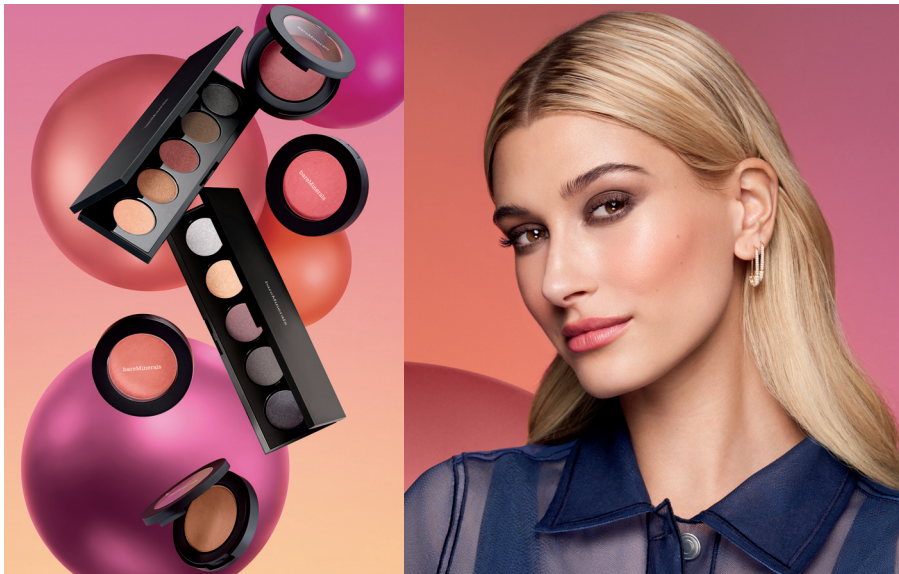


Hailey Bieber Launches bareMinerals BOUNCE & BLUR Collection

Introducing New Breakthrough Bouncy Powders

FULL OF CREATIVITY
FREE OF RULES



bareMinerals Clean Beauty Ambassador Hailey Bieber wears BOUNCE & BLUR Blush in Coral Cloud; Eyeshadow Palette in Dusk. Makeup by bareMinerals Global Makeup Artist Nikki DeRoest.

Put some bounce in your step with clean, breakthrough bouncy powders for eyes and cheeks from bareMinerals that invite you to play, express and create. The irresistibly touchable, easy-to-use **BOUNCE & BLUR Collection**—which includes two covetable eyeshadow palettes and four blushes—allows you to create customized looks that range from a soft wash of blurred color to bold, dramatically diffused eyes and cheeks – no brush required.

The fingertip-friendly, weightless powder formulas resist creasing, fallout and blend like a dream. Each eyeshadow shade is inspired by the natural beauty of the sunlit sky, in finishes that range from satin to shimmer. The blush, which interprets the gorgeous tones of the sunrise and sunset, leaves behind a soft-focus, diffused look, while helping to blur the look of pores and imperfections. Infused with good-for-skin botanical ingredients, a Blurring Mineral Complex and Color Smart Pearls, the dermatologist-tested formulas allow you to become your own makeup artist with ease.

BOUNCE & BLUR Eyeshadow Palette

KEY BENEFITS

Innovative, Irresistible Texture: This breakthrough powder boasts a silky, memory foam-like texture that feels virtually weightless.

Effortless Application: Fingertip-friendly and fun to apply, the cushiony formula glides seamlessly across skin and transitions easily from day to night and on-the-go.

Buildable, Blendable Color: Build color your way. Apply one layer for a soft wash of color. Intensify the look by simply swiping on more shadow, creating a bold, blurred effect.

Fallout-Free Finish: The ophthalmologist-tested formula clings to lids for mess-free application and stay-put results.

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FULL OF

MINERAL BLURRING COMPLEX

Imparts a soft-focus, diffused finish while helping to blur the look of fine lines around the delicate eye area.

