



### OUR FIERCE FOUNDER

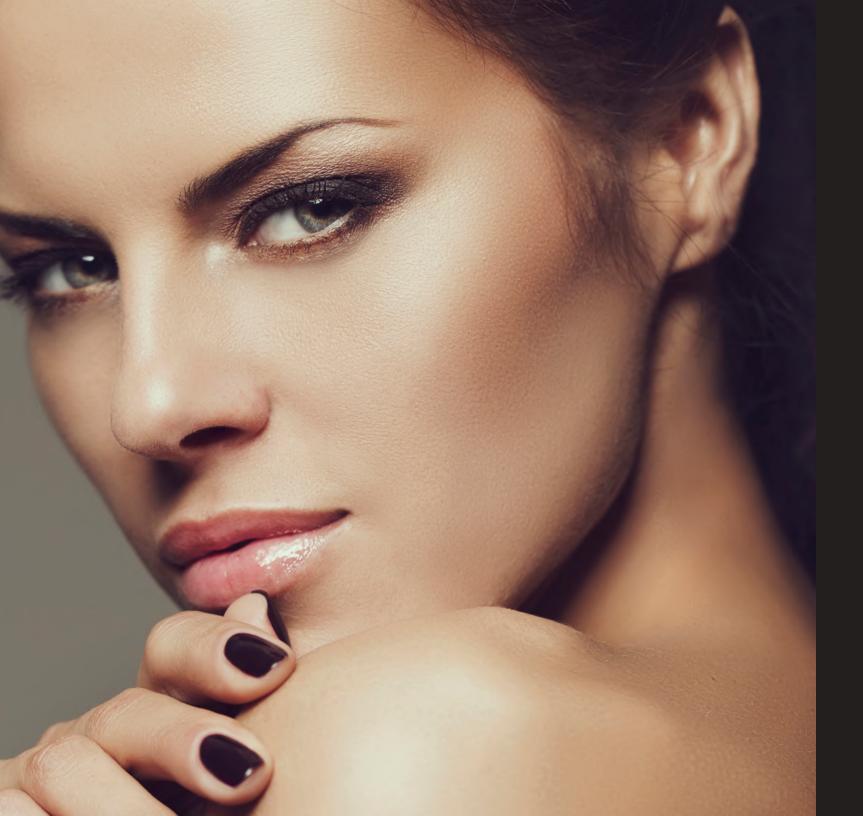
Zuzu Luxe exemplifies what it means to be fearlessly beautiful. Over 25 years ago, the brand was created by our fierce founder Gabriel De Santino—the CEO of LGBTQ+ and Latin-owned pioneering clean beauty company Gabriel Cosmetics, Inc.—and designed for people who want a natural, clean beauty option without compromising bold and bright tones and shades. By offering a variety of high-performance products in on-trend color palettes with a focus on inclusivity and a made-for-all mentality, Zuzu Luxe fulfills the beauty bohemian's standard while challenging the mainstream movement.

### WE ARE ZUZU LUXE

Developed out of the necessity to provide people a natural, socially conscious, and fashion forward makeup brand, Zuzu Luxe has continued to define this niche category and has paved the way for new brands to follow in its wake. The brand's core values of integrity, fearlessness, morality, and strength are infused through the bold and classic color palette, while accessibility and functionality are illustrated with the range of product offerings. Zuzu Luxe represents the brave and the bold who dare to be challenged and are unapologetic for their beauty.

#wearezuzuluxe





# Zuzu

[zwu-zwu; zoo-zoo]

noun

1. Zuzu: a unique, sexy, intelligent person who never gives up on anything.

Our force of followers embody the characteristics of Zuzu and are the primary inspiration for the brand. We create makeup that enables every person to feel beautiful, sexy, and powerful in a natural way.

# Luxe [looks, luhks]

adjective

1. Present or occurring in great abundance; excessively ornate, of high quality; luxurious.

We offer a unique kind of Luxe with our high-quality ingredients by creating products with an elevated standard and unprecedented portfolio.

Together, Zuzu Luxe exemplifies what it means to be an eco chic force to reckon with.

### PLANT POWERED INGREDIENTS

#### **NATURE'S BEST**

We infuse nature's best natural ingredients into all our products, creating unrivaled, proprietary blends. In addition to Sea Fennel, our hallmark ingredient, we source earth elements, extracts and oils that that give our products its warrior strength.



