

BEAUTYCOUNTER

SKIN CARE

BE YOUR *beautiful.*™

A Note From Our Founder

At Beautycounter, we believe that real change comes through powerful combinations—products that are safer and work beautifully; business opportunities that pair the joy of a great retail experience with the relationship of one-on-one selling; self-empowerment that offers a balance of social purpose and personal reward. We aim to inspire real change and hope you'll join our movement toward better beauty.

With Beautycounter, you are teaming up with a true leader. We lead in safer personal care products for the entire family. We set the bar much higher than the industry standard with our ingredient selection process. And we are reshaping business-as-usual with our direct-retail distribution model. You can lead along with us as a Beautycounter consultant, member, or customer, and make change that really matters.

I started Beautycounter with a mission to get safer products into the hands of everyone, but I cannot do it alone. It is up to all of us to do everything we can to connect people with better information, better products, and better engagement on the issues that matter. We cannot wait for others to improve the status quo for us.

I hope you'll join our movement—not just to make better products, but to also improve business and impact lives.

xx gregg

Gregg Renfrew
Founder and CEO



Gregg in her Santa Monica office



Consultants at an event in Ojai



Gregg with her daughters

LET'S MOVE *FORWARD*



Life moves fast, and so do we—sometimes too fast. We rely on routines and accept what we're told so we can keep pace. In many areas of our lives, we have put our trust in others to do the thinking for us. It's time we start thinking for ourselves again and require honest, diligent information so that we can make better decisions about personal care for ourselves and our families.

Many of us already do this when it comes to what we put in our bodies. We reject Big Food, like processed foods and junk foods, that can literally make us sick and tired. The same is true for what we put on our bodies. Many of the so-called leaders in personal care, skin care, and cosmetics—Big Beauty—are using questionable or potentially harmful chemicals and ingredients.

Today, there are more than 85,000 ingredients on the market used in popular products, and 90% of them have never been tested to measure their impact on human health. Big Beauty uses them anyway because they can. In the U.S., no major federal law to protect consumers and regulate personal care products has been passed since 1938. We all deserve better.

By developing a purposeful ingredient selection process, Beautycounter is able to screen for more than 1,500 ingredients that could potentially pose threats to human health—and still deliver incredible product performance.

We know that safer works. It works in our labs, in our products, and in our customers' lives. Whether using synthetic, organic, or non-GMO ingredients, our commitment is to the safest choice possible based on the most current data and science—which we review regularly—and to never test our products on animals.

We want you to be able to choose the best products based on up-to-date information without having to second guess. None of us are slowing down, but we all deserve to move through life safely. It's time to move forward.

Join us in the
movement for safer,
better beauty.



the
ULTIMATE *collection*

It's all here. Everything you need, head to toe.



The Face Collection, Body Collection (including shampoo and conditioner), all three Face Oils (each with its own unique scent and benefits), Nourishing Body Oil, and Sugar Body Scrub.

The Ultimate Collection

7000 | \$525



Essential FACE collection

Get the whole routine, start to finish.



Nourishing Day Cream and Nourishing Night Cream soften and lock in moisture. Nourishing Rosewater Mist tones and refreshes instantly. Nourishing Cream Exfoliator buffs away dryness. Nourishing Eye Cream treats the delicate skin around the eyes, while Nourishing Cream Cleanser gently washes away impurities and makeup.

The Essential Face Collection

1900 | \$200

Countertime REJUVENATING collection

A luxe line of complexion-awakening skin care.



Rejuvenating Face Cleanser removes makeup and impurities while moisturizing. Rejuvenating Radiance Serum improves hydration and reduces the appearance of wrinkles. Rejuvenating Day Cream softens and soothes while helping increase elasticity. Rejuvenating Eye Cream reduces puffiness and diminishes the appearance of fine lines and dark circles. Rejuvenating Night Cream locks in moisture while you sleep. Rejuvenating Toner Pads tone and minimize the appearance of pores.

The Countertime Rejuvenating Collection

7010 | \$300





Luxurious
FACE OIL
collection

The simplest way to deeply hydrated skin.



Face Oil Collection
1901 | \$185



daily
BODY *collection*

Refreshingly scented everyday care for skin and hair.

Daily Shampoo gently removes build-up, while Daily Conditioner softens and smooths strands. Body Wash cleanses without over-drying. Hydrating Body Lotion delivers lightweight moisture. Everything is lightly scented with real citrus oil.

Body Collection

3900 | \$87



gentle KIDS *collection*

Simpler, safer, and sweeter bath time.



Kids will love the orange-vanilla swirl scent of our Nice Do Shampoo and Not a Knot Conditioner, specially formulated to gently clean and smooth every strand. Finish bath time with Super-Duper Clean Body Wash that's nourishing, hydrating, and deliciously berry scented.

Kids Collection

4900 | \$44

BABY *BUNDLE collection*

Less is more when it comes to newborns.



Gentle All Over Wash cleanses body and hair with a tear-free formula. Soothing Baby Oil absorbs easily and nourishes delicate skin. Daily Protective Balm acts as a sensitive, effective barrier for babies' vulnerable skin.

Baby Bundle Collection

7053 | \$54





Next to cleanser, Rejuvenating Toner Pads are your first line of defense against daily stressors. Antioxidant-rich mixed fruit acid complex and vitamin C reduce the appearance of fine lines and wrinkles, while a potent blend of plant extracts refines, brightens, and improves skin tone for a firmer complexion.