COLOR SMART PEARLS

Reflect and refract light for luminous, never-flat color that's wearable on all skin tones. Each shade has different amounts of pearl for finishes that range from satin to shimmer.

BOTANICAL BLEND

A blend of good-for-skin botanical ingredients, naturally derived from Moss, known to help smooth skin's appearance while providing a bouncy, blendable texture.

APPLICATION

Glide this bouncy formula across lids using your fingertip. To intensify the look, layer on more color. For a smoky effect, use your fingertip to apply to the outer corners and lower lash lines. Blend to soften.



BOUNCE & BLUR

Eyeshadow Palette

2 PALETTES INSPIRED BY NATURE

Choose between a cool (Dawn) or warm (Dusk) palette, which harken to the rising and setting sun. Both are designed to wear beautifully and evenly, thanks to universally-flattering, easy-to-use formulas.

DAWN



DUSK



BOUNCE & BLUR

Blush

KEY BENEFITS

Plush, Pillowy Texture: The breakthrough powder formula has a cushiony texture and weightless feel.

Brush-Free Application: Use fingertips to apply this silky blush for a mess-free flush that diffuses naturally across cheeks.

Buildable, Blendable Color: Apply one layer for a sheer wash of color. Add more to intensify or dramatically drape cheeks.

Second-Skin Finish: The non-comedogenic formula instantly blurs the look of pores and imperfections for a natural, airbrushed effect minus any harsh lines. Color melds seamlessly with skin and never looks chalky or uneven.



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FULL OF

MINERAL BLURRING COMPLEX

Imparts a soft-focus, diffused finish while helping to blur the look of pores and imperfections.

COLOR SMART PEARLS

Reflect and refract light for radiant, never-flat color that's wearable on all skin tones.

VITAMIN B

Helps minimize the appearance of pores.

BOTANICAL BLEND

A blend of good-for-skin botanical ingredients, naturally derived from Moss, known to help smooth skin's appearance while providing a bouncy, blendable texture.

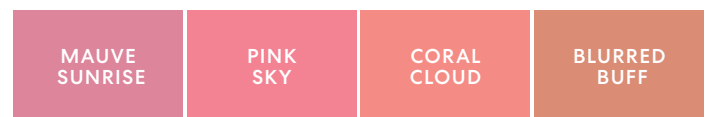
APPLICATION

For a fresh flush, apply to the apples of the cheeks with fingertips and blend color up and out toward the hairline.

BOUNCE & BLUR Blush

4 NATURE-INSPIRED HUES

Inspired by the multi-dimensional tones of the sunrise and sunset, shades include Mauve Sunrise, Pink Sky, Coral Cloud and Blurred Buff.



BOUNCE & BLUR
Eyeshadow Palette
SRP \$29

BOUNCE & BLUR
Blush
SRP \$29

LAUNCH DATE
July 2019

AVAILABILITY
bareMinerals boutiques, bareMinerals.com, Ulta, Ulta.com, Sephora, Sephora.com, Sephora in JCPenney, Macy's, Nordstrom, QVC, fine salons and spas

ABOUT BAREMINERALS

bareMinerals is CLEAN WITHOUT COMPROMISE. All products are 100% Cruelty-Free + Free of Parabens, Phthalates, Formaldehyde, Chemical Sunscreens, Triclosan, Triclocarban, Propylene Glycol, Mineral Oil, Coal Tar and Microbeads.

Clean minerals are at the heart and soul of every bareMinerals product, and we remain committed to keeping potentially questionable ingredients off your skin and out of the environment. After two decades in the beauty industry, we continue to deliver high-performance formulas and extraordinary sensorial experiences. Our clean mineral makeup and skincare is tested and proven, while our exceptional customer testimonials, five-star ratings, rave reviews and clinical results speak for themselves. Good for everyone, good for the world.

That's THE POWER OF GOOD.

FOR MORE INFORMATION, PRODUCT IMAGES OR SAMPLES:

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@bareMinerals #CleanBeauty #PowerOfGood

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