#### **SEA FENNELL**

Beauty Superpower: Youth-restoring

Also known as: Crithmum Maritimum Extract

Why we love it: it's rich in minerals and vitamins A, C, and E, giving it antioxidant, conditioning, and soothing properties that help improve radiance and tone to energize and rejuvenate the skin for a more youthful appearance.

Look for it in: our Mineral Powder, Mosaic Illuminator, Mineour Mineral Powder, Mosaic Illuminators, Mineral Bronzer, Concealer, Mineral Eyeshadow, Mineral Blush, Luxe Mascara, Eye Defining Pencil, Cream Brow Pencil, Lip Pencil, Lip Color, Sheer Gloss, Matte Luxe Lip.



#### **JOJOBA SEED OIL**

Beauty Superpower: Ultra-hydrating

Also known as: Simmondsia Chinensis Seed Oil

Why we love it: It's a rich source of numerous fatty acids, is full of nutrients like Vitamin E and B, and the structure is similar to the oil that human skin naturally produces which allows it to penetrate easily into to the skin and provide a substantial long-acting layer of hydration. Look for it in: our Mineral Powder, Mosaic Illuminator, Mineral Bronzer, Mineral Highlighter, Color Correcting Primer, Mineral Blush, Mineral Eyeshadow, Precision Liquid Liner, Eye Defining Pencil, Lip Pencil, Lip Color, Sheer Gloss, Matte Luxe Lip.



#### AVOCADO FRUIT EXTRACT

Beauty Superpower: Glow-giving

Also known as: Tocopheryl Acetate, Persea Gratissima Fruit Extract
Why we love it: It's a superfruit naturally full of vitamins A, B, C, K, and E, lecithin, and
potassium that helps fight off free radicals from the environment and improve the skin's
overall health while smoothing and lifting to give it a more even and radiant glow.
Look for it in: our Mineral Powder, Mosaic Illuminator, Mineral Bronzer, Mineral Highlighter,
Oil-Free Liquid Foundation, Concealer, Color Correcting Primer, Mineral Blush, Mineral
Eyeshadow, Luxe Mascara, Precision Liquid Liner, Eye Defining Pencil, Lip Pencil, Lip Color.



#### ALOE VERA JUICE EXTRACT

Beauty Superpower: Super-healing

Also known as: Aqua (Infusion of Aloe Barbadensis Leaf Juice), Aloe Leaf Juice, Aloe Barbadensis Leaf Extract

Why we love it: It's a natural healer that soothes and nourishes the skin while improving the appearance of redness and patchiness as well as a powerful source of antioxidants and nutrients like Vitamin C that provide maximum hydration to the skin.

Look for it in: our Oil-Free Liquid Foundation, Concealer, Luxe Mascara, Lip Color, Sheer Gloss, Precision Liquid Liner, Color Correcting Primer.



#### **SUNFLOWER**

Beauty Superpower: Strength-building

Also known as: Cetyl Palmitate, Octyl Palmitate, Lecithin

Why we love it: It's a natural humectant that helps the skin absorb and retain moisture and acts as a strength barrier that fights against environmental aggressions and aging while helping other beneficial ingredients penetrate deeper into the skin.

Look for it in: our Mineral Powder, Mosaic Illuminator, Mineral Bronzer, Mineral Highlighter, Oil-Free Liquid Foundation, Concealer, Color Correcting Primer, Mineral Blush, Mineral Eyeshadow, Luxe Mascara, Precision Liquid Liner, Eye Defining Pencil, Cream Brow Pencil, Lip Pencil, Lip Color, Sheer Gloss, Matte Luxe Lip.

#### FREE FROM

For over 25 years, we have been carefully sourcing superior natural and botanical ingredients, setting an unparalleled standard of both integrity and transparency.

#### **INGREDIENT POLICY**

ZuZu Luxe products are formulated free of:

- · Coal Tar Derivatives or FD&C Agents
- Parabens
- · Soy
- Mineral Oil
- Peanuts & Tree Nuts (Lip gloss contains sweet almond oil)
- · Lanolin
- · Talc
- Propylene Glycol

- · Hydrogenated Oils
- Gluten
- · Phthalates
- · DBP
- · Toluene
- Lead
- · Formaldehyde
- Nano/Micro Sized Particles

19 × 10

#### SUSTAINABLE BEAUTY

By taking care of the Earth, we can better take care of ourselves. We stay close to nature by giving back to the planet to create a cleaner, greener, more beautiful world.

