



MIRABELLA<sup>®</sup>  
CATALOG



## TRUE TO YOU / NO IMITATIONS / BEAUTY IS A LIFESTYLE

YOUR BEAUTY INSPIRES US. YOUR PERSONALITY AND THE WAY YOU EXPRESS YOURSELF DRIVES US TO CREATE MAKEUP JUST FOR YOU. WE ARE ALWAYS SEEKING THE PERFECT SHADE COMBINATION, TESTING NEW AND BETTER FORMULAS AND CREATING TOOLS TO HELP YOU TRANSFORM YOUR LOOK WITH EASE. ALONG WITH OUR TIME-TESTED FAVORITES, WE ARE EXCITED TO SHARE SOME GREAT NEW PRODUCTS THAT WE HOPE YOU WILL LOVE AS MUCH AS WE DO. ALWAYS, STAY TRUE TO YOU.

FLAWLESS,  
BEAUTIFUL

Face







## INVINCIBLE ANTI-AGING HD FOUNDATION

Full-coverage foundation improves the appearance of fine lines, skin tone, and pores. Moisture-rich formula hydrates skin for a flawless demi-matte finish. This HD foundation blurs and diminishes imperfections, making it ideal for photography and video.

Clinical trials show:

**98% IMPROVEMENT IN APPEARANCE  
OF FINE LINES**

**95% SMOOTHER, BRIGHTER, MORE  
EVEN SKIN TONE**

**95% INCREASED APPEARANCE OF  
SKIN ELASTICITY**



## SKINTINT CRÈME SHADE PERFECTOR

Color adjusting crème that transforms any of Mirabella's liquid and/or crème foundations to best compliment the skin and create deeper tones for an ideal makeup base.



## SKINTINT CRÈME

Luxurious, medium-coverage foundation delivers moisture and hydration with a water-gel formula that glides on and dries quickly to achieve a silky, luminescent finish. It works to minimize the appearance of fine lines and wrinkles while providing a light-feeling, natural finish that is perfect for even the most sensitive of skin. Oil free.

\*PACKAGING MAY VARY DUE TO REBRAND.

## PURE PRESS

Triple-milled, mineral pressed powder foundation infused with natural vitamins and minerals that can be layered from medium to full coverage. This special formula diffuses light and contains soft-focus, reflective ingredients that diminish the appearance of fine lines, scarring, and sun damage. Water-resistant.





## CC CRÈME

Designed to hydrate, control oil, and create a full-coverage finish. Formulated with skin-loving ingredients to perfect and renew the appearance of skin. Vitamin E beads burst on skin during application creating a luxurious feel and creamy consistency that is easy to blend to a natural finish.

\*PACKAGING MAY VARY DUE TO REBRAND.  
SUN PROTECTION. UVA/UVB PROTECTION.



## PERFECTING POWDER

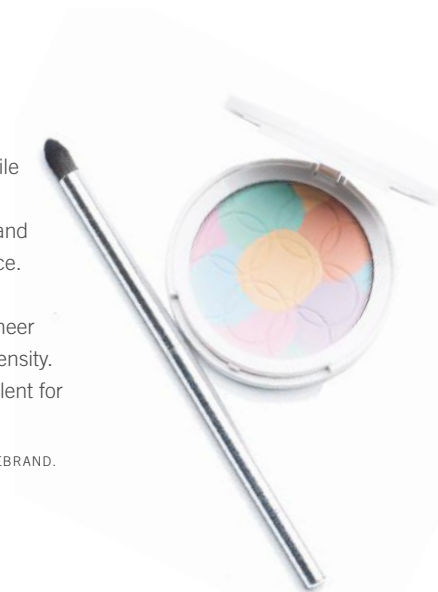
Translucent, loose setting powder increases foundation wear while perfecting the appearance of the skin. Applies smoothly to set makeup without adding any weight. This setting powder is ideal for all skin types and creates a flawless finish that blends seamlessly into skin and pairs perfectly with high definition makeup.



