



eye
shadows,
palettes,
& more

Grafton
PRIVATE LABEL COSMETICS

EYE FIX

An eye shadow primer in a cream formula. Keeps shadows from creasing, makes colors more vibrant and improves wearability.

INGREDIENTS

Cera Alba (Beeswax) , Simmondsia Chinensis (Jojoba) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Propylene Carbonate, Titanium Dioxide, Kaolin, Yellow #5, Iron Oxide
Net Weight: .20 Oz./5.6g

PACKAGING



Matte View
Compact
Ideal for logo
printing



**CRUELTY
FREE**

**MADE
IN USA**



EYE FIX ORIGINAL



EYE FIX BEIGE

*Why your brand
needs this?*

*Eye shadow primers are
a MUST before any eye
shadow application.*

*This is the perfect add-on
item to go with any eye
shadow for your brand!*

ANTIOXIDANT EYE BASE

A neutral eye base primer. A cream-to-powder eye shadow primer that holds shadow in place, while neutralizing the eyelid to show true shadow color; infused with anti-oxidant: Vitamin E.

INGREDIENTS

Caprylic/Capric Triglyceride, Cyclomethicone, PPG-2 Myristyl Ether Propionate, C12-15 Alkyl Benzoate, Talc, Silica, Nylon 6, Isopropyl Titanium Triisostearate, Cera Alba (Beeswax), Tribehenin, Stearic Acid, Ascorbic Acid, Tocopheryl Acetate, BHA, Titanium Dioxide, Iron Oxide, Mica

Net Weight: .25 Oz/7g



**CRUELTY
FREE**

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IN USA**



A triple milled, pressed eye shadow available in over two hundred shades.

INGREDIENTS

Talc, octyl palmitate, cyclomethicone, zinc stearate, phenoxyethanol, sodium benzoate. May contain: mica, iron oxide, manganese violet, titanium dioxide, red 40 lake, yellow #5, blue #1, ultramarines, chromium green

Net Weight: .052/1.48g

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing



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Why your brand needs this?

Eye Shadows are a staple item in any beauty brand! Create your brand's identity by selecting shades that are trending, everyday essentials, or seasonal musts.



#350 | CLOUD
Metallic icy white



#86 | SNOW WHITE
Matte pure white



#111 | VANILLA ICE
Cool matte cream



#176 | CRÈME
Light matte cream



#113 | PEACH ICE
Matte peachy cream



#351 | PEACH PLEASE
Matte cream



#166 | BISQUE
Warm light beige gold



#300 | PROSECCO
Light pink champagne



#56 | WHITE GOLD
Shimmery white gold



#352 | LINEN
Icy shimmery white



#353 | BLISS
Shimmery light nude



#354 | DIVINE
Soft light cream



#355 | VINTAGE
Matte golden beige



#323 | CREAMY BEIGE
Light beige



#356 | DREAMER
Matte creamy white



#319 | NATURAL ENVY
Matte tweed



#130 | MAHOGANY
Medium neutral brown



#321 | WINTER BROWN
Matte medium camel brown



#292 | SUGAR BLUSH
Pale pink with gold glitter



#52 | PEACHES & CREAM
Light peach



#127 | SERENE
Medium peachy brown



#110 | BABY BROWN
Light peachy brown



#150 | BACK TO EARTH
Pearly grey taupe



#236 | TREASURE CHEST
Cool mauvey matte brown



#112 | PINK ICE
Pearly light peachy pink



#232 | PILLOW TALK
Light shimmery pink



#336 | DAZZLELIGHT
High frost white, pink hue



#289 | EARTHLY NUDE
Matte plummy taupe



#119 | ROSE QUARTZ
Matte muted mauve



#324 | SABLE
Matte medium tweed

A triple milled, pressed eye shadow available in over two hundred shades.

INGREDIENTS

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Net Weight: .052/1.48g

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Why your brand needs this?

Eye Shadows are a staple item in any beauty brand! Create your brand's identity by selecting shades that are trending, everyday essentials, or seasonal musts.



#348 | GLISTENING
Shimmery light purple



#357 | GODDESS
Metallic lavender



#212 | VINEYARD
Deep muted purple, silver flecks



#274 | MAGNETIC
Medium lilac, glitter flecks



#358 | SPRING FLING
Purple with glitter



#332 | SMOKED PURPLE
Smoky purple



#258 | FREESTONE
Matte eggplant



#359 | GILDED PLUM
Deep plum, gold shimmer



#342 | LEGEND
Matte deep charcoal purple



#229 | NAUGHTY
Shimmery deep eggplant



#327 | NIGHT FALL
Black base, copper glitter



#360 | GLAMOUR
Shimmery berry brown



#252 | LOLITA
Medium shimmery fuchsia



#206 | FLIRTATIONS
Light pink with gold flecks



#234 | TRUE ROMANCE
Medium cool brown



#106 | SMOKEY PLUM
Shimmery chocolate bronze



#361 | OPTIMISTIC
Shimmery cranberry plum



#314 | SPIKED PUNCH
Muted dusty mauve, gold flecks



#362 | SUEDE
Medium mauvy brown,
hint of shimmer



#85 | PLEASANTLY PLUM
Matte muted brown red



#290 | EARTHLY WINE
Matte muted cranberry



#326 | RED EARTH
Matte deep red brown



#118 | PEBBLE
Rich brick brown



#161 | PURE SABLE
Deep shimmery copper



#27 | TOFFEE
Medium chocolate,
yellow undertone



#128 | CHOCOLATE KISSES
Chocolate with silver flecks



#28 | GOLDEN BRONZE
Shimmery bronze gold



#26 | COFFEE
Medium chocolate warm



#29 | SMOKE
Matte chocolate brown



#383 | METAL MAUVE
Medium smoky purple

A triple milled, pressed eye shadow available in over two hundred shades.

