

Discover 2021  
Introducing the Iced Out Collection



**BROW FREEZE - LIFTED, FEATHERED BROWS THAT LAST**

An extreme-hold styling wax that lifts and holds brows in place for a feathered effect.

**WHY YOU'LL LOVE IT**

- Universal clear wax formula for all skin tones and brow colors
- Provides long-lasting, extreme hold that locks brows in place
- Instantly gives the look of lifted, feathered brows
- Easy-to-use and mess-free application (no water needed)
- Helps to tame unruly and coarse brow hair
- Sets in place without a sti" feel, residue or flaking
- Grips to skin and hair
- Ideal for medium-sparse to full brows
- Luxe, rose gold packaging
- This formula is: Vegan, Cruelty-Free, Water-Based, Alcohol-Free, Paraben-Free, Oil-Free



### **HOW TO APPLY**

- Gently pick up a small amount of product using the spoolie end of Brush 12.
- Using the back of the cap, work the product back and forth.
- On clean brows, brush through the brow using upward motions and gently pressing down as you go.
- Continuously brush them in the desired direction as it sets.
- Using the metal ferrule of Brush 12 (on the angled brush side), use pressing motions to sculpt brow hairs into desired shape and lay the brow hairs down flat.
- Next, fill in sparse areas of the brow using Brow Powder Duo and Brush 7B.
- For natural-looking brows, apply the lighter shade in the front of the brow and the deeper shade from the arch (middle) to the tail (end).

To maintain optimal appearance and efficacy, cap must remain tightly closed at all times when not in use.

### **PRO TIPS**

- For thicker, untamed brows use a little more product for extra hold
- Can be used to tame unruly hairs around the hair line

### **PRODUCT PAIRING**

Brush 12 - Brow Powder Duo - Brush 7B - Pro Pencil

**ICED-OUT HIGHLIGHTER – AMPLIFY YOUR INNER GLOW**

An illuminating powder for a lit-from-within radiance.

**WHY YOU’LL LOVE IT**

- Multi-dimensional illuminating powder that achieves the perfect glow
- Ultra-smooth formula with seamless blending and buildable intensity
- Universal shade delivers single-sweep luminosity
- Ultra-reflective powder formula gives the effect of a liquid for lit from within radiance
- Easy-to-apply and can be used on the face, eyes and body
- Design of the press allows for the brush to pick up the perfect amount of product
- Luxe, rose gold compact includes a mirror
- Can be used dry or wet
- This formula is: Vegan, Cruelty-Free, Talc-Free, Paraben-Free and Fragrance-Free



**HOW TO APPLY**

Gently sweep A23 Pro Brush across Highlighter to pick up product. Apply Highlighter onto all areas you want to accentuate, such as the upper cheekbones, bridge and tip of the nose, cupid’s bow and collarbone. For mega-shine, layer for desired intensity.

**PRO TIPS**

- Wear over bare lips for natural lip color with high shine.
- Apply to the center of the lips for extra volume.
- Pair with Brow Definer and Matte Lipstick for extra dimension.
- For dry lips, apply Lip Primer prior to application.
- For dry lips with flakiness, use a gentle lip exfoliator prior to application.

**PRODUCT PAIRING**

A23 Pro Brush - Dewy Set Setting Spray - Luminous Foundation - Powder Bronzer

# ANASTASIA

BEVERLY HILLS

## **CRYSTAL GLOSS – GLASS-LIKE SHINE. UNSTOPPABLE REFLECTION**

A crystal-clear lip gloss with a non-sticky feel that delivers glass-like shine.

### **WHY YOU'LL LOVE IT**

- Universal crystal-clear shade for all skin tones
- Provides long-lasting, glass-like shine in one swipe
- Weightless, non-sticky formula with comfortable wearability
- Instantly gives the appearance of fuller-looking lips
- Ultra-smooth formula glides across lips with ease
- Flat-paddle shaped applicator delivers the perfect amount of product and precise application
- Can be worn over bare lips or layered with liner and lipstick for extra dimension
- Peach-scented
- This formula is: Vegan, Cruelty-Free, Alcohol-Free, Paraben-Free, Oil-Free
- Dermatologist tested and non-comedogenic

### **HOW TO APPLY**

Apply Crystal Gloss to the center of the top and bottom lip. Use the tip of the flat-paddle applicator to shape the lip line with precision.

### **TAKE IT TO THE NEXT-LEVEL**

Shape the lips with Brow Definer for a bare and defined look. Or go ultra-dimensional by adding your favorite shade of Matte Lipstick.

### **PRO TIPS**

- Apply Crystal Gloss to the center of the lips for extra volume.
- For dry lips, apply Lip Primer prior to application.
- Try a deep shade of Brow Definer for ultra-dimension.

### **PRODUCT PAIRINGS**

Lip primer – Matte lipstick – Brow definer



**DIAMOND GLOSS – DIAMOND REFLECT. LUMINOUS SHINE**

Diamond Lip Gloss is a light reflecting, ultra-smooth lip gloss for providing explosive shine.

**WHY YOU’LL LOVE IT**

- Universal shade for all skin tones
- Delivers luminous shine with a diamond-reflect finish
- Provides long-lasting, high shine in one swipe
- Weightless, non-sticky formula with comfortable wearability
- Instantly gives the appearance of fuller-looking lips
- Ultra-smooth formula glides with ease
- Flat-paddle shaped applicator delivers the perfect amount of product and precise application
- Can be worn over bare lips or layered with liner and lipstick for extra dimension
- Vanilla-scented
- This formula is: Vegan, Cruelty-Free, Alcohol-Free, Paraben-Free, Oil-Free
- Dermatologist tested and non-comedogenic

**HOW TO APPLY**

Apply Diamond Gloss to the center of the top and bottom lip.  
Use the tip of the flat-paddle applicator to shape the lip line with precision.

**TAKE IT TO THE NEXT-LEVEL**

Shape the lips with Brow Definer for a bare and defined look.  
Or go ultra-dimensional by adding your favorite shade of Matte Lipstick.

**PRO TIPS**

- Apply Diamond Gloss to the center of the lips for extra volume.
- For dry lips, apply Lip Primer prior to application.
- Try a deep shade of Brow Definer for ultra-dimension.

**PRODUCT PAIRING**

Lip Primer - Matte Lipstick - Brow Definer





## **About Anastasia Beverly Hills**

Romanian-born beauty entrepreneur Anastasia Soare launched her namesake brand with a Beverly Hills flagship salon in 1997 and the company's first product line in 2000. Rooted in the sacred geometry of the Golden Ratio, ABH creates prestige cosmetics for a passionate prosumer audience.

Soare was first to introduce brow shaping and products based on her patented Golden Ratio Eyebrow Shaping Method, and is widely credited for fueling the multi-million dollar business that surrounds the category. Popularized through customer relationships with some of the world's most recognizable faces, the "brow revolution" she ignited has become a landmark contribution to beauty history. In 2014, ABH debuted its new color makeup line on Instagram, cultivating a relationship with customers focused on product education, artistry, and responsiveness in delivering the "ultimate polished look" for which the brand is known. ABH has received industry-wide recognition for digital innovation and numerous accolades for products such as cult-classics Brow Wiz, Contour Kit, and Liquid Lipstick.

ABH products are available at [anastasiabeverlyhills.com](http://anastasiabeverlyhills.com), Dillard's, Macy's, Nordstrom, Sephora, ULTA, and select retailers in over 25 countries. ABH is committed to cruelty-free product formulation, testing, and development.