

PINKIE SWEAR®



Today's young women are more trend-conscious and brand-aware than ever before. They love to experiment with makeup and require a hipper, more fashion forward, wearable line of product. Until now, there have been few options when it comes to cosmetics that combine the superior quality of upscale brands and the soft colors and fun packaging that young ladies find so appealing.

Thanks to **Pinkie Swear**, there's a collection of makeup for girls of all ages - teens, tweens, twenty-somethings and up!

Pinkie Swear is formulated with good-for-you ingredients, making it the perfect choice for young women who want to wear fun, colorful makeup while still looking natural and fresh.

The name "**Pinkie Swear**", the linking of pinkie fingers to signify the ultimate promise, was chosen for both its relevance to girls and to the company's philosophy. Since **Pinkie Swear** is formulated with the highest quality ingredients it appeals to women of ALL ages. In addition to being hypoallergenic and non-comedeogenic, the **Pinkie Swear** products contain Vitamins A, B, D, and E, avocado oil, aloe vera, shea butter, Lanolin Oil and natural sunscreen. Except for the subtle fragrance in the three Glisten to Me Lip Conditioners - guava, pink grapefruit and green apple, **Pinkie Swear** is fragrance-free.

The **Pinkie Swear** collection comprises 24 innovative products for use on face, cheeks, eyes, lips and nails. Colors range from barely there pinks and lavenders to vibrant more colors. Due to the use of ultra-fine, micronized pigments in the formulas, colors that appear intense in the package go on extremely sheer and feel silky smooth. This makeup is virtually impossible to overdo because everything blends so easily and evenly on the skin. The shimmer in these



products blends beautifully with every skin tone.

Another unique appeal of **Pinkie Swear** is that many of the cosmetics are multi-purpose and designed to be applied with fingertips, an essential for girls on-the-go. **Pinkie Swear's** signature pieces are the two "Cutie Pies", five-chambered color wheels containing pie-shaped slices of coordinating shades for eyes, lips and cheeks. Women love the fact that they can carry all their favorite colors in one cute compact and that it fits into the teeniest of bags!



The collection also includes products such as: "Glimmer Stick", an aloe vera-enriched gel highlighter for face and body that contains just a hint of shimmer; three "Diva Dust" stackable sets each containing two all-over shimmer powders and a crystal clear base; two "Double Swear" mini mirrored compacts each contain two translucent shades for lips and cheek, and three "Double Swear Compact Eye Shadow Duos" contain gorgeous pairs of lavender and blue eye shadows – two are lightly glitter infused.

Look for the **Pinkie Swear** Collection at select Nordstrom stores, select Sephora stores, boutiques, specialty stores and online at sephora.com, nordstrom.com amazon.com and pinkieswear.com.

Pinkie Swear

All Over Products, Kits and Sets

Pinkie Swear All Over:

Rollergirl™ All Over Body Glitter:

These sparkling body glitters impart a subtle shimmer anywhere it is applied. Ingredients such as Aloe Vera and Vitamin E help keep skin soft and moisturized. Apply it to shoulders, chest, cheeks, wherever bare skin is exposed!

Available in: Moonglow, Bermuda and Riot

Size: 1 fl. oz.

Suggested Retail Price: \$14.00



Glimmer Stick™ All Over Glitter Stick:

Glitter infused, this light gel stick multi-tasks as a face and body highlighter. Just stroke it on for subtle shimmer and shine. Formulated with Aloe Vera, Glimmer Stick also conditions and soothes skin. Available in:



Lilac, Pink Sprink, Silver Kitty, Iceberg, and Gold

Size: .14 oz.

Suggested retail price: \$9.00

All Over Dusting Powder:

Add highlights, shimmer and dimension anywhere you want to glow.

Available in: Fling

Size: .14 oz

Suggested retail price: \$16.00



Pinkie Swear Palettes & Kits:

Eye Flirt™ Eye Shadow Palette:

Six micronized eye shadows in one ultra cute, flirty palette. Create your own, custom blended eye shadow.



Shades include: Hard to get, Kiss me quick!, Tease, Pout, Envy and Wink.

Size: 9 grams/0.33oz

Suggested Retail Price: \$25.00

De-lip-cious™ Lip Gloss Wheel:

Perfect for day or evening, this ultra cute, portable lip gloss wheel contains five shimmery, sheer and sweetly scented shades.

