Jordana Cosmetics makes women look and feel beautiful, worldwide.

Jordana’s philosophy—where artistry begins—focuses on the art behind the makeup that inspires women worldwide to perfect and enhance their features and transform into whoever they want to be. With powerful formulas and pigment-packed shade selections—from single-stroke lip color to mascara and liners that make your eyes pop—Jordana offers women of all ages and ethnicities the tools they need to achieve any look.

It is our commitment to continue to offer cosmetics of superior quality at affordable prices. We are pleased to announce many exciting new products for 2018.
INTRODUCTION
1

LIPS
3

EYES
8

FACE
17

NAILS
23
**LIPSTICK**

**LS**

- Full coverage color
- Pearl, cream and frosted finishes
- Non-drying feel
- Glides on smooth—no skipping

**MADE IN USA**
# MATTE LIPSTICK

**MG**

- Super-saturated color
- Opaque matte finish
- Antioxidants for moisture
- Easy to apply
- Stays put all day

**MADE IN USA**

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# MODERN MATTE LIPSTICK

**MT**

- Super-saturated color
- Opaque matte finish
- Lip-softening ingredients

**MADE IN USA**

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COSMIC GLOW
HOLOGRAPHIC LIP GLOSS
JHG

• High shine sheer gloss that leaves lips with a glistening, iridescent finish
• Color shifting pearls add extra dimension to lips
• Comfortable, lightweight formula that’s never sticky
• Can be worn alone or on top of any lipstick for a cosmic effect

MADE IN USA

SWEET CREAM MATTE LIQUID LIP COLOR
MLC

• Liquid lip color with a matte finish
• Up to 16HR wear
• Creamy-whipped, lightweight feel
• Infused with vitamin A
• Water-resistant formula

MADE IN USA

TWIST & SHINE® MOISTURIZING BALM STAIN
TS

• Moisturizing balm and sheer color stain
• Retractable, no sharpening required

MADE IN USA
EASYLINER FOR LIPS
EL
• Lines and accentuates
• Semi-matte finish
• Retractable—no sharpening needed
• Complements your favorite lipstick
• Can be worn on its own

MADE IN USA

CLASSIC COLOR LIPLINER PENCIL
NL
• Lines and accentuates
• Soft matte finish
• Keeps lipstick from feathering
• Extends the wear of lipstick
• Can be worn on its own

MADE IN USA

SLIMLINE PENCIL SHARPENER
PS-01
• Sharpens to a perfect point every time
• Single hole for slim pencils

GERMAN-MADE BLADE WITH PARTS MADE IN CHINA
MADE TO LAST® EYESHADOW COLLECTION

- Compact includes 6 expertly coordinated shades
- Full, vibrant color
- Velvety smooth texture
- Crease-free wear
- Dual-ended sponge tip applicator included

MADE IN USA

MADE TO LAST® LIQUID EYESHADOW COLLECTION

- Blendable liquid eyeshadow
- Up to 16HR wear
- Creamy, non-tacky texture
- Crease-free and water-resistant
- Built-in applicator

MADE IN USA
new!

EYESHADOW
SINGLES
PES

• High pigment payoff
• Long-lasting, crease-free wear
• Shades range from mattes to high pearls
• Collection features 25 shades to create stylish, day to night looks
• Sponge tip applicator included

MADE IN USA

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<th>MA</th>
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new!

EYESHADOW
DUOS
PESD

• Compact includes 2 complementary high-pigment color shadows—one matte + one shimmer
• Easy, on-the-go application
• Long-lasting, crease-free wear
• Features 5 color combinations
• Sponge tip applicator included

MADE IN USA
EYE SHAPER
3-IN-1 BROW, SHADOW & LINER
JML

- Versatile wet and dry formula
- Multi-performing powder can be used as eyeshadow, liner and brow color
- One-stroke yields a super high payoff with a soft matte finish
- Silky, thin film adheres perfectly onto the skin
- Mess-proof and crease-proof formula stays put all day
- 6 pigment packed shades for wide range of eye colors and skin tones

MADE IN USA

MADE TO LAST®
EYESHADOW PRIMER
LEP

- Intensifies eyeshadow color
- Extends the wear of eye makeup
- Prevents creasing and fading

MADE IN USA

EYE PRIMER
BASE
PM

- 3-in-1 primer, base and highlighter
- Extends the wear of eye makeup
- Eye-brightening effect

