

# BEAUTYCOUNTER®

WE MEAN CLEAN | FALL 2021

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## THE LOOKBOOK



# WE ARE BEAUTYCOUNTER

One by one, we are leading a movement to a future where all beauty is clean beauty. We are powered by people, and our collective mission is to get safer products into the hands of everyone. Formulate, advocate, and educate—that’s our motto for creating products that truly perform while holding ourselves to unparalleled standards of safety.

Why? It’s really this simple:  
*beauty should be good for you.*

BEAUTYCOUNTER®



MAKEUP		SKIN CARE		BATH & BODY	
Face	6	All-Stars	20	Body Care	44
Eyes	10	Regimens	24	Sun Care	48
Lip	12	Collections	28	Hair	50
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# CLEAN MAKEUP STARTS *HERE*

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*High-performing products  
made with safer ingredients—  
to us, that's pretty powerful.*

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Model wears Beyond Gloss in Mulberry.



# BEST FACE FORWARD

Create the ultimate canvas with these cleaner essentials.



Model wears Skin Twin Featherweight Foundation in Dark 510.

## DEW SKIN VS SKIN TWIN

Want sheer coverage, SPF, and a dewy effect? *Dew Skin* is for you. Looking for lightweight, buildable coverage to even skin tone? Go for *Skin Twin*.

### Dew Skin Tinted Moisturizer \$45 USD | 56 CAD\$

This benefit-packed tinted moisturizer delivers lightweight hydration, a hint of sheer coverage, SPF 20, and a luminous dewy glow.  
40 ml / 1.35 fl oz

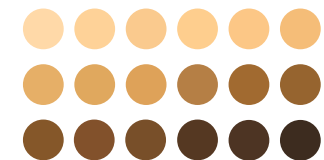


Fair (SKU 100000694 US / 100000700 CAN),  
Light (SKU 100000695 US / 100000701 CAN),  
Medium (SKU 100000696 US / 100000702 CAN),  
Tan (SKU 100000697 US / 100000703 CAN),  
Dark (SKU 100000698 US / 100000705 CAN),  
Deep (SKU 100000699 US / 100000706 CAN)



### Skin Twin Featherweight Foundation \$45 USD | 56 CAD\$

This ultra-lightweight, breathable, buildable formula features 18 safer shades delivering a potent dose of hyaluronic acid for deep hydration and an even, natural-looking complexion.  
30 ml / 1 fl oz



Fair 110 (SKU 100000621), Fair 150 (SKU 100000622), Light 210 (SKU 100000623), Light 230 (SKU 100000624), Medium 310 (SKU 100000625), Medium 340 (SKU 100000626), Medium 350 (SKU 100000627), Tan 410 (SKU 100000628), Tan 420 (SKU 100000629), Tan 440 (SKU 100000630), Tan 450 (SKU 100000761), Tan 460 (SKU 100000762), Dark 510 (SKU 100000763), Dark 520 (SKU 100000631), Dark 550 (SKU 100000632), Deep 620 (SKU 100000764), Deep 630 (SKU 100000633), Deep 650 (SKU 100000634)







**Glow First  
Priming Serum**  
\$59 USD | 74 CAD\$

This supercharged, clean-ingredient-packed primer does it all—glow now and later with instant luminosity and visible skin improvements over time. The potent, skin-loving gel-serum has the complexion-improving results of a serum with the makeup-extending power of a primer.

SKU 100001058  
30ml / 1 fl oz

**100% OF USERS  
SAID IT IMPROVES  
THE WEAR OF  
FOUNDATION FOR  
UP TO 12 HOURS.\***



**Cheeky Clean  
Cream Blush**  
\$38 USD | 50 CAD\$

Versatile, multitasking, and mistake-proof, this silky cream color for cheeks (and lips) gives you a dewy, smooth finish thanks to skin-loving ingredients like squalane.

4.5g / 0.15oz  
Refills coming January 2022  
\$26 USD | 34 CAD\$



Havana (SKU 100001162), Cider (SKU 100001164), Rosebud (SKU 100001165), Chai (SKU 100001163), Paloma (SKU 100001167), Lychee (SKU 100001166), Truffle (SKU 100001168), Goji (SKU 100001169)



**Illuminating Cream  
Highlighter**  
\$32 USD | 42 CAD\$

Create a natural lit-from-within look with these sheer, buildable highlighters. Their take-anywhere format gives you a dewy glow on the go.

5.7g / 0.2 oz



Bronze Glow (SKU 2172)  
Rose Glow (SKU 2171)  
Pearl Glow (SKU 2170)



**Mattifying Powder**  
\$39 USD | 48 CAD\$

This translucent, talc-free, weightless finishing powder blends invisibly, sets makeup, and helps absorb shine.

SKU 100000935  
9g / 0.32 oz



**PRO TIP**

For lip application: pat onto lips and press lips together for a seamless finish.



# ALL EYES ON YOU

Safer eyeshadow, mascara, and more.



**Think Big All-in-One Mascara**  
\$27 USD | 35 CAD\$

This obsessively clean mascara achieves ultimate lift, length, and volume—without potentially harmful ingredients—and supports stronger lashes thanks to intensely nourishing tripeptide technology.

SKU 100000989  
8 ml / 0.27 fl oz

**97% EXPERIENCED FULLER AND HEALTHIER-LOOKING LASHES\***

\*Based on a 29-subject consumer perception study after four weeks of use.



**Lid Glow Cream Shadow**  
\$24 USD | 30 CAD\$

Achieve glowy, effortless color with lid-loving ingredients, featuring cucumber and chamomile extract to help soothe and hydrate delicate eyelid skin. The glass bottle is recyclable, and an estimated 70% of the plastic in this package is composed of Post-Consumer Recycled (PCR) Resin.