INGREDIENTS

Talc, octyl palmitate, cyclomethicone, zinc stearate, phenoxyethanol, sodium benzoate. May contain: mica, iron oxide, manganese violet, titanium dioxide, red 40 lake, yellow #5, blue #1, ultramarines, chromium green

Net Weight: .052/1.48g

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Ideal for logo printing



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Why your brand needs this?

Eye Shadows are a staple item in any beauty brand! Create your brand's identity by selecting shades that are trending, everyday essentials, or seasonal musts.



#320 | TUSCANY
Matte cool chocolate brown



#322 | DEEPLY RICH
Matte cool deep brown



#315 | TWEED
Matte smoky brown



#329 | SIENNA
Shimmery medium warm taupe



#299 | TENDER TAUPE
Matte medium taupey grey



#104 | CHOCOLATE BROWN
Deep cool matte chocolate



#363 | WONDERER
Metallic champagne



#134 | ICED MALTED
Shimmery silvery taupe



#24 | CHARCOAL GREY
Deep matte charcoal



#279 | BLACKEST BLACK
Pure black with silver flecks



#288 | SMOLDER
Black base, silver + blue glitter



#287 | SAPPHIRE NIGHT
Black base, sapphire glitter



#55 | DEEP SEA BLUE
Deep matte navy



#364 | ROYALTY
Metallic deep periwinkle



#163 | BLUESTONE
Shimmery gun metal grey



#60 | PEARL GREY
Shimmery light grey



#365 | STEEL
Shimmery grey blue



#366 | SOULFUL BLUE
Shimmery deep royal blue



#199 | AQUAMARINE
Matte cornflower blue



#367 | BLUE SKIES
Matte cornflower blue



#368 | BLUEBELL
Matte muted med. blue, hint of glitter



#369 | FREE SPIRIT
Electric blue, hint of glitter



#246 | DRAMA QUEEN
Shimmery bright teal



#370 | WHIMSICAL
Bright teal, hint of glitter



#40 | SAND 'n' SURF
Light cool cream



#286 | JUNGLE
Black base, green glitter



#116 | SPANISH MOSS
Matte forest green



#371 | FOREST
Shimmery forest green



#349 | VINTAGE FOREST
Shimmery light olive green



#228 | SHITAKE
Light taupey grey, glitter flecks

A triple milled, pressed eye shadow available in over two hundred shades.

INGREDIENTS

Talc, octyl palmitate, cyclomethicone, zinc stearate, phenoxyethanol, sodium benzoate. May contain: mica, iron oxide, manganese violet, titanium dioxide, red 40 lake, yellow #5, blue #1, ultramarines, chromium green

Net Weight: .052/1.48g

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing



CRUELTY FREE

MADE IN USA



Why your brand needs this?

Eye Shadows are a staple item in any beauty brand! Create your brand's identity by selecting shades that are trending, everyday essentials, or seasonal musts.



#337 | **CHARMED**
Metallic champagne gold



#37 | **OYSTER PEARL**
Shimmery rose gold



#181 | **GINGER SNAPS**
Medium shimmer champagne



#372 | **BRONZE GLOW**
Metallic copper



#373 | **COMET**
Medium tone diffused orange



#164 | **CAMEL**
Light yellow brown



#374 | **HOLLYWOOD**
Warm medium shimmery brown



#375 | **CITRUS**
Shimmery light orange



#249 | **PEACH KISS**
Shimmery baby peach



#345 | **LAGUNA**
Matte bright peach



#376 | **APRICOT CRUSH**
Shimmery peachy pink



#210 | **AUTUMN**
Matte rosy peach



#341 | **DUSK**
Matte medium camel



#257 | **BRAZILIAN BRONZE**
Super shimmery sunset gold



#177 | **GOLDILOCKS**
Shimmery copper gold



#281 | **CARAMEL APPLES**
Shimmery cool bronzy gold



#331 | **OCEAN AVE**
Frosted light peach



#377 | **BUTTERFLIES**
Light shimmery yellow gold



#225 | **BURNT ORANGE**
Bright burnt orange



#333 | **BLOOD ORANGE**
Deep orange red



#243 | **RED FOR REAL**
Bright orange red



#221 | **YELLOW**
Bright pure sunshine yellow



#378 | **INSPIRE**
Metallic yellow gold



#318 | **BUTTERCUP**
Matte pale yellow



#382 | **METAL LITE BRONZE**
Shimmery light bronze



#385 | **METAL TAUPE**
Soft light gray, touch of brown



#384 | **METAL PEACH**
Warm light orange, hint of pink



#380 | **GOLD METAL**
Warm iridescent yellow



#379 | **METAL PINK**
Light dusty pink



#41 | **CREAM DUST**
Sheer pearly cream

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



Color Library

EYE SHADOW

A triple milled, pressed eye shadow available in over two hundred shades.