At Zuzu Luxe we believe in and utilize the healing ingredients that come from our earth and are passionate about protecting and preserving them, which is why—without compromising aesthetics, functionality, or accessibility—we are committed to sustainable natural beauty and earth-conscious practices that keep our ocean blue, our planet green, and our animals safe.

#### **RECYCLE PROGRAM**

In order to continually reduce our environmental impact our beauty and skincare products are recyclable through the TerraCycle Zero Waste Box—that means zero waste! TerraCycle, is an award-winning recycling company dedicated to eliminating waste. When you mail us your empties, we will send them to TerraCycle to be used in the creation of new products.

#### REFILLABLE

Zuzu Luxe powder compacts are refillable.

#### **PACKAGING**

All Zuzu Luxe boxes are FSC certified and printed with soy ink.

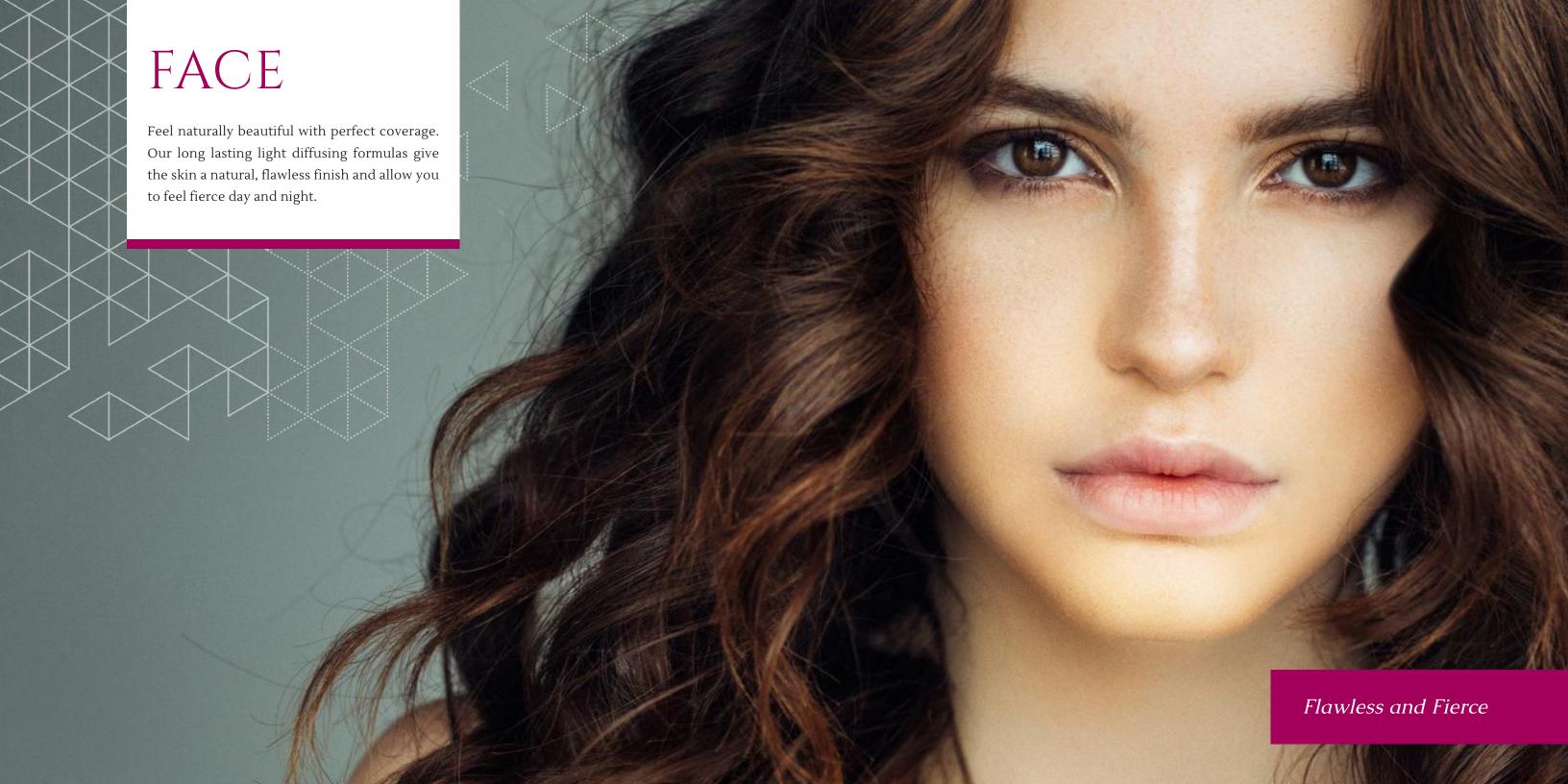
#### **SHIPPING**

We use, PELASPAN™ BIO packaging peanuts which are made from 100% biodegradable material. Vegetable starch. PELASPAN™ BIO is totally biodegradable without any risk of ground water contamination.









