

# BARE ESSENTIALS

san francisco

## bareMinerals® 100% Pure Pleasures

Retail Price: \$48

Value Price: \$99

### Education Sheet

#### What is it?

Our Pure Pleasures collection contains nine addictive, natural bareMinerals Eyecolors that are free of preservatives, talc, oil, waxes and chemicals—so you can indulge in as many as you like. Mix, layer or foil them to create your own endless, tantalizing color confections. Silky, creamy 100% pure bareMinerals pamper your eyes with a softness never experienced before. This box of dreamy shades is the perfect way to discover a colorful taste for bareMinerals. Plus, we included suggestions for color pairings. Sweet.

#### bareMinerals 100% Pure Pleasures Details:

- Launches October 2008 ULTA, Department Stores, Spa, BE.com.
- Launches November 2008 in BE Boutiques
- Sephora will have their own exclusive in October 2008: bare Pleasures

#### Features and Benefits:

- 100% pure bareMinerals
- Preservative-free
- Non-irritating
- All-natural consistency makes them easy to apply and blend seamlessly
- Vibrant, stay-true colors from sheer-to-full finish
- No pulling or tugging of the eye area
- No creasing
- Use alone or mixed together with other bareMinerals colors to customize colors as you desire
- Lasts all day long
- Vibrant, stay-true colors
- Good for sensitive eyes

#### 9-piece bareMinerals 100% Pure Pleasures collection contains:

- **Eyecolors:** Silky, light-as-air 100% pure bareMinerals Eyecolors provide seamless blendability, giving you the gentlest, purest eye color on earth. They apply velvety smooth, avoiding any pulling or tugging of the eye area, offering stay-true color that won't smudge, run or fade away.
  - **XS Magnetize Eyecolor** (*celadon silk*)
  - **XS Classic Rock Eyecolor** (*white silver*)
  - **XS Shantung Eyecolor** (*deep berry*)
  - **XS Cultured Pearl Eyecolor** (*light pearl pink*)
  - **XS True Gold Eyecolor** (*14kt gold*)
  - **XS Madras Eyecolor** (*neutral taupe*)
  - **XS Pamper Eyecolor** (*copper canyon*)
  - **XS Black Pearl Liner Shadow** (*smoky violet*)
- **Liner Shadow:** 100% pure bareMinerals Liner Shadow offers intense color for a variety of eye-defining effects. Wear dry for subtle or smoky looks, or wear it wet for a more intense, fine line. Good for sensitive eyes.
  - **XS Caviar Liner Shadow** (*moonlight night*)



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## bareMinerals® 100% PURE Pleasures

### Beach Chic



**STEP 1: SWIRL, TAP, SWEEP**  
Sweep **Cultured Pearl Eyecolor** from lash base to brow bone with the **Full Tapered Shadow Brush**

**STEP 2: SWIRL, TAP, PAT**  
Pat **Madras Eyecolor** on the outer corner of the lid with the **Full Tapered Shadow Brush**

**STEP 3: SWIRL, TAP, GLIDE**  
Using the **Slanted Liner Brush** and **Caviar Liner Shadow** tightly line the upper lash base and lower lash base

### Day Spa



**STEP 1: SWIRL, TAP, SWEEP**  
Sweep **Pampered Eyecolor** from lash base to crease with the dome side of the **Double-Ended Shaping Brush**

**STEP 2: SWIRL, TAP, PAT**  
Pat **Shantung Eyecolor** from lash base and blend into crease with the **Full Tapered Shadow Brush**

**STEP 3: SWIRL, TAP, GLIDE**  
Lightly dampen the pointed end of the **Double-Ended Shaping Brush** with water and mix **Caviar Liner Shadow** to create a paste-like texture. Glide at the upper lash base sweeping up at the end of the eye

### 24K Clover



**STEP 1: SWIRL, TAP, SWEEP**  
Sweep **True Gold Eyecolor** from lash base to brow bone with the flat part of the **Wet/Dry Shadow Brush**

**STEP 2: SWIRL, TAP, PAT**  
Achieve a high-shine "Toiled" effect by applying **Magnetize Eyecolor** with a dampened **Wet/Dry Shadow Brush** to create a paste that looks like liquid green foil. Pat on the eyelid and blend into the crease

**STEP 3: SWIRL, TAP, GLIDE**  
Using the **Slanted Liner Brush** glide a luminous line along the lash base with **Caviar Liner Shadow**

### Girl's Best Friend



**STEP 1: SWIRL, TAP, SWEEP**  
Sweep **Classic Rock Eyecolor** from lash base to brow bone with the flat part of the **Light Stroke Brush**

**STEP 2: SWIRL, TAP, PAT**  
Using the flat end of the **Light Stroke Brush**, pat **Black Pearl Eyecolor** on the outer corner of the lid. Use the pointed end of the **Light Stroke Brush** and move the brush back and forth into the crease

**STEP 3: SWIRL, TAP, GLIDE**  
Lightly dampen the pointed end of the **Double-Ended Precision Brush** with water and mix **Caviar Liner Shadow** to create a paste-like texture and glide along the upper and lower lash base

### Gala Girl



**STEP 1: SWIRL, TAP, SWEEP**  
Sweep **Classic Rock Eyecolor** from lash base to brow bone with the dome side of the **Double-Ended Shaping Brush** and pat on the center of the lid for more color intensity

**STEP 2: SWIRL, TAP, PAT**  
Using the flat part of the **Full Tapered Shadow Brush**, pat **Caviar Liner Shadow** on the outer corner of the lid. Using the pointed end, move the brush back and forth into the crease to blend

**STEP 3: SWIRL, TAP, GLIDE**  
Lightly dampen the pointed end of the **Double-Ended Shaping Brush** with water and mix **Caviar Liner Shadow** to create a paste-like texture. Glide at the upper lash base and blend with dry side of the brush. Line the lower lash base with **Caviar Liner Shadow**

### Aphrodisiac



**STEP 1: SWIRL, TAP, SWEEP**  
Sweep **Cultured Pearl Eyecolor** from lash base to brow bone with the **Full Tapered Shadow Brush**

**STEP 2: SWIRL, TAP, PAT**  
Achieve a high color opacity effect by applying **Black Pearl Eyecolor** with the dampened dome end of the **Double-Ended Precision Brush** to create a paste. Pat on the eyelid and blend into the crease

**STEP 3: SWIRL, TAP, GLIDE**  
Using the pointed end of the **Double-Ended Precision Brush** line the upper and lower lash base with **Caviar Liner Shadow**

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Great products to use with the Pure Pleasures Kit:

## Eye Brushes



## bareVitamins Prime Time Eyelid Primer



## Big Tease Mascara

