

mehron[®]

MAKEUP



2018

Color Guide

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Since our inception almost a century ago, Mehron has been a leader in high-quality, high-value makeup products. Dedicated to developing makeup that exceeds normal expectations, our experienced team of chemists work in collaboration with renowned industry artists to create products that look amazing, feel fabulous, set trends, and perform under the most intense conditions. Makeup professionals from across the globe trust our products for their theatrical, runway, performance, and every day needs.

Mehron cosmetic products are world renowned for their superior selection of shades and colors. Mehron's formulations are infused with the maximum level of pigmentation possible. The formula is then milled multiple times to fully develop those pigments, giving you the most even coverage possible.

Please note that printed material can rarely match the actual shade, depth and beauty of our cosmetic colors. Use this Color Guide as a reference to select the shades that most closely resemble the color you prefer.

Celebré^{HD} Pro

Our best-selling, innovative **Celebré Pro-HD™ Cream Makeup Foundations** deliver satin-smooth, non-greasy, buildable coverage for all skin types. Mehron's unique formula can be customized for sheer to opaque coverage, all while leaving skin looking naturally flawless. This refined oil and fragrance-free cream formula contains the powerful antioxidants of pomegranate and vitamin E. These are combined with aloe vera to help soothe the skin. Available in shades ready for the runway, television, theaters, and every day.

Celebré Pro-HD™ Pressed Powder Foundations deliver satin-smooth buildable coverage for a natural finish. This innovative formula is oil and fragrance-free for all skin types, and contains powerful antioxidants such as pomegranate and vitamin E. These are combined with aloe vera to help soothe the skin. Our superior formulation provides the ultimate mattifying effects on the skin.

Celebré Pro-HD™ Loose Mineral Finishing Powder is a luxurious matte finishing powder that perfectly complements our **Celebré Pro-HD™ Cream Foundation**. Made with French delaminated talc, it is uniquely formulated to improve slip and adhesion with a diverse collection of true color shades. This ultra-fine powder provides the finishing touch that perfects and sets makeup for that flawless coverage you can depend on. Available in a .42 oz container with a convenient removable sifter.



Beauty Shades - Cream & Pressed Powder

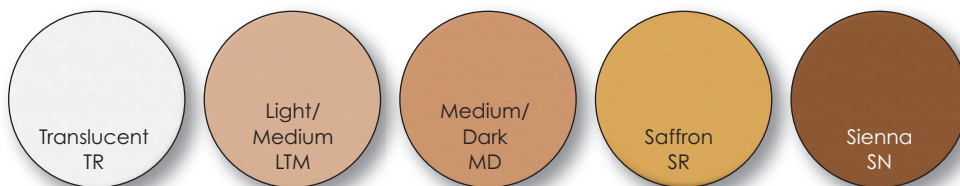


Performance Shades - Cream Only



Celebré^{HD} Pro

Loose Mineral Finishing Powder





Pressed Powder Pigments

Mehron's **iNtense PRO™** Pressed Powder Pigments supply super long-lasting matte finish shadows for eyes, hair and body. Our makeup artists collaborated to design shades that range from edgy and bright to elegant and sophisticated. Our pigment rich, high-performing shadows offer an essential range of intense hues with a velvety matte texture that blends with ease. **iNtense PRO™** Pressed Powder Pigments are also versatile enough to be used in multiple ways on the hair or body for that theatrical and dramatic effect. Formulated without shimmer, these completely matte shades have an incredible silky finish which allows for amazing long-lasting color, all while never caking or creasing.



EARTH PALETTE



WIND PALETTE



FIRE PALETTE



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L.I.PTM CREAM

Mehron's **L.I.P Creams** (Luxurious Intense Pigments) are professional highly pigmented lip shades in a luscious semi-matte finish. Flavor and fragrance free, with a proprietary blend of antioxidant rich Cranberry Oil and Vitamin E, plus super-moisturizing Hyaluronic Acid, Jojoba Oil, Shea Butter and Mango Butter, Mehron's L.I.P Creams drench your lips in continuous superior hydration. Also available in a "Spicy" ["Sweet"] eight color palette and individual 0.10 oz compacts!