5 ml / 0.17 fl oz



Luster (SKU 100001115), Aura (SKU 100001116), Gleam (SKU 100001117), Flash (SKU 100001118), Sepia (SKU 100001119), Ember (SKU 100001120), Twinkle (SKU 100001121), Haze (SKU 100001122), Dusk (SKU 100001123), Prism (SKU 100001124)



**Brilliant Brow Gel**  
\$24 USD | 30 CAD\$

Groom your brows (safely) with our light-hold formula. Tinted shades are made with conditioning plant-based waxes and butters, and the Invisible shade is made with organic conditioners.

3 ml / 0.1 fl oz



Invisible (100000145), Light (SKU 100000146), Medium (SKU 100000147), Dark (SKU 100000148), Soft Black (SKU 100000149)



**Color Define Brow Pencil**  
\$24 USD | 29 CAD\$

Define your brows so they appear naturally thicker and more polished. A built-in brush easily blends color and grooms brows for a seamless finish.

0.7 g / 0.02 oz



Dark (SKU 2507), Medium (SKU 2506), Light (SKU 2505)



**Color Outline Eye Pencil**  
\$24 USD | 29 CAD\$

This creamy formula features rosemary leaf extract and sunflower seed oil for a seamless glide, and includes a smudge tip for easy blending.

0.9 g / 0.03 oz



Black (SKU 2515), Navy (SKU 2518), Violet (SKU 2517), Brown (SKU 2516)



# YOUR CLEAN LIP LINEUP

Glossy, sheer, or bold—find an option that’s made in your shade.



**Beyond Gloss**  
\$29 USD | 36 CAD\$

This gloss delivers high-impact shine and conditioning lip benefits—with a sophisticated scent thanks to responsibly sourced vanilla. Featuring a custom teardrop applicator.  
5.5 ml / 0.18 fl oz



Quartz Shimmer (SKU 100000865), Dahlia (SKU 100000862), Magnolia Shimmer (SKU 100000870), Brulee (SKU 100000873), Clove (SKU 100000872), Spice (SKU 100000868), Rosewood (SKU 100000859), Bare Shimmer (SKU 100000860), Peony (SKU 100000861), Raspberry (SKU 100000867), Sienna (SKU 100000864), Amber Shimmer (SKU 100000871), Mulberry (SKU 100000866), Black Plum (SKU 100000869)



**Sheer Genius**  
**Conditioning Lipstick**  
\$32 USD | 38 CAD\$

This ultra-moisturizing formula, with a hint of responsibly sourced vanilla, gives lips a sheer wash of color and a polished sheen.  
3.2 g / 0.11 oz



Pearl (SKU 100000875), Petal (SKU 100000876), Orchid (SKU 100000877), Rose (SKU 100000879), Lily (SKU 100000878), Terra (SKU 100000880), Twig (SKU 100000881), Rosewood (SKU 100000884), Plum (SKU 100000882), Raisin (SKU 100000883)



**Color Intense Lipstick**  
\$34 USD | 42 CAD\$

Vibrant and long-wearing, this creamy formula delivers rich one-swipe color, a luxe satin finish, and a hint of natural peppermint.  
3.4 g / 0.12 oz



Garden Party (SKU 2085), Brunch (SKU 2082), Little Black Dress (SKU 2084), Girls’ Night (SKU 2080), Backstage (SKU 2086), 9 to 5 (SKU 2081), Twilight (SKU 2087), First Date (SKU 2083)



**The Jellies Duos**  
\$29 USD | 36 CAD\$

These high-shine, sheer, cushiony lip glosses pack an irresistible punch (without a sticky finish). Pocket-sized tubes are game to go wherever you do.  
2 x 6 ml / 0.20 fl oz



Sorbet & Peppermint (SKU 100000958), Raspberry & Cocoa (SKU 100000956), Orange Cream & Honey (SKU 100000957)

## A SAFER SHIMMER

Mica is a safe ingredient that’s widely used in cosmetics to create the shimmery glow we all know and love. But the mica industry can come with some serious transparency issues. To date, we’ve audited 100% of our trusted mica suppliers in person—our shimmer is mindfully sourced. To us, this is #betterbeauty.  
*Learn more at [beautycounter.com/mica](https://beautycounter.com/mica)*





# FLAWLESS IN FIVE

*In a hurry? Get a polished look in five minutes (or less) with our customizable, Flawless in Five makeup set.*

