



asap  
pure

COSMECEUTICAL  
MINERAL MAKEUP

the science of beautifully flawless skin



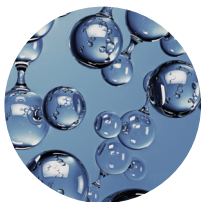
asap  
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## AUSTRALIA'S 1<sup>ST</sup> COSMECEUTICAL MINERAL MAKEUP

An award winning cosmeceutical mineral makeup range that combines the highest quality natural ingredients from the earth, with the latest advances in skincare technology to provide a radiant finish, improved skin health and anti-pollution protection.

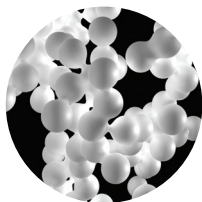
## KEY INGREDIENTS

Leaders in makeup innovation, asap pure contains active ingredients that offer immediate and long term skin benefits.



**hyaluronic microspheres**  
WRINKLE SMOOTHING

When combined with the skin's own natural moisture reserves, Hyaluronic Microspheres swell, creating volume to visibly plump and smooth wrinkles and fine lines throughout the day, resulting in firmer looking, hydrated skin.



**chromabright™**  
SKIN BRIGHTENING

An active ingredient that significantly brightens the skin, provides age and anti-pollution protection and helps control pigmentation.



**red clover flower**  
PORE REFINING

A powerful active ingredient designed to reduce the appearance of pores and refine skin texture, resulting in a more even, healthy looking skin.

## WHY ASAP PURE?

asap pure is scientifically developed to protect skin from accelerated ageing, dehydration, harmful UV rays, skin-ageing pollution and free radical damage.



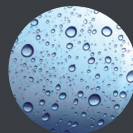
**anti-pollution**

Provides a breathable defence barrier against the harmful effects of skin-ageing pollution and environmental damage, to maintain skin health and younger looking skin.



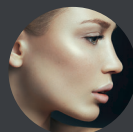
**anti-ageing**

Antioxidants and SPF protect against free radical damage and UV rays, to help maintain skin firmness and reduce the visible signs of premature ageing.



**hydrating**

Skin hydrating actives help to improve the appearance of fine lines and dermal dehydration, ensuring optimal moisture balance and barrier protection.



**perfecting**

Light reflective natural minerals create luminosity and radiance, while clinically proven active ingredients help to perfect skin's appearance, resulting in a natural, flawless finish.

# FACE



## SKIN PERFECTING MINERAL FOUNDATION

A lightweight and long lasting formulation that provides a smooth, natural finish. Contains natural minerals combined with revolutionary active technology to improve skin health, reduce the appearance of pores and stimulate skin cell production. Provides SPF15 and anti-pollution protection for healthier, younger looking skin.

pureone



puretwo



purethree



purefour





## MINERAL BASE

Ultra lightweight and non pore clogging, asap mineral base ensures a natural, long lasting coverage. Ideal for use prior to asap loose and liquid mineral foundations, to improve application and prolong wear time. The mineral base shade adjusts to all skin tones and absorbs excess oil to reduce shine, perfect for touch-ups on the go.



## MINERAL BRONZER

Achieve a long lasting, radiant, sun kissed look with a flawless finish, mineral bronzer can also be used as an illuminator and blush. Formulated with SPF15 protection and Hyaluronic Microspheres.

one

two



## LOOSE MINERAL POWDER

award  
winning

Provides a lightweight, long lasting, natural coverage that allows skin to breathe. Contains revolutionary skin brightening actives combined with natural minerals, to camouflage skin imperfections and control shine. Provides SPF15 and anti-pollution protection.

pureone  
FAIR



pureone.five  
FAIR TO MEDIUM



puretwo  
MEDIUM



purethree  
MEDIUM TAN



purefour  
DEEP





# EYES



## MINERAL EYE COLOUR

Silky smooth, easy blending, crease free formulation contains natural minerals and Hyaluronic Microspheres. Available in a versatile selection of colours and ideal for even the most sensitive skin.

one



two



three



four



five



six



seven



eight



nine



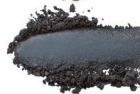
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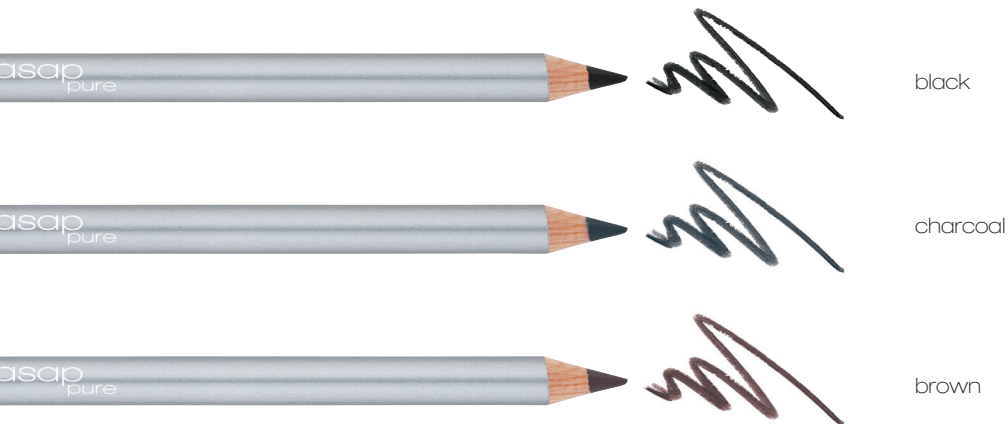