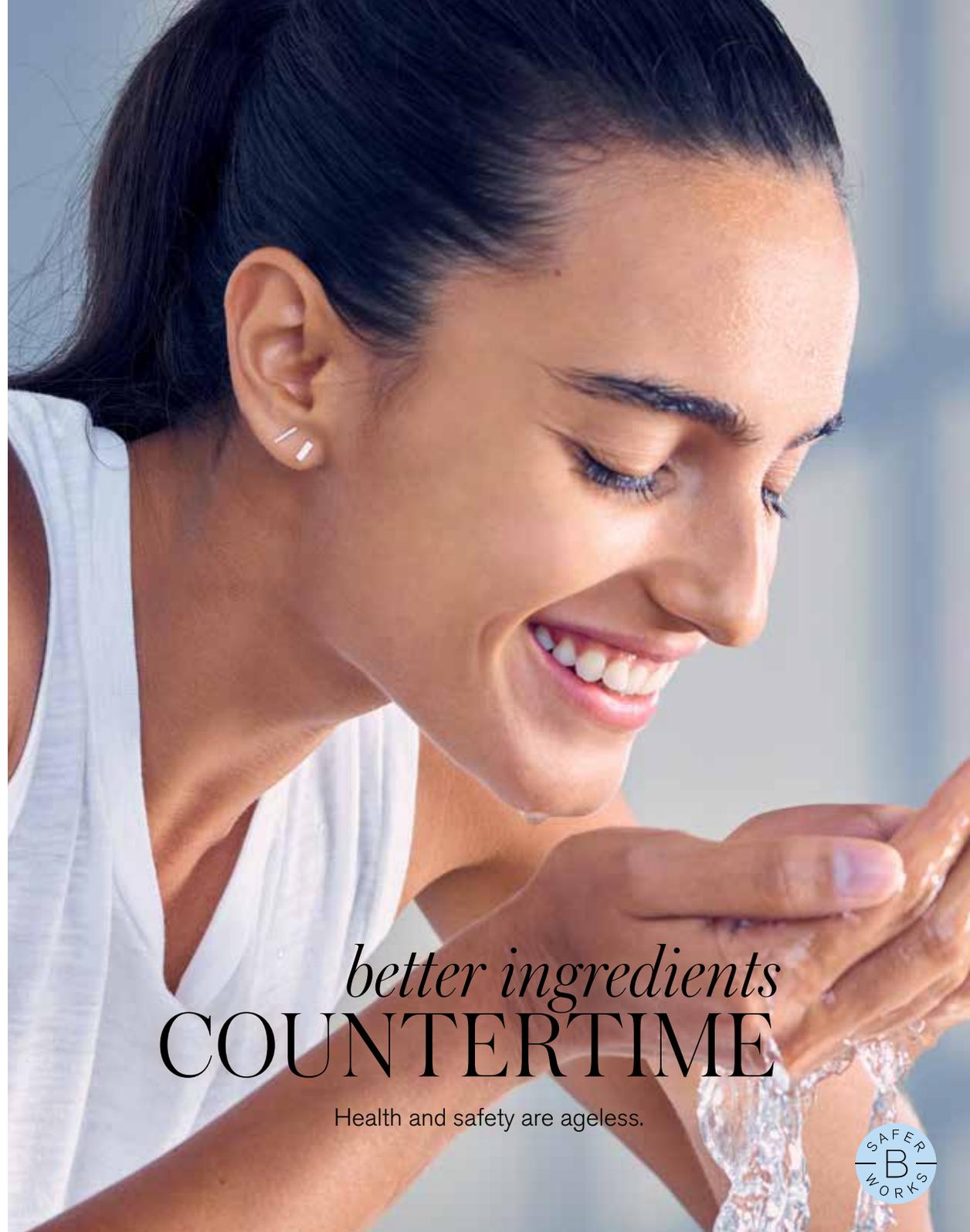
HOW TO USE: After daily cleansing, sweep a single pad over face and neck.

Countertime Rejuvenating Toner Pads
1111 | \$45

Leave skin feeling clean and looking more supple with our gently lathering, sulfate-free face cleanser. Not only does it remove makeup and impurities, but it also contains antioxidant-rich botanical extracts to help protect skin's moisture barrier.

HOW TO USE: Morning and night, gently massage onto damp skin and rinse thoroughly.

Countertime Rejuvenating Face Cleanser
1110 | \$43



better ingredients
COUNTERTIME

Health and safety are ageless.



Rich and creamy, Rejuvenating Radiance Serum helps even skin tone, improve hydration, and reduce the appearance of wrinkles thanks to a potent blend of vitamin C, a mixed fruit acid complex, and algae and marine extracts.

HOW TO USE: Massage gently into face, neck, and décolletage morning and night after cleansing and before moisturizing.

Countertime Rejuvenating Radiance Serum
1114 | \$63



around-the-clock **HYDRATION**

Lock in moisture day and night.



Seal in moisture while you sleep with Rejuvenating Night Cream. Marine extracts and safflower oleosomes help intensify skin's nightly repair cycle for a complexion that looks and feels smoother.

HOW TO USE: Nightly after cleansing, massage into face, neck, and décolletage with upward strokes.

Countertime Rejuvenating Night Cream
1115 | \$75



Rejuvenating Eye Cream is made with soothing, skin-conditioning algae and caffeine that help reduce puffiness and diminish the appearance of fine lines and dark circles.

HOW TO USE: Lightly pat around eye area until fully absorbed, morning and night.