\$130 USD | 160 CAD\$

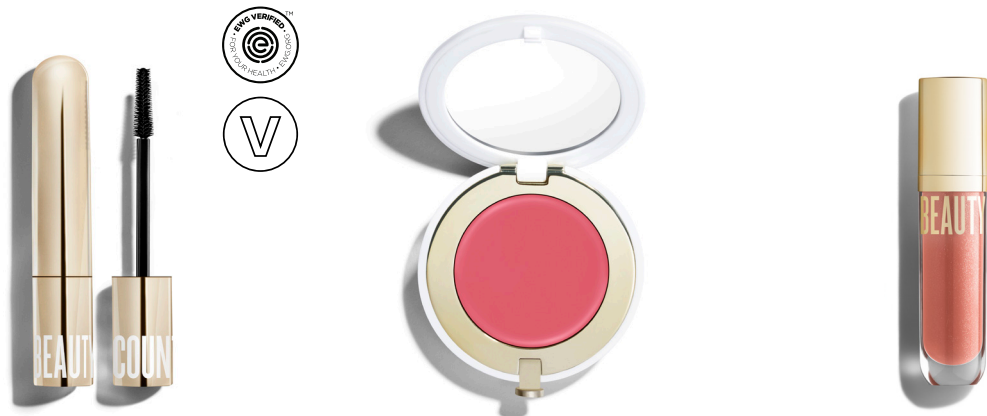


**1** SKIN TWIN FEATHERWEIGHT  
FOUNDATION  
*OR*  
DEW SKIN TINTED  
MOISTURIZER

*See page 7 for a list of shades.*

**2** COLOR DEFINE BROW  
PENCIL  
*OR*  
BRILLIANT BROW GEL

*See pages 11 for lists of shades.*



**3** THINK BIG ALL-IN-ONE  
MASCARA

*See page 10.*

**4** CHEEKY CLEAN  
CREAM BLUSH

*See page 8 for a list of shades.*

**5** BEYOND GLOSS

*See page 12 for a list of shades.*



# MEET GREGG

**Our fast-talking, game-changing, totally fearless leader.**

Eight years ago, Gregg Renfrew became curious about the connection between toxic ingredients in personal-care products and increased rates of illness among her friends and family. She set out to build a movement for #betterbeauty, and Beautycounter was born. Fast-forward to today, this mother of three leads Beautycounter's omnichannel business with retail locations across the country, an e-commerce site, and over 60,000

Independent Consultants. Part of CNBC's 2020 Disruptor 50 list, Beautycounter advocates tirelessly for safer industry regulations. To Gregg, this is bigger than beauty. **This is about a healthier future for all.**

## ONE-ON-ONE WITH GREGG

### PERSONAL MOTTO:

*When I need a confidence boost I tell myself, "You've got this."*

### FAVORITE PRODUCT:

*Hands down, Dew Skin—every single day. I mix the Light and Medium.*

### FAVORITE SONG TO GET PUMPED UP:

*Eminem – "Lose Yourself"*

### THREE WORDS TO DESCRIBE ME:

*Determined, curious, direct*

### PHRASE THAT WOMEN OVERUSE:

*"I'm sorry." We've got to stop apologizing.*

“

*The world doesn't need just another beauty brand. What it needs is a movement for better beauty.*

GREGG RENFREW  
FOUNDER & CEO

”







**Retractable Foundation Brush**  
\$35 USD | 44 CAD\$

Designed specifically for liquid foundation, this dome-shaped brush is a must-have for even coverage.  
*SKU 2910*



**Angled Blush Brush**  
\$35 USD | 45 CAD\$

This soft angled brush is expertly crafted to define cheekbones and jawlines using our blushes and bronzers.  
*SKU 2908*



**Fan Powder Brush**  
\$39 USD | 50 CAD\$

With a distinctive fan shape, this brush is uniquely designed for both the quick application of finishing powder and precise application of highlighter or bronzer.  
*SKU 2917*



**The Better Blender**  
\$20 USD | 26 CAD\$

This triple-threat makeup sponge gives you a flawless finish from every angle.  
*SKU 100000886*

# BRUSH CARE FOR BEGINNERS

Clean your brushes weekly to keep them free from bacteria and in peak performance. Here’s how:

- 1** Dampen the bristles of your brush in lukewarm water, then dispense a bit of gentle cleanser into your palm. (Our Daily Shampoo works perfectly.)
- 2** Swirl the bristles in the cleanser, then rinse and repeat until the water runs clear. Try to keep the water out of the ferrule (the metal piece that connects the bristles to the handle).
- 3** Pat any extra moisture into a clean towel, then lay the brushes flat to dry. How easy is that?

Helpful tip: Double-cleanser with the Charcoal Cleansing Bar for a deeper clean.



Beautycounter’s Chief Artistic Officer, Christy Coleman



## PRO TIP

Be sure to wash your Better Blender after each use to extend its life and store in a cool, dry place.



**One-Step Makeup Remover Wipes**  
\$20 USD | 26 CAD\$

These breakthrough wipes feature a gentle micellar formula designed to trap makeup, dirt, and impurities and whisk them away with no need to rinse.  
*SKU 100000797*  
*30 Wipes (7" x 7.5")*



**Instant Eye Makeup Remover**  
\$25 USD | 30 CAD\$

Our innovative dual-phase formula removes makeup in an instant without irritating the delicate skin around your eyes—just shake to activate.  
*SKU 2555*  
*125 ml / 4.23 fl oz*



**Lip Conditioner**  
\$22 USD | 25 CAD\$

This moisturizing lip balm—formulated with softening avocado oil, shea butter, meadowfoam seed oil, and jojoba oil—nourishes and protects your pout.  
*11 g / 0.4 oz*  
Peppermint (*SKU 1050*)  
Calendula (*SKU 1051*)



# THE ALL-STARS

Meet our six essential products—to try them is to love them.