Shades include: Sugar Kisses, Grape Whine, Fruiti Tuiti, Cherry Pie and Cream Tangerine.

Size: 10 grams/0.35 oz

Suggested Retail Price: \$19



Cutie Pie™ Color Wheel:

Must-haves for makeup mavens, these circular kits pairs five Pinkie Swear cosmetics for eyes, lips, and cheeks in one portable palette, small enough to fit into the tiniest purse. Pie slice-shaped chambers hold creamy, translucent color in dreamy shades of pink, violet, lavender and nudes. The goof proof shades can be applied individually or layered for maximum versatility.



The sets contain: Cotton Candy and Perfectly Pink Lip & Cheek Tints, Violet Violet Cream Eye Shadow, Ultra Shock Holographic Eye Gloss, and Ooh La La Lip Wanda Lip Gloss. OR As if, Whatever Lip & Cheek Tints, Outta My Room! Glitter Lip Gloss, Rant Cheek Tint and Nicer Cream Eye Shadow Size: .63 oz. Suggested retail price: \$24.00

Double Swear™ Compact for Lip & Cheek:

These petite, platinum mirrored compacts for lips and cheeks contain colors that are interchangeable for lips and cheeks. The blusher glides on smoothly and provides skin with a healthy flush of color while the lip gloss leaves a fresh, dewy shine plus a hint of tint. Loaded with Vitamin E and UV absorbing sunscreens, they fit neatly into tiny purses and pockets.

Available in: Cotton Candy and Perfectly Pink

As if and Whatever

Size: .14 oz.

Suggested retail price: \$16.00



Beach Baby™ 3-in-1 Kit:

Don't burn baby, you gotta Bronze Baby Bronze! Pinkie Swear's Beach Baby compact has all you need for a great summer look. Spread a little Bronze Baby Bronze! on your cheeks and T-zone area to get that sun-kissed look you're craving. Kit includes two Lip Wanda colors: Sand Key and Mango Sorbet. Available in: Bronze Baby Bronze! Bronzer, Sand Key Lip Gloss and Mango Sorbet Lip Gloss

Size: .13 oz.

Suggested Retail Price: \$15.00



Diva Dust™ All Over Shimmer Powder:

For girls who like creating and custom blending their own cosmetics, Diva Dust is the perfect playmate. Each three-tiered stackable tower holds two loose shimmer powders that can be used alone or in combination with the petrolatum base to create a variety of makeup effects for face and body. Simply blend a bit of powder with a dab of base to form your very own cream eye shadow, blusher or lip gloss and apply with fingertips.

Available in:

Crystal Clear, Twinkle Twinkle and Ultra Violet /

Crystal Clear, Whisper and Flirt/

Crystal Clear, White, Hot

Size: .16 oz.

Suggested retail price: \$18.00



Pinkie Swear Face:

Get Cheeky™ Cheek Gel:

This fresh pink cheek color imparts a natural flushed color on cheeks.

Swipe on the apple of cheeks and blend in. Try it on lips too! Top off with Lip Wanda Lip Gloss.

Available in: Pretty Please

Size: 5.50 mL/0.19 Fl Oz

Suggested retail price: \$11



Tri-lites™ All Over Color:

Tri it on eyes, lips and cheeks for a gorgeous glow. Contains Mango Butter, Shea Butter and Avocado Butter.

Available in: Rosy Glow

Size: .11 oz

Suggested retail price: \$15.00



Shimmer Glimmer™ All Over Shimmer:

This unique formula can be used four ways: on the eye, cheeks, lips or all three at once. Creamy yet light in texture, Shimmer Glimmer gives the skin a soft glow of iridescence. Just squeeze the tube and apply with fingertips on bare skin, or as a highlighter over eye, lip or cheek color.

Available in: Angel and Gilty

Size: .51 fl. oz.

Suggested Retail Price: \$15.00



Pinkie Swear for Eyes:

Eye Sparkle™ Glitter Eye Liner:

Eyes will light up with Pinkie Swear's Eye Sparkle. Use the brush applicator to apply a thin line of long-lasting, eye-catching color above your luscious lashes.

