


Dr. Hauschka



Make-up



Dr. Hauschka Make-up
reveals your
inner and outer beauty

A woman with dark hair, wearing a bright yellow long-sleeved top, is sitting on a grey sofa. She is looking off to the side with a thoughtful expression. In her hands, she holds an open magazine. The background is a softly lit living room with a blue cushion, a vase of flowers, and a framed picture on a table.

*'People need two kinds of beauty –
inner and outer.'*

Elisabeth Sigmund, co-founder of Dr. Hauschka Skin Care



A Beauty All Your Own

You are beautiful.

The qualities that make you unique are revealed in your appearance. Dr. Hauschka Make-up allows you to express your individuality while highlighting your inner and outer beauty. Your authentic self is revealed, not concealed.

All formulations contain carefully balanced compositions of nurturing plant extracts, waxes and oils, as well as mineral pigments. When the delicate textures are applied, the natural colours blend with your skin tone to create unique nuances –

for a look that is unmistakably yours.

Inspiration in all Colours and Textures

The colours of your beauty change with the season, the occasion, and your mood. Try new shades and tones and explore the different facets of your personality. Our make-up range offers you an array of opportunities to create original and inspirational looks.

All Dr. Hauschka Make-up is formulated with only the highest quality ingredients. Our team of researchers, developers and marketing specialists worked with make-up artists and estheticians to create a myriad of colours, products and textures.

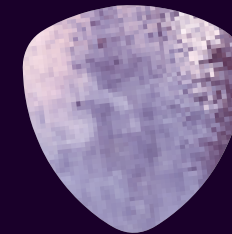


Eyeshadow Trio 02
Foundation
Loose Powder
Lipstick 08

You will find that all Dr. Hauschka Make-up product groups and colour schemes are harmoniously aligned. They form an exceptional range within the field of certified natural cosmetics. We invite you to discover our new make-up line over the next few pages.



The colours of the Dr. Hauschka Make-up range are complemented by your natural skin tone, the shimmer of your iris and the redness of your lips.





Anthyllis: Diverse Strength in a Changeable Form

Dr. Hauschka Make-up products contain precious botanical ingredients in meticulously developed formulations. These include nurturing plant extracts, nourishing botanical oils and waxes, and natural mineral pigments. Every component contributes to the effect of the overall composition.

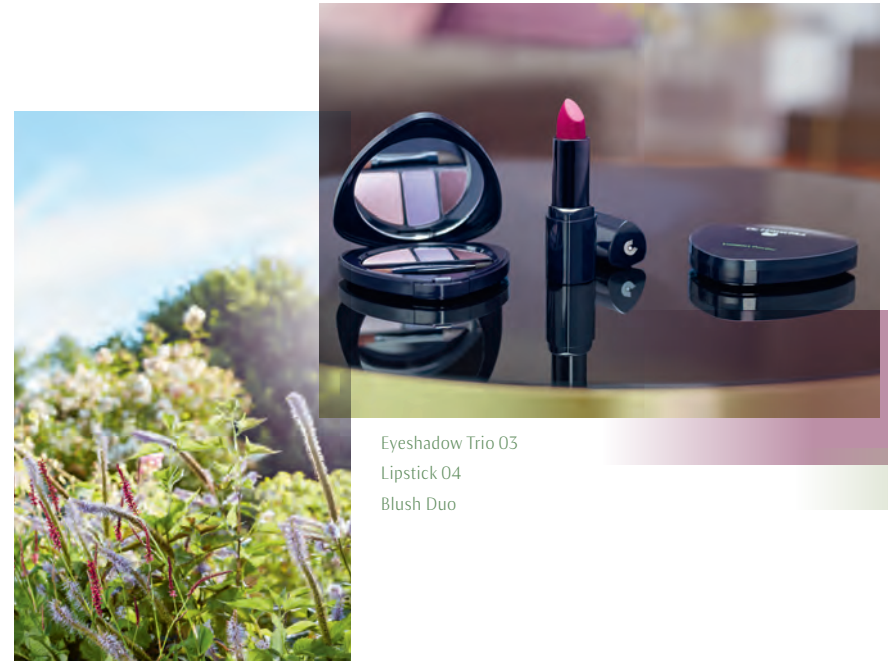
The key botanical in our make-up line is anthyllis. The plant changes its appearance based on its locations, adapting physically to its surroundings. It can grow wildly and exuberantly or in a controlled, structured manner. As an ingredient, this property of adaptability enables it to provide a refining, balancing power; it supports the skin's ability to establish boundaries without becoming inflexible. The anthyllis used in Dr. Hauschka Skin Care products is primarily sourced from our biodynamic Sonnenhof farm in Bad Boll, Germany. The flowers are processed to obtain extracts and rhythmised oil extracts.