**Countertime Tripeptide Radiance Serum**  
\$79 USD | 106 CAD\$

This transformative, rejuvenating treatment visibly increases skin firmness and elasticity, while reducing the appearance of fine lines and wrinkles.  
*SKU 100000239*  
30 ml / 1 fl oz



**Counter+ Overnight Resurfacing Peel**  
\$65 USD | 85 CAD\$

Featuring a proprietary multi-acid complex, this leave-on AHA/beta-hydroxy acid peel improves skin texture and boosts clarity without irritation or over-drying.  
*SKU 100000342*  
30 ml / 1 fl oz



**Counter+ All Bright C Serum**  
\$82 USD | 110 CAD\$

This ultra-potent 10% blend of two forms of vitamin C instantly brightens skin and helps reduce the appearance of existing dark spots and help protect against new ones.  
*SKU 100000750*  
30 ml / 1 fl oz



**Countermatch Adaptive Moisture Lotion**  
\$49 USD | 65 CAD\$

This lightweight lotion provides essential nutrition and oxygenation to keep skin soft and glowing for up to 24 hours of hydration.\*  
*SKU 100000458 / 100001025*  
50 ml / 1.7 fl oz



**Dew Skin Tinted Moisturizer**  
\$45 USD | 56 CAD\$

This benefit-packed tinted moisturizer delivers lightweight hydration, a hint of sheer coverage, SPF 20, and a luminous dewy glow.  
*See page 7 for a list of shades.*  
40 ml / 1.35 fl oz



**Beyond Gloss**  
\$29 USD | 36 CAD\$

This gloss delivers high-impact shine and conditioning lip benefits—with a sophisticated scent thanks to responsibly sourced vanilla. Featuring a custom teardrop applicator.  
*See page 12 for a list of shades.*  
5.5 ml / 0.18 fl oz

“  
*I love the fact that Dew Skin has SPF, evens my skin tone, and gives it this dewy, youthful finish.*

KRISTEN, HAPPY CUSTOMER

”

\*Based on a 30-subject clinical hydration study over 24 hours.



# CLEAN UP YOUR SKIN CARE

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*Get to know our results-driven regimens,  
collections, and beauty boosters.*

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## ONCE YOU KNOW, YOU CAN'T GO BACK

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The United States has not passed a major federal law governing cosmetics safety since 1938. (Ahem—that's over 83 years ago.) The European Union has banned or restricted 1,400 ingredients from personal-care products. The United States has banned or restricted only 30. **We're working to change that.**

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# ALL ABOUT REGIMENS

*The products in our four-step regimens work in synergy to deliver the best results possible.*



*Great skin and safer standards?  
IT'S AS EASY AS 1, 2, 3, 4.*

## 1. CLEANSE

Cleansing and thoroughly removing makeup is essential. Our cleansers effectively cleanse your skin without harsh surfactants.

## 2. PREP

Get your skin ready for treatment. Our toners and essence prep your complexion for optimal product absorption.



## 3. TREAT

Next up: serum. Our lightweight, fast-absorbing treatments deliver a concentrated dose of effective ingredients.

## 4. PROTECT

Lock in the moisture. Our day and night creams provide hydration, making skin less vulnerable to environmental stressors.

Not sure which regimen is right for you?  
**Take the skin-care quiz at [beautycounter.com](https://www.beautycounter.com).**



# GET IN THE HABIT

Three clean, results-driven regimens designed to address all your skin-care needs.



## COUNTERTIME REGIMEN SET

**Dry + Mature Skin**  
\$267 USD | 357 CAD\$  
SKU 100000250



- 1\_ Cleanse with Lipid Defense Cleansing Oil.
- 2\_ Prep with Mineral Boost Hydrating Essence.
- 3\_ Treat with Tripeptide Radiance Serum.
- 4\_ Protect in the AM with Antioxidant Soft Cream; protect in the PM with Tetrapeptide Supreme Cream.

Sets come in boxes and are designed to last approximately 10 weeks. Antioxidant Soft Cream and Tetrapeptide Supreme Cream are not full size—they are each 30 ml.

## COUNTERMATCH REGIMEN SET

**Normal Skin**  
\$179 USD | 238 CAD\$  
SKU 100000577



- 1\_ Cleanse with Refresh Foaming Cleanser.
- 2\_ Prep with Hydra-Gel Radiance Toner.
- 3\_ Treat with Intense Moisture Serum.
- 4\_ Protect in the AM with Adaptive Moisture Lotion; protect in the PM with Recovery Sleeping Cream.

Sets come in boxes and are designed to last approximately 10 weeks. Adaptive Moisture Lotion and Recovery Sleeping Cream are not full size—they are each 30 ml.

## COUNTERCONTROL REGIMEN SET

**Oily + Blemish-Prone Skin**  
\$122 USD | 157 CAD\$  
SKU 100000616



- 1\_ Cleanse with Clear Pore Cleanser.
- 2\_ Prep with Instant Matte Toner.
- 3\_ Treat with All Over Acne Treatment.
- 4\_ Protect with Matte Effect Gel Cream.

Sets come in boxes and are designed to last approximately 10 weeks.



COUNTERTIME

Meet time on your own terms. Designed to visibly reverse signs of aging and deliver transformative results, these luxurious products are nothing short of a game changer.

COLLECTION \$384 USD | 517 CAD\$

RAISE A GLASS

By using glass packaging from North America instead of plastic, we saved an estimated 38% of water and fossil fuel use on our 2019 Countertime product line.



THE BENEFITS

**Optimized Hydration:** Strengthens barrier function, smooths, and supports skin elasticity.  
**Antioxidant Protection:** Defends against daily environmental stressors.

KEY INGREDIENTS

Our Retinatural Complex consists of bakuchiol—which delivers age-defying skin-care results that are comparable to retinol (without potentially harmful side effects)—and Swiss alpine rose, which boosts skin’s antioxidant defense.