### COLOR CORRECTING CREAM

The dual-purpose creams correct color imperfections as well as reduce the appearance of fine lines and deep pores to achieve a smooth, clear complexion.

\$18.75 | NET WT. 30 ml/1Fl. US OZ





BYE BYE REDNESS Neutralizes red tones on skin, covering blemishes and rosacea



**GET GLOWING** Catches natural light, adding color to dull skin



WAKE ME UP Conceals under eye circles and evens skin tone



**BRIGHT NOW** UNIVERSAL PRIMER Evens skin tone by increasing all over skin luminosity Corrects sallow complexions

### CONCEALER

This cream based concealer is designed to brighten your skin while making blemishes and dark circles disappear.

\$17.60 | NET WT. .63 m./.21 US FL OZ





C-30







C-50







### MINERAL POWDER

This mineral based pressed powder blends seamlessly over your skin for a long-wearing, natural finish. The velvety formula performs both as a foundation and powder.

\$29.80 with compact | \$22.90/Refill NET WT. .32oz/9grams







### OIL-FREE LIQUID FOUNDATION

This medium to full coverage sheer liquid foundation is designed to enhance the natural undertones of your skin, creating a flawless, natural-looking complexion.

\$31.30 | NET WT. 1 oz. /30 ml





















### MOSAIC ILLUMINATOR

With its dual purpose design the multi-pigmented Mosaic Illuminator captures light and covers imperfections, giving your complexion a luminous, beautiful finish.

\$29.80 | NET WT. 9 g/.32 US OZ



### MINERAL BRONZER

With a touch of shimmer, this velvety smooth bronzer instantly gives complexions a gorgeous sun-kissed glow.

\$29.80 with compact | NET WT. 9 g/.32 US OZ



### MINERAL BLUSH

A rich palette of colors with a silky formula that blends perfectly over skin to provide lasting color and a radiant glow.

\$22.60 | NET WT. 3 g/.1 US OZ







### MINERAL HIGHLIGHTER

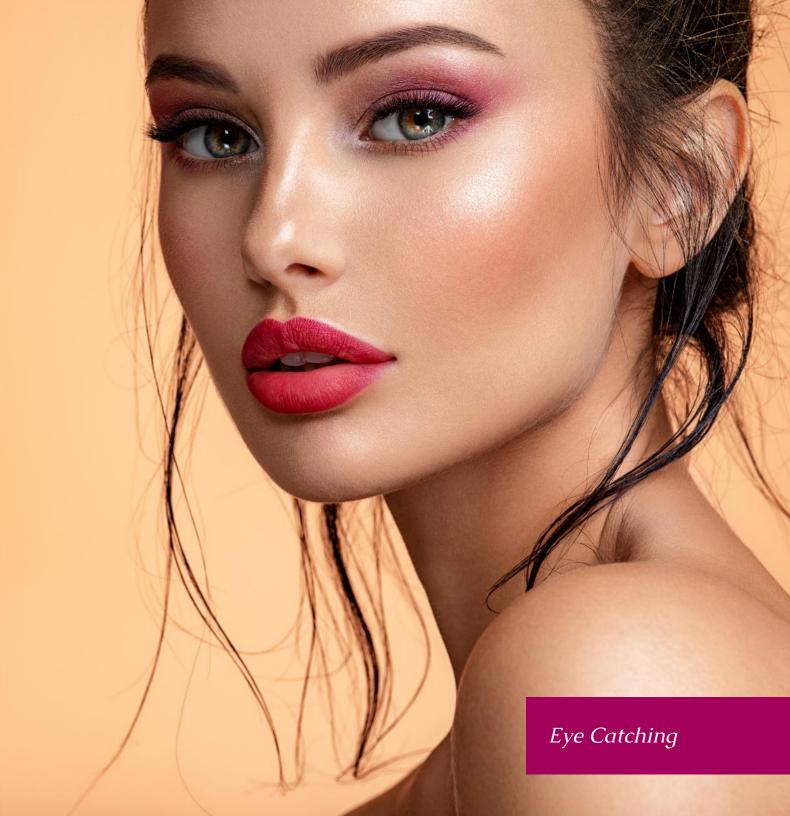
Create a glow that's good for you and let your natural light shine through with this long-wear, mineral powder highlighter that features luminescent pigments to cast a lit-from-within shimmer. \*Refill does not include compact.