Compact Powder

100% Certified Natural Cosmetics

All Dr. Hauschka Skin Care and Make-up products are certified to the international quality seal for natural and organic cosmetics, NATRUE. They are all free from synthetic fragrances, dyes and preservatives.



Eyeshadow Trio 03

Lipstick 04

Blush Duo

What makes me beautiful?

Beauty is something you can gift yourself every day.



Volume Mascara 03

Accentuate the features that make you special, drawing inspiration from other women.

Whether or not we believe that we are beautiful is largely shaped by our own sense of satisfaction. When looking at ourselves in the mirror in an overcritical manner, we miss reality. Being passionate about an idea, practicing self-compassion, and confidently forging our own path offer us positive strength on a daily basis. A fulfilled inner being is reflected in a beautiful outer appearance. Dr. Hauschka Make-up products help you reveal this to the world.

We interviewed four Dr. Hauschka users about their strengths and passions, personal commitments, relaxing pursuits, joyful rituals and connection to inner and outer beauty. What lets your inner self shine through? A smile, a morning walk, a project that is dear to you, a bouquet of flowers on your desk?



'A relaxed appearance makes everyone beautiful'

Ailar from Oslo



Eyeshadow Trio 03

Lipstick 04



Ailar was born in Iran and relocated to Norway with her parents as a young child. Today, she lives in Oslo and London. We asked Ailar what makes her beautiful.

'Our world is getting ever faster and more hectic. Despite this, I still want to retain a relaxed inner attitude.

'I love being carried along by life.'

Serenity is the source of how I look. I travel a great deal with work and meet all sorts of different people. This enriches my life.

I am inquisitive and treat everyone with great openness. I probably learned to do this when I was a child. Tolerance was extremely important to my parents. They never tried to change me and always encouraged me to forge my own path in life. It's great to be able to pass on what I've learned. I'm a good listener. You wouldn't think that would be difficult, but many people today seem to have forgotten how to do it. If a friend or family member needs me, I'm always there for them. That takes priority for me.'

Ailar's make-up:

Foundation

Concealer

Loose Powder

Eyeshadow Trio 03

Eye Definer 06

Lipstick 04

Blush Duo 02

Volume Mascara 03

'After a demanding project or a stressful meeting, I give myself a break: a day by the sea, a walk in the park or an hour relaxing on the sofa with a good book. I couldn't survive without these little periods of downtime.

I exercise regularly and have a healthy, balanced diet. I also greatly value natural ingredients when it comes to my skin care. I mainly wear make-up when I'm going out – it's my favourite accessory then. I love dancing, and not just in clubs and at parties. When I'm in a good mood at home, I often simply flick on the music system and start dancing around my lounge. Hip-hop, Arabian beats, classics from my youth – anything with a good rhythm. When I dance, I forget about everything else. It's my version of meditation.'

'I love experimenting with powerful colours.'