## PERFECTING CONCEALER

This weightless and versatile creamy concealer stick diminishes imperfections and brightens skin's appearance. Comfortable, long-wearing formula can be used for sheer coverage or layered for intensity. Crease-resistant and excellent for contouring.

\*PACKAGING MAY VARY DUE TO REBRAND.



## PERFECT + CORRECT FINISHING POWDER

Neutralize and brighten the skin. This custom-created palette of corrective matte shades helps to gently balance the complexion while perfecting skin's appearance and providing a flawless finish. This stunning palette is designed to be used individually, for targeted correcting, or swirled together for an even complexion.



## UNIVERSAL HYALURONIC PRESSED POWDER

Combat surface shine, blur imperfections and protect against the harmful effects of blue light from tech devices and everyday pollution with this mattifying pressed powder. Infused with Hyaluronic Acid and plant-based Collagen to leave skin looking smooth and radiant, this colorless powder creates a lightweight flawless finish regardless of skin type, tone, or age.



## PRIME FOR FACE

Weightless, silicone-based makeup primer that glides onto skin with a velvet finish to promote long-wearing makeup. Vitamin E works as an antioxidant to smooth out the appearance of fine lines as it moisturizes and protects the skin.



## AWAKEN PRIMER

Lightweight, luxurious primer brightens skin while sculpting and firming. Creates luminous and radiant-looking skin while minimizing wrinkles, improving tone and locking makeup in place. Silicone-free.



## BULLET PROOF MATTE FINISHING SPRAY

Long-lasting, weightless matte finishing spray. Instantly sets and secures makeup while removing surface shine and minimizing the look of pores. Alcohol-free. Clinical trials show:

**97%: MAKEUP LASTS 12 HRS LONGER**

**92%: REDUCES FINE LINES**

**93%: INSTANTLY SETS MAKEUP**

**86%: MINIMIZES PORES**

UNFORGETTABLE

Eyes







## EYE LOVE YOU EYESHADOW COLLECTION

Create a stunning array of looks with the Eye Love You Collection's 4 palettes of long-wear shadows. Each palette features 8 eye colors with a balance of shimmer and mattes as well as a luminous highlighter for 360-degree use to sculpt and illuminate the face, cheeks, and eyes.



ROMANCE



RENDEZVOUS



SEDUCTION



UNDRESSED





## EYE CRAYON

A naturally beautiful eye is seconds away with these retractable eye crayons. Shape and shade eyes with soft, long-wearing pigment. Smooth formula glides on effortlessly and blends out perfectly, making it easy to create a variety of looks. Waterproof.



CHAMPAGNE



BLACKMAIL



## EYE DEFINER

Richly pigmented eye pencil defines the eye with intense color that glides on smoothly and won't tug on the gentle skin of the eyelid. Blends easily enough to create smoky looks, yet firm enough for fine, precise lines. New and improved packaging features a retractable precision pencil with a built-in sharpener, while new formula features an ultra-creamy feel that glides on evenly.

## BLACK MAGIC MARKER EYELINER

Provides long-lasting, intense and luminous color. The brush-tipped applicator is finely structured to create a precise and controlled application for a delicate or bold line. Ink flows freely for a smooth, continuous line and instant release, creating a comfortable application. Available in Black.



## AMP 2.0 LASH GROWTH SERUM

It's the Amp you know and love... only BETTER! Enhance lashes and brows with this powerful, hydrating serum. An even richer blend of quick-delivering peptides absorbs at the roots to restore the appearance of thick-looking lashes and visibly full brows. Results like never before!



## LASH LUXE MASCARA

All-in-one mascara adds volume, length, and curl to lashes without clumping. The richly-pigmented formula includes a lash enhancing serum to help strengthen lashes with continued use. Available in Black.



## EYE-CONIC WINGED STAMP & LINER

Create the perfect symmetrical cat eye every single time with this liner and stamp duo. The ultra-fine felt tip marker lines and defines eyes with an intense black liquid liner, while the wing stamp creates a flawless cat eye. Quick-dry formula is extremely waterproof.



