. Let dry and apply ***Ruby Luminous Lashes** over it for ruby twinkle.

Lips

- Line the lips with **Fig Quick Stick**
- Apply ***Ruby Big & Healthy Full-Color Lip Polish** to the lips

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The "Ruby Collection" Look by Director of Global Education, Stacey Kinyon

AWARD-WINNING
bareMinerals



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your make-under guide

face

bareVitamins Skin Rev-er Upper
Skin Prep
bareVitamins Prime Time Foundation Primer
bareMinerals SPF 15 Foundation
bareMinerals SPF 15 Foundation Shade
Flawless Application Face or Full Flawless Face
Brush
bareMinerals Multi-tasking Bisque
bareMinerals Multi-Taskers
Maximum Coverage Concealer
Brush
Warmth
bareMinerals All-Over Face Color
Flawless Application Face
Brush
Rubu Radiance
bareMinerals Blush Color
Soft Sweep Cheek
Brush
Mineral Veil
Finishing Touches
Flawless Application Face Brush
Brush

eyes

PT Eyelid Primer/Vintage Ruby Eyecolor
Lid Shadow Color
Double-Ended Tapered Shadow & Eyeliner
Brush
Shantung Eyecolor
Crease Color
Crease Defining
Brush
Golden Ruby Eyecolor
Brow Highlight Color
Full Tapered Shadow Brush
Brush
Wild Ruby Liner Shadow
Liner Shadow
Double-Ended Tapered Shadow & Eyeliner
Brush
bareMinerals Brow Color
Brow Color
Angled Brow Brush
Brush
DbI-End Classic Black & Ruby Luminous Lashes
Mascara

lips

Neutral Lip Liner
Lip Liner
N/A
Lipcolor
Ruby Buxom Big & Healthy Full-Color Lip Polish
Lip Gloss

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Great products to link with the Ruby collection:

Shantung Eyecolor



bareVitamins Prime Time
Eyelid Primer



Full Tapered Shadow Brush