INGREDIENTS

Talc, octyl palmitate, cyclomethicone, zinc stearate, phenoxyethanol, sodium benzoate. May contain: mica, iron oxide, manganese violet, titanium dioxide, red 40 lake, yellow #5, blue #1, ultramarines, chromium green

Net Weight: .052/1.48g

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



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CRUELTY FREE

MADE IN USA



#167 | CLOUD NINE
Shimmery icy white



#196 | ICED OPAL
Shimmery white, blue shift



#265 | SUMMER SKY
Shimmery white, pink shift



#284 | WHITE SWAN
Matte grey cream



#285 | VINTAGE WEDDING
Sheer pearly cream



#250 | CRUSH ON YOU
Frosted sheer ballerina pink



#195 | PINK FROST
Pink with gold flecks



#198 | BISQUE PINK
Matte pale bubble gum pink



#61 | CRYSTAL PINK
Pearly pale pink



#277 | NEW MOON
Shimmery light lilac



#172 | DEWDROP
Shimmery light lilac mauve



#180 | ROYAL PURPLE
Frosted smoky purple



#11 | DEEP PLUM
Muted shimmery plum



#308 | PLUM SPLENDOR
Shimmery violet, silver flecks



#168 | ULTRA VIOLET
Frosted light violet



#242 | PLAYFUL
Frosted bright violet



#94 | NEARLY TAUPE
Shimmery plummy taupe



#152 | GRAVITY
Frosted ash grey, purple hue



#291 | EARTHLY PLUM
Matte medium purpley charcoal



#256 | STEEL PLUM
Shimmery plum grey



#171 | PLUMMET
Shimmery plum grey, silver flecks



#132 | MIDNIGHT ORCHID
Shimmery muted deep purple



#219 | JEZEBEL
Metallic medium taupe brown



#276 | ECLIPSE
Shimmery blue lavender



#222 | PURE PURPLE
Shimmery lavender purple



#347 | BELLA
Medium purple, rainbow glitter flecks



#245 | POLARIZING PURPLE
Bright violet, silver flecks



#346 | RODEO DRIVE
Matte electric purple

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Color Library

EYE SHADOW

A triple milled, pressed eye shadow available in over two hundred shades.

INGREDIENTS

Talc, octyl palmitate, cyclomethicone, zinc stearate, phenoxyethanol, sodium benzoate. May contain: mica, iron oxide, manganese violet, titanium dioxide, red 40 lake, yellow #5, blue #1, ultramarines, chromium green

Net Weight: .052/1.48g

PACKAGING OPTIONS



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Ideal for logo printing



Why your brand needs this?

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CRUELTY FREE

MADE IN USA



#140 | MAUVE VELVET
Frosted dusty mauve



METAL LAVENDER
Shimmery lavender



#200 | PLUM VELVET
Shimmery cranberry plum



#192 | MAROONED
Shimmery deep plum



#316 | MAGNIFICENT PLUM
Shimmery deep eggplant



#269 | TWINKLE PLUM
Deep purple, silver flecks



#282 | PRECIOUS GEM
Shimmery deep plum, silver flecks



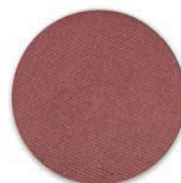
#304 | POMEGRANATE
Burgundy with silver flecks



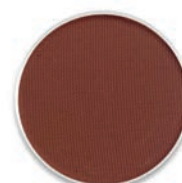
#343 | WISTERIA
Shimmery rosy purple



#117 | BERRY WOOD
Matte brick red



#339 | SCANDALOUS
Matte deep burgundy



#96 | SHIMMERING WINE
Matte brownish red



#254 | COPPER GLAZE
Metallic bright copper



#239 | SUN GOLD
Shimmery tangerine orange



#306 | MANGO MIST
Tangerine orange, gold flecks



#244 | OH MY ORANGE
Bright orange, glitter flecks



#189 | TERRACOTTA GOLD
Shimmery terra cotta



#183 | PEACH SCHNAPPS
Sheer nude with gold flecks



#82 | 14K GOLD
Shimmery pale yellow gold



#271 | UNMELLOW YELLOW
Shimmery light yellow gold



#158 | GOLDENROD
Shimmery pale yellow green



#334 | GOLD RUSH
Pure yellow gold



#338 | FAIRY DUST
Metallic yellow gold



#135 | EGYPTIAN GOLD
Shimmery mustard yellow gold



#335 | WILLOW
Matte light burnt orange



#105 | CURRY
Rusty medium brown



#247 | TANGELO
Frosted peach



#305 | VIOLA
Medium violet, gold flecks

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



Color Library

EYE SHADOW

A triple milled, pressed eye shadow available in over two hundred shades.

INGREDIENTS

Talc, octyl palmitate, cyclomethicone, zinc stearate, phenoxyethanol, sodium benzoate. May contain: mica, iron oxide, manganese violet, titanium dioxide, red 40 lake, yellow #5, blue #1, ultramarines, chromium green

Net Weight: .052/1.48g

PACKAGING OPTIONS



Pan only in clam shell, or can be assembled in palettes



Matte View Compact
Ideal for logo printing



Why your brand needs this?

Eye Shadows are a staple item in any beauty brand! Create your brand's identity by selecting shades that are trending, everyday essentials, or seasonal musts.

CRUELTY FREE

MADE IN USA



#129 | FRENCH VANILLA
Matte nude



#182 | TUMBLEWEED
Matte cream, gold flecks



#137 | BUTTERSCOTCH
Frosted pale yellow



#209 | WHEAT
Matte creamsicle orange



#255 | SATIN GOLD
Frosted light orange



#124 | FUTURISTIC
Frosted champagne



#187 | BEDAZZLED
Frosted pale peach



#280 | SANDPIPER
Shimmery champagne gold



#131 | NU BRONZE
Frosted medium deep gold



#165 | GOLDEN LEAF
Frosted antique gold



#325 | SOFT BROWN
Matte medium toffee



#267 | GILDED PEACH
Light gold, gold glitter flecks



#178 | BROWN BEAR
Frosted medium toffee



#190 | TRUFFLE
Amber with gold flecks



#31 | CHINCHILLA
Light toffee, glitter flecks



#157 | ISLAND SUNSET
Shimmery orange copper



#293 | SAFARI BROWN
Warm chocolate brown, gold flecks



#32 | CEDAR
Cool medium brown



#121 | JAVA
Matte medium taupey brown



#248 | SMOKIN
Frosted light bronze



#312 | SPICE SIERRA
Shimmery chocolate bronze



#266 | MOTHER EARTH
Cool chocolate brown with silver flecks



#311 | CHOCOLATE MOUSSE
Shimmery black brown



#294 | CRUSHED MAUVE
Shimmery deep chocolate

• Minimum required for Color Library Shades, please contact your Brand Consultant for more information •



Color Library

EYE SHADOW

A triple milled, pressed eye shadow available in over two hundred shades.