## LASTING LASH WATERPROOF MASCARA

Waterproof formula accentuates lashes without smudging, smearing, or running. It also volumizes and lengthens while staying soft and flexible. New silicone brush allows for a precise application that separates and defines while evenly coating lashes from root tip. Available in Black.



## MINK-EFFECT FAUX LASH SET

Intensify eyes with this pair of luxurious mink effect synthetic lashes. These stunning lashes add the appearance of natural fullness and volume. Lightweight and reusable, this set also features lash adhesive for flawless application on the go.

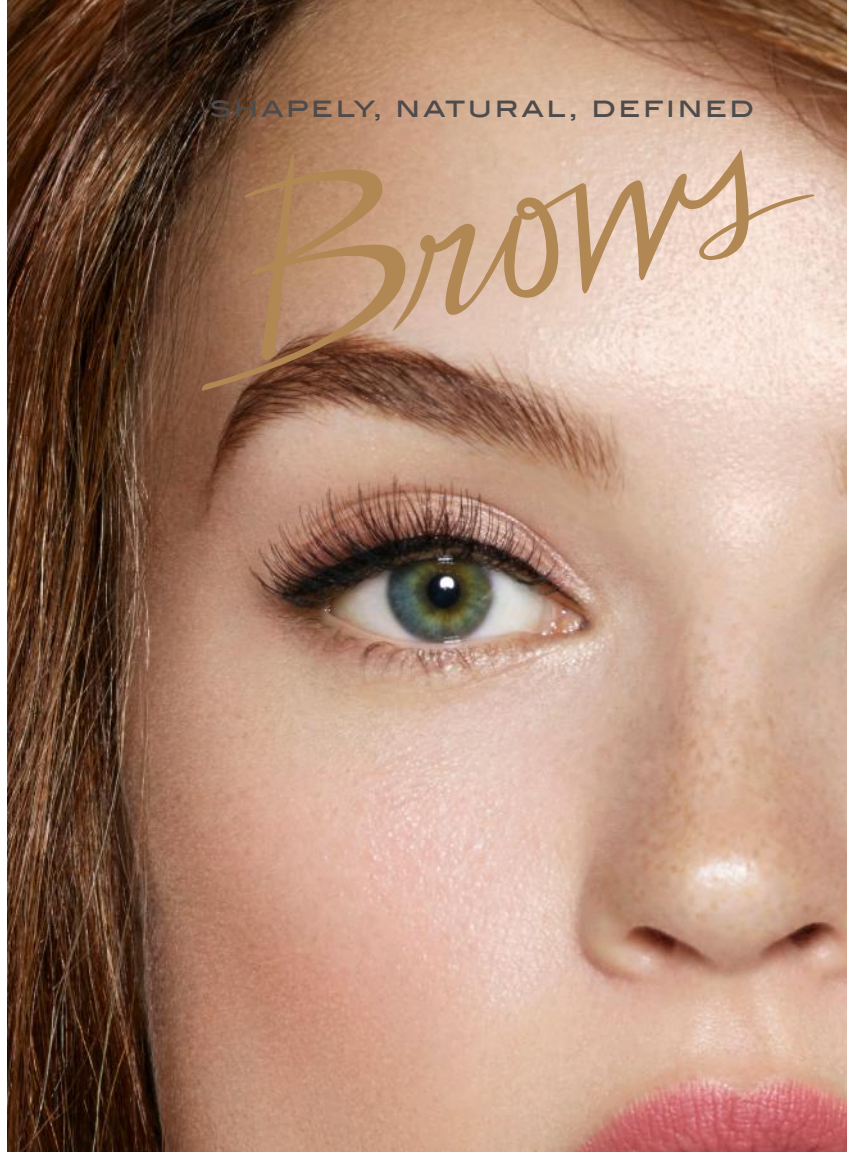


## WATERPROOF EYESHADOW PRIMER

Maximize the intensity of eyeshadows with this waterproof eyeshadow primer. Creamy, waterproof eye primer sweeps onto eyelids for a smooth base to increase the staying power of pigments and prevent creasing. Available in one neutral shade.