Countertime Rejuvenating Eye Cream
1116 | \$58



Rejuvenating DAY CREAM

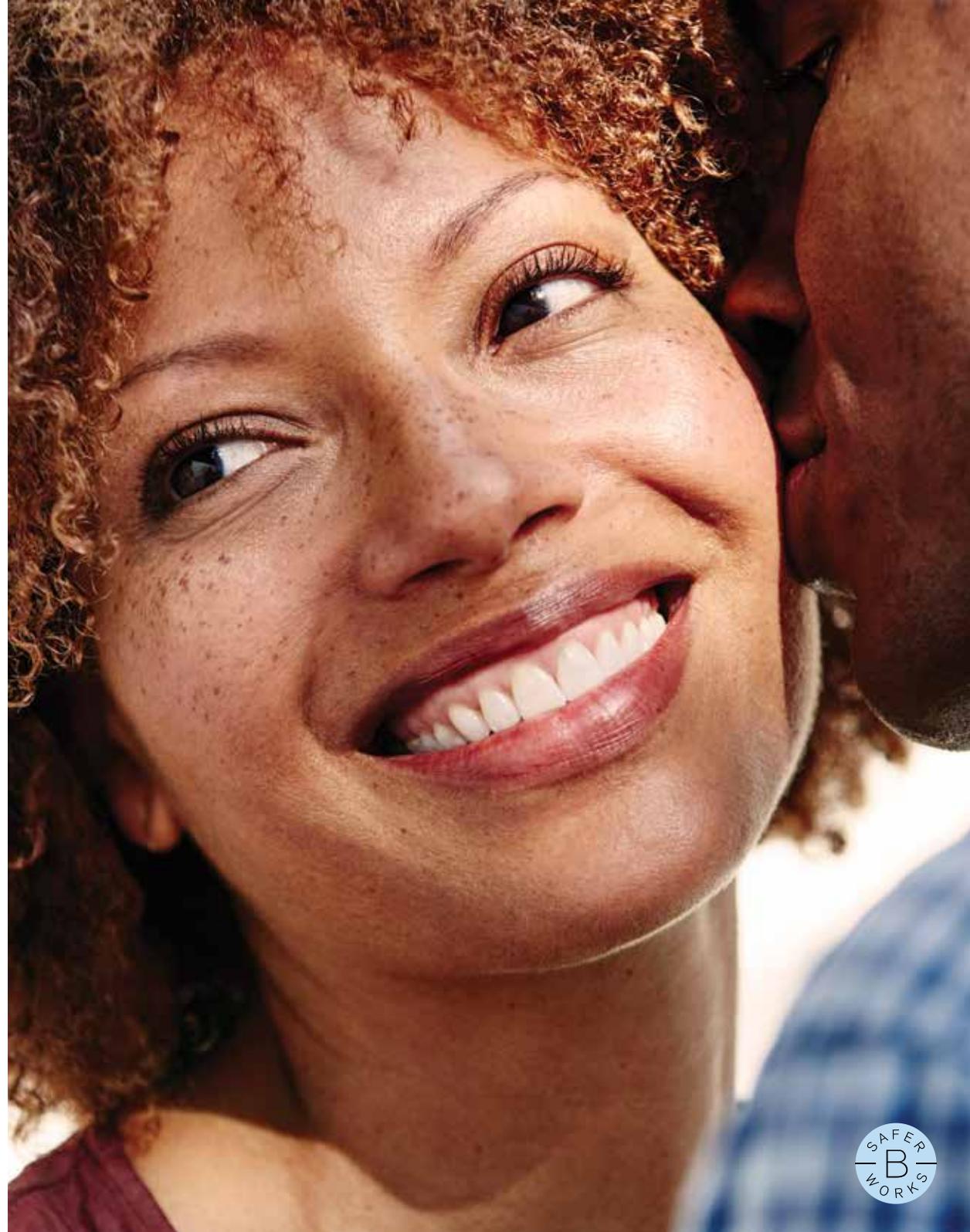


Part of the Countertime Collection, Rejuvenating Day Cream softens skin while helping increase elasticity. A combination of omega-rich natural oils and vitamin-packed extracts hydrates, brightens, and helps reduce the appearance of fine lines and wrinkles.

HOW TO USE: Massage gently onto face, neck, and décolletage daily.

Countertime Rejuvenating Day Cream

1112 | \$73





Formulated with avocado oil, shea butter, and jojoba oil, these Lip Conditioners are exceptionally soothing and softening. Choose between two equally hydrating and delicious scents, peppermint or calendula.

HOW TO USE: Rub onto lips as needed.

Lip Conditioner Peppermint

1050 | \$20

Lip Conditioner Calendula

1051 | \$20



battered up NOURISHING CONDITIONERS

Your daily dose of shea butter for lips and face.



Our best-selling Cleansing Balm melts into skin to hydrate while it cleanses. Enriched with brightening vitamin C and hydrating berry seed oils, it's intensely nourishing and moisturizing. An included reusable muslin cloth is easier on skin than a traditional washcloth.

HOW TO USE: Massage an almond-sized amount onto skin, applying gentle pressure to cheeks, forehead, and eyebrows. Dampen cleansing cloth in hand-hot water and gently wipe off balm. Rinse with cool water.

Cleansing Balm

1113 | \$80





Dew Skin Tinted Moisturizer SPF 20 provides lightweight hydration that evens your skin tone while protecting against sun damage. Black currant, peony flower root extract, and vitamin C help reduce the appearance of age spots and enhance brightness, while hyaluronic acid promotes firmer skin.

Dew Skin Tinted Moisturizer

2350 | \$45

the Award-Winning

DEW SKIN

TINTED MOISTURIZER



a fragrant affair
EXCLUSIVE OILS

Pure essential oils and potent botanicals absorb deeply and instantly.