MADE IN USA
**BROW POWDER DUO**

- Full pigment
- Matte finish
- Dual-ended, slanted brush with sponge applicator

**MADE IN USA**

**FABUBROW SHAPE & SET GEL**

- Tinted brow gel
- Colors, fills and sets in one step
- Lightweight, lasting formula
- Easy-to-use brush with tapered tip

**MADE IN USA**

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**FABUBROW EYEBROW PENCIL**

- Colors, fills, defines
- Creamy, lightweight feel
- Sharpens to a fine point
- Cap with grooming brush

**MADE IN GERMANY**

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**QUICKBROW MICRO PENCIL**

- Ultra-slim retractable pencil
- Perfect for detailing and spot-filling sparse brows
- Draws hair-like strokes
- Easy-to-use, smudge-proof formula

**MADE IN ITALY**
BEST LINER FOR BROW & EYE
7” EYELINER PENCIL
AD

- Rich color intensity
- Lines, defines, accentuates
- Smooth and comfortable wear

MADE IN MEXICO

02 BLACK
08 CHOCOLATE
28 WHITE
37 LIGHT BROWN
38 DARK BROWN
39 MEDIUM BROWN
42 BLACKEST BLACK

12HR MADE TO LAST® LIQUID EYELINER PENCIL
ME

- Intense color payoff
- Lines, defines, accentuates
- Up to 12HR wear
- Water-resistant
- Transfer-resistant

MADE IN USA

01 BLACK POINT
02 ESPRESSO LAST
03 CHARCOAL DEFINITION
04 PURPLE FIX

COLOR XTEND EYELINER
CXE

- Full vibrant color
- Velvety smooth texture
- Long-wearing
- Waterproof and transfer-proof

MADE IN GERMANY

01 BLACK OUT
EASYLINER FOR EYES

- Bold, high impact shades
- Lines, defines, accentuates
- Smooth and comfortable wear
- Retractable, no sharpening needed

MADE IN USA

CLASSIC COLOR EYELINER PENCIL

- Rich, stay-true color
- Lines, defines, accentuates
- Lightweight and creamy feel
- Glides on smooth

MADE IN USA
LIQUID LINER LL

- Sensational color
- Lines, defines, accentuates
- Creates thin or thick lines

MADE IN USA

02 BLACK
01 BLACK
42 DARK BROWN

FABULINER® LIQUID EYELINER FB

- Felt-tip liquid eyeliner
- Lines, defines, accentuates
- Creates thin or thick lines
- Glides on smooth and snag-free
- Quick drying formula

MADE IN USA

01 BLACK

FINE LINER FELT-TIP LINER FL

- Felt-tip liquid liner
- Lines, defines, accentuates
- Creates ultra-fine lines
- Glides on smooth and snag-free
- Quick drying formula

MADE IN USA

01 BLACK

FABULINER® BOLD FELT-TIP LIQUID EYELINER BFP

- Felt-tip liquid eyeliner
- Lines, defines, accentuates
- Creates thick, bold lines
- Glides on smooth and snag-free
- Water-resistant, quick drying formula

MADE IN GERMANY

01 BLACK
BEST LASH EXTREME VOLUMIZING MASCARA MC

- Full, lash-expanding look
- Evenly separates every lash
- Mega staying power

MADE IN ITALY

BEST VOLUME EXTREME VOLUMIZING MASCARA MC

- Extreme volume and fullness
- Comfortable, lightweight feel
- Tight-bristled brush captures each lash

MADE IN ITALY

BEST LENGTH EXTREME LENGTHENING MASCARA MC

- Maximum length and lash separation
- Comfortable and lightweight feel
- Long and short bristles reach every lash

MADE IN USA

MASCARA MC

- Volumizing and lengthening
- Evenly separates every lash
- Comfortable and lightweight feel

MADE IN USA

301 BLACK

302 BLACK

303 BLACK

01 BLACK 15 ELECTRIC BLUE 25 CLEAR
Face
PRIME NO-PORES
PORE REFINING FACE PRIMER
FPP

- Hydrates skin
- Reduces the look of pores and redness
- Non-greasy feel
- Does not clog pores
- Extends the wear of makeup

MADE IN USA

PRIME NO-SHINE
MATTIFYING FACE PRIMER
FPP

- Mattifies and smooths skin
- Reduces the look of pores and fine lines
- Non-greasy feel
- Does not clog pores
- Extends the wear of makeup

MADE IN USA
COMPLETE COVER 2-IN-1 CONCEALER & FOUNDATION
CCF
- Maximum coverage
- Oil-free formula
- Evens out skin tone
- Blurs the look of flaws
- Suitable for all skin types

