



younique™



SEPTEMBER 2019 – AUGUST 2020 US/CAN

Welcome to the catalog created to reveal the confident woman in you.

AS YOU IMMERSE YOURSELF in these pages, you'll find inspiration to chase your dreams from the stories of just a few of our incredible Younique Presenters. These strong women found the courage to move toward their goals and overcome their fears to find their authentic selves, build successful businesses, and help others along the way. You will also find tools throughout this catalog to build your own business, including helpful how-to guides for product application and highlighted features on new products.

We're excited to continue to bring diversity and inclusiveness to our Y-Family by expanding into several new markets, including Austria and Belgium. Additionally, thanks to the entrepreneurial spirit of our Younique Presenters, we've

experienced unprecedented success with the launches of the intensifying MOODSTRUCK EPIC 4D one-step fiber mascara, the buildable and multi-use YOUNIQUE TOUCH stick foundation, and the luxurious YOU-LOGY protecting veil SPF 30 broad spectrum beauty fluid.*

We are obsessively grateful for the devotion, hard work, and positivity that our Younique Presenters exude every single day. Their desire to uplift, empower, validate, and build self-esteem in women around the world is truly inspiring. Thank you for making our dream such a beautiful reality.

*Referred to as YOU-LOGY protecting veil SPF 30 broad spectrum high protection beauty fluid in Canada.



DEREK MAXFIELD
Founder & CEO



MELANIE HUSCROFT
Co-founder & CVO

The Love It Guarantee



We're so confident that you'll love Younique that we guarantee your satisfaction with, and the quality of, all of our products. We've crafted our product guarantee policy to make purchasing Younique products easy and worry-free. If you don't love it, we've got you covered!



From left to right: Mardia, Mae, Jennifer

Stronger Together

BEFORE EVEN KNOWING what products their company would sell, Younique co-founders Derek Maxfield and Melanie Huscroft knew what Younique's mission would be—to uplift, empower, and validate women all over the world. Now, almost seven years later, this mission has come to life for more than a million individuals because of the Y-Family culture our Younique Presenters have created.

The “Y-Family” is a collective term that refers to Presenters working to build their individual businesses—together. With the encouragement and support of their Y-Family, many Presenters have found personal and financial success that they never thought possible.

“The sisterhood is what has me hooked on Younique for life,” says Cassie, a Presenter from Florida. “I have never in my life felt like I was where I was meant to be. Being encouraged and supported on a daily basis has been the biggest part of my success in my business. Because if I had to do this alone, I don’t know where I would be!”

Mardia, a Presenter from Mexico, agrees with Cassie. “When you realize that you are not alone in this project, all your paths light up. You discover that there are thousands of women who share your thoughts, your emotions, and even your fears...you realize that every effort is worthwhile.”

As Younique works to expand the Y-Family beyond the 15 global markets currently in operation, the Presenters work to cultivate friendships with those they may never have met otherwise.

Michelle, a Presenter from Washington, cherishes these friendships. “I’ve met

some of my best friends because of this company—ones I know I will be friends with forever! It’s crazy how women you’ve never actually met, besides online, can become some of the most important people in your life.”

Younique is a loving, strong, entrepreneurial sisterhood. When a Presenter joins Younique, they gain more than just a business. They gain a family full of women (and some men!) who share the goal of uplifting, empowering, and validating others; and, as they do so, they find that their lives almost always change for the better.

“When you realize that you are not alone in this project, all your paths light up. You discover that there are thousands of women who share your thoughts, your emotions, and even your fears...you realize that every effort is worthwhile.”

A woman with long blonde hair is shown in profile, looking out over a body of water at sunset. The background is a warm, golden glow from the setting sun, with some buildings visible in the distance. The woman is wearing a dark, textured coat. The overall mood is contemplative and hopeful.

HOPE AND HEALING ARE POSSIBLE.

The effects of childhood sexual abuse are real.
Take your life back.

www.youuniquefoundation.org

An “Obsessively Grateful” Path to Healing

ALICIA CRISS RADIATES JOY AND

GRATITUDE. Not long ago, however, the Green Status Yunique Presenter said she was “bitter and surrounded by bitterness.”

“Pity parties were my favorite kind of party to have and attend,” she said.

In the three years since Alicia joined Yunique, she said she’s become a completely different person. Her healing has come through focusing on mindset and gratitude for the gifts in her life, including her three children, who are her “why,” and her bonds in the Y-Sisterhood.