SHAPELY, NATURAL, DEFINED

*Brows*





## THE BROW SHAPER

This all-in-one product shapes, defines, grooms, fills, and thickens brows. Conditioning and strengthening ingredients promote the health of brow hair. A simple sweep of the brush and your brows are perfected. Long-wearing, universal color lasts all day.



## QUICK BROW POWDER

Beautiful brows in seconds! Revolutionary new powder sweeps on to instantly fill in brows. Easy to apply, long-wearing formula stays put and adheres to both skin and hair to create the look of beautiful, full brows. Buildable coverage for a range of looks, from natural to bold.



## THE BROW PENCIL

Brows perfected! Sculpt and fill in brows naturally with fine point precision pencil. The retractable pencil glides on with rich, blendable color that is easily controlled. Smudge proof and waterproof formula lasts all day long.





A close-up portrait of a woman with long, wavy brown hair. She has a soft, radiant complexion with a noticeable glow on her skin, particularly on her cheeks. Her eyes are a warm brown color, and she has a gentle smile. The lighting is soft and even, highlighting the texture of her skin and the natural-looking makeup.

GLOWING, FRESH, RADIANT

*Cheeks*



LOVESTRUCK / DESTINY



MATTE HUGS / KISSES



FATE / SERENDIPITY

## SCULPT DUO

These easily blendable, mineral-based pressed powders add dimension to the face and can be worn alone or layered to create a variety of looks. Beautifully blended color combinations provide a soft, incredibly flattering glow to the skin and work to sculpt and define features with bronzing and illuminating powders. Available in matte and shimmer finishes.



LOVE / SOULMATE



SWEATHEART / BABE



SUGAR / BABYDOLL



BELOVED / DARLING

## BLUSH DUO

Perfectly-paired shades that create a radiant, healthy glow. This mineral formula has a soft, smooth texture that delivers pure color evenly while preventing moisture loss and restoring skin suppleness. Blush Duos deliver excellent adherence and provide lasting color throughout the day. Available in matte and shimmer finishes.

LUSCIOUS, POUTY,  
LONG-LASTING

*Lips*



**PRIME FOR LIPS**  
**SUGAR LIP EXFOLIATOR**

Exfoliate and nurture lips! Twist-up lip scrub gently smooths away dry, flaky skin with fine grains of sugar that prep lips for a flawless application of color.



## LUXE ADVANCED FORMULA LIP GLOSS

Ultra-hydrating glosses soothe and nourish lips with moisturizing oils while gliding onto the lips for a smooth finish that is never sticky or tacky. Improved formula helps heal lips for comfortable wear. Available in new gorgeous and flattering color choices with shimmer and traditional gloss finishes.



## LUXE ADVANCED FORMULA MATTE LIP GLOSS

Full-coverage, long-wear lip color in an easy-to-apply liquid formula that dries to a velvety matte finish. Comfortable formula won't dry lips. Matte glosses glide onto lips for a finish that stays all day and won't feather or smudge.

*\*To maintain long-wear, matte finish, do not apply Lip Definers prior or top with other lip gloss formulas.*

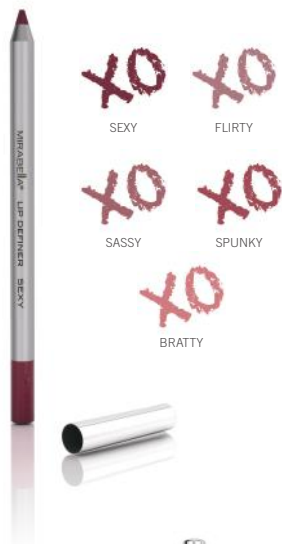


## SEALED WITH A KISS LIPSTICK



Exclusive full-coverage, long-wear formula glides on with a rich, comfortable feel. Highly-pigmented color sets for hours with a finish that stays moist and elastic over time, maintaining a freshly applied look. New formula is highly moisturizing, nourishing, and provides a creamy application. Available in both matte and satin finishes.