**Lipid Defense  
Cleansing Oil**  
\$49 USD | 66 CAD\$

Inspired by Asian beauty rituals, this oil removes makeup and other impurities without stripping away essential lipids from skin.  
SKU 100000232  
150 ml / 5 fl oz



**Mineral Boost  
Hydrating Essence**  
\$62 USD | 84 CAD\$

Light weight but deeply nourishing, this milky essence delivers vital nutrients to the skin’s moisture barrier, instantly boosting hydration and radiance.  
SKU 100000234  
150 ml / 5 fl oz



**Tripeptide  
Radiance Serum**  
\$79 USD | 106 CAD\$

This transformative, rejuvenating treatment visibly increases skin firmness and elasticity while reducing the appearance of fine lines and wrinkles.  
SKU 100000239  
30 ml / 1 fl oz



**Antioxidant  
Soft Cream**  
\$79 USD | 106 CAD\$

This velvety, revitalizing cream improves skin’s barrier function and boosts hydration.  
SKU 100000241  
50 ml / 1.7 fl oz



**Tetrapeptide  
Supreme Cream**  
\$89 USD | 120 CAD\$

Supercharge your beauty sleep: this rich cream supports elasticity and visibly firms while minimizing the look of fine lines and wrinkles.  
SKU 100000242  
50 ml / 1.7 fl oz



**Ultra Renewal  
Eye Cream**  
\$69 USD | 93 CAD\$

This high-performance eye cream revitalizes the eye area and reduces the appearance of under-eye shadows and crow’s feet for a smooth, firmed look.  
SKU 100000236  
15 ml / 0.5 fl oz



**Countertime  
Carry-On Set**  
\$135 USD | 175 CAD\$

Tighten and brighten on the go with these refillable age-defying skin-care minis. Packed into a perfectly portable pouch that’s ready for any and everywhere.  
SKU 100000977





COUNTERMATCH

*Your skin has met its perfect match.  
Advanced hydration meets age prevention in the  
ultimate solution for radiant, healthy-looking skin.*

COLLECTION \$245 USD | 322 CAD\$

THIRST THINGS FIRST

Hydrated and healthy-looking skin is in.

THE BENEFITS

**Hydration:** Squalane helps draw moisture into the skin and visibly restores elasticity. **Nutrition:** Plum Oil (rich in omega 6 and vitamin E) helps provide nutrients for vibrant, healthy-looking skin. **Oxygenation:** Phytic acid (sourced from rice) gently exfoliates to aid in cell turnover, helping skin breathe for a natural glow.

KEY INGREDIENT

Derived from olives, squalane is Countermatch’s hydrating hero. It mimics the skin’s natural moisture and helps prevent water loss, leaving skin with a smooth, supple feel.



**Refresh Foaming Cleanser**  
\$32 USD | 43 CAD\$

This creamy foaming cleanser features squalane, plum oil, and phytic acid to remove face and eye makeup, wash away impurities, and get you glowing.  
SKU 100000707  
150 ml / 5 fl oz

**Hydra-Gel Radiance Toner**  
\$45 USD | 58 CAD\$

A unique gel texture of squalane, plum oil, and phytic acid provides skin with optimal hydration and nutrition while removing residual impurities.  
SKU 100000459  
150 ml / 5 fl oz

**Intense Moisture Serum**  
\$49 USD | 65 CAD\$

Packed with two forms of hyaluronic acid plus vitamins C and E, this lightweight but intensely moisturizing serum delivers a boost of antioxidant protection.  
SKU 100000453  
30 ml / 1 fl oz



**Adaptive Moisture Lotion**  
\$49 USD | 65 CAD\$

This lightweight lotion provides 24 hours\* of essential hydration, nutrition, and oxygenation to keep skin soft and glowing.  
SKU 100000458 / 100001025  
50 ml / 1.7 fl oz

**Recovery Sleeping Cream**  
\$59 USD | 76 CAD\$

A blend of hyaluronic acid, plum oil, and squalane helps replenish hydration and create a protective layer to shield skin from moisture loss.  
SKU 100000454  
50 ml / 1.7 fl oz

**Eye Rescue Cream**  
\$39 USD | 51 CAD\$

Formulated for the delicate eye area, this hydrating cream awakens the eye area and helps reduce the appearance of shadows and puffiness.  
SKU 100000452  
15 ml / 0.5 fl oz

*Your skin’s  
daily dose  
of deep  
hydration.*



COUNTERCONTROL

Take control of your skin. Our powerful collection for oily and blemish-prone skin mattifies and clears without dryness and irritation—all you can see is clear skin ahead.

COLLECTION \$142 USD | 184 CAD\$



BLEMISH 911?

SOS Acne Spot Treatment to the rescue. Goes on clear, so you can use it day or night.

THE BENEFITS

**Mattifying:** For healthier-looking skin. **Restores Balance:** Clears up blemishes and helps prevent future breakouts.

KEY INGREDIENT

Our signature SkinBalance Complex utilizes wintergreen and rosebay willow to mattify, clear breakouts, purify pores, and balance skin.



**Clear Pore Cleanser**  
\$29 USD | 38 CAD\$

This daily exfoliating cleanser effectively removes oil, makeup, and other impurities without harsh surfactants that can strip skin of moisture.  
SKU 100001024  
150 ml / 5 fl oz



**Instant Matte Toner**  
\$29 USD | 37 CAD\$

Alcohol-free and mattifying, this toner is designed to remove residual impurities and minimizes the appearance of pores.  
SKU 100001026  
150 ml / 5 fl oz



No benzoyl peroxide or harsh surfactants allowed.



**All Over Acne Treatment**  
\$39 USD | 50 CAD\$

Formulated with maximum strength salicylic acid, this daily all-over treatment helps clear blemishes and prevent future breakouts.  
SKU 100001031 US / 100001029 CAN  
30 ml / 1 fl oz



**SOS Acne Spot Treatment**  
\$22 USD | 29 CAD\$

This invisible gel formula with maximum-strength salicylic acid penetrates pores to reduce blemishes and clear skin.  
SKU 100001032 US / 100001030 CAN  
15 ml / 0.5 fl oz



**Matte Effect Gel Cream**  
\$39 USD | 50 CAD\$

A cream-to-gel formulation, this non-greasy hydrator maintains healthy moisture levels while keeping skin matte for up to eight hours.\*  
SKU 100001027  
50 ml / 1.7 fl oz





COUNTERMAN

Clean deeper. Groom safer. Look better.  
This is powerfully effective skin  
care for the good guys in our lives.