Soothing Face Oil is the simplest way to moisturize skin and boost radiance. Its silky, best-selling formula contains an easily absorbable blend of plant oils and herbal-scented calendula.

Soothing Face Oil
1020 | \$68

Thanks to an indulgent blend of pure plant oils, Hydrating Face Oil helps boost hydration, especially in dry and mature skin. Fragrant jasmine gives it a subtly sweet, floral scent.

Hydrating Face Oil
1021 | \$68

Balancing Face Oil absorbs easily to moisturize and help improve radiance. Ylang ylang and wild chamomile help rebalance combination skin while imparting a delicate, herbal-floral scent.

Balancing Face Oil
1022 | \$68

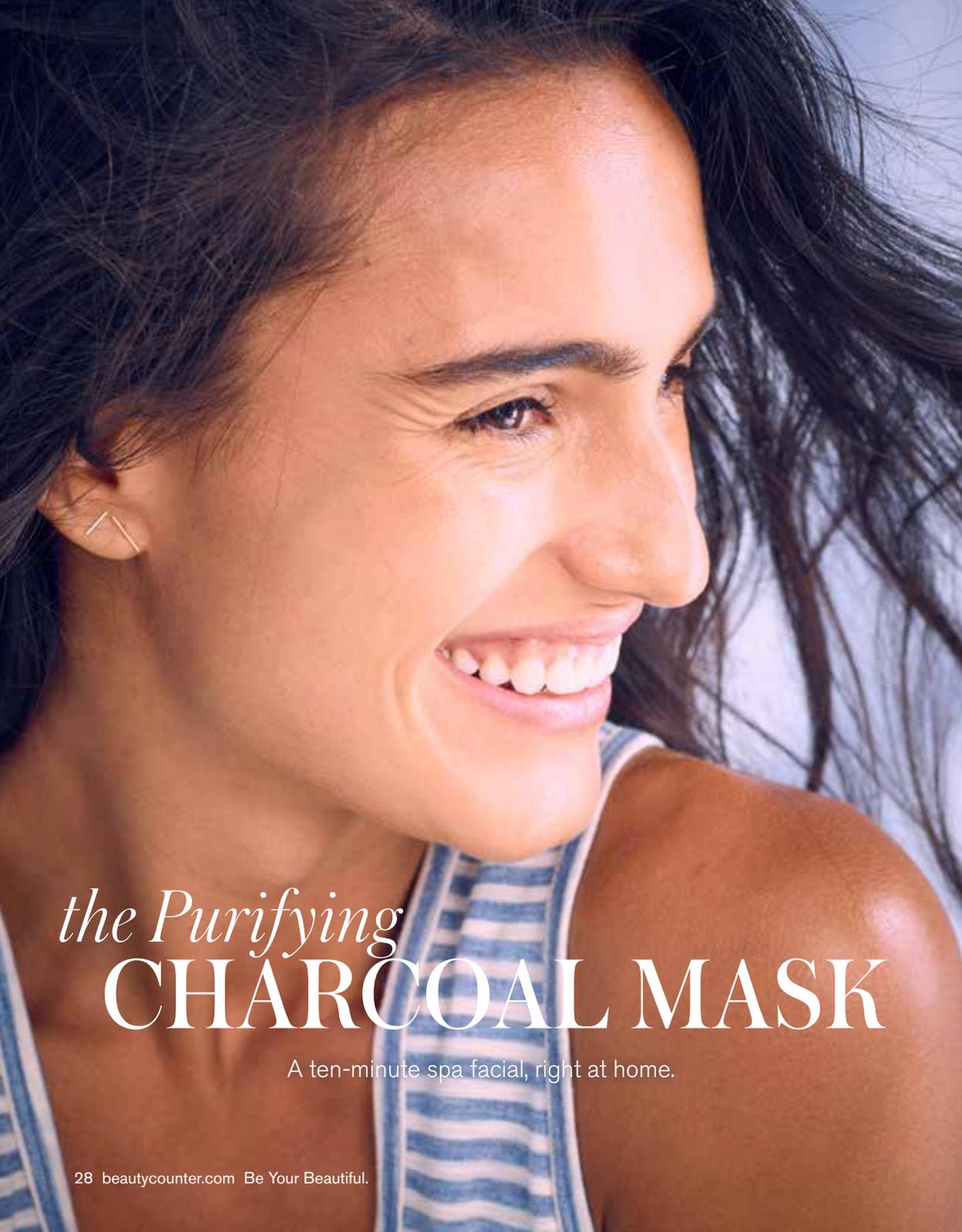
HOW TO USE: After cleansing lightly, massage 2–3 drops of oil into bare skin or add a couple of drops to your favorite moisturizer to give it an extra-rich boost. Perfect for all skin types.



Easily absorbed and intensely moisturizing, Body Oil in Citrus Rosemary is made with 13 nourishing botanical oils that leave skin smooth, silky, and luminous. Hints of grapefruit, sweet orange, and rosemary create a beautifully complex, yet subtle scent.

Body Oil
3034 | \$73





the Purifying
CHARCOAL MASK

A ten-minute spa facial, right at home.



Made from a mineral-rich mix of kaolin clay and charcoal, Purifying Charcoal Mask gently exfoliates as it draws out impurities. See overall improvement with more refined pores and increased elasticity, especially for congested skin.

HOW TO USE: Apply all over face, avoiding the eye area. Leave on for 10 minutes, then rinse. Use twice a week.

