THE COOL EDIT

Makeup Recommendations For Your Palette

TRANQUIL · REFINED · SUBLIME · SERENE · DYNAMIC · DRAMATIC · ELEGANT · SOPHISTICATED · MYSTERIOUS

ACS
ABSOLUTE COLOUR SYSTEM

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Look, feel, Be your Best

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A MAKEUP GUIDE FOR COOL COLOURING

Makeup is most flattering when it harmonises with your natural colouring.

When your skin has a cool undertone, colours with blue, pink, rose, mauve, berry and plum bases tend to look more natural and balanced. They enhance your features without making your complexion appear yellow, orange, dull or overly flushed.

The Cool Edit brings together complexion products, lip colours, eye colours and finishing products designed to complement cool colouring.
Use this guide as a starting point. Your ideal shades will also depend on your value, colour intensity and individual skin tone.

INTENSITY

Intensity refers to how bright or muted your colouring is.
If your colouring is soft, choose smoky, muted and softer products.
If your colouring is bright, choose clearer colours or softer if you prefer a more natural look.

PALETTE INTENSITY PROPERTIES GUIDE

	Brighter	Softer
Light	Refined · Tranquil	Sublime · Serene
Medium	Dynamic	
Dark	Dramatic · Mysterious	Elegant · Sophisticated

HOW TO USE THIS GUIDE

Your most flattering makeup should relate to three elements of your colouring, Intensity, Undertone and Value:

UNDERTONE - YOUR UNDERTONE IS COOL

Look For	Avoid
Cool Colours:	Warm colours:
Pink	Coral
Rose	Peach
Silver	Golds
Grey	Bronze
Blue	Olives
Rose Beige	Camels
Cool Browns	Warm Browns
Cool Reds	Warm Reds
Maroon	Burnt Burgundy

VALUE

Value refers to how light or dark your colouring is.

LIGHT COLOURING

Choose lighter, softer shades that do not overpower your features.

MEDIUM COLOURING

Choose shades with moderate depth and definition.

DARK COLOURING

Choose deeper colours that create enough contrast and visual balance.

FOUNDATION

The right foundation product should disappear into your skin rather than sitting visibly on top of it. Always match foundation to the skin around your jawline or upper chest (if it's differnt from your face colour). Do not select foundation based only on its shade name.

ABOUT OUR MAKEUP RANGE

All products include Clean ingredients

- Vegan and cruelty-free
- GMO-free
- Gluten-free
- Not tested on animals
- PFAS-free (Per- and Polyfluoroalkyl Substances)
- Formula includes natural/naturally derived ingredients
- Free from parabens, sulfates, PEGs, and synthetic fragrances
- Formulated with skin-loving natural oils and butters
- Gentle, non-comedogenic, suitable for sensitive skin
- Plant-based emulsifier system
- Clean mineral pigments
- Contains Certified Organic ingredients
- 100% nano-free
- Sustainably and ethically sourced mica pigments
- Australian made - we source our makeup from a local Australian manufacturer

SHELF LIFE

Liquid Products - 12-month shelf life period after opening (BB Creams, Liquid Foundation, Illuminators, Concealers, Long Wear Lipsticks, Pencils, Primers, Lip Gloss & Oil)

Pressed Powder Products - 24-month shelf life period after opening (Setting powder, Bronzers, Mineral powder foundations, Eyeshadows, Blush, Brow dust)

Product shelf life may be extended if products are kept in a cool environment



PRIMERS



Create the perfect canvas with our Primer Gels, a lightweight, natural formulations designed to smooth the appearance of the skin and prepare it for flawless foundation application. These refreshing gel textures glide effortlessly over the complexion, helping to refine skin texture without feeling heavy or drying.

OPTIONS:

- Mint Primer
- Translucent Primer
- Eye and Lip Primer

Eye and Lip Primer creates a base to make eyeshadows and lipsticks last longer without wearing off or slipping

CHOOSING YOUR PRIMER

Product	Shade / Type	Best for
Mineral Setting Powder Pressed	Translucent	All cool palettes, all skin tones
Eye & Lip Primer	Translucent	All cool palettes
Mattifying Primer Gel Cream	Translucent or Mint	Combination to oily skin. Mint neutralises redness.
Wrinkle Blur Primer Gel Cream	Translucent or Mint	Normal to dry, mature skin. Mint for ruddiness.

BB CREAMS



Mineral BB Cream, a silky, breathable formula that combines sheer coverage with active skincare benefits. Enriched with nourishing plant oils, botanical extracts, and vitamin-rich ingredients, this beauty balm is designed to even out skin tone while hydrating, soothing, and protecting your complexion.