COLLECTION \$109 USD | 143 CAD\$



ALL FUNCTION, NO FUSS

A blend of natural citrus, rosemary, and cedarwood oils gives this daily soap a refreshing scent.

THE BENEFITS

**Targeted Support:** Specifically formulated to address the unique needs of men’s skin.  
**Real Results:** Smooths skin while boosting hydration.

KEY INGREDIENT

All CounterMan formulas feature Sequoia Stem Cell Complex, an antioxidant that helps protect skin from everyday stress. (We like to say it’s powered by trees.)



Daily Exfoliating  
Cleanser  
\$25 USD | 33 CAD\$

Exfoliating jojoba beads help remove dead skin cells and unclog pores.  
SKU 1503  
177 ml / 6 fl oz



Smoothing  
Shave Cream  
\$20 USD | 26 CAD\$

This conditioning formula softens facial hair for a close, comfortable shave.  
SKU 100000299  
133 ml / 4.5 fl oz



Oil-Free  
Face Lotion  
\$32 USD | 42 CAD\$

Lightweight and non-greasy, this daily moisturizer absorbs quickly and boosts hydration.  
SKU 100001028 US / 10001507 CAN  
75 ml / 2.5 fl oz



Charcoal  
Body Bar  
\$19 USD | 25 CAD\$

Featuring charcoal and coconut oil, this invigorating body bar produces a creamy lather to wash away impurities.  
SKU 1504  
142 g / 5 oz



Energizing Charcoal  
Body Wash  
\$25 USD | 33 CAD\$

A daily body wash infused with activated charcoal to help detoxify skin. Features a blend of natural citrus, mint, rosemary, and cedarwood oils.  
SKU 1508  
295 ml / 10 fl oz



COUNTER+

These targeted, results-driven skin-care boosters take self-care to a new level.



BYE STRESS, HELLO GLOW.

Our All Bright C Serum features tumeric, a powerhouse ingredient to help defend skin against environmental stressors (plus, it gives the formula its bright yellow color).

HOW TO ADD COUNTER+ TO YOUR REGIMEN

Each targeted treatment is formulated to address specific skin concerns. Work them into your regimen to give your skin a little extra love. (Looking to get your skin in check? Try our Counter+ Charcoal Facial Mask.)

BOOST YOUR BEAUTY SLEEP

Wake up to smoother, more radiant skin with our Overnight Resurfacing Peel. No synthetic fragrances, PEGs, or formaldehyde-based preservatives needed.



**Lotus Glow Cleansing Balm**  
\$72 USD | 92 CAD\$

This balm is a multitasking cleanser and overnight mask featuring a blend of lotus extract, jojoba seed oil, and avocado seed oil.  
SKU 100000343  
75 ml / 2.5 fl oz



**Charcoal Facial Mask**  
\$49 USD | 65 CAD\$

This kaolin clay mask purifies and balances, absorbing excess oil and drawing out impurities. Salicylic and lactic acids aid in gentle exfoliation.  
SKU 100000851  
60 ml / 2 fl oz



**Charcoal Cleansing Bar**  
\$26 USD | 33 CAD\$

Binchotan charcoal powder helps detoxify skin and absorb impurities (without dryness). This bar gives you a smoother, brighter complexion.  
SKU 100000439, 3027  
85 g / 3.0 oz



**No. 1 Brightening Facial Oil**  
\$69 USD | 89 CAD\$

Designed to help improve the appearance of skin radiance. Omega-rich marula oil provides intense hydration, while antioxidant vitamin C helps brighten and even skin tone.  
SKU 100000335  
20 ml / 0.67 fl oz



**No. 2 Plumping Facial Oil**  
\$69 USD | 89 CAD\$

Formulated to help hydrate, nourish, and visibly firm skin. Jasmine floral wax provides a subtle floral scent while omega-rich argan oil helps deliver omega acids to the skin.  
SKU 100000339  
20 ml / 0.67 fl oz



**No. 3 Balancing Facial Oil**  
\$69 USD | 89 CAD\$

Designed to help hydrate, smooth, and even skin tone. Softening meadowfoam seed oil helps restore balance, while ylang ylang provides a delicate scent.  
SKU 100000338  
20 ml / 0.67 fl oz



# MEET YOU ON THE BRIGHTER SIDE

Our All Bright C-Serum delivers instant radiance and lasting results—it’s like sunshine in a bottle.

100% OF USERS  
SAID SKIN LOOKED  
BRIGHTER\*



AM

**All Bright C Serum**  
\$82 USD | 110 CAD\$

This ultra-potent 10% blend of two forms of vitamin C instantly brightens skin and helps reduce the appearance of existing dark spots and protect against new ones.  
SKU 100000750  
30 ml / 1 fl oz



PM

**Overnight Resurfacing Peel**  
\$65 USD | 85 CAD\$

Featuring a proprietary multi-acid complex, this leave-on AHA/beta-hydroxy acid peel improves skin texture and boosts clarity without irritation or over-drying.  
SKU 100000342  
30 ml / 1 fl oz

\*Based on a 32-subject consumer perception study after eight weeks of use.

# COUNTERSTART

Let your clean routine begin. The switch to safer beauty should be a no-brainer—start here with this effective, affordable line designed for sensitive skin.