Purifying Charcoal Mask
1070 | \$45



SAFER SOLUTIONS

anything but routine

Everyday skin care, pure and simple.



Lock in moisture with a best-selling Nourishing Day Cream. Easily absorbed and never greasy, the unscented formula contains a mix of organic coconut oil, safflower oil, aloe, and antioxidant-rich açai.

HOW TO USE: Use daily after cleansing. Gently massage into face, neck, and décolletage.

Nourishing Day Cream

1014 | \$43

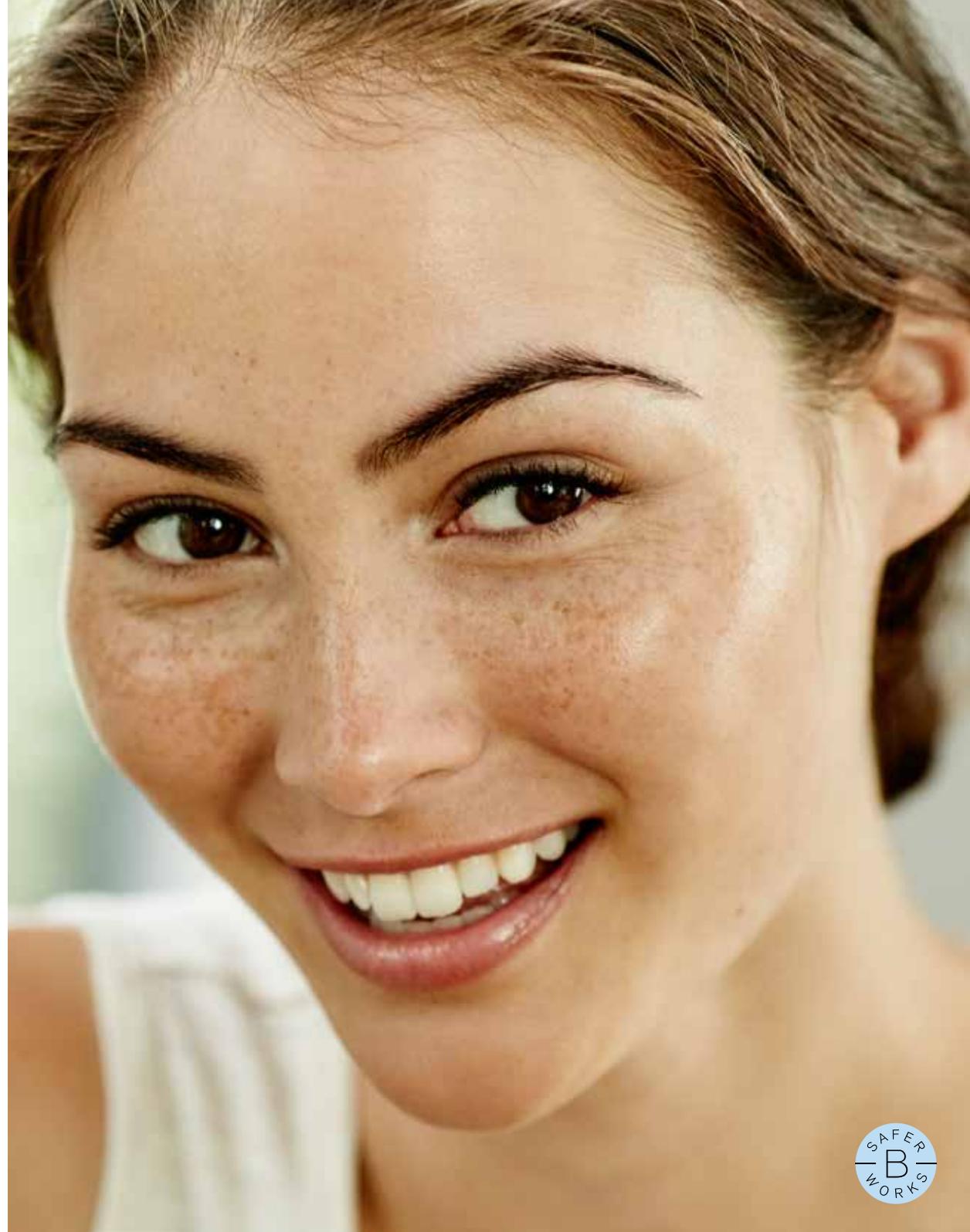


Renew skin while you sleep with lightweight Nourishing Night Cream. Organic coconut oil and aloe provide deep hydration, while green tea extract helps alleviate and protect against dryness.

HOW TO USE: Use nightly after cleansing. Gently massage into face, neck, and décolletage.

Nourishing Night Cream

1015 | \$47





Wash away makeup and impurities with ultra-hydrating Nourishing Cream Cleanser. The gentle, lightweight formula contains skin-toning witch hazel, plus hydrating coconut oil and soothing aloe.

HOW TO USE: Morning and night, massage a small amount of cleanser onto damp skin and rinse.

Nourishing Cream Cleanser

1011 | \$26

Sweep away impurities and uncover a radiant complexion with Nourishing Cream Exfoliator. Non-abrasive jojoba beads gently slough away dry skin, while coconut oil and aloe hydrate and soothe.

HOW TO USE: Apply to damp skin 2-3 times per week. Massage in a circular motion, then rinse.

Nourishing Cream Exfoliator

1012 | \$34

Wake up your complexion with Nourishing Rosewater Mist made with organic rose essence, purified water, and moisturizing sodium hyaluronate. Simply spritz to set makeup or give your skin an instant pick-me-up.