Now Alicia is a strength and a light to others. She said she’s grown as a friend and a leader in her Y-Journey, helping others find solutions and joy in the midst of their struggles.

“It’s not when you’re at your highest that you have those breakthroughs, it’s when you’re at your lowest,” she said. “I’m not letting those valleys determine who I am or determine my journey, because the journey is so much bigger than my valleys. I know that in the valleys, miracles happen.”

Sharing light in darkness is what drew Alicia to The Yunique Foundation. Her passion about the Foundation’s work of bringing healing and hope to survivors of childhood sexual abuse is what caused her to sign up as a Yunique Presenter. She’s seen firsthand how damaging the lasting pain and trauma of childhood sexual abuse can be to loved ones.

Alicia tells customers about The Yunique Foundation every chance she has, encouraging them to round up their purchases to support the cause. She even had her children create a video for the Foundation’s “No more one in four” campaign.

“I’ve tried to be as open with them as possible and shed light on [sexual abuse] as much as I can so that, God forbid, if they’re ever in that situation, they know that it’s okay to talk about it,” she said.

Alicia said she hopes to teach her



Alicia is wearing MOODSTRUCK pressed shadows in Fervent, Legendary, and Shrewd; MOODSTRUCK SPLURGE cream shadow in Magnificent; MOODSTRUCK EPIC 4D one-step fiber mascara.

children—and especially her daughters—that they can overcome any obstacle and achieve their dreams.

“I want them to grab a hold of who they are and let them know they can be the next whoever they want to be—doctor, lawyer, politician, business owner,” she said. “I don’t want them to fall victim to any type of stereotype or anything that falls under the umbrella of what a woman can’t do.”

ALICIA CRISS

**TOLEDO, OHIO
GREEN STATUS**

**FAVORITE SKIN CARE
PRODUCT:**

YOU-LOGY exfoliating mask

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*Referred to as YOU-LOGY protecting veil SPF 30 broad spectrum high protection beauty fluid in Canada.





beYOUNIQUE™
YOU·OLOGY & You

SAVINGS OF 15% USD | 15% CAD
 \$172 USD | \$206 CAD

- YOU·OLOGY cleanser with your choice of three boosters
- YOU·OLOGY serum with your choice of three boosters
- YOU·OLOGY day moisturizer with your choice of three boosters
- YOU·OLOGY night cream with your choice of three boosters
- 2019 collection bag

Old-School Sales in a Social Media World

BUILDING A SOCIAL MEDIA MAKEUP EMPIRE might seem impossible for a self-described technophobe, but Sue Westerdale hasn't let technology hinder her success.

A lifelong sales and marketing professional, the Purple Status Yunique Presenter puts old-school techniques to work connecting with her customers—particularly among middle-aged women.

"Although I'm still a technophobe, I think this has actually benefited me,

because I use the old-fashioned skills of building relationships, excellent customer service, and being very real on my videos," she said. "My main goal is to help ladies aged 50 and up feel better about themselves and inspire them, and if I get a sale, I consider that to be a bonus."

Sue learned the art of sales at a young age from her businessman father, who taught her that "if you quite fancy a sale, then ring somebody up. If you really want a sale, get your face in front of them."

"That's something that's stuck with me all my life," Sue said. "You've got to continually be in people's faces and continually show your vulnerability, so that when I talk about saggy eyelids or other issues, people have a connection with me, and they think 'she's real, she's genuine.'"

At the heart of Sue's winning strategy is the idea that people need to know, like, and trust you in order to buy from you.

"This has been my mantra all my working life," she said. "It takes time and commitment, which many people don't think is important."

Here's how Sue explained it:

- You need to be "seen" and consistent so people get to know you.
- You need to give value and be real—so people get to like you. (This is where your personal brand comes in.)
- You need to be honest and keep to your word—so people get to trust you.

This means that Sue chats about her everyday life in her Facebook LIVES, whether it's having a glass of prosecco while getting ready for her Friday night curry date with her sports journalist husband, Bob, or relating about the problems of menopause that her audience know all too well. She also asks questions to get viewers interacting.

"They know me, and once somebody feels they know you, then they trust you, don't they?" she said. "That is a fragile thing. It's not a tangible thing, it's something that's in your gut."