- BBC05 Neutral Light
- BBC08 Peach
- BBC10 Neutral
- BBC12 Cool Fawn
- BBC13 Medium
- BBC18 Cafe au lait



Ingredients

Natural Mineral Tint – Lightly pigmented with earth-derived Mica, Titanium Dioxide & Iron Oxides for a soft, luminous finish that enhances your natural glow. Gentle Sun Protection – Zinc Oxide.

Nourishing Oils – Sweet Almond & Apricot Kernel Oils help to soften and replenish skin without clogging pores,

Vitamin Boosted – Infused with skin-loving Niacinamide (Vitamin B3), Panthenol (Vitamin B5), Vitamin E, and Retinyl Palmitate (Vitamin A) to support a smoother, healthier, more radiant complexion.

Hydration Heroes – Powered by Sodium Hyaluronate & Sodium PCA, this BB cream locks in moisture to keep skin supple and refreshed throughout the day.

Soothing Botanicals – With calming Rosemary Leaf Extract and skin-conditioning Xanthan Gum, it's as kind to your skin as it is effective.

LONGWEAR LIQUID FOUNDATIONS



Experience skin that looks as good as it feels with our Long Wear Liquid Foundation, a breathable, long-lasting formula crafted to deliver buildable coverage, a smooth satin-matte finish, and all-day wear without compromising skin health.

Formulated with a curated blend of nourishing botanical oils, soft-focus mineral pigments, and a silicone-enhanced base, this foundation glides on effortlessly and stays put, no caking, no creasing.

- LWLF 05 Light Ivory
- LWLF 08 Peach Glow
- LWLF 08.5 Lightly Beige
- LWLF 09.5 Warm Beige
- LWLF 10 Delicate Cool
- LWLF 11 Light Cool
- LWLF 12 Rose Beige
- LWLF 13 Neutral Beige
- LWLF 14 Summer Tan
- LWLF 19 Warm Tan















Real Skin Swatch

Please note that colours dry slightly darker, so match to the dry colour not wet.



Ingredients

Long-Wear Technology – Powered by Polymethylsilsesquioxane and Dimethicone, this foundation offers lasting coverage and a smooth, natural finish that resists humidity, oil, and transfer.

Botanical Base – A nourishing blend of Jojoba, Avocado, Soybean, and Evening Primrose Oils helps soften and protect the skin barrier while delivering a radiant, skin-like glow.

Hydration + Comfort – Infused with Rose Hydrosol, Glycerine, and Xanthan Gum to support lasting hydration and a comfortable, non-drying feel throughout the day.

Vitamin-Rich Protection – With Vitamin E, Grapefruit Seed Extract, and soothing essential oils like Geranium, Rosewood, and Mandarin, your skin is shielded from environmental stressors while being gently balanced.

Naturally Tinted – Tinted with Titanium Dioxide, Iron Oxides, and Ultramarines to match a wide range of skin tones with clean, mineral-derived colour.

Why You'll Love It

Buildable medium-to-full coverage. Smooth, soft-focus finish. Long wear without heaviness. Clean, plant-enriched formula. No synthetic fragrance. Gentle and suitable for most skin types.

Find your shade and enjoy a foundation that works with your skin, not against it, combining natural radiance, botanical care, and lasting wear in every pump.

MINERAL POWDER FOUNDATION

Mineral powder foundation provides lightweight, buildable coverage with a soft and natural finish.

- MFP4.5 Warm Light
- MFP8 Medium Peach
- MFP10 Medium Beige
- MFP11 Cool Light
- MFP13 Medium Light Cool
- MFP14.5 Medium



Warm Light
MFP4.5

Medium Peach
MFP8

Medium Beige
MFP10

Cool Light
MFP11

Medium Light Cool
MFP13

Medium
MFP14.5

TRANSLUCENT SETTING POWDER

A lightweight translucent powder that sets makeup, controls shine, and creates a smooth, flawless finish.

- Pressed Setting Powder PSP 1

LIQUID AND CREAM CONCEALERS

Concealer can help soften dark circles, disguise blemishes and create a more even complexion.