HOW TO USE: Hold six inches from face and spray 2-3 times, as needed.

Nourishing Rosewater Mist

1016 | \$35

Pamper the delicate skin around your eyes with this lightweight Nourishing Eye Cream. Rich in aloe and organic coconut oil, its unscented formula is easily absorbed for an instant, cooling boost of moisture.

HOW TO USE: Morning and night, gently tap around the eyes using ring finger. Blend until fully absorbed.

Nourishing Eye Cream

1013 | \$35



no faking
REAL BODY LOVE

Instead of synthetic fragrances, indulge in pure essential oils.



Gentle, non-drying and subtly scented with citrus oil, Body Wash is rich in nourishing marula and mongongo oils, ingredients that help soften and protect skin while sealing in moisture.

HOW TO USE: Work into a lather on damp skin and rinse.

Body Wash Citrus Mimosa

3030 | \$24



Nourish thirsty skin with lightly scented Hydrating Body Lotion made with a fast-absorbing blend of essential oils, shea butter, and jojoba. Antioxidants, amino acids, and fatty acids leave skin feeling supple and smooth.

HOW TO USE: Massage into skin as needed.

Hydrating Body Lotion in Citrus Mimosa

3031 | \$24



Rich and creamy, but never greasy, Body Butter absorbs easily and deeply into dry skin. Shea butter and mongongo oil hydrate and nourish, while organic sunflower oil, aloe, and chamomile soothe and smooth skin.

HOW TO USE: Massage liberally into skin as needed, paying close attention to dry spots.

Body Butter in Citrus Mimosa

3037 | \$39



Polish skin to a healthy glow with lemongrass-scented Sugar Body Scrub. Brown sugar buffs away dull skin, while mineral-packed extracts and antioxidant-rich açai berry leave skin supple and smooth.

HOW TO USE: In the shower or bath, massage a small amount onto damp skin, paying close attention to dry spots. Rinse thoroughly.

Sugar Body Scrub in Lemongrass

3035 | \$40





Purifying Daily Shampoo gently breaks down buildup without stripping or drying out hair. Pure plant botanicals infuse each strand with moisture and shine.

HOW TO USE: Gently massage into wet scalp and hair. Rinse thoroughly and follow with Daily Conditioner.

Daily Shampoo
3032 | \$22

Rich and moisturizing, Daily Conditioner is formulated with nourishing marula and mongongo oils, plus rooibos leaf extract to smooth every strand.

HOW TO USE: After shampooing, apply to wet hair, concentrating on the ends. Rinse thoroughly.

Daily Conditioner
3033 | \$26



Rinse & Repeat **DAILY HAIR CARE**

Healthy hair starts with better, safer ingredients.