Sweet PALETTE



Spicy PALETTE



GLOSSTONE PRO

Glosstone PROTM has an enriched moisturizing formula, leaving lips looking glossy, not greasy. This long-wearing formula is enriched with antioxidants derived from Aloe Vera and Vitamin E. It is available in a clear shade that can be used alone or over **L.I.P Creams** to add shine and additional moisture. **Glosstone PROTM** also comes in three highly pigmented matte shades and two dramatic sparkling shades infused with tiny light reflectors which add a stunning effect to your lips.



Crystal Clear CC Bubble Gum Sparkle BG Golden Spark GS Coral Reef CR Pink Crush PC Red Kiss RK

Metallic Powder

Mehron's Metallic Powder can be used alone for a subtle sheer color or mixed with Mehron Mixing Liquid to create the intense color of real liquid metal. This ultra-fine Metallic Powder makeup creates the ultimate in dramatic designs and effects. With 6 striking metallic shades available, the design possibilities are endless. Available in individual .5 to 1 oz. containers. (weight varies by color)



Silver S Gold GD Copper CP Bronze BZ Lavender LV Rose Gold RG

E.Y.E™ POWDER

Mehron Makeup's **E.Y.E Powders** are professional neutral toned eye shadows that are available in both a Shimmer and Matte finish. Their advanced velvety smooth formulation never cakes or creases. It blends and builds effortlessly to define the eyes for stage, screen, and everyday use. Mehron's **E.Y.E Powders** are designed to handle the most extreme HDTV close-up and provide the highest level of performance. Available individually in 8 Shimmer and 8 Matte shades, or get the collection of each in a convenient 8-color palette! The palette is assembled in a beautiful mirrored case and includes a professional two-sided, synthetic eye shadow brush that allows for optimal blending and contouring technique. Mehron's 16 neutral powders are designed to complement each other and a vast range of skin tones for endless possibilities.

Matte



Shimmer



CHEEK CREAM

Achieve smooth, long lasting accents with Mehron's **CHEEK Cream**. Our concentrated formula makes it easy to apply and blend with a natural dewy finish. Formulated to provide the smoothest application over both cream and powder foundations. Available in a variety of colors or an 8-color palette.



CHEEK POWDER

Superior ingredients combined with select color pigments enhance our pressed powder dry rouge formula for unsurpassed long lasting wear and vibrant color. **CHEEK Powder** has a matte finish and is non-reflective. Perfect for HDTV, stage and everyday applications. Available in a range of individual popular shades or a convenient 8-color palette collection.



CreamBlend™ Stick Makeup

CreamBlend™ Stick Makeup is highly pigmented, refined cream makeup in a convenient ultra-portable stick. Our full coverage creamy formula was developed to withstand the utmost in extreme performance conditions including Broadway's hot stage lights. CreamBlend™ Stick contains vitamins and antioxidants and is formulated without the petrolatum base often found in traditional "greasepaint" makeup. **CreamBlend™ Stick Makeup** provides the ultimate in coverage and performance.



StarBlend™ Cake Makeup is a highly pigmented pressed powder that can be used dry or wet. This essential powder makeup transforms imagination into reality. Our full coverage formula was developed to withstand the utmost in extreme performance conditions.



Liquid Makeup

for Body and Hair

This highly pigmented water-based liquid makeup dries quickly and completely. It is formulated to be smudge-proof and last longer than ordinary liquid makeup, while maintaining a creamier texture. Mehron's **Liquid Makeup** is the professional's choice for all types of applications. Easily dilutes with Mehron's **Mixing Liquid** to create a great airbrush makeup. It is available in a variety of sizes including 1 oz, 4.5 oz, 16 oz, and 1 Gallon containers.