## LINE AND DEFINE RETRACTABLE LIP DEFINER

Precise, lip-lining pencil with amazing texture. Formulated to glide on effortlessly for the most natural lip line. Lip Definer creates a barrier around the perimeter of the lips to prevent lipstick and gloss from feathering or bleeding. Improved packaging features a retractable precision pencil with built-in sharpener, while new long-wear formula features an ultra-creamy feel that glides on smoothly.

*\*Not recommended for use with Luxe Advanced Formula Matte Lip Gloss.*

## PERFECTING LIP DEFINER\*

A clear lip liner that works to define lips while creating a protective barrier so lip products stay put with no bleeding or feathering. This lip pencil reduces the appearance of fine lines and wrinkles around the lips and seals lipstick and gloss in place.



## GLOW GLOSS

The ultimate "got to have it" gloss with a stunning clear shimmery finish, comfortable non-sticky wear, and enriched with ultra-moisturizing ingredients, like Aloe. Shine on - this gloss features and LED-lit applicator wand and chic side mirror for easy on-the-go application. Made from plant Lanolin, this gloss is also Vegan!



## STAY ALL DAY VELVET LIP PENCIL

Creamy, moisturizing lip pencil with fluid-like texture that dries to a velvety, matte finish. Formula glides on lips for comfortable wear with intense color in an easy-to-use retractable crayon.

*\*Not recommended to top Velvet Lip Pencil with Luxe Advanced Formula Lip Gloss.*



SAVE

face

SKINCARE



## PHOTOTHERAPY 7-COLOR LED FACIAL MASK

An easy and safe solution for beautiful skin, at home, or in the spa with utmost convenience. Medical-grade LED mask with 7 light treatment choices: red, blue, green, yellow, cyan, purple, and orange. Pamper skin without downtime associated with standard treatments! This ultra-comfortable, lightweight mask is wireless, rechargeable, and features protective silicone goggles for on-the-go wear. Treat skin for 14 minutes daily and achieve clearer, more radiant skin in as little as 4 weeks.



## CLEANSE TOTAL FACIAL CLEANSER

This soothing, creamy formula effectively removes makeup and cleanses the face without stripping the skin of its natural moisture. Can be used on and around eyes.



## RENEW AGE-DEFYING DAILY MOISTURIZER

Restore moisture and improve the appearance of skin with this age-defying daily moisturizer. This hydrating formula aids in reducing the appearance of fine lines and reinforcing the skin's natural barrier to protect against harsh elements.



## BALANCE ALCOHOL-FREE TONER

Moisturize, cleanse, and tone with one product. This gentle, soothing formula calms sensitive skin and restores balance while maintaining natural moisture levels.



## 24/7 INTENSE FORMUAL DAY TO NIGHT MOISTURIZER

Collagen-rich and powered by Hyaluronic Acid, Reishi Mushroom, Tranexamic Acid, and a dynamic multi-peptide blend, this day-to-night face cream strengthens the skin's natural moisture barrier and eliminates signs of aging and dark spots.



## REPLENISH & RESTORE MULTI-PEPTIDE SERUM

A powerful antioxidant-rich multi-peptide serum that reduces the severity of acne, combats hyperpigmentation, inhibits glycation, and reduces redness.

**0.5% RETINOL**



Pro

TOOLS & ACCESSORIES





## PRECISION PRO BLENDER SPONGE

Blend, buff, and build with Mirabella's precision makeup sponge that provides a flawless finish from every angle. This super soft and fluffy latex-free sponge features three unique application surfaces for easy use and an impeccable streak-free finish with minimal product waste.



