



# **better beauty box**



# better beauty box

Shelby Bernard & Colly Smith

Fall 2019



## Table of Contents

- 07 Hello better beauty
- 11 Get to know your kit
- 16 Ingredients
- 23 Recipes
- 37 How to mix
- 59 Look book
- 71 Tips & tricks
- 75 Your recipe journal



## Welcome to the world of better beauty box.

---

“

A box dedicated to providing you with only vegan,  
all natural ingredients to create makeup that's  
*for you by you.*



You now have the power to be the beauty mastermind behind your own eyeshadow palette, your new favorite lipstick shade, and even your own customized highlighter.

This beauty box is better, not only because it gives you choice and sets your creativity free, but because you know all the ingredients.

Now you can name your own shades ,and everything in your makeup.

With the help of the Better Beauty Box team, you are on your way to opening a new chapter for your skin and makeup routine. This book features Recipe guides, ingredient info, and formulation techniques, but don't be afraid to experiment and have fun!

Share your unique creations or any questions about our product on our feed at ***betterbeautybox.com***. To reorder pigments or travel jars visit our website.

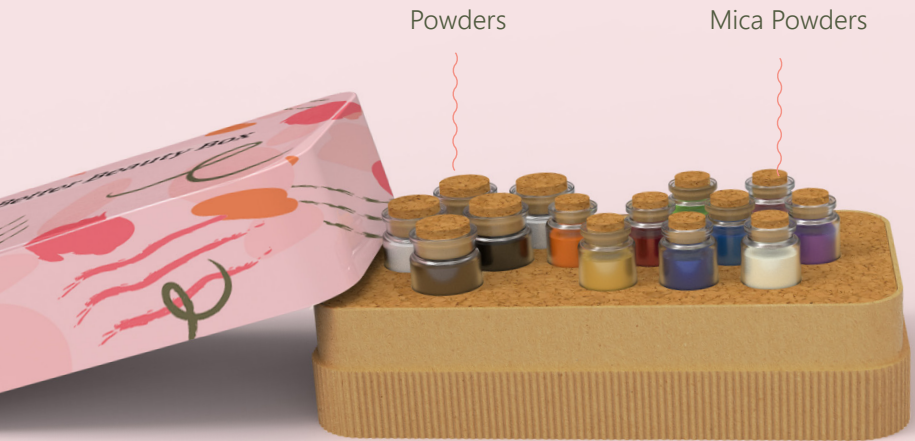
~ better beauty box 





## What's in your kit?





## 1. Oils

### Shea butter

Shea butter is a fat extracted from the nut of the African shea tree. It is used primarily as a base for lipstick. If the smell bothers you, add some essential oils to your concoction.



### Coconut Oil

Coconut oil, or copra oil, is an edible oil extracted from the kernel or meat of mature coconuts harvested from the coconut palm. It is used in powders to help them stick together. The oil should be added to pigments in a liquid state. If congealed, heat it in a microwave safe dish for 10 seconds. Do not use the metal container provided.





## 2. Pigments

### Mica Powders

The variety of colored pigments contain natural and organic mineral variants, and are cosmetic safe. The shimmer in the powder is from the mica stone, a natural stone mineral with shiny flakes.



### 3. Powders

Arrow root, bentonite clay, beet powder, cacao, charcoal

These powders are used in eyeshadow, bronzer, and blush formulas. These plant and mineral based powders are all cosmetic safe. Swatch these pigments on your arm before applying to the face to make sure you have not allergic or get skin irritation from any of these powders.



## 4. Tools

### Mixing Tin, Mixing tray, spatula, brushes

The mixing tin is recommended for mixing powders with pigments while the mixing tray is for mixing powders or pigments with oils. The spatula should be used with the curved side for scooping out powders and flat side for mixing. Tins are also used to store formulas for portable use and can be marked with stickers





## Recipe guide

---



## Notes

Always apply to well moisturized and clean skin.

Make sure to do an allergy patch test before using our products. Always test the shade on the back of your hand before applying it to your face.

Coconut oil should be added in a liquid state. If congealed, heat it in a microwave safe dish for 10 seconds. Do not use the metal container provided.

This is not an exact science. These recipes are a starting point, but should be adjusted to your preferences, skin type, and tone. Our recipes are in the form of ratios. We recommend making a small sample first, adjusting the recipe to your taste, and then recreating it on a larger scale.



## Powder Base



This is a base that will be used in other recipes.

*Equal parts arrowroot and Bentonite clay*

Mix well and store for later use

## Eyeshadow



Apply to eyelids to add a pop of color to your look.

*2 parts pigment*

*1 part powder base*

If you want the color to be more intense, add more pigment, if you want the color to be more muted, add more base.

If the eyeshadow is very dusty add a drop or two of coconut oil. Constancy should still be a powder, but should stick together slightly.

## Translucent Powder



Used to set makeup and control oil and shine

*Equal parts arrowroot and Bentonite clay*

Translucent powder is a sheer facial powder usually used to set makeup, not to cover or add color. It can also be used to control shine and give the complexion a matte finish. Apply translucent powder with a large powder brush, brushing lightly all over your face.

Add in Cacao until the powder is a few shades lighter than your skin tone.