\$29.80 with compact | NET WT. 9 g/.32 US OZ



## EYES

Nothing captures the attention of a room like a daring glance, flirty wink, or a long, captivating gaze. From our famous Liquid Eyeliner to the industry favorite Pro Palette Eyeshadows, we have you naturally covered.



### PRECISION LIQUID LINER

Featuring a fine calligraphy tip, our quick-drying Liquid Eyeliner has a water resistant, gluten-free formula that delivers ultimate precision to line, shape and define your eyes.

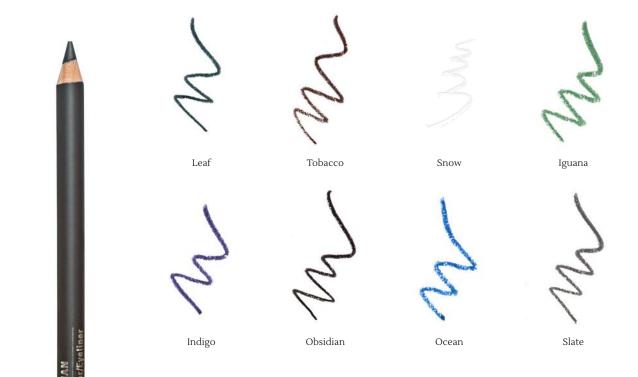
\$15.60 | NET WT. loz/3 ml



### EYE DEFINING PENCIL

The ultra-smooth, highly pigmented formula glides on to line, define and highlight eyes.

\$13.80 | NEW WT. .04oz/1.13 grams



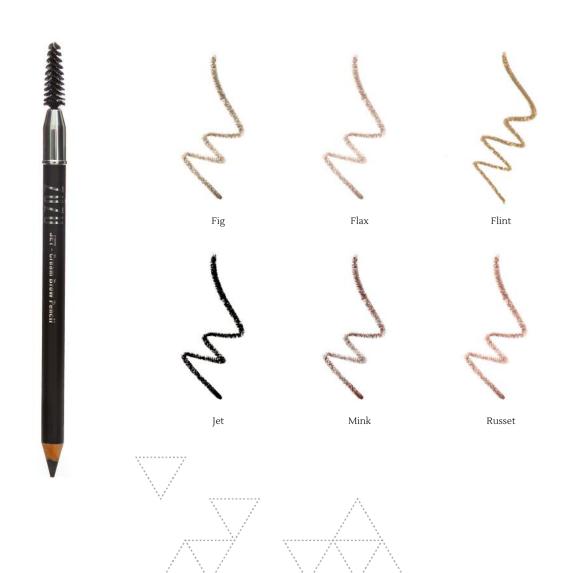
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### CREAM BROW PENCIL

Available in natural shades that easily sculpt and define brows, these pencils are specially formulated to shape, fill in and define to achieve natural-looking brows without harsh edges.

\$14.50 | NET WT. 1.25g/.044 US OZ



### LUXE MASCARA

This richly pigmented mascara curls, lengthens and adds volume to lashes without smudging, clumping, or flaking. The luxurious nylon brush is specially designed to add length and curl while being clump free.

\$17.60 |NET WT. 7.5ml/.25 oz



### MINERAL EYESHADOW

Enhance eyes with our fresh, superbly blendable eyeshadows featuring a variety of colors from soft shimmers to highly pigmented mattes.

\$16.00 in compact | \$11.00 refill NET WT. 2 g/.07 US OZ





### ECO PALETTE REFILLS

Crush

An eyeshadow wardrobe featuring 40 shades in matte, shimmer, satin and metallic finishes. Mix and match your favorites to create a custom palette, just like the pros do it.

\$11.00 refill | \$44.00 custom palette NET WT. .07oz/2 grams

Clove



Divine



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Dream Catcher

Echo



### SHEER GLOSS

Long-lasting glosses give your lips an ultra glossy, sheer pop of color while keeping your lips soft and supple.