INGREDIENTS

Talc, octyl palmitate, cyclomethicone, zinc stearate, phenoxyethanol, sodium benzoate. May contain: mica, iron oxide, manganese violet, titanium dioxide, red 40 lake, yellow #5, blue #1, ultramarines, chromium green

Net Weight: .052/1.48g

PACKAGING OPTIONS



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Matte View Compact
Ideal for logo printing



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#205 | JASPER
Light turquoise, gold flecks



#216 | LIME DIVINE
Frosted mint green



#145 | TINKERBELL
Frosted aqua blue



#307 | KEY LIME
Shimmery lime green



#139 | GREEN VELVET
Shimmery ivy green



#179 | GUACAMOLE
Shimmery light ivy green



#214 | PETER PAN
Shimmery light ivy green



#303 | HOLLY GREEN
Forest green, silver flecks



#185 | NIGHT LIFE
Shimmery dark ivy green



#186 | GODDESS
Shimmery pale green yellow



#201 | TORNADO
Medium taupey brown, silver flecks



#317 | TENDER TEAL
Matte blue green



#340 | POISON IVY
Matte charcoal green



#344 | SECRET GARDEN
Shimmery golden bronze



#101 | ARMY GREEN
Matte olive green



#309 | OLIVE GOLD
Shimmery ivy olive



#261 | GREEN PEACE
Frosted shamrock green



#230 | BEWITCHED
Shimmery forest green



#270 | BROWNIE
Shimmery golden chocolate



#108 | BLACK N BLUE
Matte deep dark navy



#272 | NIGHT SKY
Gunmetal grey, silver flecks



#298 | EVENING PLUM
Matte deep charcoal brown



#301 | WINTER SOLSTICE
Pearly off white



#91 | NEARLY BEIGE
Matte taupey grey



#313 | TOASTED MARSHMALLOW
Taupe grey with gold flecks



#227 | WITCHCRAFT
Black with silver glitter flecks



#153 | SOLAR SYSTEM
Matte medium blue grey



#109 | BLACK MAGIC
Matte deep dark charcoal

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Color Library

EYE SHADOW

A triple milled, pressed eye shadow available in over two hundred shades.

INGREDIENTS

Talc, octyl palmitate, cyclomethicone, zinc stearate, phenoxyethanol, sodium benzoate. May contain: mica, iron oxide, manganese violet, titanium dioxide, red 40 lake, yellow #5, blue #1, ultramarines, chromium green

Net Weight: .052/1.48g

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CRUELTY FREE

MADE IN USA



#99 | TAUPE

Slightly frosted taupey grey



#330 | ENCHANTED FOREST

Shimmery taupe, green shift



#193 | GRAPHITE

Frosted gunmetal silver



#173 | STARRY NIGHT

Grey with a gold sparkle



#208 | MOONBEAM

Pale blue, gold flecks



#259 | CARBON

Sheer frosted grey, blue green shift



#268 | DENIM

Denim blue with silver flecks



#170 | TWILIGHT

Shimmery royal blue



#17 | SAPPHIRE

Shimmery royal blue



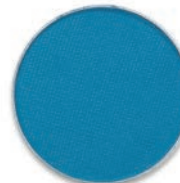
#223 | TURQUOISE

Bright electric blue



#144 | HEAVENS ABOVE

Frosted medium blue



#53 | OCEAN BLUE

Matte bright blue



#155 | BLUE LAGOON

Frosted medium sky blue



#22 | SKY BLUE

Sheer frosted baby blue



#21 | BLUE MIST

Frosted light steel blue



#263 | BABY BLUE

Frosted very light blue



#217 | LULLABY

Frosted light lavender



#138 | BLUE VELVET

Frosted sapphire blue



#273 | MYSTIC BLUE

Periwinkle with silver flecks



#253 | BLUE BAYOU

Shimmery cornflower blue



#262 | SHADES OF BLUE

Frosted bright sky blue



#197 | TEAL FROST

Frosted light teal blue



#283 | TRANQUIL TEAL

Deep teal grey



#203 | MEADOW

Medium deep teal, silver flecks

MAGNIFICENT 7 PALETTE

A seven pan palette with a built in mirror. Fill with your choice of eye shadows or choose one of our pre-selected collections.

INGREDIENTS

Talc, Octyl Palmitate, Cyclomethicone, Zinc Stearate, Phenoxyethanol, Sodium Benzoate. May Contain: Mica, Iron Oxide, Manganese Violet, Titanium Dioxide, Red 40 Lake, Yellow #5, Blue #1, Ultramarines, Chromium Green

Net Weight: .37Oz/10.35g

Available Empty



Why your brand needs this?

Seven is the perfect number of shades for your customers to create a versatile look, from simple and casual to a glamorous night out creation. Great for building awareness to your brand with the large, sleek, front of the palette just waiting to have your logo / design printed by our team.



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FREE**



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IN USA**



STOCK SHADE SELECTIONS



CLASSIC GLAM PRE-FILLED PALETTE

A mix of soft earth-tones thoughtfully selected to suit all skin tones. These shades are long lasting, highly pigmented, and can be blended effortlessly.



MATTE ESSENTIALS PRE-FILLED PALETTE

A combination of 7 richly pigmented and smooth-matte colors that effortlessly create any wearable eye look. This beautiful selection of colors creates a must-have essential palette.