- Peach 04
- Light 05
- Medium 06





Ingredients List:
Concealer Cream: Caprylic/Capric Triglyceride, Mica (CI 77019), Zinc Oxide (CI 77947), Simmondsia Chinensis (Jojoba) Seed Oil*, Zea Mays, Euphorbia Cerifera (Candelilla) Wax, Butyrospermum Parkii (Shea Butter) Fruit*, Polyglyceryl Oleate, Copernicia Cerifera (Carnauba) Wax*, Tocopherol, Caprylhydroxamic Acid (and) Caprylyl Glycol (and) Glycerine, may contain (+/-) Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Chromium Oxide Green (CI 77288), Ultramarines (CI 77007)

Liquid: Simmondsia Chinensis (Jojoba) Seed Oil*, Hydrogenated Polyisobutene, Corn Starch Modified, Kaolin, Cetearyl Glucoside (and) Cetearyl Alcohol, Polyglyceryl Oleate, Stearic Acid, Tocopherol, Caprylhydroxamic Acid (and) Caprylyl Glycol (and) Glycerine, may contain (+/-) Mica (CI 77019), Titanium Dioxide (CI 77891), Zinc Oxide (CI 77947), Iron Oxides (CI 77491, CI 77492, CI 77499), Chromium Oxide Green (CI 77288), Pigment Violet (CI 77742), Ultramarines (CI 77007)

BLUSH

Cool blush shades create a fresh, natural flush without introducing opeach or golden tones.



COOL SHADE OPTIONS:

- Hugs and Kisses BLP01
- Rose BLP18
- Dolce Pink BLP71F
- Rosewood BLP07



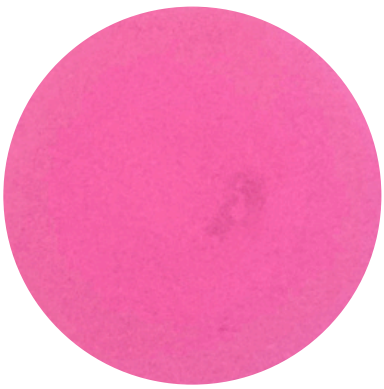
Hugs and Kisses
BLP01



Rose
BLP18



Rosewood
BLP07



Dolce Pink
BLP71f

EYESHADOWS

All our mineral pressed shadows are silicone-free and naturally derived. They blend well with low fall-out.



COOL LIGHT EYESHADOW

- Oyster ESP68i
- Pink ESP61i
- Barely Mauve ESP52i
- Silver ESP42i
- Nude Shimmer ESP65i



Oyster ESP68i



Pink ESP61i



Barely Mauve ESP52i



Silver ESP42i



Nude Shimmer ESP65i

COOL MEDIUM EYESHADOW

- Burlwood ESP28i
- Greige ESP50i
- Rose Beige ESP14i
- Smoky Lavender ESP16i
- Silvery Grey ESP43i
- Blue Jewel ESP13b
- Light Taupe BDP03



Burlwood ESP28i



Greige ESP50i



Rose Beige ESP14i



Smoky Lavendar ESP16i



Silvery Grey ESP43i



Blue Jewel ESP13b



Light Taupe BDP03

COOL DARK EYESHADOW

- Deep Rose Brown ESP06sl
- Bitter Chocolate ESP09m
- Midnight Blue ESP32i
- Smoke ESP43m
- Charcoal ESP30i
- Acorn BDP05



Deep Rose Brown ESP06sl



Bitter Chocolate ESP09m



Midnight Blue ESP32i



Smoke ESP43m



Charcoal ESP30i



Acorn BDP05

EYESHADOW COLOUR SELECTION

Blue eyes	Pink, Brown, Grey
Brown eyes	Blue, Navy, Silver, Pink, Teal, Brown
Green eyes	Lilac, Pink, Brown, Lavender

Ingredients in all Eyeshadows, Brow Dusts, Blush and Bronzer products

Zinc Stearate is a water-repellent, protective agent used in powders and ointments in the treatment of eczema, acne, and other skin concerns. With an excellent EWG* Green Rating of 2

Zea Mays (Corn) Starch functions as a multi-purpose ingredient, acting as an absorbent, thickener, and film-forming agent. With an excellent EWG* Green Rating of 1

Zinc Oxide is a mineral ingredient used for its protective, soothing, and sun-protective properties, acting as a sunscreen ingredient, a colourant, and a thickening agent. With an excellent EWG* Green Rating of 1-2

Ethyl Macadamiate softens and conditions plus helps prevent moisture loss and is used as an alternative to silicone oils normally found in pressed cosmetic products. With an excellent EWG* Green Rating of 1

Jojoba Esters is derived from jojoba oil, a liquid wax extracted from the seeds of the jojoba plant, they mimic the skin's natural oils, providing excellent moisturization without greasiness. With an excellent EWG* Green Rating of 1

Tocopherol (Vitamin E Natural) is an active form of vitamin E that is truly a magical ingredient in skin care and cosmetics, it conditions the skin deeply and acts as an antioxidant. With an excellent EWG* Green Rating of 2

Lauroyl Lysine an amino acid derivative, it is a common cosmetic ingredient used as a skin-softening agent, contributing to a silky feel on the skin. With an excellent EWG* Green Rating of 1

Malic Acid is a naturally occurring alpha-hydroxy acid (AHA) found in fruits like apples, and is used for its exfoliating and skin-enhancing properties, helping to improve skin texture and tone. With an excellent EWG* Green Rating of 1

MASCARA

Mascara adds definition to the eyes and should relate to the natural depth and contrast of your colouring.