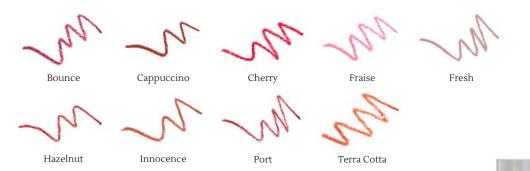
\$18.15 | NET WT. 5ml/.17 US OZ



### LIP PENCIL

The ultra-smooth, blendable formula glides on smoothly, to line, define and expertly shape lips.

\$13.80 | NEW WT. .04oz/1.13 grams



### MATTE LUXE LIP

Achieve major color payoff with these highly pigmented and long-lasting liquid lipsticks. Enriched with jojoba and sea fennel, the nourishing and non-drying formula has a flexible feel and ultra staying power.

\$18.50 | NEW WT. 0.17oz/0.5 ml



Apricot Pink/Warm

Tryst Apricot Pink/Warm

### LIP COLOR

These smooth, creamy, ultra hydrating lipsticks drench lips in rich color for all-day wear and kiss proof coverage.

\$19.10 | NET WT. 3.6 g/.13 US OZ







# THE PROS At Zuzu Luxe, we want our Warriors to feel in control of their beauty. With our professional tools and accessories, you're able to custom build your look, just as the pros do. Unleash Your Inner Makeup Artist

### COSMETIC WIPES

Drenched with hydrating and nourishing plant extracts these natural wipes gently and effectively remove makeup and mascara.

\$9.30 | 30ct





### KABUKI BRUSH

This cruelty free full dome shaped face brush made with professional grade nylon provides a medium to full finish application for powders and bronzers.

\$19.95



### ECO PALETTE

A refillable palette that lets you be the makeup artist. The magnetic, refillable compact holds four eyeshadows and includes a mirror and vegan dual sided brush.

\$6.95



### SHARPENER

This sharpener features double cut technology for a perfectly rounded point. Cleaning stick included.

\$1.60



#### INGREDIENTS LIST

#### Color Correcting Cream/Universal Primer

NET WT. 30 ml/1 Fl. US OZ

Aqua (Infusion of Aloe Barbadensis Leaf Juice), Silica, Bentonite, Stearic Acid, Isopropyl Palmitate, Aloe Barbadensis Leaf Extract, Simmondsia Chinensis (Jojoba) Seed Oil, Glycerin, Cetearyl Alcohol, Tocopheryl Acetate, Mica, Lecithin, Xanthan Gum, Kaolin, Iron Oxides, Titanium Dioxide, Potassium Sorbate, May Contain: Golden Ochre, Ultramarines, Wake Me Up may contain Yellow 5 Lake

#### Concealer

NET WT. .6.3 ml/.21 US FL OZ

Aqua (Infusion of Aloe Barbadensis Leaf Juice), Persea Gratissima (Avocado) Fruit Extract, Cetyl Alcohol, Caprylic/ Capric Triglyceride, Glycerin, Cetearyl Alcohol, Crithmum Maritimum (Sea Fennel) Extract, Tocopheryl Acetate, Retinyl Palmitate, Limonene, Lecithin, Silica, Xanthan Gum, Kaolin, Iron Oxides, Titanium Dioxide, Potassium Sorbate

#### Oil-Free Liquid Foundation

NET WT. 30 ml/1 US FL OZ

Aqua (Infusion of Aloe Barbadensis Leaf Juice), Glycerin, Cetearyl Alcohol, Calendula Officinalis Flower Extract, Ascorbyl Palmitate, Tocopheryl Acetate, Limonene, Cellulose Gum, Lecithin, Silica, Mica, Xanthan Gum, Cetyl Alcohol, Kaolin, Iron Oxides, Titanium Dioxide, Potassium Sorbate

#### Mineral Powder

NET WT. 9 g/.32 US OZ

Mica, Cetyl Palmitate, Octyl Palmitate, Silica, Kaolin, Persea Gratissima (Avocado) Fruit Extract, Zinc Stearate, Simmondsia Chinensis (Jojoba) Seed Oil, Caprylic/Capric Triglyceride, Lecithin, Crithmum Maritimum (Sea Fennel) Extract, Tocopheryl Acetate, Iron Oxides, Titanium Dioxide

#### Mineral Blush

NET WT. 3 g/.1 US OZ

Mica, Cetyl Palmitate, Silica, Kaolin, Zinc Stearate, Simmondsia Chinensis (Jojoba) Seed Oil, Caprylic/Capric Triglyceride, Lecithin, Crithmum Maritimum (Sea Fennel) Extract, Tocopheryl Acetate, Iron Oxides, Titanium Dioxide.