## SWATCH BOOK

A true piece of art and a fabulous marketing tool for the entire Mirabella cosmetics line, the Mirabella Swatch Book features a stunning 72-page flip-style book containing each of Mirabella's products swatched on a clear plastic that allows for effortless color-matching of foundations and the ability to try lip and eye shades on the skin without actually using the product.



## WIPE OUT MAKEUP REMOVER WIPES

A collection of pre-moistened makeup removing wipes that remove dirt, oil, and makeup in one swipe. Micellar water and vitamin E leave the skin feeling clean and refreshed. Alcohol-free.

30 wipes per package.



## INSTANT PURIFYING BRUSH CLEANSER

Keep brushes clean and ultra-fluffy. Instantly dissolves the build-up of makeup and oil on natural and synthetic brushes with quick-drying cleanser enriched with antioxidants.



## FACE BLENDER

Large, circular face blender brush used with a gentle buffing motion provides lightweight application of product. Works well with liquid, cream, and powder foundation, blush, and bronzer.



## BLUSH CONTOUR

Perfectly sized blush brush diffuses color for natural contouring and sculpting of cheeks.



## FOUNDATION

Wide, flat foundation brush minimizes product waste and provides the perfect tool for distributing and applying liquid and cream formulas.



## EYE BLENDER

Fluffy eye blender brush diffuses eyeshadow to create a naturally sculpted eye. Tapered, domed shape with longer bristles provides flawless and easy application.





## EYESHADOW

Gently tapered design provides a beautiful wash of color. Small shape is versatile for shading and blending.



## DETAIL

Small brush cut to the ideal taper for any detail work. Firm tip is perfect for precise application of concealer and lip products.



## PERFECTING CONCEALER

The wide, round shape with a tapered, pointed end allows for precise camouflage work. Excellent for application of both cream and liquid products.



## MULTI-TASKING RETRACTABLE KABUKI-STYLE

Effortlessly buff and blend with this retractable kabuki-style brush. Engineered specifically for the application of both cream and powder cosmetics, this travel-friendly makeup brush features a compact shape and ultra-soft vegan bristles for expert control and a flawless finish.



## MAKE IT PRETTY PROFESSIONAL TRAVEL BRUSH SET

A carefully curated collection of top cosmetics brushes needed to complete full-face looks. Each of the professional makeup brushes features super soft, luxurious synthetic bristles for the perfect blend and adjustable coverage of any wet or dry formula.

SET INCLUDES:

LINER & BROW DUO, FLAWLESS  
FOUNDATION, EYE BLENDER 2.0,  
STUDIO SCULPT, PETITE EYE  
BLENDER, BUFF & BLEND, TAPERED  
POWDER.



## LINER AND BROW DUO BRUSH

A dual-ended brush with a precise angle on one end to expertly shape and define brows or apply color to the lash line. The opposite end contains a spooly brush to groom brows and blend applied color.



## FLAWLESS FOUNDATION BRUSH

Expert bristle placement mimics skin-to-skin makeup application for effortless blending of foundation products evenly by pressing color into the skin.







### PRO EYE BLENDER 2.0 BRUSH

Tightly-bound, oval-shaped brush first shades, then diffuses eyeshadow and contours curves to create a naturally sculpted eye.



### PETITE EYE BLENDER BRUSH

An eyeshadow brush with a rounded shape ideal for applying loose and pressed powder formulas into the crease of the eye or creating a smudged look.

### STUDIO SCULPT BRUSH

Specifically designed to fit the curves of the face, this uniquely shaped, densely-packed brush allows for flawless dimension and targeted contouring along the cheekbones, forehead, and jawline.

### BUFF & BLEND BRUSH

Versatile brush that helps to set complexion products fast with densely-packed bristles that buff and blend both liquid and cream formulas flawlessly creating a smooth finish.



## TAPERED POWDER BRUSH

A multi-tasking powder brush. Use the tip to apply powder with precision, the side of the brush to dust bronzer or a highlighter around the face, or set foundation with an all-over powder.