Ready to create your own palette?

Bring your vision to life by selecting **7 colors of your choice** from our extensive Eyeshadow collection to create your own exclusive palette!



36 piece min. to have your selected shades filled into your customized Magnificent 7 palette.

FOUR ME PALETTE

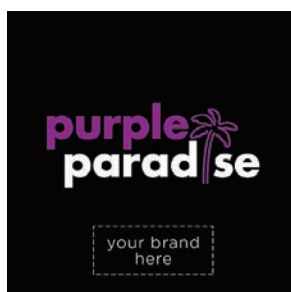
Fill our 4 pan palette with your shades or pick one of our pre-selected collections.

INGREDIENTS

Talc, Octyl Palmitate, Cyclomethicone, Zinc Stearate, Phenoxyethanol, Sodium Benzoate.
May Contain: Mica, Iron Oxide, Manganese Violet, Titanium Dioxide, Red 40 Lake, Yellow #5, Blue #1, Ultramarines, Chromium Green

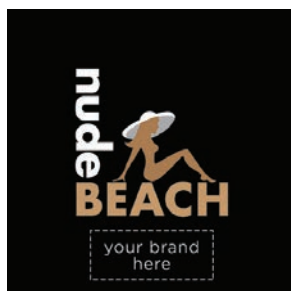
Net Weight: 0.21oz/5.92g

STOCK SHADE SELECTIONS



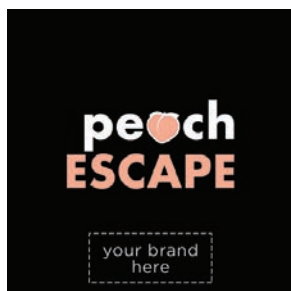
PURPLE PARADISE PRE-FILLED PALETTE

These purple tones are giving us all the life and energy we need!
A variation that can be worn during all seasons of the year!



NUDE BEACH PRE-FILLED PALETTE

When all else fails, earthy-nude tones are the way to go!
4 colors to perfectly complement each other.



PEACH ESCAPE PRE-FILLED PALETTE

This warm palette is a universal fav! Fall in love and escape into a blend of wearable peach tones.



Available Empty



**CRUELTY
FREE**

**MADE
IN USA**



*Why your brand
needs this?*

The Four Me palette is a **MUST** for your brand!
Introduce eye shadows with this sleek design.
Your customers will love how easy and convenient it is to use and carry.

Ready to create your own palette?

Bring your vision to life by selecting **4 colors of your choice** from our extensive collection and create your own exclusive palette.



36 piece min. to have your selected shades filled into your customized Four Me Palette.



EYE DUO



FOUR ME



CLASSIC QUAD



G PALETTE



MAGNIFICENT 7



FACEBOOK



FACETIME



FACEKIT

Ready to create your own palette?

Bring your vision to life by selecting the colors of your choice from our extensive collection and create your own exclusive palette. 36 piece minimum to have your selected shades filled into your customized palette.

Need help with design ideas or creating your logo?
Ask your Brand Consultant about our design services



Baked Mineral Eye Shadows

Why your brand needs this?

Eye shadow application has never been easier than with these super creamy and pigmented baked mineral eye shadows. Not only will they make your brand stand out in the crowd with their unique look and texture, your customers will fall in love with their creamy consistency and effortless payoff.



Botanically infused, baked eye shadows are richly pigmented. These shadows start as a cream and are baked for 24 hours on a terracotta pan, creating a dome shape, and an unparalleled silky texture for a smooth application.

Net Weight: .06 Oz/1.8g

PACKAGING OPTIONS



Pan only in clam shell



Matte View Compact
Ideal for logo printing



CRUELTY FREE

BAKED BEAUTIES



AMORE



BELIZE



BISCOTTI



CHIANTI



DOLCE VITA



GRAZIA



VIVA

INGREDIENTS Mica, Sericite Mica, Silica, Dimethicone, Simmondsia Chinensis (Jojoba) Seed Oil, Carthamus Tinctorius (Safflower) Seed Oil, Lavandula Angustifolia (Lavender) Flower Extract, Thymus Vulgaris (Thyme) Extract, Camellia Sinensis (Green Tea) Extract, Tocopheryl Acetate, Rosmarinus Officinalis (Rosemary) Leaf Extract, Magnolia Officinalis (Magnolia Bark) Extract, May Contain: Iron Oxides, Titanium Dioxide, Ultramarine

EYE FUSIONS



BLUE FUSION



LAVENDER FUSION



PINK FUSION

Color Library

Minimum required for
Color Library Shades.
Please contact your Brand
Consultant for more
information



BROWN FUSION

INGREDIENTS Mica, Sericite Mica, Silica, Dimethicone, Simmondsia Chinensis (Jojoba) Seed Oil, Carthamus Tinctorius (Safflower) Seed Oil, Lavandula Angustifolia (Lavender) Flower Extract, Thymus Vulgaris (Thyme) Extract, Camellia Sinensis (Green Tea) Extract, Tocopheryl Acetate, Rosmarinus Officinalis (Rosemary) Leaf Extract, May contain: Iron Oxides, Titanium Dioxide, Ultramarine

EYE TRIOS



AQUA TRIO



BRONZE TRIO



MULBERRY TRIO



PASTEL TRIO



SKY TRIO



SMOKEY TRIO

INGREDIENTS Mica, Sericite Mica, Simmondsia Chinensis (Jojoba) Seed Oil, Lavandula Angustifolia (Lavender) Flower Extract, Thymus Vulgaris (Thyme) Extract, Camellia Sinensis (Green Tea) Extract, Tocopheryl Acetate, Rosmarinus Officinalis (Rosemary) Leaf Extract, May Contain: Iron Oxides



mascaras, eye liners, & more



*when in
doubt*

WING IT OUT

Grafton
PRIVATE LABEL COSMETICS



Mascara

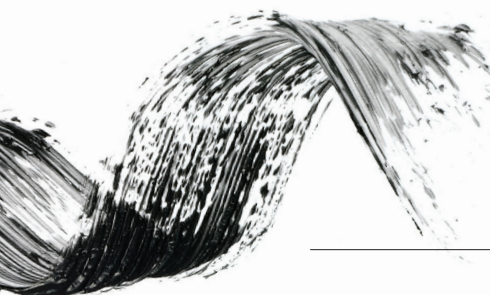
LONG LASH MASCARA

A highly pigmented, long lasting, lengthening mascara formula with 73% natural ingredients.