MADE IN USA

CREAMY LIQUID FOUNDATION
LF
- Medium-to-full coverage
- Oil-free formula
- Evenly blends, seamless finish
- Suitable for all skin types

MADE IN USA

CREAMY LIQUID FOUNDATION (WITH PUMP)
LFN
- Medium-to-full coverage
- Oil-free formula
- Evenly blends, seamless finish
- Suitable for all skin types

MADE IN USA
FOREVER FLAWLESS PRESSERED POWDER
FF
- Medium coverage
- Lightweight feel
- Controls shine and blurs flaws
- Suitable for all skin types
- Mirror and puff included
MADE IN CHINA

PERFECT PRESSERED POWDER
PPP
- Medium coverage
- Triple-milled, silk-like powder
- Controls shine and blurs flaws
- Suitable for all skin types
- Mirror and puff included
MADE IN USA
POWDER BRONZER PBR

• Creates a natural-looking tan
• No-streak, stay-true color
• Light dusting of shimmer
• Suitable for all skin tones

MADE IN CHINA

POWDER BLUSH BP

• Vibrant, blendable color
• Matte, shimmer and pearl finishes
• Accentuates, sculpts, contours and highlights
• Creates a youthful-looking glow

MADE IN USA
**TRIPLE PLAY
ALL OVER COLOR**
JBS

- Multi-purpose creamy color for lips and cheeks!
- Buildable formula glides effortlessly and blends seamlessly
- Mistake proof color is quick & easy to apply!
- 6 shades developed to work for a wide range of skin tones

**MADE IN USA**

01 NUDE PEACH
02 PETAL PINK
03 PINK NECTAR
04 SPICY ROSE
05 BRIGHT POPPY
06 FRESH PLUM

**GLOW N’ GO
CREAMY STROBING STICK**
GNG

- Ultra luminous finish
- Reflects light for the perfect glow
- Glides on and blends easily
- On-the-go, mistake-proof application

**MADE IN USA**

01 PEARL GLOW
02 RADIANT GLOW
03 BRONZE GLOW

**INSTANT GLOW
LIQUID HIGHLIGHTER**
JLH

- A dewy, liquid luminizer for a natural-looking, effortless glow
- Versatile formula can be used alone or mixed with your favorite liquid makeup for a healthy glow
- Apply anywhere you want to create a strobe effect
- 4 radiance-enhancing shades

**MADE IN USA**

01 MOON LIT
02 STAR LIT
03 SOFT LIT
04 SUN LIT

**SCULPT N’ GO
CREAMY CONTOUR STICK**
SNG

- Sculptsl, contours and defines features
- Smooth matte finish
- Glides on and blends easily
- On-the-go, mistake-proof application

**MADE IN USA**

01 LIGHT
02 MEDIUM
03 DEEP
**NAIL TREATMENTS**

MT

- Nails Be Long Lengthener
- Yellow Out Topcoat
- Nails Be Strong Strengthenere
- Calcium Boost Basecoat
- Quick Dry Topcoat
- Quick Shine Topcoat
- Garlic Growth Basecoat
- Extra Garlic Basecoat
- Diamond Boost Hardener
- Tough Stuff Base & Topcoat
- Nails Be Young Ridge Filler
- Cuticle Oil / Nail Conditioner
- Matte Topcoat

**MADE IN USA**

**FRENCH MANICURE**

**NAIL POLISH**

FM

- Light shades in shimmer and cream finishes
- Contains pearl for major luster
- Quick drying, long-lasting, no chip formula
- DBP, toluene and formaldehyde free

**MADE IN USA**
NAIL POLISH

NP

- Shimmer, glitter and cream finishes
- Formulated with pearl for major shine
- Quick drying and long-lasting results
- DBP, toluene and formaldehyde free

MADE IN USA

S SHIMMER
G GLITTER
C CREAM
new shades!

230 C  CASHMERE
231 C  GREYT TO WEAR
232 C  PORCELAIN PINK
233 C  NEW NUDE
234 C  BALLERINA PINK
235 C  STRAWBERRY SHAKE

236 C  SWEET PEA
237 C  GRIN AND BARE IT
238 S  CHAMPAGNE BUBBLES
239 S  RADIANT ROSE
240 C  CHEEKY PINK
241 C  LIFE IS ROSY

242 C  BRICK RED
243 C  PASSION BERRY
244 C  PURPLE PEONY

26