## PROFESSIONAL ARTIST KITS

### PRO BOX

The Pro Box is packed full of the very best of Mirabella's cosmetics and beauty tools. Designed for the professional makeup artist constantly on the go, the Pro Box includes brow products and much more! Easy to take on locations for photoshoots, weddings and more, each of the best-selling full-size products in the Pro Box work flawlessly on all ages and skin types and the bag features straps for easy toting.



\*Items subject to change based on availability.

\*Hard case available upon request.



## ESSENTIAL ARTIST KIT

Brand new and packed with Mirabella's best-sellers, the Essential Artist Kit is perfect for anyone interested in makeup artistry or cosmetics and includes fabulous products for all ages and skin types.



## ESSENTIAL ARTISTS PALETTE

The only cosmetics palette you will ever need! The Essential Artist Palette features 14 of the hottest shades from the new Eye Love you Eyeshadow Collection in an array of shimmers and mattes, to the highly coveted Pure Press powders and much more!

# PERMANENT DISPLAYS



## PREMIUM DISPLAY

Smaller footprint, BIG results. The Premium Line Intro Kit features testers of Mirabella's full product lineup displayed on a beautiful tiered acrylic complete with marketing imagery and a mirror for flawless testing of the products. This unit also comes with retail bags and product catalogs.

## LIMITED LINE DISPLAY



Smallest footprint, equally beautiful and effective, the Limited Line Intro Kit features testers of Mirabella's best-selling products displayed on a beautiful tiered acrylic complete with marketing imagery and a mirror for flawless testing of the products. This unit also comes with retail bags and product catalogs.

## OPEN SELL DISPLAY

Beautiful new Open Sell Display is Mirabella's most luxurious full stand-alone unit. This innovative, eye-catching display features the line in its entirety, a mirror for flawless testing of the products and a LED-lit logo panel on each side. Each unit purchased comes with a full set of testers, retail bags and product catalogs.







## MINI OPEN SELL DISPLAY

Beautiful new Mini Open Sell Display is Mirabella's newest solution to creating a luxurious full stand-alone unit that minimizes floor space. This innovative, eye-catching display, ideal for retailers with a smaller space, features the line in its entirety, a mirror for flawless testing of the products and a selfie wall on the back. Each unit purchased comes with a full set of testers, retail bags and product catalogs.