Sue gives a personal touch as well, following up with customers about what's happening in their lives. She said she constantly takes notes about people and checks in with them via Facebook Messenger.

This recipe for success has led Sue to the top of the leaderboards in the UK, earning her seven trunks—and the nickname "Queen Sue."

"I think [the nickname Queen Sue] has to have a little bit to do with my age, but also I'm nearly always at the top of leaderboards for sales," she said. "I think I'm just an old fighter."



SUE WESTERDALE

**DERBYSHIRE, UK
PURPLE STATUS**

FAVORITE SKIN CARE PRODUCT:
YOU-OLGY night cream

Sue is wearing MOODSTRUCK PRECISION pencil lip liner in Punchy, MOODSTRUCK OPULENCE lipstick in Conceited, and LUCRATIVE lip gloss in Loveable.



EMBRACE THE DAY

**YOU•OLOGY PROTECTING VEIL SPF 30
BROAD SPECTRUM BEAUTY FLUID***

A blend of extracts and broad spectrum SPF 30 help protect skin against environmental attack and premature aging due to sun exposure.

*Referred to as YOU•OLOGY protecting veil SPF 30 broad spectrum high protection beauty fluid in Canada.

youology



Skin Care Mixed and **Made by You**



1

Always start with a clean slate. Begin by choosing three of the six booster options for the **YOU-OLGY cleanser** to target your individual skin concerns. Then, mix your boosters with the aloe leaf-infused cleanser base to leave your face feeling fresh and prepared for your personal skin care routine after washing.

2

Prime your skin for moisturizer with the **YOU-OLGY serum**. This serum absorbs quickly and is packed with skin-nourishing ingredients. Hand-select any three customizable boosters to personalize your serum to your skin care needs.





Be ready to face your day with **YOU·OLOGY day moisturizer**. Create your custom day moisturizer by adding any three of the five interchangeable booster options to a base formulated with hydrating ingredients like vitamin E and olive oil. You're sure to conquer the daily stresses put on your skin with this moisturizer.



Complete your custom skin care regimen with the **YOU·OLOGY night cream**. This skin-nourishing cream transforms into your skin care solution when you mix in three boosters of your choice. You can rest easy knowing this night cream is doing the work while you're fast asleep.



Do the Hustle

JENNIFER RASBERRY'S first couple of years with Younique are a blur: figuring out motherhood with newborn twin boys, working full time, juggling her family schedule, and building her business with the then-nascent company.

"I didn't know what else to do but to run with it," the Black Status Younique Presenter said. "I didn't have time to overthink things. I didn't know anything about network marketing. I just knew I needed to sell and sling some [MOODSTRUCK 3D FIBER LASHES lash enhancer], so that's what I was doing. I was literally throwing mascaras at people like a crazy person!"

The same positivity and passion that helps Jennifer succeed in her career as an instructional coach has helped her Younique business flourish. She focuses on mindset, personal development, and authenticity with her team, Blessed Beauties.

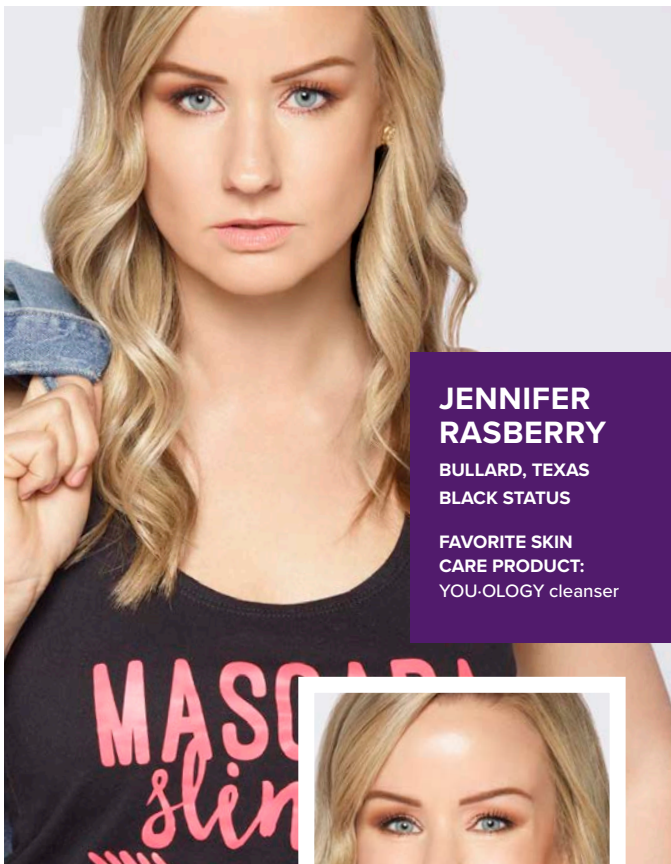
"I think that authenticity is so extremely important because people love and trust you," she said. "They're not necessarily buying the products; they're buying YOU, and they're loving and trusting who you are."