eleven



twelve





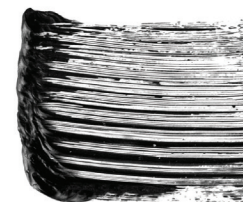
## MINERAL EYE PENCIL

Contains long lasting natural minerals to define and enhance the eye and brow area. Ophthalmologically tested and suitable for contact lens wearers.



## MINERAL MASCARA

Designed to enhance the curl of the lashes, while providing flawless length and long lasting volume. The unique brush design and flexible bristles separate and precisely define each lash for fuller, longer looking lashes, while mineral pigments provide rich colour. The quick drying formula is smudge proof and clump free.



black

# LIPS



## MINERAL LIPCOLOUR

Provides maximum hydration and vibrant colour that lasts. Natural minerals combined with Hyaluronic Microspheres replenish and smooth lips throughout the day.

one



two



three



four



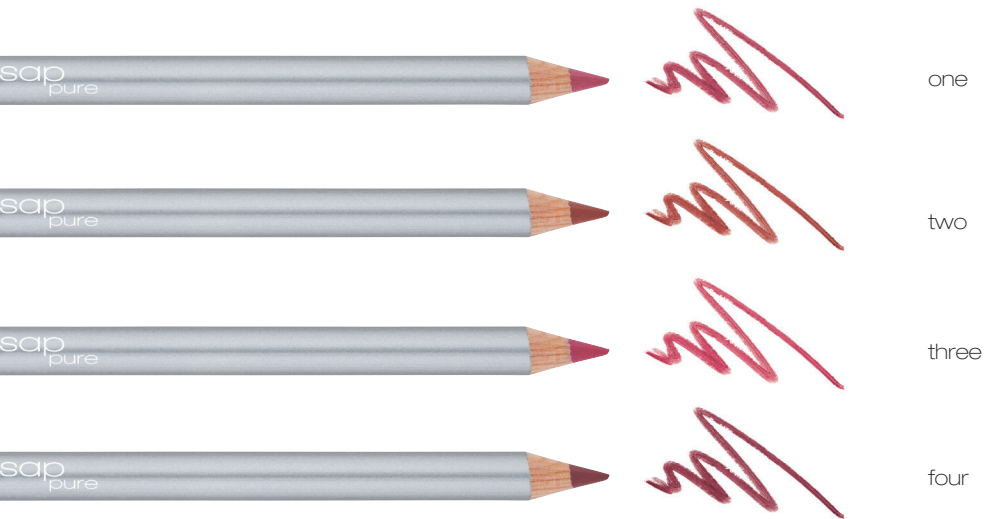
five



six







## MINERAL LIP PENCIL

Contains long lasting natural colour minerals to define, correct and shape the lips, while preventing lipstick bleed and feathering.





## SCULPT + BLEND BRUSHES

### 1 kabuki brush

Recommended for the application of mineral base and loose mineral powder.

Distributes mineral base and loose powder evenly to provide a natural, flawless finish.

### 2 foundation brush

Recommended for the application of skin perfecting mineral foundation.

Provides a smooth, flawless, natural finish.

### 3 concealer brush

Recommended for the application of loose mineral powder and skin perfecting mineral foundation.

A versatile tool for camouflaging skin imperfections.

### 4 bronzer brush

Recommended for the application of mineral bronzer.

Allows perfect application to create a radiant, natural glow.

### 5 eye colour base brush

Recommended for the application of mineral eye colour.

The ideal size brush to easily apply full coverage of mineral eye colour to larger areas.

### 6 eye colour + smudge brush

Recommended for the application of mineral eye colour.

Dual-ended brush to layer eye colour to the eyelid and define the socket area and lash line.

### 7 dual eyebrow brush

Recommended for the application of mineral eye colour.

Dual-ended brow tool featuring an angled brush to fill and define brows with precision and a spiral brush to smooth, groom and blend.

### 8 lip brush

Recommended for the precise application of mineral lip colour.

The tapered brush distributes colour evenly and the retractable applicator keeps the brush hygienic and ideal for on-the-go application.



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not tested on animals