SHADE OPTIONS:

- MA01 Black
- MA02 Dark Brown
- MA05 Navy
- MS06 Purple



Black
MA01



Dark Brown
MA02



Navy
MA05



Purple
MS06

CHOOSING YOUR SHADE

Shade	Notes
Navy	Alternative to black or brown.
Purple	Works well with green, hazel or brown eyes.
Dark Brown	Ideal for lighter colouring.
Black	For cool and deep colouring.

Ingredients: Water, Propylene Glycol, Copernicia Cerifera (Carnauba) Wax*, Glycerine*, Acrylates / Octylacrylamide Copolymer, Microcrystalline Wax , Polyvinyl Alcohol, Silica, Oleic Acid, Triethanolamine, Nylon-6-Fiber, Propylene Glycol (and) Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate, may contain (+/-) Mica, Tin Oxide (CI 77861), Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Ultramarines (CI 77007)

LIPLINERS

Lipliner defines the lip shape, helps prevent feathering and creates a base for longer lasting lip colour.



SHADE OPTIONS:

- CLS33f Cherry Wine
- CLS76 Loganberry
- CLS74 Cool Nude
- CLS22f Neutral Buff





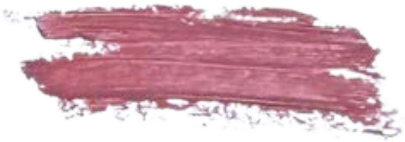
Cherry Wine
CLS33f





Loganberry
CLS76





Cool Natural
CLS74





Neutral Buff
CLS22f

LIPSTICKS

Long-wearing, high-coverage colour

- Smooth, creamy application with excellent payoff
- Vegan & naturally derived wax base
- Enriched with Shea Butter & Jojoba Oil for lip comfort
- Gluten free
- Mineral pigment colour system (also available in our traditional pigment range of shades)
- Comfortable, non-drying wear



- LSLW15f Oh So Red
- LSLW71f Shimmering Grape
- LSLW23f Raspberry Satin Glow
- LSLW30 Delicious Mauve
- LSLW24f Softly Plum
- LSLW17 Natural Glow
- LSLW95f Cool Blaze
- LSLW12f Plum Dream
- LSLW76 Loganberry Sheen
- LSLW22f Cool Natural
- LSLW07f Berry Glow
- LSLW13f Rose Red
- LSLW33f Cherry Wine



Oh So Red LSLW15f



Shimmering Grape LSLW71f



Raspberry Satin Glow LSLW23f



Delicious Mauve LSLW30



Plum Dream
LSLW12f



Softly Plum
LSLW24f



Natural Glow
LSLW17



Loganberry Sheen
LSLW76



Cool Blaze
LSLW95f



Cool Natural
LSLW22f



Berry Glow
LSLW07f



Rose Red
LSLW13f



Cherry Wine
LSLW33f

Real Skin Swatch



CHOOSING YOUR SHADE

Bright Options	Medium Options	Soft Options
Oh So Red	Raspberry Satin Glow	Loganberry Sheen
Rose Red	Softly Plum	Natural Glow
Shimmering Grape	Cool Blaze	Cool Natural
Plum Dream	Cherry Wine	Delicious Mauve
Berry Glow		