FANTASYFX™

MAKEUP

This water-based, highly pigmented soft cream makeup is available in a convenient 1 oz. plastic squeeze tube for quick and immediate design applications. Great for all varieties of face painting applications, even supporting your team's colors at sporting events. Available in an array of great individual shades or in a convenient 5-color party palette.



Glow Fantasy FX™
is Black Light Reactive

FOUNDATION

Greasepaint

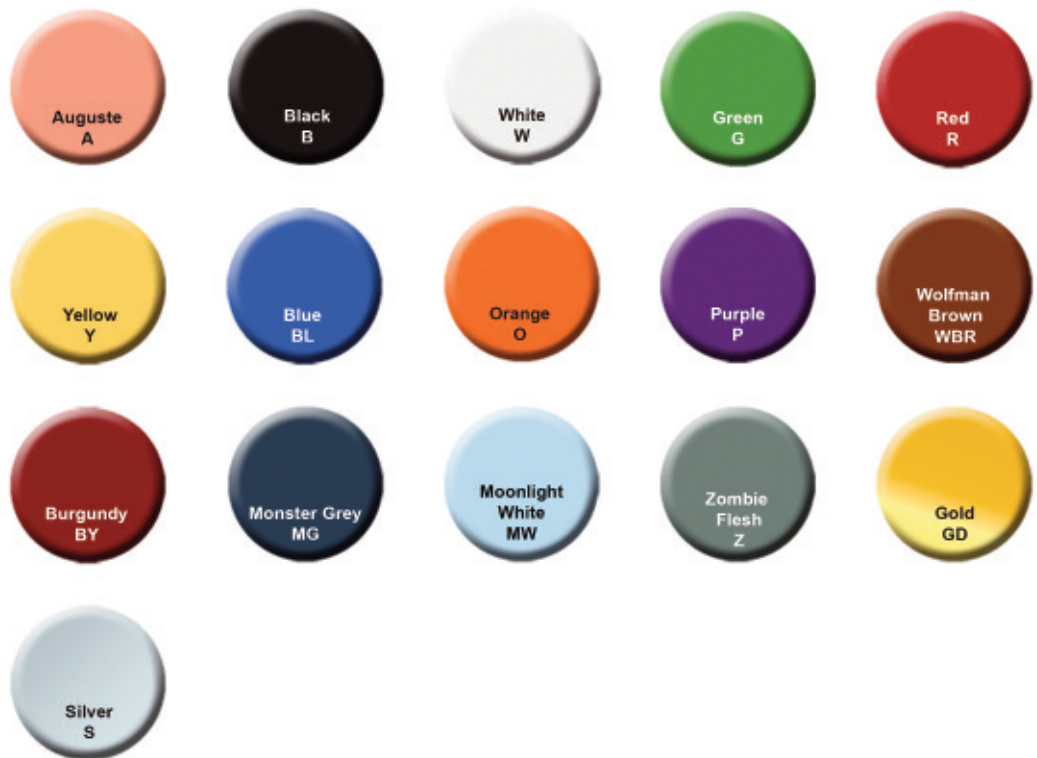
Foundation Greasepaint is the traditional foundation most commonly referred to as "Greasepaint". Mehron's Foundation Makeup has been a staple in makeup kits of both professional and amateurs for decades and continues to be a must-have product around the globe. Available in a convenient 1.25 oz. container.



Color Cups

Makeup

Color Cups are a popular version of our traditional Foundation Greasepaint in a smaller convenient 0.5 oz. container. The White Color Cup is Mehron's famous Clown White.



