



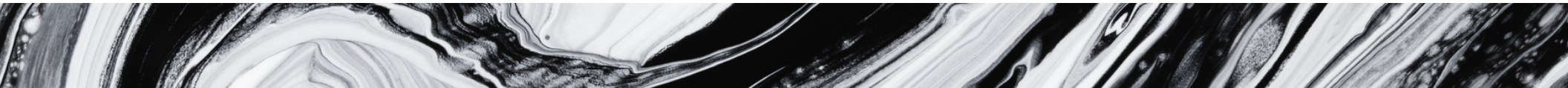
ZUZU LUXE

BRAND BOOK 2022



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.



NATURAL INGREDIENTS



Our products are always certified gluten-free and vegan, making Zuzu Luxe one of the few natural color cosmetic brands consumers can trust. Without a federal regulation on the term "natural," brands often claim to be, but are not. With a 25- year track record, and by disclosing 100% of our ingredients and educating our audience, we are confident consumers see a trusted brand at the Zuzu Luxe beauty counter.

SUSTAINABILITY



As Earth lovers, we use biodegradable ingredients and environmentally sensitive packaging. We have created incentives for post-consumer recycling and make it easy and accessible to recycle our used products.

RESPONSIBILITY



We have never and will never test on animals in the development of our products. Our commitment to responsibility lies not only in our practices with our cruelty-free certification by the Leaping Bunny Program, but also in our advocacy for animal well-being.



NATURALLY
SPEAKING

COMPETITIVE

ADVANTAGE

- Independently & Latin-owned company
- Developed by an esthetician and makeup artist
- Certified gluten-free, cruelty-free, and vegan
- Responsibly formulated providing bold color palettes
- Complete makeup selection
- 100% of our paper packaging is recyclable and FSC-certified
- We offer refillable Dual Powders
- Provides consumers a variety of retail channels in both the natural products space and mass market





WE OFFER



ON-TREND BEAUTY

Matte Luxe Lip gives that velvet liquid lip. Precision beauty is mastered with the felt tip of our cult favorite Liquid Eyeliner.

AWARD WINNING PRODUCTS

From the coveted ELLE Green Star Award to a Delicious Living Beauty & Body Award, our products are nationally recognized as stand-out must-haves.

INDUSTRY CONFIDENCE

As a true pioneer, our Founder, Gabriel De Santino had the foresight 28 years ago to develop natural beauty products consumers would need and love.

INFLUENCERS



@beautybynikirae

@jaclynhouston

@beautywithbeautiful



@beautybynikirae

@ecochicbeauty

@hauteoffthebrush



@soulutionaryone

@idania.cond

@wakenedapparel

PRICING



OIL-FREE LIQUID FOUNDATIONS

Choose from nine shades.

2-Deep

\$185.89 includes 10% discount



DUAL POWDER FOUNDATIONS

**REFILLABLE*

Choose from 9 shades

3-Deep

\$177.01 includes 10% discount



MOSAIC ILLUMINATORS

Three shades: Light, Medium, Dark
Professional-grade nylon Kabuki brush
3-Deep , Powders
2-Deep, Kabuki Brush
\$170.01 includes 10% discount on Powders
13"W x 8.5"D x 6"T



CONCEAL + CORRECT

Six shades of Concealer
Four Color Correcting Creams
Mineral Highlighter
4-Deep
\$403.16 1 includes 10% discount on Powders
13"W x 8.5"D x 6"T

CORRECT + GLOW

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.

Four Color Correcting Creams, 6-deep
Two Liquid Glow, 6-deep

\$244.90 incl 20% discount

Color Correcting Cream SRP: \$19.45

Liquid Glow SRP: \$13.50



cancels redness on all skintones

brightens dullness on all skin tones

cancels dark circles and brightens on light skin

cancels dark circles, redness and brightens on all skintones



stellar - rose gold



nova- lavender platinum

PRICING

SRP: \$13.80-\$19.10



LIP ESSENTIALS

Choose four lipstick, 4-deep
Three Sheer Gloss, 3-deep
Three Lip Pencils, 3-deep
\$289.98 includes 10% discount
11"W x 8.5"D x 7"T



COMPLETE EYE ESSENTIALS

Choose four of each:
Precision Liquid Liner
Cream Brow Pencil
Choose three of:
Luxe Mascara
4-deep
\$342.94 includes 10% discount
13"W x 8.5"D x 6"T



EYE ESSENTIALS

Choose six from our eight liquid eyeliners.

\$247.10 incl 20% discount



SRP \$19.35



SRP \$15.95



COMPLETE EYE ESSENTIALS

Choose two mascara and four liquid eyeliners.
\$257.66 includes 20% discount



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.

Six shades, 6-deep
\$247.10 incl 20% discount
SRP: \$19.45



PRICING

SRP: \$15.20-\$34.45



LEGACY DISPLAY

12 Lipgloss, 6 Blush, 16 Eyeshadow, 4 Cream Brow Pencils, 9 Eye Liner, 9 Lip Liner, 4 Mascara, 4 Concealer, 9 Liquid Foundations, 7 Dual Powders, 1 Mineral Bronzer, 1 Mineral Highlighter

Display to fill, no additional backstock:
\$2473.37 inc. 15% discount

Display Dimensions:
16¼" Deep x 21" Wide x 15" Tall