

# MINERELLES™ EYES: SHADOW, PENCIL, MASCARA

## Beauty in a New Light

ENVISION MORE BEAUTIFUL EYES—BLENDABLE, MINERAL-BASED COLORS WITH LONG-LASTING BENEFITS

Open your eyes to the beauty of Minerelles: eye makeup created from mineral-based pigments and nourishing, triple-patented Vital Repair+® complex. Talc-free shadows won't crease or cake, pencils glide smoothly and precisely, and mascara lengthens and thickens without clumping. All Minerelles eye makeup is ophthalmologist and dermatologist tested, hypoallergenic, and safe for contact-lens wearers.



**Minerelles™ Eye Shadow**  
0.06 oz.  
#32354 (shown)



**Minerelles™ Eye Pencil**  
0.02 oz.  
#32377 (shown)



**Minerelles™ Mascara**  
0.07 oz.  
#32359 (shown)

### A NEW LOOK FOR YOUR EYES

With some eye makeups on the market, what you see may not be what you get. Fillers, waxes, and occlusive oils can cause flaking, creasing, and irritation. Minerelles eye makeup leaves out these undesirable ingredients while adding moisture and mineral pigment that reflects light for a radiant, youthful look. Colors last longer without flaking, caking, or creasing.

All Minerelles™ eye makeup is:

- Talc free
- Made from mineral-based pigments
- Enhanced with triple-patented Vital Repair+ for softness and protection
- Ophthalmologist tested
- Safe for contact-lens wearers
- Hypoallergenic
- Non-irritating
- Not tested on animals

### MINERELLES™ EYESHADOW

#### *Sheer Illumination*

Made from mineral-based pigments with triple-patented Vital Repair+ complex, this silky eyeshadow blends and layers for exactly the effect you want—subtle or dramatic. Its talc-free formula won't build up in creases, and colors stay true throughout the day or evening.

#### Why Choose Minerelles Eyeshadow?

- Sheer formula provides complete control over color intensity and contouring
- Will not flake, crease, or build up in fine lines around eyes
- Mineral-based pigments reflect light for a radiant, youthful look
- Can be blended and layered for custom shades
- Made with Vital Repair+ to nourish and protect skin
- Long-lasting formula.

#### How to Apply Minerelles Eyeshadow

- Select colors from your own color palette: rosy/cool, golden/warm, or universal.
- Use Minerelles Allover Eyeshadow Brush to apply lighter shade over entire eyelid, from lash line to eyebrow.
- Use Minerelles Eyeshadow Contour Brush to apply darker shade in a “V” at outer corner of eye and along the crease of your eyelid about three-quarters of the way in. Use brush to blend the colors.
- Use Stardust color for shimmery nighttime glamour on eyelids and cheekbones.

### MINERELLES™ EYE PENCIL

Smooth-gliding pencils create precise definition for eyes and eyebrows. Keep pencils sharp with Minerelles™ pencil sharpeners.

#### Why Choose Minerelles Eye Pencil?

- Soft formula glides easily onto delicate eye area
- Mineral-based pigments are long lasting and light reflective
- Enriched with moisturizers and Vital Repair+
- Use lighter shades to fill in and define eyebrows.

### How to Apply Minerelles Eye Pencil

- Start the line about three-quarters of the way in from outer corner of eye.
- Using short, feathery strokes, work toward outer corner of eye.
- Lift the line at the outer edge.
- To set the line, use a sponge-tip applicator to apply a medium to deep shade of eyeshadow over the eye pencil.
- Optional: line bottom lid, beginning at center of eye and working outward.
- Brush brows with Minerelles Brow Brush; fill in with a sharpened pencil, using short, feathery strokes.

### MINERELLES™ MASCARA

Thicken, lengthen, and condition lashes with this gentle, mineral-based formula. Water-resistant mascara provides all-day effects without drying, flaking, or clumping.

#### Why Choose Minerelles Mascara?

- Lengthens and thickens lashes without smudging
- Mineral pigment and Vital Repair+ for conditioning
- Water resistant
- Won't flake or clump.

#### How to Apply Minerelles Mascara

- Sweep wand from base of lashes to tip on top and underside of lashes.
- To make lashes look fuller, gently wiggle the wand at the base of the lashes.
- On bottom lashes, use a back-and-forth motion.
- For extra drama, apply a second coat.

### ADDITIONAL MINERELLES PRODUCTS

Minerelles cosmetics are an extension of Shaklee's Enfuselle® skincare. For best results, use Minerelles eye makeup with:

- Enfuselle Eye Makeup Remover #32511
- Enfuselle Eye Treatment #32510
- Minerelles Brush Set #50360
- Minerelles Pencil Sharpener #50886

If for any reason a Shaklee product is not satisfactory, return it to your Shaklee Independent Distributor or Shaklee Corporation for exchange or a full refund.



**For more information, visit [www.shaklee.com](http://www.shaklee.com).**

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