INGREDIENTS

Deionized Water (Aqua), Iron Oxide, Euphorbia Cerifera (Candelilla) Wax, Sucrose Stearate, Copernicia Cerifera (Carnauba) Wax, Cichorium Intybus (Chicory Root) Extract, Propanediol, Helianthus Annuus (Sunflower) Seed Wax, Phenoxyethanol, Galactoarabinan, Capryl Glycol, Potassium Sorbate, Caesalpinia Spinosa Gum, Acacia Senegal Gum

Net Weight: .25 Oz/7g



BLACK



Why your brand needs this?

Lashes... everyone's got them!

Mascara is great to carry in your beauty brand because it's an essential product and typically worn everyday. Choose from a variety of formulas to see which best fits your brand's identity.

**CRUELTY
FREE**

**MADE
IN USA**



SUPERLASH MASCARA

Mascara enriched with Vitamin B to moisturize and condition lashes.

INGREDIENTS

Deionized Water, Iron Oxides, Paraffin, Stearic Acid, Cera Alba (Beeswax), Copernicia Cerifera (Carnauba) Wax, Hydroxyethyl cellulose, Potassium Hydroxide, Phenoxyethanol, Panthenol

Net Weight

Black Metal Case: .25 Oz /7g

Black Matte Cap/Clear Tube: .25 Oz/7g

Mini Black Matte Cap/Clear Tube: 0.12 Oz./3.4g

PACKAGING OPTIONS



Black Metal Case



Black Cap



Mini



**CRUELTY
FREE**

**MADE
IN USA**



BLACK



BROWN



NAVY*



CLEAR

* 288 pc min

LASH LUXE MASCARA

A lengthening mascara formulated with panthenol to boost hydration. The lash separating wand is ideal for short lashes to avoid clumping.

INGREDIENTS

Deionized Water, Iron Oxides, Paraffin, Stearic Acid, Cera Alba (Beeswax), Copernicia Cerifera (Carnauba) Wax, Hydroxyethyl cellulose, Potassium Hydroxide, Phenoxyethanol, Panthenol

Net Weight: .25 Oz/7g



ONYX

Tube comes printed with Lash Luxe name. Your logo can be printed on the other side.



**CRUELTY
FREE**

**MADE
IN USA**



LASH PRIME & DEFINE

Lengthens, thickens and conditions lashes. Apply to lashes before applying mascara.

INGREDIENTS

Water (Aqua), Ceresin, Stearic Acid, Oleyl Alcohol, Copernicia Cerifera (Carnauba) Wax, Phenoxyethanol, Sodium Benzoate, Sorbitan Sesquiolate, Potassium Hydroxide, Butylene Glycol, Glycine Soja (Soybean) Extract, PVP, Panthenol

Net Weight: .25 Oz/7g



**CRUELTY
FREE**



**MADE
IN USA**



LASH DRAMA MASCARA

Dramatic volume and length! Highly pigmented, lengthening formula infused with chicory root to give you the fullest and most dramatic lashes!

INGREDIENTS

Deionized Water (Aqua), Iron Oxide, Euphorbia Cerifera (Candelilla) Wax, Sucrose Stearate, Copernicia Cerifera (Carnauba) Wax, Cichorium Intybus (Chicory Root) Extract, Propanediol, Helianthus Annuus (Sunflower) Seed Wax, Phenoxyethanol, Galactoarabinan, Capryl Glycol, Potassium Sorbate, Caesalpinia Spinosa Gum, Acacia Senegal Gum

Net Weight: .25 Oz/7g



BLACK



**CRUELTY
FREE**

**MADE
IN USA**



Tube comes with professionally printed Lash Drama label. Ask your Brand Consultant if you would like your own custom wrap around label.

Why your brand needs this?

Customers love liquid liners for their easy glide-on application with no smudges, feathering or running! Whether your brand caters to the advanced makeup artist or inexperienced makeup lover, a liquid liner is a great, everyday product!

LIQUID EYE LINER

A water-resistant liner that lasts all day with a precision brush for accuracy.

INGREDIENTS

Deionized Water (Aqua) Propanediol, Acrylates/Octylacrylamide Copolymer, Xanthan Gum, Phenoxyethanol, Disodium EDTA, Caprylic Glycol, Potassium Hydroxide, May Contain: Titanium Dioxide, Manganese Violet, Ultramarines, Mica, Iron Oxides

Net Weight: .125 Oz/3.5g



Matte Black Tube
Ideal for logo
printing



BEIGE FROST



BLACK



DARK BROWN



NAVY *



WHITE *

* 288pc minimum

**CRUELTY
FREE**

**MADE
IN USA**



PRECISION LINER

A semi-permanent liquid eye liner with a felt tip. Ideal for the perfect cat eye!