**Cococream Cleanser**  
\$20 USD | 26 CAD\$

This gentle daily cleanser, suitable for sensitive skin, removes makeup and impurities with the help of organic coconut oil and aloe vera.  
SKU 100000607  
118 ml / 4 fl oz



**Cocoboost Moisturizer**  
\$29 USD | 38 CAD\$

This lightweight daily moisturizer, gentle enough for sensitive skin, absorbs quickly and provides nourishing hydration with the help of organic coconut oil and aloe vera.  
SKU 100000606  
50 ml / 1.69 fl oz



# BAND OF BEAUTY

*Want in?*

Join today for exclusive early access,  
plus year-round clean perks:



**FREE WELCOME GIFT**  
(\$44 USD/ 55 CAD\$ value) when  
you spend \$50 upon enrollment



**SPECIAL OFFERS**



**10% PRODUCT CREDIT**  
on applicable orders



**FREE SHIPPING**  
on qualifying orders of  
\$100+ USD | 125+ CAD\$

## THINK CLEAN WELCOME SET

The perfect introduction to *#betterbeauty*.  
Set includes a small Charcoal Facial Mask  
and small Overnight Resurfacing Peel.

*Value \$44 USD | 58 CAD\$  
SKU 100000557*





# BETTER *BODY* *CARE*

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*With products you and your family  
can feel good about, we've got you  
covered from head to toe.*

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BY MAKING THE CLEAN DEO REFILLABLE, WE CUT ITS WATER USE, FOSSIL FUEL USE, AND GREENHOUSE GAS EMISSIONS BY AN ESTIMATED 47%.\*

\*Relative performance estimated by Eco Impact\* COMPASS version 1.0.2.0.

THE CLEAN DEO: NOTHING TO HIDE

An aluminum-free deodorant that actually works—in a sustainable, refillable case you’ll want to show off. Clean never smelled so good.



**The Clean Deo**  
\$28 USD | 37 CAD\$

Long-lasting, hardworking deodorant neutralizes odor and absorbs sweat to keep you feeling fresh all day,\* every day.

60 g / 2.11 oz



Fresh Coconut (SKU 700000231),  
Clean Rose (SKU 700000232),  
Soft Lavender (SKU 700000233)



**The Clean Deo Refill**  
\$18 USD | 24 CAD\$

How to refill: Remove and recycle the empty refill. Pop new refill into your existing case. Swipe on and go.

60 g / 2.11 oz



Fresh Coconut (SKU 100000801),  
Clean Rose (SKU 100000803),  
Soft Lavender (SKU 100000799)

\*Based on the average rating from a 115-subject consumer safety in use study of The Clean Deo, used daily for two weeks. Packaging colors and decorations may vary.





**Hand Savior  
Radiance Boosting  
Serum + Hand Sanitizer**  
\$32 USD

This hydrating serum gives your hands a brightening boost with each use and sanitizes hands with a formula that meets CDC guidelines.  
*SKU 100000991 / US ONLY*  
50 ml / 1.69 fl oz



**Luminous Hydration  
Body Oil**  
\$65 USD | 85 CAD\$

New and improved. This quick-absorbing botanical oil blend of grapeseed, argan, rosehip, and passionfruit oils locks in moisture and gives skin a silky sheen.  
*SKU 100000931*  
100 ml / 3.38 fl oz



**Sugarbuff Body  
Polish**  
\$45 USD | 58 CAD\$

New and improved. Organic, finely milled sugar makes this body scrub gentle but effective. Sweet almond oil hydrates and softens skin.  
*SKU 100000992*  
250 g / 8.8 oz



**Melting  
Body Balm**  
\$42 USD | 55 CAD\$

This unique balm transforms into an oil as it melts into skin. Argan and avocado oils help nourish, hydrate, and soften, and this Monoi-scented multitasker got a sustainable upgrade thanks to PCR packaging.\*  
*SKU 100001002*  
85 g / 3 oz



**Hand Cream in  
Citrus Mimosa**  
\$18 USD | 21 CAD\$

Revive dry hands with this lightweight, moisturizing cream. Including sunflower seed oil, chamomile, and calendula flower extracts, the formula helps nourish and soften skin.  
*SKU 3036*  
89 ml / 3 fl oz



**Hand Cream in  
Citrus Mimosa**  
\$30 USD | 38 CAD\$

Revive dry hands with this lightweight, moisturizing cream. Including sunflower seed oil, chamomile, and calendula flower extracts, the formula helps nourish and soften skin.  
*SKU 3023*  
280 ml / 9.5 fl oz



**Hand Wash in  
Citrus Mimosa**  
\$26 USD | 33 CAD\$

Including organic aloe, chamomile, and green tea extracts, the formula helps keep hands soft without leaving any residue.  
*SKU 3022*  
280 ml / 9.5 fl oz



**Citrus Mimosa Hand  
Wash & Hand Cream Set**  
\$49 USD | 60 CAD\$

Refresh and replenish with two gentle formulas designed to revive dry hands. Both the Hand Wash and Hand Cream are packed with our energizing citrus mimosa scent.  
*SKU 7021*

\*This tube is made with approximately 51% post-consumer recycled resin that comes from curbside recycling programs and other recycling programs.