## Bronzer



Used to emulate a sun-kissed glow

*Equal parts arrowroot and Bentonite clay*

Bronzer is used to emulate a sun-kissed glow and enhance a tan. It can be used to darken areas of the skin without masking it, or to add warmth. Bronzer is a great way to make your skin look radiant and healthy.

Add in Cacao until the powder is a few shades darker than your skin tone. If you desire the bronzer to be more intense, add a small amount of brown pigment

## Blush

Used to add a flush of color to the cheeks.

*4 parts beet root powder  
1 part powder base*

Used to add a flush of color to the cheeks. Apply with a large powder brush on cheek bones. Apply with a large powder brush on cheek bones.

Add in red or pink pigment for a more intense color. If the eyeshadow is very dusty add a drop or two of coconut oil. Consistency should still be a powder, but should stick together slightly.

## Highlighter

Highlighter is a type of cosmetic product that reflects light.

*4 parts pearl pigment  
1 part powder base*

Highlighter is a type of cosmetic product that reflects light. Often used for contouring, it can be applied to the face or other parts of the body to brighten the skin on a given area, create the perception of depth and angles

Add in other pigments to change the color of the highlight. If the eyeshadow is very dusty add a drop or two of coconut oil. Consistency should still be a powder, but should stick together slightly.



## Brow Powder



Make your eyebrows more defined and dramatic.

*2 parts cacao powder  
1 part powder base*

If your eyebrows are a dark brown or black, add in charcoal until the desired color is achieved.

## Lipstick



Add a pop of color to your lips

*3 parts shea butter  
1 part pigment  
1 part Coconut oil*

Add a pop of color to your lips! Apply with your fingers, or a brush. The less pigment you add the more sheer the color will be.

Optional: Add a few drops of an essential oil for fragrance.

## Eyeliner

Define your eyes.

*2 parts shea butter*

*3 part charcoal*

*1 part oil*

Use a brush with a flat edge to apply the eyeliner on your lower and upper lash line. When removing your eyeliner make sure to use a gentle cleanser and cotton pad in order to avoid irritating your eye lids and under eye area.





## How to mix your makeup



## Mixing Techniques

### Powders & Pigments

To mix powders with pigments, use the travel tins supplied in the kit and a soft tip mixing brush. In a circular motion, swirl the powder and pigments together slowly to avoid spilling the mixture. See the step by step photos for further instruction on this technique.

To create a pressed powder, add a few drops of isopropyl in the powder mix, then press down into the tin with your brush tip. Let the powder set for a day so the alcohol can evaporate.

1.



2.



3.



4.



5.



## Mixing Techniques

### Folding your pigments

To create a consistent texture and color for your lipsticks or eyeliner use your soft tip mixing brushes and pallet to fold rather than stir the pigment. By folding the pigment into the oil or butter, you are able to reach a more even and creamy result than swirling the products together. See the step by step photos for further instruction on this technique.

1.



2.



3.





4.



5.



6.



7.



## Mixing Techniques

### Swatching

Dab a small amount of clay pigment from the bottles onto your finger and swatch it onto your hand. Repeat this multiple times with different colors layered on top to see what the pigments would look like mixed together.

1.



2.



3.



4.



5.





# Look Book



Lovely Lilac



Pearl Palace



Moon Dust



Chestnuts



Sunflower



Sweet Potato



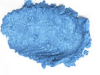
Gilded Sun



Pink Peony



Dusty Rose



Silk Sky



Sprouted



## Look Book

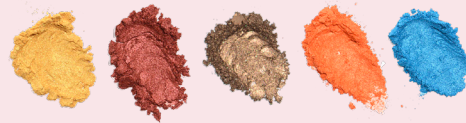
Our team at Better Beauty Box has created some fun looks for year round beauty that we hope serve as inspiration for your own looks. You can find recipe guides for all formulas used in these looks at [betterbeautybox.com](http://betterbeautybox.com).



## “Golden fall”

---

Pigments used for this look





## “Holiday Glow”

---

Pigments used for this look





## “Natural Bloom”

---

Pigments used for this look



## “Night out in NYC”

---

Pigments used for this look





## Tips & Tricks



## Tips & Tricks

1. Test small quantities of a recipe before creating a larger batch.
2. If the coconut oil or shea butter is congealed and too difficult to mix, use a small lighter to warm the container so the oil softens/melts.
3. If the smell of the shea butter or any other ingredient bothers you, try mixing a drop of an essential oils into your batch. We recommend peppermint, lavender, and eucalyptus.
4. Have a towel near by to clean your brushes and tray if you are planning to mix multiple pigments
5. If pigments are spilt, use a dry paper towel to dust off the surface to avoid rubbing in the pigment.





## Your Recipe Journal

---





---

---

---

---

Date \_\_\_\_\_



---

---

---

---

Date \_\_\_\_\_



---

---

---

---

Date \_\_\_\_\_



---

---

---

---

Date \_\_\_\_\_



---

---

---

---

Date \_\_\_\_\_



---

---

---

---

Date \_\_\_\_\_



---

---

---

---

Date \_\_\_\_\_



---

---

---

---

Date \_\_\_\_\_