INGREDIENTS

Aqua, Aloe Barbadensis Leaf Juice Powder, Polyurethane-35, Styrene/Acrylates Copolymer, Polyglyceryl-2 Caprate, Methylpropanediol, Laureth-21, Glycerin, Phenoxyethanol, Peg-40 Hydrogenated Castor Oil, Butylene Glycol, Tri-C12-13 Alkyl Citrate, Caprylyl Glycol, Panthenol, Stearic Acid, Palmitic Acid, Sodium Dehydroacetate, Ethylhexylglycerin, Tocopherol, Phenylpropanol, Tetrasodium Glutamate Diacetate, Helianthus Annuus (Sunflower) Seed Oil, Citric Acid, Sodium Hydroxide

Net Weight: 1.0ml



BLACK



**CRUELTY
FREE**

**MADE
IN USA**



* logo printing not available, ask your brand consultant about professional labels
STORE BRUSH SIDE DOWN

I LINE

With just a drop or 2, turn any eye shadow or shimmer powder into a waterproof eyeliner. Can also be applied over eye pencil to seal it in place and make it waterproof.

INGREDIENTS

Water (Aqua), Hydroxyethyl Cellulose, Polysorbate 20, Propylene Glycol, Sodium Benzoate

Net Weight: Pro: .5 Oz /14.2g

Retail: .125 Oz/3.5g



Professional Size



Retail Size

**CRUELTY
FREE**

**MADE
IN USA**





Mineral Eye Crayons & Eye Pencils

MINERAL EYE CRAYONS

A classic wooden pencil made with plant-based oils & waxes, natural mineral colorants, and vitamin E for a rich and creamy consistency.

INGREDIENTS

Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut Oil), Cera Alba (Beeswax) Copernicia Cerifera (Carnauba) Wax, Rhus Succedanea Fruit Wax, Tocopheryl Acetate, May Contain: Mica, Titanium Dioxide, Ultramarines, Iron Oxides, Manganese Violet, Chromium Oxide Green

Net Weight: .004 oz/1g



BLACK OPAL



BLUE ROYALE



CIDER



SLATE

Why your brand needs this?

Eye liners are a staple item for any beauty brand! Choose from our collection of shades to see what best suits your brand's vision.

CRUELTY
FREE

MADE
IN USA



EYE PENCILS

A classic wooden pencil made with vitamin E for a rich and creamy consistency.

INGREDIENTS

Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Cera Alba (Beeswax), Copernicia Cerifera (Carnauba) Wax, Rhus Succedanea Fruit Wax, Tocopheryl Acetate, May Contain: Titanium Dioxide, Talc, Ultramarines, Iron Oxides, Mica, Manganese Violet, Chromium Oxide

Net Weight: .035 Oz/1g



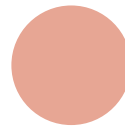
CHARCOAL



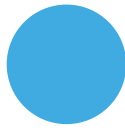
CHESTNUT



HIGHLIGHT



I LITE



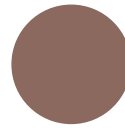
OCEAN LINER



ONYX



TOAST



TWEED

CRUELTY
FREE







Brow Definers & Wax

BROW DEFINER

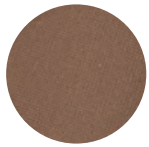
Fill in your brows for a full and natural look. This triple milled, pressed powder brow definer will also help set brow pencils to make them last longer.

INGREDIENTS

Mica, Zinc Stearate, Octyl Palmitate, Cyclomethicone, Citrus Aurantium (Orange) Oil, Cymbopogon Citratus (Lemon Grass) Oil, Sesamun Indicum (Sesame) Oil, May Contain: Iron Oxide, Titanium Dioxide, Ultramarines, Manganese Violet

Net Weight: .11 Oz/3.1g

PACKAGING OPTIONS



Pan only in clam shell or can be assembled in palettes



Matte View Compact
Ideal for logo printing



Why your brand needs this?
Brows are always trending! Show your customers how easy it is to create naturally defined brows with our pressed brow powders.

CRUELTY FREE

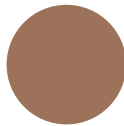
MADE IN USA



AUBURN



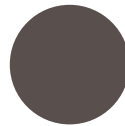
BLONDE



BROWN



DARK BROWN



CHARCOAL

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



TAUPE

BROW WAX SPLITZ

2 in 1 brow definer & brow wax.
Comes with eyebrow applicator brush.

INGREDIENTS

BROW POWDER

Mica, Zinc Stearate, Octyl Palmitate, Cyclomethicone, Citrus Aurantium (Orange) Oil, Cymbopogon Citratus (Lemon Grass) Oil, Sesamun Indicum (Sesame) Oil. May Contain: Iron Oxide, Titanium Dioxide, Ultramarines, Manganese Violet

BROW WAX

Microcrystalline Wax, Talc, Ozokerite, Cera Alba (Beeswax) Octyldodecanol, Polybutene

Net Weight: Brow Wax: .048 Oz/1.35g

Brow Definer: .055 Oz/1.55g



PACKAGING



Matte View Compact
Ideal for logo printing



AUBURN



BLONDE



BROWN



DARK BROWN



CHARCOAL

CRUELTY FREE

MADE IN USA



MINERAL BROW PENCILS

Mineral pencil with spoolie applicator. Define, sculpt and shape the perfect brows with this waterproof brow pencil.

INGREDIENTS

Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Copernicia Cerifera (Carnauba) Wax, Rhus Succedanea Fruit, Cera Alba (Beeswax), May Contain: Titanium Dioxide, Ultramarines, Cetyl Palmitate, May Contain: Mica, Iron Oxides, Chromium Oxide Green
Net Weight: .035oz/1g



SOFT BLONDE



MEDIUM BROWN



DARK BROWN



CHARCOAL

**CRUELTY
FREE**

**MADE
IN USA**



Why your brand needs this?