Available in: I Luvit, 'sno Peeking! and Blue Jeanne

Size: .21 fl oz.

Price: Suggested retail price \$15.00



Eye Rock-it™ Chubby Crayon:

The Eye Rock-it is the perfect complement to Eye Sparkle Glitter Eye Liner. These creamy crayons glide on lids easily and won't flake out on you.

Available in: Fuschia and Glint



Size: .14 oz.

Suggested retail price: \$10.00

Eye Rock-it Sharpener sold separately SRP: \$1.25

Eye Swear™ Eye Stick:

Eyes will sparkle with this super slim and portable eye stick that applies shimmering color. These twist-up gels glide on smoothly without pulling the eyelid. Both soothing and cooling, Eye Swear Eye Stick is easy to blend and resists creasing.

Available in:

Rock Star, Pink Champagne and Moonlight

Size: .06 oz.

Price: Suggested retail price \$8.00



Eye Wanda™ Eye Shine:

This unique liquid eye gloss creates a luminous sheen on eyelids. Long wearing and moisturizing, the eye color protects delicate skin while adding a subtle shimmer. Apply with wand and blend.

Available in: Metallic Blue and Metallic Pink

Size: .15 fl. oz.

Suggested retail price: \$13.00



Double Swear™ Compact Eye Shadow Duo:

A pair of duo of demure lavender and blue eye shadows is tucked inside these miniature compacts. Super-fine, micronized pigment particles ensure a classic finish that's silky smooth and long-lasting. Apply the shadows to lids using fingertips or a brush or applicator. The take-anywhere case slips easily into a pocket or pouch.



Available in:

Ice Blue and Paradise /
So Far and So Good/
and Night and Bright

Size: .11 oz.

Suggested retail price:
\$14.00

Pinkie Swear for Lips:

Zip Your Lips™ Lipstick:

Whether you are in the mood for a lip shade that's sheer or shimmery, Zip Your Lips Lipstick treats lips to a lot more than just color. The outstanding formulations moisturize with conditioners like Avocado Oil and are infused with sunscreen. These hues stay put and won't flake or peel and the brushed platinum case is totally cool. Speaking of cool, Zip Your Lips Lipstick in Mirror Mirror is a holographic, iridescent shade that changes from white to pink depending on the light.

Available in:

Mirror Mirror and Tickled Pink

Size: .12 oz.

Suggested retail price: \$13.00



Lip Wanda™ Lip Gloss:

Great for when you want shine with staying power, this product can be used alone or over lipstick. Choose from five zesty, aroma-free shades to awaken lip color. Glossy but not sticky, Lip Wanda Lip Gloss strikes the perfect balance.

Available in: Ooh La La, Petal Pink, Think Pink, Roxanne, Pinkish

Size: .15 fl. oz.

Suggested retail price: \$13.00



Glisten to Me™ Lip Conditioner:

Offering just a hint of color and exotic flavor, this lip conditioner soothes and protects and can be used under or over Zip Your Lips Lipstick or Lip Wanda Lip Gloss. It also looks beautiful worn alone as an everyday treatment. Vitamin E as well as UV absorbing sunscreens has been added to keep lips looking and feeling great!

Available in:

Pink Grapefruit, Guava and Green Apple

Size: .07 oz.

Suggested retail price: \$8.00



Smooch Me!™ Lip Lacquers:

These fragrance free lip tubes deliver maximum pout appeal and long lasting shine. Awesome shades contain Vitamin E to seal in moisture and Lanolin oil to protect lips. Easy to apply. Not too sticky. Not too runny.

Available in:

Gimme a kiss!, Puh-/eezel!, (go figure...)

and Pucker up!

Size: .10 mL

Suggested retail price: \$14.00



Pinkie Swear for Nails:

Pinkie Sheer™ Nail Blush:

Pint-sized polishes in sheerer-than-sheer shades of pretty pastels are just the thing to accent nails. Punch and 'sno Illusion contain beautiful glitter to make nails sparkle. The chip-resistant, fast-drying colors have a brilliant shine and are free of formaldehyde and toluene. Available in:



Crazy Daizy , Lime, Flower Power, Maliblu, Punch and 'sno Illusion.

Size: .24 fl. oz.

Suggested retail price: \$8.00