Ingredients in Lipsticks, Lip Liners and Eyeliners
Our carefully selected blend of natural and nourishing ingredients helps keep lips soft, hydrated, and protected throughout wear.
Castor Oil Rich in vitamins, monounsaturated fatty acids, ricinoleic acid and antioxidants. Castor Oil helps to prevent moisture loss, keeps lips hydrated, and offers protection against dryness and chapping.
Shea Butter Forms a protective barrier against environmental stressors. It soothes and nourishes irritated lips, helping to prevent dryness and cracking.
Jojoba Oil Known for its moisturising and protective benefits, Jojoba Oil closely mimics the skin's natural oils. It provides deep hydration and helps combat dryness and flakiness.
Vitamin E A powerful antioxidant that helps neutralise free radicals caused by sun exposure and environmental pollutants, supporting healthy, resilient lips.
Ascorbyl Palmitate A stable, fat-soluble form of Vitamin C that works as an antioxidant and skin-conditioning agent, supporting lip health and radiance**.**
Octyldodecanol Adds a smooth, silky texture to the lipstick while helping to soften and moisturise lips. It forms a protective layer, minimising moisture loss and leaving lips feeling supple and hydrated.
Ceresin Wax Selected for its smooth texture and stability, it helps create a creamy application while supporting long-lasting colour and shape retention.
Candelilla Wax Sourced from the candelilla shrub, this natural wax acts as an emollient and stabiliser. It provides a smooth application, glossy finish, and enhances the lipstick's hold and water resistance.
Carnauba Wax Adds structure, shine and heat resistance. It acts as a film-former, creating a protective layer on the lips while stabilising and thickening the formula, reducing the risk of melting in warmer climates.
Caprylic/Capric Triglyceride A lightweight emollient that improves product texture and moisturises the lips. It ensures a smooth, non-greasy application and helps extend the lipstick's shelf life by protecting other ingredients from oxidation.
Zea Mays (Corn Starch) Acts as a thickening agent that enhances spreadability and gives a soft, silky feel on the lips. It can also absorb excess oil and moisture, helping to reduce shine and tackiness.
Cetyl Alcohol: A multi-functional ingredient that works as an emollient, emulsifier and thickener. It improves the texture and stability of the lipstick while supporting its moisturising benefits.

LIPGLOSS

Cool lipgloss adds shine and can be worn alone or layered over lipstick.

- LG30 Soft Heather
- LG23 Soft Rose
- LG17 Natural Pink
- LG16 Nude Sheen
- Lip Oil (Clear)







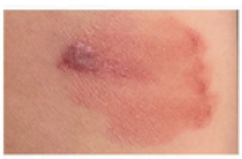
Soft Heather
LG30





Soft Rose
LG23





Natural Pink
LG17





Nude Sheen
LG16



Lip Oil and moisturising

EYELINER AND EYEBROW CHUBBIE PENCILS

Chubbie pencils can be used to define the eyes, softly shape the brows or create a blended shadow effect.

- CBD01 Cool Brown
- CES32i Navy
- CES43i Silvery Grey
- CBD03 Taupe
- CBD00 Deep Taupe
- CBD02 Brown Black







Navy
CES32i



Silvery Grey
CES43i



Cool Brown
CBD01



Brown Black
CBD02



Deep Taupe
CBD00



Taupe
CBD03

LIQUID EYELINERS

Liquid eyeliners for a glamourous sharp finish

Smoke Grey
LEL11





Black
SPELP12



Brown Black
SPELP13



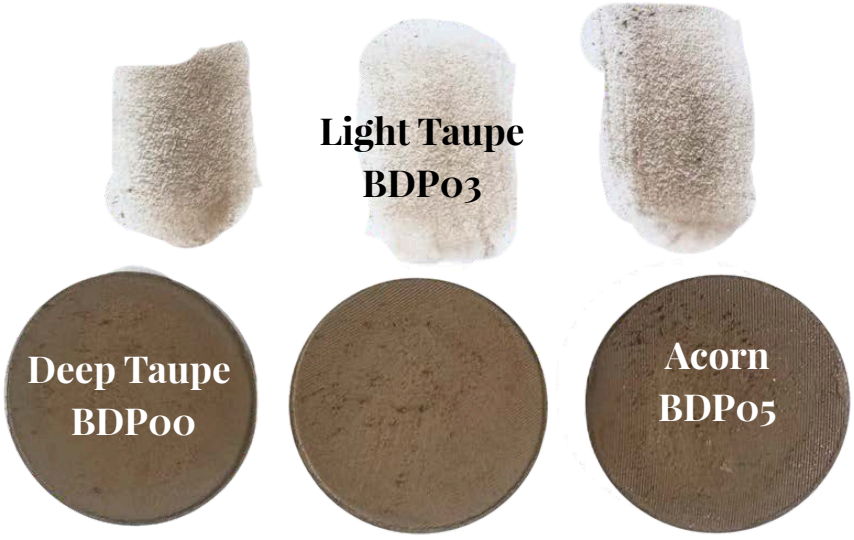
Navy
SPELP05

EYEBROW DUST



Eyebrow dust helps define the brows while maintaining a soft and natural finish. Can also be worn as eyeshadow

- BDP00 Deep Taupe
- BDP03 Light Taupe
- BDP05 Acorn



ILLUMINATOR

Illuminator adds subtle light to the complexion and helps create a fresh, luminous finish.

- ILP02 Pink Glow