Effortless application makes these brow pencils a classic go-to product for your customers!

With a touch of concealer and highlighter, our 2 in 1 brow crayon is the perfect add-on item for your customers to complete their brows.

CONCEALER BROW HIGHLIGHTER DUO

A double-ended chubby crayon that corrects or enhances features by concealing or highlighting. This creamy formula is great for on-the-go touch ups.

INGREDIENTS

Cera Alba (Beeswax), Ricinus Communis (Castor) Seed Oil, Ethylhexyl Palmitate, Isopropyl Myristate, Ceresin, Bis-Diglyceryl Polyacyladipate-2, C10-18 Triglycerides, Hydrogenated Polydecene, Copernicia Cerifera (Carnauba) Wax May Contain: Mica, Titanium Dioxide, Iron Oxides, Tin Oxide
Net Weight: 0.19 Oz/5.6g



COOL BEIGE | BEIGE HIGHLIGHTER



WARM BEIGE | GOLD HIGHLIGHTER

**CRUELTY
FREE**

**MADE
IN USA**



BROW FIX

*A clear brow gel that keeps brows shaped and in place all day!
Can also be used as a clear mascara.*

INGREDIENTS

Aqua (Water), PVP/VA Copolymer, Polysorbate 20, Hydrolyzed Glycosaminoglycans, Carbomer 980, Propylene Glycol, Sodium Hyaluronate, Phenoxyethanol, Disodium EDTA

Net Weight: .25 Oz/7g



**CRUELTY
FREE**

**MADE
IN USA**



*Why your brand
needs this?*

Brow Fix and Tinted Brow Gels are great items for beginners or experts in brow application. Your customers will love how easy it is to achieve a fuller-looking brow with these tinted brow gels.

TINTED BROW GEL

A pigmented gel that coats brows with natural looking color and keeps them shaped and in place all day.

INGREDIENTS

Water (Aqua), Phenoxyethanol, Hydroxypropyl Methylcellulose, Xanthan Gum, PVP, Glycerin, Potassium Hydroxide, Tocopherol Acetate, BHT May Contain: Titanium Dioxide (CI 77891), Mica (CI 77019), Iron Oxides (CI 77491, CI 77492, CI 77499), Talc

Net Weight: .25 Oz/7g



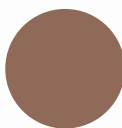
Black Cap Tube
Ideal for logo
printing

**CRUELTY
FREE**

**MADE
IN USA**



AUBURN



BLONDE



DARK BROWN



CHARCOAL

glitter & shimmer



is your brand
READY TO SHINE?



Grafton
PRIVATE LABEL COSMETICS

EYE SHIMMERS

Loose mineral shimmer powder in jar with sifter, best when used with Glitz Fix.

INGREDIENTS

Mica, May Contain: Titanium Dioxide, Iron Oxide, Ferric Ferro Cyanide

Net Weight: .14 oz / 4g



Clear lid jar
Ideal for logo
printing

CRUELTY
FREE

MADE
IN USA



*Why your brand
needs this?*

Adding a little sparkle
and shine has never
been easier than
selecting from our
wide array of loose
pigments & glitters!



STARDUST



PINK OPAL



BLUE OPAL



BUFF



PEACH PUFF



COTTON CANDY



PINK QUARTZ



ROSY PINK



TICKLED PINK



WILD ORCHID

on sale!



WILD VIOLET



SHRINKING VIOLET



PURPLEXED



PURPLE HAZE

on sale!

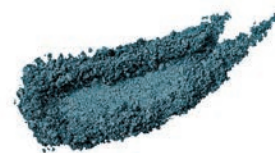


BELL BOTTOM BLUE

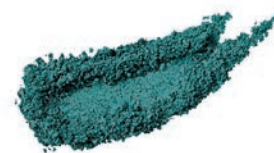


BLUE HAWAIIAN

on sale!



BLUE JEANS



CARIBBEAN SEA



TIDAL WAVE



SEAFOAM

on sale!



KIWI



AVOCADO



EMERALD CITY



MARTINI OLIVE



SAND DOLLAR



PAT-A-CAKE



Color Library

Minimum required for
Color Library Shades.
Please contact your Brand
Consultant for more
information



GLITZ FIX

This is a must have for any serious glitter lover!
This water soluble gel adhesive is safe on the eyes and skin.

INGREDIENTS

Distilled Water, Polysorbate 20, Hydrolyzed Mucopolysaccharide,
Carbomer 980, Potassium Hydroxide, Propylene Glycol, Phenoxyethanol
Net Weight: .25 oz / 7g



Black Cap Tube
Ideal for logo printing

**CRUELTY
FREE**

**MADE
IN USA**



EYE GLITTERS

Loose cosmetic grade glitter in jar with sifter, best when used with Glitz Fix.

INGREDIENTS

Polyethylene Terephthalate, Acrylates Copolymer

Net Weight: .14 oz / 4g



Clear lid jar
Ideal for logo
printing

CRUELTY
FREE

MADE
IN USA



WHITE DIAMONDS



DAZZLEDUST



BIG APPLE



BERMUDA PINK



RIO DE JANEIRO



SHOWGIRL



ROYAL PURPLE



PURPLE RAIN



GARNET GLOW



STARBURST



COLORADO ROCKIES



GOLDEN TREASURE



GOLD DIGGER



BRONZE



RAINFOREST



PERIWINKLE



STAR SPANGLED BLUE



AQUAMARINE



LITTLE MERMAID



SILVERSTREAK

Color Library

Minimum required for Color Library Shades. Please contact your Brand Consultant for more information



ATLANTIS



HUNTER GREEN



ST. TROPEZ



FALLING STAR



TUXEDO