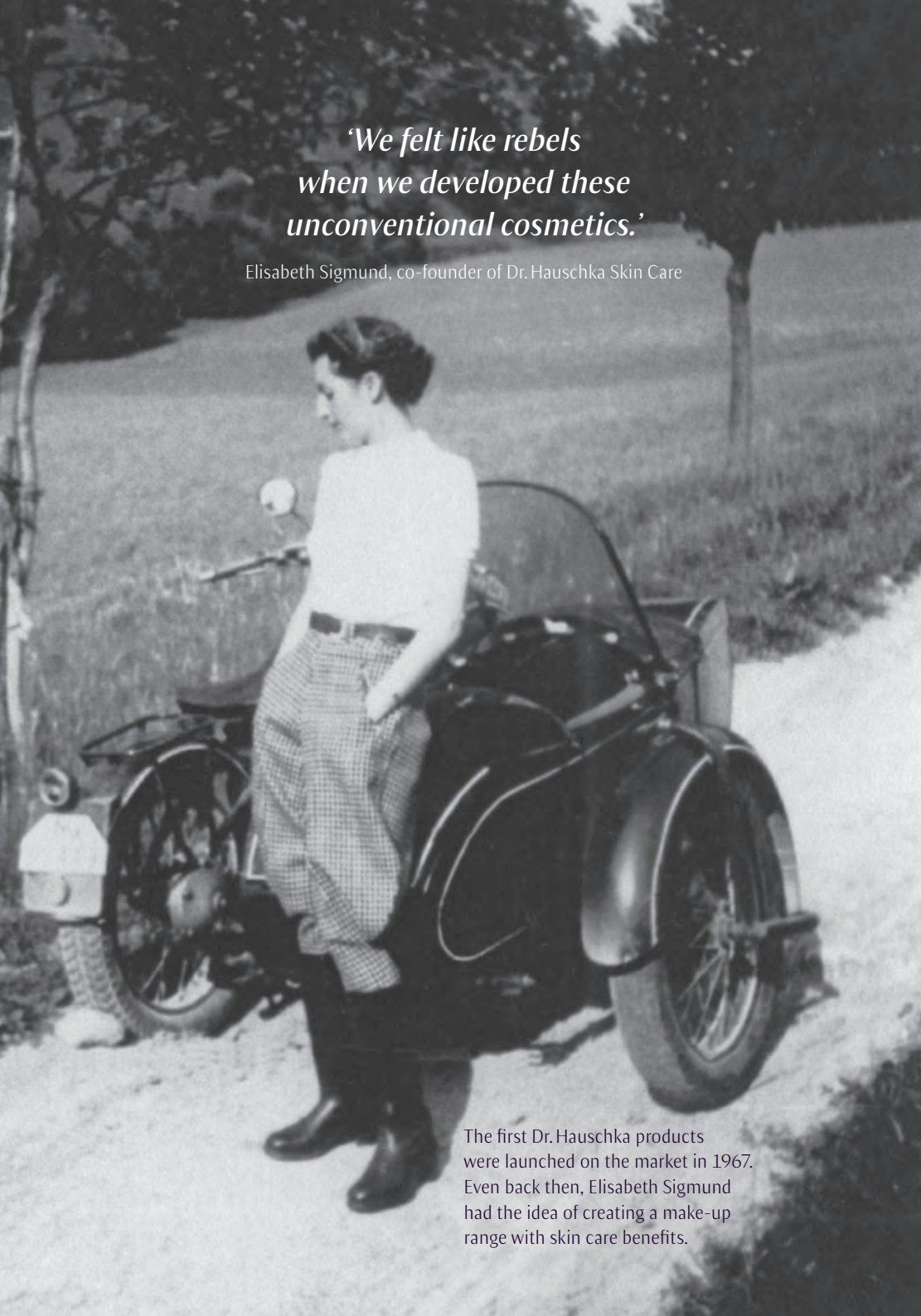
Blush Duo 02

'I consciously listen to my inner voice.'



*'We felt like rebels
when we developed these
unconventional cosmetics.'*

Elisabeth Sigmund, co-founder of Dr. Hauschka Skin Care



The first Dr. Hauschka products were launched on the market in 1967. Even back then, Elisabeth Sigmund had the idea of creating a make-up range with skin care benefits.



Dr. Hauschka Soothing **Cleansing Milk** with a composition of anhyllis, jojoba oil and almond oil gently cleanses and carefully removes all make-up. It is also suitable for the sensitive eye area. Apply to a damp cotton pad and use gentle sweeping movements from the inside to the outer corner of your eye.

International Make-up Artist Karim Sattar has been involved in the process of developing the new Dr. Hauschka Make-up range since day one. Here, he reveals his tips for the perfect personal look.