As Seen In



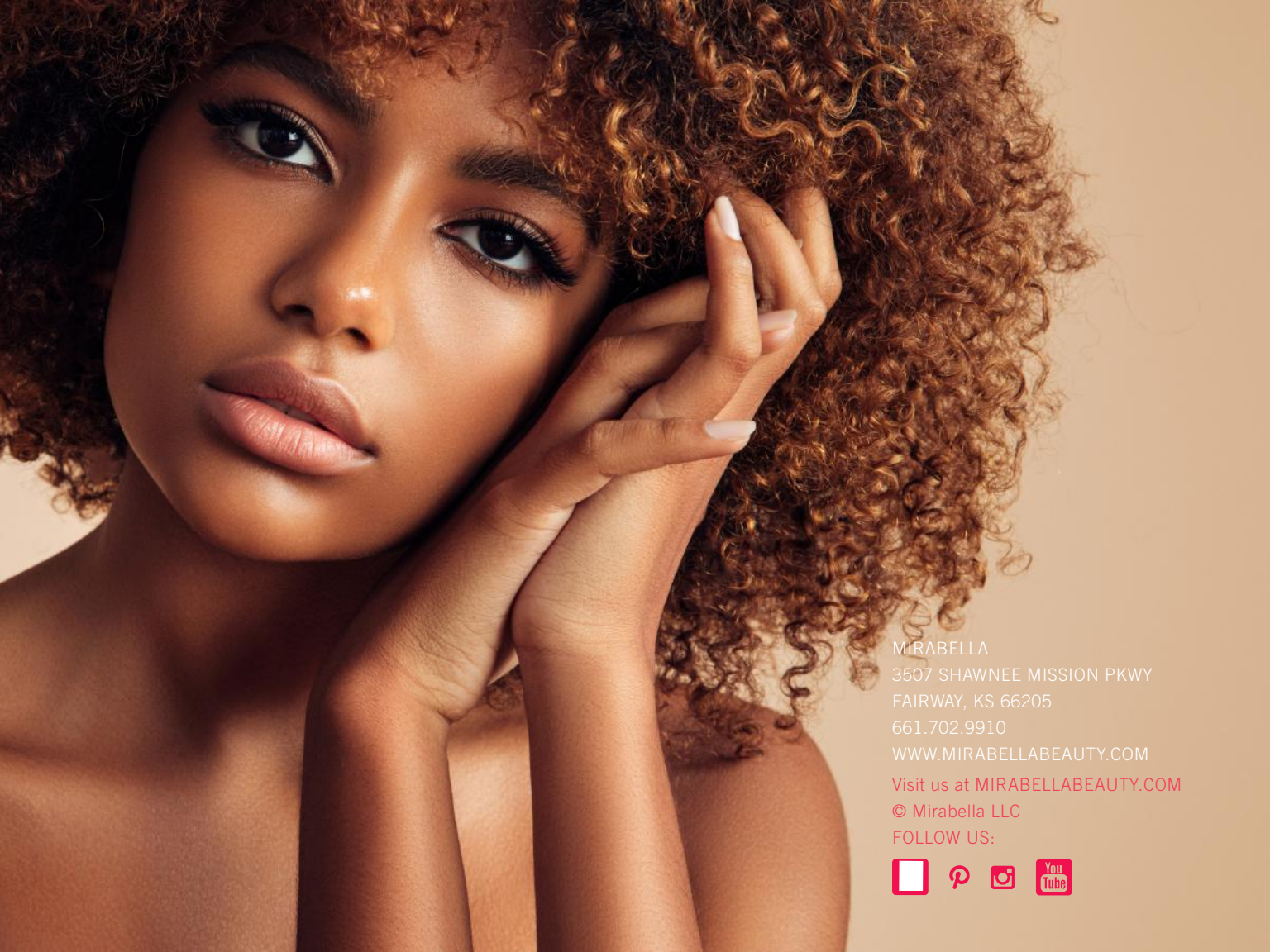
## MIRABELLA ACADEMY

AT MIRABELLA, BEAUTY IS A LIFESTYLE. TODAY, THE MODERN WOMAN PLAYS MANY ROLES. FOR WOMEN WHO WAKE UP FEELING GIRLY ONE DAY AND GLAM THE NEXT, MIRABELLA TRULY OFFERS MAKEUP WITH PERSONALITY. AND, FOR THE INDUSTRY PROFESSIONALS AND SALONS THAT CARRY THE MIRABELLA LINE, WE AIM TO OFFER THE PRODUCT KNOWLEDGE, MARKETING ASSETS AND SUPPORT NECESSARY TO NOT ONLY INCREASE ROI, BUT BECOME AN EXPERT IN WHAT MAKES MIRABELLA UNIQUE, APPEALING, AND STEADFAST IN AN INDUSTRY WITH EVER-EMERGING BRANDS.

IN LATE 2017, GO-BELLA.COM WAS ESTABLISHED IN AN EFFORT TO GIVE RETAILERS, EDUCATORS AND SALON AMBASSADORS A CENTRALIZED SITE IN WHICH TO PULL EXTENSIVE INFORMATION REGARDING PRODUCTS. FROM SELL SHEETS TO HIGH-RESOLUTION IMAGERY, MIRABELLA ACADEMY IS A ONE-STOP SHOP TO RETRIEVE THE TOOLS NEEDED TO MARKET MIRABELLA FLAWLESSLY!

TO VISIT THE SITE AND/OR REGISTER FOR AN ACCOUNT, VISIT [WWW.GO-BELLA.COM](http://WWW.GO-BELLA.COM).





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