#### Mineral Bronzer

NET WT. 9 g/.32 US OZ

Mica, Cetyl Palmitate, Octyl Palmitate, Silica, Kaolin, Persea Gratissima (Avocado) Fruit Extract, Zinc Stearate, Simmondsia Chinensis (Jojoba) Seed Oil, Caprylic/Capric Triglyceride, Lecithin, Crithmum Maritimum (Sea Fennel) Extract, Tocopheryl Acetate, Iron Oxides, Titanium Dioxide

#### Mineral Highlighter

NET WT. 9 g/.32 US OZ

Mica, Cetyl Palmitate, Octyl Palmitate, Silica, Kaolin, Persea Gratissima (Avocado) Fruit Extract, Zinc Stearate, Simmondsia Chinensis (Jojoba) Seed Oil, Caprylic/Capric Triglyceride, Lecithin, Crithmum Maritimum (Sea Fennel) Extract, Tocopheryl Acetate, Iron Oxides, Titanium Dioxide.

#### Mosaic Illuminator

NET WT. 9 g/.32 US OZ

Mica, Cetyl Palmitate, Octyl Palmitate, Silica, Kaolin, Persea Gratissima (Avocado) Fruit Extract, Zinc Stearate, Simmondsia Chinensis (Jojoba) Seed Oil, Caprylic/Capric Triglyceride, Lecithin, Crithmum Maritimum (Sea Fennel) Extract, Tocopheryl Acetate, Iron Oxides, Titanium Dioxide

#### Mineral Eyeshadow

NET WT. 2 g/.07 US OZ

Mica, Cetyl Palmitate, Silica, Kaolin, Zinc Stearate, Simmondsia Chinensis (Jojoba) Seed Oil, Caprylic/Capric Triglyceride, Lecithin, Crithmum Maritimum (Sea Fennel) Extract, Tocopheryl Acetate, Iron Oxides, Titanium Dioxide.

#### Custom Pro Palette Shadows

NET WT. 2 g/.07 US OZ

Mica, Cetyl Palmitate, Silica, Kaolin, Zinc Stearate, Simmondsia Chinensis (Jojoba) Seed Oil, Caprylic/Capric Triglyceride, Lecithin, Crithmum Maritimum (Sea Fennel) Extract, Tocopheryl Acetate, Iron Oxides, Titanium Dioxide.

#### Eye Defining Pencil

NET WT. 1.13 g/.04 US OZ

Copernicia Cerifera (Carnauba) Wax, Euphorbia Cerifera (Candelilla) Wax, Caprylic/Capric Triglyceride, Simmondsia Chinensis (Jojoba) Seed Oil, Tocopheryl Acetate, Ascorbyl Palmitate, Crithmum Maritimum (Sea Fennel) Extract, Hectorite, Lecithin, Iron Oxides, Titanium Dioxide.

#### Precision Liquid Liner

NET WT. 3 ml/.1 US OZ

Aqua (Infusion of Aloe Barbadensis Leaf Juice), Sorbitol, Cetyl Alcohol, Iron Oxides, Mica, Simmondsia Chinensis (Jojoba) Seed Oil, Bentonite, Bisabolol, Tocopheryl Acetate, Xanthan Gum, Lecithin, Euphrasia Officinalis (Eyebright) Extract, Titanium Dioxide, Cellulose Gum, Hectorite, Potassium Sorbate.

#### Luxe Mascara

NET WT. 7.5ml/.25 oz

Aqua (Infusion of Aloe Barbadensis Leaf Juice), Cellulose Gum, Sorbitol, Stearic Acid, Cetearyl Alcohol, Lecithin, Panthenol, Crithmum Maritimum (Sea Fennel) Extract, Tocopheryl Acetate, Euphrasia Officinalis (Eyebright) Extract, Xanthan Gum, Iron Oxides, Hectorite, Titanium Dioxide, Potassium Sorbate.