Complexion: Be Creative

Dr. Hauschka **Foundation** blends perfectly with your natural skin tone. As such, it does not have to be applied to the entire face but can simply be used in individual areas or under your **Eyeshadow** and **Lipstick** as a base coat.

Eyes: Striking Colour

Use complementary shades of **Eyeshadow** to beautifully accentuate your eye colour. Pink and violet go wonderfully with green eyes; warm shades of brown make blue eyes sparkle; cool, pastel shades make brown eyes look particularly beautiful. Dark shades can generally be used to recess certain areas of the eyes and create more depth. Light shades emphasise them.

Lips: Perfection through Invisibility

At first glance, **Lip Line Definer 00** Translucent looks like any other lip liner, however, it is actually a sensational product for creating a defined, natural-looking lip. It is applied along the outer edge of the lip line to form a delicate barrier that pampers the lips and prevents **Lipsticks** and **Lip Glosses** from smudging or running.





Balances your skin while
expressing your individuality

Vibrant luminosity and light textures.
Products for your complexion that
blend with your natural skin tone

Harmonious Balance

Foundations, Concealers and Powders that reveal your complexion's full beauty.



Compact Powder
Foundation

A flawless complexion beautifully highlights your unique facial features.

Our beautifully balanced face make-up smoothes out unevenness, conceals blemishes and reduces the appearance of redness. The shades of Dr. Hauschka **Foundations** and **Concealers** are coordinated to work in tandem. Thanks to their light textures, they can be applied extremely evenly and blended with your natural skin tone. Delicate **Powders** and **Blushes** reduce shine, set make-up and add vitality.

The precious botanical oils, waxes and extracts support the skin's natural functions, seamlessly complementing our Face Care products. They help keep the skin hydrated and gently protected against dryness.



The Special Powers of Witch Hazel

This powerful shrub with hazelnut-like leaves follows its own special rhythm. Unlike most plants, it bears its fragrant, yellow flowers in the winter, not the spring; when they emerge, witch hazel's flowers envelop its branches like little shining stars. The following summer, its fruits ripen and their upper section open, catapulting the seeds for meters.

Witch hazel leaves and bark are rich in skin-stabilising substances that firm and smooth. You will find them in all Dr. Hauschka **Powders** and **Blushes**.



'I take good care of myself'
Verena from Cologne



Bronzing Powder



Verena loves her garden and her cats. She lives in Cologne and works as an actress and director. We asked Verena what makes her beautiful.

'I love make-up and wear it on a regular basis. Like my sense of humour and positive attitude, it's simply part of what makes me me.'

Verena's Make-up:

- Foundation
- Concealer
- Compact Powder
- Bronzing Powder
- Eyeshadow Trio 04
- Eye & Brow Palette
- Blush Duo 01
- Defining Mascara 01
- Lip Gloss 05

'I am as I am because I take good care of myself. I had to learn to do this. Now, I am aware of my limits and respect them. I love the feeling of being true to myself and others. It makes me at one with myself. And I think that's something that people can see and feel. I'm not very good at sitting about doing nothing. I like initiating new projects. You could say that I make it my hobby to organise things: whether a meal with friends, a voluntary film project requiring great commitment or the complete renovation of our apartment. This naturally takes a lot of strength but also gives me huge amounts of energy. I simply love being active. It's my way of recuperating. The best way to restock my energy reserves is to get out in our garden and do some weeding and digging. Watching my cats sleep truly relaxes me. I can feel my heart open up and am able to completely let go. It's moments of happiness like these that make my life so wonderful.'



An eye for beauty

The diverse range of colours and possibilities,
from subtle effects to bold looks.

Open Your Eyes to New Forms of Inspiration

Highlight Your Individuality with Eyeshadows, Eye Definers, Liquid Eyeliners and Mascaras.



Eye & Brow Palette



Eyeshadow Trio 02
Volume Mascara
Eyeshadow 03
Brow & Lash Gel

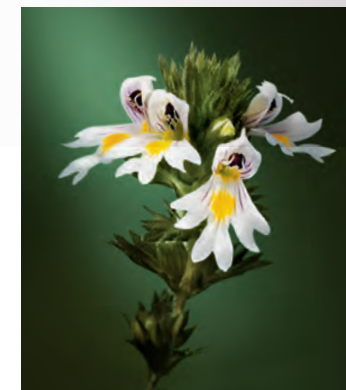


Light and dark, warm and cold, shimmering and matte – an interplay of colours and textures.