**Hydrating Body Lotion  
in Citrus Mimosa**  
\$25 USD | 30 CAD\$

Our lightweight body lotion, with a blend of nourishing oils and butters including safflower seed oil and jojoba butter, absorbs quickly into skin.  
*SKU 100000587*  
236 ml / 8 fl oz



**Body Butter in  
Citrus Mimosa**  
\$39 USD | 46 CAD\$

Replenish moisture with shea butter and sunflower seed oil—leaving skin feeling soft and smooth. The formula blends easily into skin and absorbs quickly without feeling greasy.  
*SKU 3037*  
130 ml / 4.4 fl oz



**Countermatch Adaptive  
Body Moisturizer**  
\$39 USD | 51 CAD\$

Rich yet rapidly absorbing, it softens without a trace of stickiness and helps achieve 24 hours of hydration.\*\*  
*SKU 100000450*  
242 ml / 8.25 fl oz

**Citrus Mimosa  
Body Bar**  
\$22 USD | 25 CAD\$

With shea butter, marula, and mongongo oils, this refreshing scented body bar delivers a non-drying cleanse.  
*SKU 3029*  
141 g / 5 oz



**Body Wash in  
Citrus Mimosa**  
\$25 USD | 30 CAD\$

This cleanser, with an energizing citrus mimosa scent, leaves skin feeling soft, smooth, and refreshed.  
*SKU 100000542*  
296 ml / 10 fl oz

**Baby Daily  
Protective Balm**  
\$22 USD | 27 CAD\$

Formulated with a soothing blend of organic shea butter, sunflower seed oil, and jojoba seed oil, this balm helps relieve dry skin (including mom's).  
*SKU 100000538*  
85 g / 3 oz



**Body  
Collection**  
\$96 USD | 121 CAD\$

Includes: Body Wash in Citrus Mimosa, Hydrating Body Lotion in Citrus Mimosa, Daily Shampoo, and Daily Conditioner.  
*SKU 700000194*

\*\*Based on a 34-subject clinical hydration study over 24 hours.



COUNTERSUN

All of the cover. None of the concern. Shield skin from the sun's damaging UVA and UVB rays with our versatile mineral sunscreens.

#CLEANFACT

We don't use oxybenzone or octinoxate in our sunscreens because they are shown to harm coral reefs.



SUN 101

**UVA rays (a.k.a. the sun's aging rays)** can penetrate glass and clouds and are the main cause of free-radical damage that contributes to premature aging. **UVB rays (a.k.a. the sun's burning rays)** are the primary cause of sunburn and are the most commonly recognized indicator of skin damage. Good news: Countersun blocks both.

KEY INGREDIENT

Instead of using potentially irritating chemical filters, we use non-nano zinc oxide—a safer mineral blocker that sits on the surface of skin and bounces sun's rays away.



Mineral Sunscreen Mist SPF 30  
\$36 USD | 46 CAD\$

This continuous-mist sunscreen sprays on white, blends in easily, and dries quickly.  
SKU 3045 US / 3145 CAN  
177 ml / 6 fl oz



Mineral Sunscreen Mist SPF 30—3 oz.  
\$20 USD | 26 CAD\$

This continuous-mist sunscreen sprays on white, blends in easily, and dries quickly.  
SKU 3046 US / 3146 CAN  
89 ml / 3 fl oz



Mineral Sunscreen Lotion SPF 30  
\$39 USD | 49 CAD\$

This luxurious sunscreen lotion blends evenly and is water resistant.  
SKU 3041 US / 3141 CAN  
198 ml / 6.7 fl oz



Mineral Sunscreen Lotion SPF 30—3.4 oz.  
\$25 USD

This luxurious sunscreen lotion blends evenly and is water resistant.  
SKU 3042 / US ONLY  
100 ml / 3.4 fl oz



Mineral Sunscreen Stick SPF 30  
\$21 USD | 27 CAD\$

Infused with ultra-moisturizing cocoa-butter, this convenient sunscreen stick glides on smoothly.  
SKU 3044 US / 3144 CAN  
15 g / 0.5 oz



Tinted Mineral Sunscreen Mist SPF 30  
\$36 USD | 46 CAD\$

This continuous-mist sunscreen helps even skin tone while providing SPF.  
Light–Medium SKU 100000224 US / 100000247 CAN,  
Medium–Deep SKU 100000225 US / 100000249 CAN  
177 ml / 6 fl oz



Daily Sheer Defense for Face—SPF 25  
\$42 USD | 55 CAD\$

This antioxidant-packed mineral sunscreen is designed for your face, featuring chicory root extract to support skin's barrier function to lock in hydration.  
SKU 100000805 US / 100000850 CAN  
50 ml / 1.7 fl oz



# GOOD HAIR DAYS AHEAD

*Not only are these hair essentials better for you, but they're shower #shelfie-approved.*



**Daily  
Shampoo**  
\$26 USD | 32 CAD\$

Grapefruit-scented, this formula gently breaks down buildup but never strips or dries out hair.  
*SKU 100000541*  
*296 ml / 10 fl oz*

**CLEAN FACT**

Instead of using potentially harmful sulfate-based surfactants, our Daily Shampoo is 100% sulfate-free.

## IT STARTS WITH THE SOURCE

We pride ourselves in choosing the safest ingredients that meet our better beauty standards, and we seek to protect those who partner with us along our supply chain.



**Daily  
Conditioner**  
\$26 USD | 32 CAD\$

Featuring ingredients such as marula and mongongo oils, this conditioner is designed to help nourish hair, smooth strands, and leave hair looking shiny.  
*SKU 100000543*  
*296 ml / 10 fl oz*





# BEAUTYCOUNTER WORKS.

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*Make working for yourself work for you.*

Flexibility, community, and changing  
beauty forever are just a click away.  
Start your Beautycounter business in  
minutes at [beautycounter.com/join](https://beautycounter.com/join).

BEAUTYCOUNTER®  
*#betterbeauty*