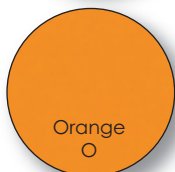
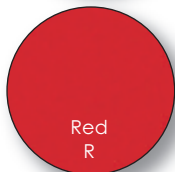
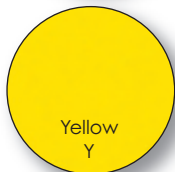
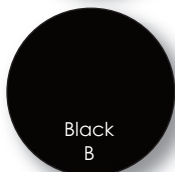
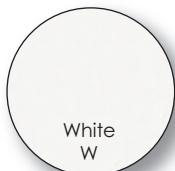
GlitterMark™

GlitterMark™ was designed to the exact design specifications of a world famous face & body painter and instructor, Mark Reid, with the professional face and body painter in mind. Formulated with the same fine cosmetic grade polyester glitter in GlitterDust and suspended in an alcohol-free water based gel, which allows the artist to create fine lines and details. Great for highlights, body jewelry, tribal designs and henna designs. It has a highly pigmented coverage and is paraben free. Available in a variety of colors.

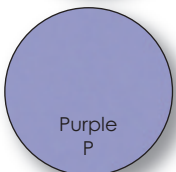
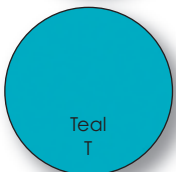


Paradise Makeup AQ™ is Mehron's world renowned, premium quality, water-based face and body painting makeup. Formulated to be semi-soft, water activated, and moist while delivering richly pigmented, beautiful and bold colors that transforms artistic inspiration to life from head-to-toe. **Paradise Makeup AQ™** is available in a 1.4 oz. jar, .25 oz. jar, an 8 color palette and a deluxe 30 color palette. We also offer a 12 slot jar holder artist palette to keep everything well organized (holds the 1.4 oz. size). **Paradise Makeup AQ™** is available in a kaleidoscope of colors and finishes, it is the preferred choice of award-winning artists around the globe.

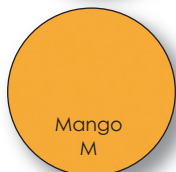
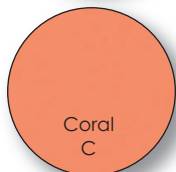
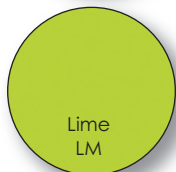
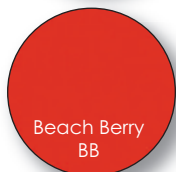
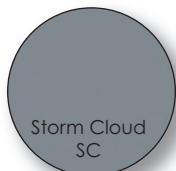
Basic PALETTE



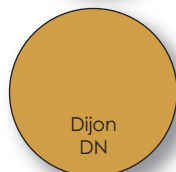
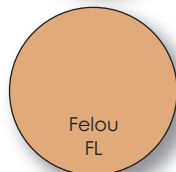
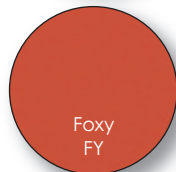
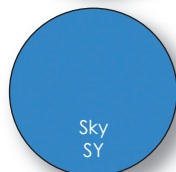
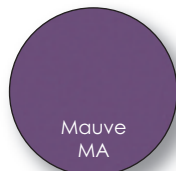
Pastel PALETTE



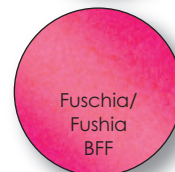
Tropical PALETTE



Nuance PALETTE



Brillant PALETTE





GLITTER

These dramatic sparkle finishes create unique, customized looks. Our shimmering full size glitter flakes produce bold dramatic effects. **Paradise Glitter** reflects light with a brilliant, sparkling luster. Available in a .25 oz. size and a full range of vibrant colors.



Precious GEMS

Precious Gem™ Powders add drama and intensity to any extreme beauty look. They offer vibrant, highly pigment-infused color, with dramatic sheen and luster. From every day to special occasions, these rich, silky, sparkling loose powders are versatile enough to be applied from head-to-toe for that truly distinctive look. When combined with **Mixing Liquid**, **Precious Gem™** Powders convert to an intense liquid luster for unique dramatic effects. Available in an easy-to-use .17 oz. shaker top jar.



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