Sapphire and jade, lapis lazuli and alabaster. The silky textures of Dr. Hauschka **Eyeshadows** give a natural gleam to any eye colour. An assortment of triple-shade palettes combine three coordinated shades of colour. In addition, you can use individual colours to create accents depending on your mood and the occasion. Accentuate the eyes' shape with our Eye Definers, containing premium quince and carnauba waxes. The applicator on the **Eye Definer** enables you to soften and blend colours and transitions. Lastly, choose between **Volume Mascaras** and **Defining Mascaras**. These not only provide intense colour but also nourish lashes. Carefully composed formulations protect, and strengthen each individual eyelash.

Gentle, soothing and nurturing: Eyebright

The white or pale violet flowers of this meadow dweller reach between 10-30 cm and look somewhat like miniature orchids. What makes the blooms particularly striking is the splash of yellow, like a bright eye on the flower heads. Extracts of eyebright are known for their soothing and calming properties. This tried-and-tested ingredient is found in Dr. Hauschka Eye Make-up.





'I enjoy giving something back'

Anne from Amsterdam



'I love being outside, surrounded by nature. It makes me feel beautiful.'

Annes make-up:

Foundation

Loose Powder

Light Reflecting Concealer

Eyeshadow Trio 02

Sheer Lipstick 06

Blush Duo 01

Eye Definer 02

Volume Mascara 02

Anne lives in Amsterdam and is training to become a nurse. We asked Anne what makes her beautiful.

'It's the little things that make me shine each day. A compliment, a spontaneous smile or the sun in the early morning. It doesn't take much to put me in a good mood. I generally believe that beauty is a combination of inner attitude and outer influences. Being there for others is something that makes me equally as content. I've wanted to be a nurse ever since I was a little girl and am delighted that this dream will soon come true. I believe that it's important to give something back to the world and happily take on a responsible attitude in this regard – in my private life, in my career and by treating nature and our planet's resources with care. Green is my favourite colour, including in terms of eye make-up. It emphasises my blue eyes and ginger hair. Combined with a little mascara and a subtle shimmer of lip gloss, I feel fabulous.'

Tips from Dr. Hauschka International Make-Up Artist Karim Sattar

It begins with an endearing look in the mirror. International Make-Up Artist Karim Sattar finds distinct and personal features in every face and skilfully accentuates them.

The Highlight for Eyebrows and Lashes. The **Brow & Lash Gel** transparently gives shape to eyebrows and highlights lashes, leaving them beautifully cared for without any addition of colour. It can be applied on its own or as a base for Mascara. The Gel is wonderfully fragrant and contains valuable neem to strengthen lashes and enhance the effect of the Mascara.



Further tips and usage clips can be found at www.dr.hauschka.com

Harmoniously Combine Different Shades of Eyeshadow

Each Dr. Hauschka **Eyeshadow Trio** contains three different shades for a beautiful combination of looks and effects. Apply the lightest shade to the movable lid area up to just below the eyebrows. Apply the dark shade from the outer corner of the eye up into the eyelid crease as well as on the lower eyelid edge. Apply the middle shade to the center of the movable lid. For a natural look, use the brush to lightly blend the transitions.



Eyeshadow Trio 04

Beautiful Lips Take Time

The best way to start is with a smile. Pulling the lips taut makes it easier to apply colour. Start by applying **Lip Liner**. For particularly intense colour, apply the liner to the full lip rather than just along the contours. Next, paint in the lips with the Lipstick of your choice, ideally using the **Lip Brush**.



Lip Liner 05

Four Shades for a Balanced Skin Tone

Powders are no longer simply finishing products; they can do so much more. Dr. Hauschka **Colour Correcting Powder** contains four different shades. The powder reduces shine while evening the complexion for skin that feels velvety soft and supple. It is ideal for use on skin with hyperpigmentation and couperose.



