

## bareMinerals Masterpiece

Retail Price: \$49

Value Price: \$122

## Masterpiece Education Sheet



### What is it?

The Masterpiece Collection is Bare Escentuals' seven-piece Retail Special Value collection created exclusively for ULTA. Twice per year Bare Escentuals offers a phenomenal value to ULTA guests. The Retail Special Value coincides with QVC's Today's Special Value collection. Leslie's inspiration for the Masterpiece Collection came from the three customer-created blends in this collection, and the desire to teach her bareMinerals tricks-of-the-trade to all bareMinerals customers.

### Masterpiece Collection Details:

- Launches June 2008
- Level A Launch
- One shot; 2 month sell-through goal
- The exclusive RSV for ULTA is Masterpiece
- The exclusive RSV for Sephora is Superstars (May 08)
- The RSV for BE Boutiques, Spas and Department Stores is Heroes (June 08)
- The TSV for QVC is The Perfect 10 airing on June 7, 2008
- Kit Featured inside ULTA's Ultimate Cash Mag (drops week 20)

### Features and Benefits:

7-piece bareMinerals Masterpiece Collection includes:

- **Captivate Eyecolor** (metallic gold) – Beautiful alone, it also adds rich contrast when layered. Wear it dry for sheer illumination or "foiled" wet for an opaque wash of high sheen.
- **Seduction Eyecolor** (sheer plum bronze) – Delicately sheer, it glides on easily and transparently and lasts all day long. Wear it dry for sheer illumination or "foiled" wet for an opaque wash of high sheen.
- **Hush-Hush Blush** (sun-kissed peach shade) – This rich, creamy, beautiful color provides a soft, radiant glow to the apples of your cheeks and is naturally good for your skin.
- **Big Tease Mascara** (blackest black) – This lash lengthening and thickening mascara makes your lashes noticeably longer, fuller and flirtatious. The long-bristled side separates and lengthens each lash while the short-bristled side builds unheard of volume. Contains Vitamin E to protect lashed and panthenol to strengthen them.
- **Lola Buxom Big & Healthy Lip Polish** (sheer mocha) – This bareMinerals-infused lip polish naturally creates the look of fuller, more voluptuous lips. It imparts a luminous high shine, while a deep infusion of antioxidant Vitamins A and E help keep lips soft, smooth and protected.
- **Double-Ended Precision Eye Brush** – The flat, dome-shaped end of this versatile brush sweeps bareMinerals Eyecolors on the lower lid. The pointed end allows for detailing, highlighting and applying bareMinerals Liner Shadow like a pro and can be used wet or dry.
- **Flawless Application Face Brush** – The natural, softly tapered bristles of this brush are designed to provide light-to-medium coverage for a broad range of easy, professional-looking applications with bareMinerals SPF 15 Foundation, All-Over Face Colors, Blushes and Mineral Veil.

### Great products to link with the Masterpiece collection:

bareVitamins Prime Time  
Eyelid Primer



ULTA original bareMinerals Starter Kit



bareMinerals Bark Liner Shadow



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san francisco

AWARD-WINNING  
bareMinerals

your  
make-under  
guide

face

bareVitamins Skin Rev-er Upper

Skin Prep

bareVitamins Prime Time Foundation Primer

bareMinerals SPF 15 Foundation

bareMinerals SPF 15 Foundation Shade

Handi Buki or Kabuki Brush

Brush

Multi-Tasking bareMinerals

bareMinerals Multi-Taskers

Maximum Coverage Concealer Brush

Brush

Warmth/Glee or Faux Tan/Bare Radiance

bareMinerals All-Over Face Color

Flawless Application or Angled Face Brush

Brush

Hush-Hush Blush

bareMinerals Blush Color

Tapered Blush Brush

Brush

Mineral Veil

Finishing Touches

Flawless Face Brush

Brush

eyes

Prime Time Eyes/ Captivate Evecolor

Lid Shadow Color

Double-Ended Precision Eye Brush

Brush

Seduction Evecolor

Crease Color

Eye Defining Brush

Brush

Cultured Pearl Evecolor

Brow Highlight Color

Tapered Shadow Brush

Brush

Bark Liner Shadow

Liner Shadow

Double-Ended Precision Eye Brush

Brush

Brow Minerals / Brow Gel

Brow Color

Angled Brow Brush

Brush

Big Tease Black Mascara

Mascara

lips

Fia Quick Stick

Lip Liner

Lipcolor

Lola Buxom Lip Polish

Lip Gloss

Created by: Christina Choi  
National Brand  
Artist

001213

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bareMinerals Brow Color / Brow Finishing Gel  
Brow Color

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June 2008