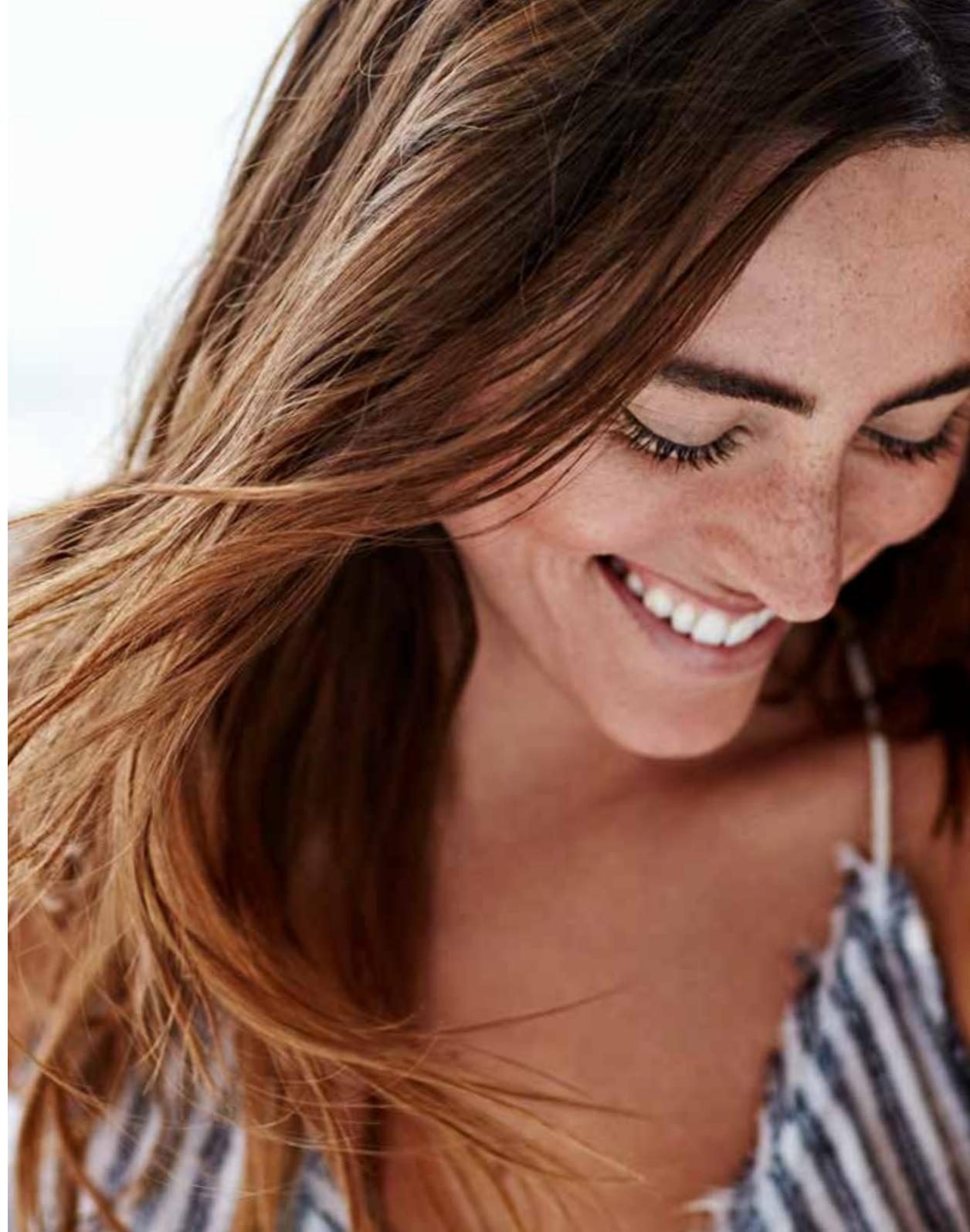
MAKING WAVES
SEA SALT *spray*

Weightless texture is a quick spritz away.



Volumizing and lightweight, Texture Sea Salt Spray creates touchable texture without drying out your hair. Infused with Himalayan pink salt, red algae extract, and clay, it not only gives your locks beachy waves, but restores healthy shine, too.

Texture Sea Salt Mist
3021 | \$26



HEALING HANDS
with *gentler ingredients*



Cleanse hands with a refreshing wash that won't leave behind residue, just a lingering citrus scent. Enriched with organic aloe, chamomile, green tea, and calendula, it nourishes and softens skin.

Hand Wash Citrus Mimosa
3011 | \$26



Revive dry hands with a lightweight, fast-drying cream made from a moisturizing blend of shea butter and vitamin E, combined with organic sunflower oil, aloe, chamomile, and calendula.

Citrus Mimosa Hand Cream (Pump)
3012 | \$30

Citrus Mimosa Hand Cream
3036 | \$17



a cleaner clean
RAISING THE BAR

Feel the difference with organic oils that aren't overly drying.



Citrus Mimosa Body Bar gently cleanses without over drying, leaving nothing behind but a subtle citrus scent. Organic shea butter and antioxidant-packed marula and mongongo oils keep hands hydrated.

Citrus Mimosa Body Bar
3029 | \$20



Made with antioxidant-rich organic green tea and hydrating organic coconut oil, the Charcoal Cleansing Bar detoxifies and absorbs impurities without drying skin out.

HOW TO USE: Work soap into a lather on damp skin, then rinse with warm water. Use on face and body.

Charcoal Cleansing Bar
3027 | \$24



all over SUN protection

Created with the entire family in mind.



- a.
Protect All Over Sunscreen SPF 30
3010 | \$32
- b.
Protect Big Stick Sunscreen
3025 | \$34
- c.
Protect Stick Sunscreen (Face)
3026 | \$18
- d.
Protect Lip Balm
3014 | \$10
- e.
Dew Skin Tinted Moisturizer
2350 | \$45

Protect against UVA and UVB rays with lightweight and water-resistant sunscreens. They blend seamlessly into skin without leaving white streaks behind, replenish moisture, and protect skin with aloe, green tea, and blood orange extract.

HOW TO USE: Apply liberally 15 minutes before sun exposure. Reapply every two hours or after 40-80 minutes of water exposure.





super-duper clean **JUST FOR KIDS**

Berry refreshing body wash that's mild and effective.

Gentle enough for all skin types, Super-Duper Clean Kids Body Wash cleanses, softens, and hydrates with a gluten- and nut-free formula made with fruit extracts that impart a delicious berry scent.

HOW TO USE: Use daily. Apply a small amount directly to damp skin or a washcloth. Lather and rinse.

Super-Duper Clean Kids Body Wash
4013 | \$18





Gentle enough for daily use on any hair type, our kids shampoo contains a mix of broccoli, carrot root, and strawberry extracts for a gluten- and nut-free formula that leaves hair shiny and soft.

Nice Do Kids Shampoo
4011 | \$18

Detangle any hair type with a gluten- and nut-free conditioning formula made with super-emollient safflower seed oil and carrot root extract.

Not a Knot Kids Conditioner
4012 | \$18

HOW TO USE: Apply a small amount to wet hair and work into a gentle lather, then rinse.

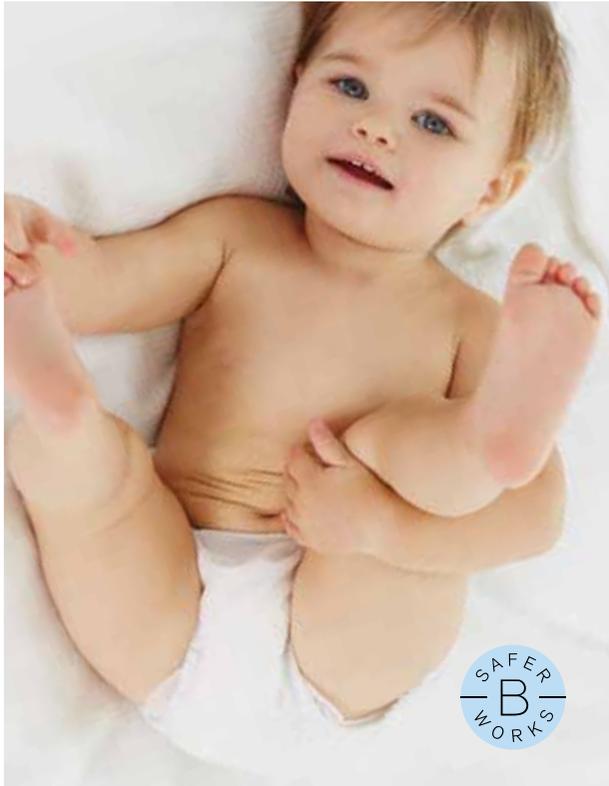


orange-vanilla swirl
SHAMPOO & CONDITIONER

Hair care for your little sweet tooth (no harsh chemicals added).