#### Cream Brow Pencil

NET WT. 1.25g/.044 US OZ

Copernicia Cerifera (Carnauba) Wax, Euphorbia Cerifera (Candelilla) Wax, Caprylic/Capric Triglyceride, Xanthan Gum, Tocopheryl Acetate, Ascorbyl Palmitate, Crithmum Maritimum (Sea Fennel) Extract, Hectorite, Lecithin, Iron Oxides, Titanium Dioxide.

#### Lip Pencil

NÊT WT. 1.13 g/.04 US OZ

Copernicia Cerifera (Carnauba) Wax, Euphorbia Cerifera (Candelilla)Wax, Caprylic/Capric Triglyceride, Simmondsia Chinensis (Jojoba) Seed Oil, Tocopheryl Acetate, Ascorbyl Palmitate, Crithmum Maritimum (Sea Fennel) Extract, Hectorite, Lecithin, Iron Oxides, Titanium Dioxide.

#### Lip Color

NET WT. 3.6 g/.13 US OZ

Simmondsia Chinensis (Jojoba) Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Caprylic/Capric Triglyceride, Sesamum Indicum (Sesame) Seed Oil, Carthamus Tinctorius (Safflower) Seed Oil, Retinyl Palmitate, Tocopheryl Acetate, Lecithin, Crithmum Maritimum (Sea Fennel) Extract, Bisabolol, Aloe Barbadensis Leaf Extract, Iron Oxides, Mica, Hypericum Perforatum (St. John's Wort) Extract, Titanium Dioxide.

#### Sheer Gloss

NET WT. 5ml/.17 US OZ

Simmondsia Chinensis (Jojoba) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Bisabolol, Euphorbia Cerifera (Candelilla) Wax, Caprylic/Capric Triglyceride, Glycerin, Butyrospermum Parkii (Shea Butter), Prunus Armeniaca (Apricot) Kernel Oil, Aloe Barbadensis Leaf Extract, Crithmum Maritimum (Sea Fennel) Extract, Chamomilla Recutita (Matricaria) Flower Extract, Cetyl Alcohol, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Iron Oxides, Mica, Hypericum Perforatum (St. John's Wort) Extract, Titanium Dioxide.

#### Matte Luxe Lip

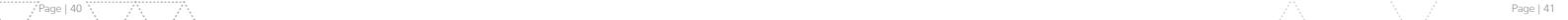
NET WT. .5ml /.17 US OZ

Simmondsia Chinensis (Jojoba) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Kaolin, Silica, Hectorite, Euphorbia Cerifera (Candelilla) Wax, Caprylic/Capric Triglyceride, Glycerin, Ricinus Communis (Castor) Seed Oil, Lonicera Caprifolium (Honeysuckle) Flower Extract, Lonicera Japonica (Honeysuckle) Flower Extract, Crithmum Maritimum (Sea Fennel) Extract, Chamomilla Recutita (Matricaria) Flower Extract, Cetyl Alcohol, Simmondsia Chinensis (Jojoba) Seed Oil, Iron Oxides, Mica, Hypericum Perforatum (St. John's Wort) Extract.

#### Cosmetic Wipes

30 ct.

Aloe Vera Juice, Glycerin, Rosmarinus Officinalis (Rosemary) & Maltodextrin, Fucus Vesiculosus (Bladderwrack) Extract, Punica Granatum (Pomegranate) Extract, Camellia Sinensis (White Tea) Extract, Cucumis Sativus (Cucumber) Extract, Chamomilla Recucita Matricaria (Chamomile) Extract, Hamamelis Virginiana (Witch Hazel) Extract, Xantan Gum, Citric Acid.



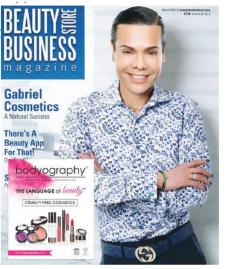
### PRINT MEDIA HIGHLIGHTS

















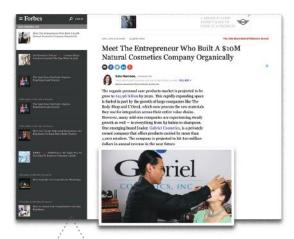
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### DIGITAL MEDIA HIGHLIGHTS

### THE DENVER POST



### **Forbes**



### Los Angeles Times



### allure



### gerl



### organic spa



#### BLONDE GONE CLEAN

SMALL TOWN BLONDE | BIG TIME HEALTH NUT







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# ZUZU LUXE

#ecochicwarrior

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