



# JOE FRESH

## BEAUTY HAS ARRIVED



JOE FRESH BEAUTY PRODUCTS NOW AVAILABLE AT SHOPPERS DRUG MART

[SHOPPERSDRUGMART.CA/JOEFRESHBEAUTY](http://SHOPPERSDRUGMART.CA/JOEFRESHBEAUTY)

# JOE FRESH

## PRECISION LIQUID EYELINER \$8.00

Ergonomic marker with ultra-fine tip for bold definition and ultimate control.

### BENEFITS:

- Rounded triangle shape
- Water resistant
- Paraben free
- Formaldehyde free



## MATTE LIQUID EYELINER \$12.00

Highly pigmented formula dries matte, for intense definition.

### BENEFITS:

- Fine, firm bristle brush for precise application
- Paraben free
- Formaldehyde free
- Long wear



## LASH FOCUS EXTENDING MASCARA \$10.00

Soft, creamy formula with cone shaped brush for fanned out lashes.

### BENEFITS:

- Unique brush designed to extend the look of lashes
- Provides fanned out look
- Paraben free



# JOE FRESH

## HYDRA LASH NOURISHING MASCARA WITH ARGAN OIL \$12.00

Soft, creamy formulation enriched with argan oil for nourished, softer-looking lashes. Silicone brush coats lashes from root to tip.

### BENEFITS:

- Enriched with argan oil
- Paraben free
- Silicone brush



BLACK



### KEY INGREDIENT:

Argania Spinosa Kernel Oil: Argan oil provides optimal hydrating benefits and a subtle, natural looking shine.

## TINTED BROW FIX \$12.00

Wax based cream that deposits colour while shaping brows. Available in: Taupe, Brown.

### BENEFITS:

- Paraben free
- Long wear
- Holding power



TAUPE



BROWN

### APPLICATION TIPS:

Best for sparse, unruly brows



# JOE FRESH

## LIP CRÈME \$12.00

A hybrid between a lipstick and a lip gloss, Lip Crème provides saturated, juicy colour with a medium shine finish.

Available in: Rose, Candy, Fuchsia, Berry, Ruby, Wine.

### BENEFITS:

- Long wear
- Conditioning
- Pigment rich
- Paraben free

### APPLICATION TIPS:

Pair with Joe Fresh Long Wear Lip Liner for maximum definition.



## LONG WEAR LIP VEIL \$12.00

A light-weight liquid lipstick, that offers a sheer veil of colour, with a natural finish.

Available in: Nude, Kiss, Rose, Sorbet, Sweet Nectar, Mauve, Hydrangea, Pomegranate.

### BENEFITS:

- Long wear
- Natural finish
- Sheer colour
- Paraben free



# JOE FRESH

## ILLUMINATING PRIMER \$16.00

Light, reflecting primer for all over usage.  
Available in: Pure Glow, Champagne.

### BENEFITS:

- Hides imperfections
- Provides longer-lasting makeup
- Creates a radiant canvas

### APPLICATION TIPS

- Add to body lotion for subtle glow on body and legs



## DAILY BOOST FLUID FOUNDATION \$18.00

Hydrating foundation, packed with antioxidants.  
Moisturizes the skin to protect from environmental stresses.  
Available in: Porcelain, Sand, Almond, Bisque.

### BENEFITS:

- Medium coverage
- Dewy, healthy looking finish
- Hydrating

### KEY INGREDIENTS:

Carnosine (trade name Dragosine): Potent antioxidant

Sodium Hyaluronate:  
Moisturizing agent, brings water to the skin's surface.



# JOE FRESH

## FOUNDATION STICK \$16.00

High coverage, creamy foundation stick.

Available in: Porcelain, Bisque, Sand, Almond.

### BENEFITS:

- Convenient
- Quick application
- High coverage



## LONG WEAR SPOT CONCEALER \$12.00

Full coverage, cream concealer designed to conceal spots and imperfections.

Available in: Light, Light/Medium, Medium.

### BENEFITS:

- Full coverage
- Long wear

### APPLICATION TIPS:

- Pat or stipple into place; do not rub
- Set with Translucent Loose Powder



# JOE FRESH

## HIGHLIGHTER POWDER \$8.00

Shimmering, pearl powder that creates a flawless glow.  
Available in: Champagne, Luster.

### APPLICATION TIPS:

- Last step of makeup application to add luminosity to skin.
- Apply to cheek and brow bones and blend.



CHAMPAGNE



LUSTER



## HIGHLIGHTER STICK \$10.00

Soft, satiny texture that sets with a dewy finish,  
providing a healthy glow to the skin.  
Available in: Pure Glow.

### BENEFITS:

- Paraben free
- Blends easily
- Luminous finish

### APPLICATION TIPS:

- Last step of makeup application to add luminosity to skin
- Apply to cheek and brow bones and blend



PURE GLOW



## BLUSH STICK \$10.00

Blendable cheek colour in a convenient package.  
Available in: Peach Dream, Radiant Rosette, Buff, Rose

### BENEFITS:

- Soft, powdery finish
- Blends easily
- Paraben free



PEACH DREAM



RADIANT  
ROSETTE



BUFF



ROSE



# JOE FRESH BEAUTY

## MEDIA CONTACTS

Anita Gergich  
LexPR Canada  
416-542-9140 x3367  
agergich@lexpr.com

Lana Gogas  
Shoppers Drug Mart  
416-493-1220 x5141  
lgogas@shoppersdrugmart.ca