WHEN IT COMES TO
BABY
simpler is better



A mix of organic coconut, jojoba, and sunflower seed oils soothe and soften the most delicate skin. Specially formulated for newborns, Baby Oil absorbs easily without ever feeling greasy.

HOW TO USE: After a bath or anytime, massage into your baby's skin to soothe and calm.

Baby Soothing Oil

4102 | \$22





Specially formulated for newborns and babies, this two-in-one hair and body wash is ideal for sensitive skin. The gentle, tear-free formula cleanses and nourishes without stripping away essential moisture.

HOW TO USE: Apply a small amount to the face, body, and hair. Work into a gentle lather and rinse.

Baby Gentle All-Over Wash

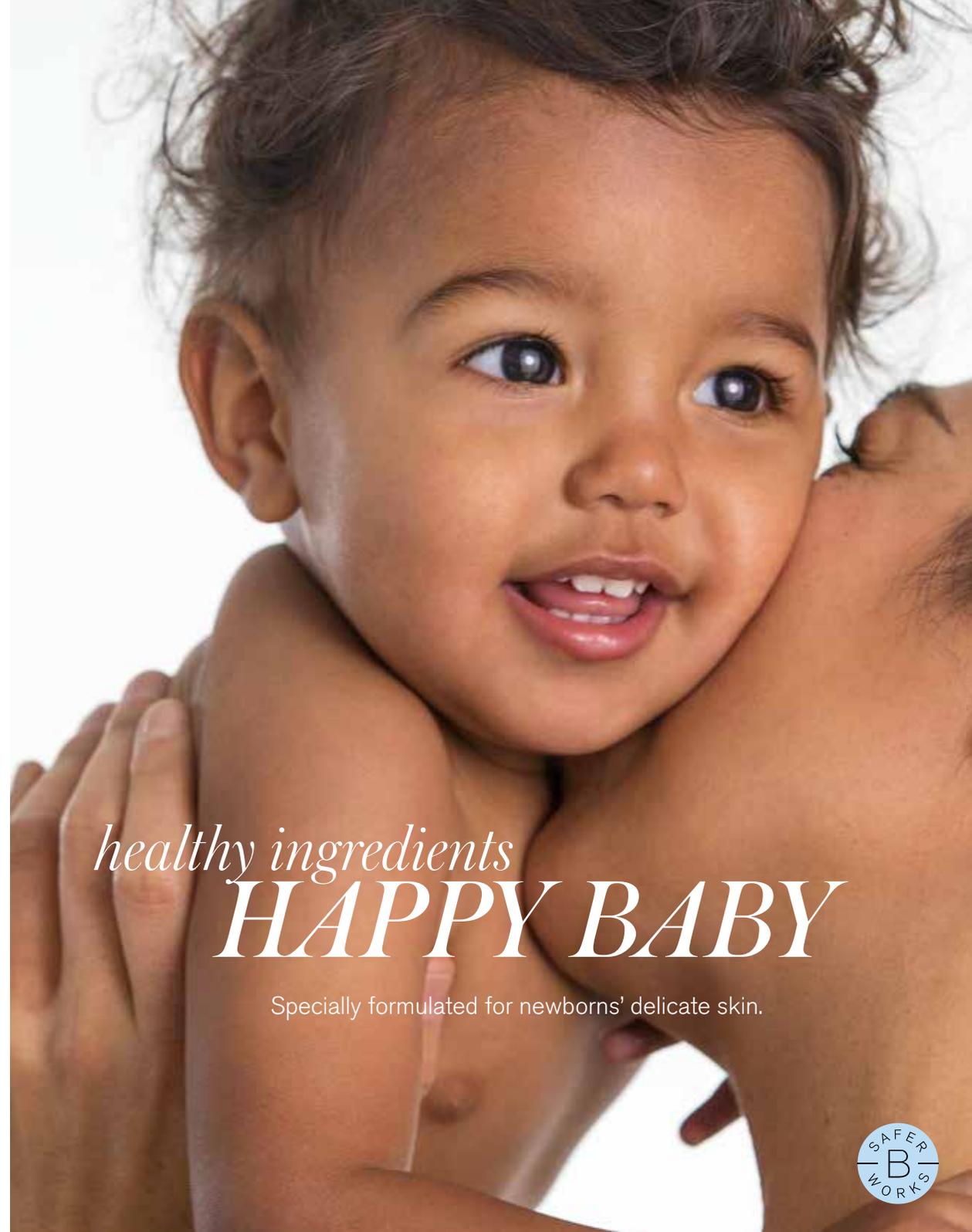
4100 | \$20

Gentle enough for newborns, our barrier balm is the ultimate hydration powerhouse. This soothing blend of organic shea butter and jojoba oil provides a layer of protection to sensitive skin for babies and moms.

HOW TO USE: Apply as needed to areas of concern that require extra protection and hydration.

Baby Daily Protective Balm

4101 | \$22



healthy ingredients
HAPPY BABY

Specially formulated for newborns' delicate skin.