Colour Correcting Powder

A Professional Touch

The ideal tools for the perfect make-up

Foundation, Powder, Blush, Eyeshadow and Lipstick Brushes.
Fine, precise and easy to clean.

We have developed special brushes from premium wood and soft, synthetic hairs for use with Dr. Hauschka Make-up. They make all our cosmetics easier to apply and offer precise, clean results. When you use a brush, **Foundation** and **Lipstick** can be applied more evenly, look more natural and last longer.

Lip Brush
For Perfect-looking Lips



Foundation Brush
Ideal for Distributing
Liquid Textures



Eye Definer Brush
Short Brush Head for
Precisely Applying
Contrasting Colours



Powder Brush
Tapered Brush for Evenly
Applying Airy Powder



Eyeshadow Blender Brush
For Applying and Blending
Different Shades of Colour



Blusher Brush
The Tulip Shape
Allows for Targeted
Application



There is More to Red than Red

The Dr. Hauschka shades combine with your lips' natural redness to create unique nuances



From a subtle shimmer to bold colours

Lipsticks, Sheer Lipsticks and Lip Glosses for All Occasions.



Lipstick 11
Sheer Lipstick 02



The Vitality of Rose Hip

When autumn comes, the rose hip shines brightly in woods, forests and by the edge of the road. Robust and rich in vitamin C and minerals, the dog rose's fruit encompasses the full strength of summer. We process rose hip extract based on the rhythms of nature. Rose hip cares for the delicate skin on the lips and fortifies their expression of vitality.

Create Accents Without Concealing Natural Luminosity

Draw inspiration from the shades rose, pink, berry, apricot, red and brown. Each colour scheme includes a light, medium and dark Lipstick shade. This makes it extremely easy to remain true to your personal style while varying your look. Six **Sheer Lipsticks** in shades aligned with the colour schemes provide a delicate shimmer of lip colour while six **Lip Glosses** offer extra shine.

The compositions with precious natural ingredients like jojoba and almond oils nurture and protect lips. Carefully formulated botanical compositions with rose petals, rose hip and anhyllis invigorate and balance skin.



Lip Gloss 03



'A light-hearted approach does me good'

Fernanda from Berlin

Portrait: Fernanda

'I use make-up extremely playfully to express my mood. I choose the intensity and colours spontaneously depending on how I'm feeling, the weather or the occasion.'



Fernanda was born in Brazil, spent many years living in Ireland and now works in Berlin. We asked Fernanda what makes her beautiful.

'It's all about your inner attitude. I therefore take a positive approach to life. I laugh a lot and try to overcome everyday challenges in a light-hearted manner. I put all my heart into everything I do. I therefore have a lot of satisfying moments in my life. I think people can sense and see this – as a kind of inner radiance that I reveal to the world. My rhythm is fast and dynamic. I love variety, and my job as an event manager certainly provides me with plenty of that! I love sharing important moments with others and helping them to develop creative ideas. Work and leisure often blend seamlessly into one. I love the variety here as well. I don't ever get bored.'

Fernandas

Make-up:

Eye & Brow Palette

Liquid Eyeliner 01

Lip Liner 02

Lipstick 12

Foundation

Concealer

Colour Correcting Powder

Blush Duo 03





Reveal Your Authentic Beauty

Your Step-by-Step Guide to
Five Dr. Hauschka Make-up Looks.

Use the attached Look Cards for inspiration whenever you need it. The featured Dr. Hauschka looks are yours to try and personalize: **Your Nude, Pure Elegance, Effortless Beauty, Mysterious Eyes** and **Big Sensation**. From the base to the finish, the cards clearly explain every step with precise details of the products and shades used.

For additional tips and suggestions from Dr. Hauschka International Make-up Artist Karim Sattar visit www.dr.hauschka.com.

Legal notice

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Dr. Hauschka Skin Care

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GmbH D-73085

Bad Boll/Eckwälden

www.dr.hauschka.com

Made in Germany

Dr. Hauschka Make-up with mineral pigments and botanical plant extracts have been awarded the NATRUE international seal of approval for genuine natural skin care and make-up and are naturally free from synthetic fragrances and preservatives.

Product no. 410 003 686