For Jennifer, that means adding your own flair to the ideas gathered from other Y-Sisters—and embracing your own imperfections.

"Your audience needs to know who you are, messy or not," she said. "I think some people—myself included—get so hung up on being perfect, saying the right thing, and applying the makeup just the right way, but you lose authenticity when you do that."

She encourages her team to keep it real—whether that means learning how to master a new skill on a Facebook LIVE alongside the audience or letting unglamorous #momlife moments make it on camera.

"I have a YouTube video where one of the boys literally threw up in my lap



JENNIFER RASBERRY

BULLARD, TEXAS
BLACK STATUS

FAVORITE SKIN
CARE PRODUCT:
YOU-OLGY cleanser

Jennifer is wearing MOODSTRUCK ADDICTION shadow palette 4 in Tender; MOODSTRUCK pressed shadows in Astute, Gingerly, Manipulative, Marvelous, Nonsensical, and Optimistic; and MOODSTRUCK EPIC 4D one-step fiber mascara.

in the video, and I just kept on going," she said.

Showing that life isn't always perfect also helps with sponsoring, she said. After all, if a prospect feels like she has to be perfect to be a Younique Presenter, she may not dive in.

"I almost encourage people to make a fool of themselves, in a sense," she continued. "Make mistakes, don't be perfect, be silly, have fun with it—that's



when the authenticity piece is really going to be in your favor."

Keeping it real also helps showcase how Younique fits into your world.

"People can see that you can do something like this and still live your life," she said. "It just blends in and becomes a part of what you do."



Next-Level Skin Care

Looking for a match made in heaven? Take your skin care to the next level with these spectacular YOU-LOGY companion products. From cleansing sticks and cloths to masks that exfoliate, control, and brighten—completing your customizable YOU-LOGY skin care regimen never felt so good!



beYOUNIQUE™

As Luck Would Have It

SAVINGS OF 15% USD | 15% CAD
\$175 USD | \$210 CAD

- TOUCH GLORIOUS face primer
- Your choice of TOUCH MINERAL liquid foundation, YOUNIQUE TOUCH stick foundation, or BB FLAWLESS complexion enhancer
- Your choice of MOODSTRUCK EPIC 4D one-step fiber mascara or MOODSTRUCK EPIC mascara
- YOU-OLGY UPLIFT beauty oil
- YOU-OLGY rose water toning spritz (50 ml)
- 2019 collection bag

Relax and Mask

Get ready for an at-home spa experience unlike any other.

JUST LIKE THE REST OF OUR SKIN CARE LINE, THE YOU-OLGY MASKS

were created to help you address your skin's needs. You'll be ready to unwind and create healthier-looking skin with oil control, exfoliating, perfecting,* and brightening options. Sit back, relax, and get ready for the pampering your face deserves.



*YOU-OLGY perfecting mask is not available for purchase in Canada.



PRODUCTS NEEDED:
YOUNIQUE TOUCH stick foundation
MOODSTRUCK pressed blusher

- 1 Apply your foundation and concealer as normal.
- 2 For your highlight, apply YOUNIQUE TOUCH stick foundation in a shade lighter than your foundation to your T-zone, your under-eye area, and right above your cheekbones. Blend using the flat end of the YOUNIQUE contour brush.
- 3 For your contour, apply YOUNIQUE TOUCH stick foundation a few shades darker than your foundation right under your cheekbones, on your jawline, along the sides of your nose, and around your hairline. Blend using the angled end of the YOUNIQUE contour brush.
- 4 Finish your look by sweeping the MOODSTRUCK pressed blusher over the apples of your cheeks, blending up your cheekbones with the YOUNIQUE tapered blusher brush.

Contour Queen

Chisel your cheekbones and rule the day with this quick contour guide.

EXPERT EXTRAS: Get an expert-level look when you use these:



YOUNIQUE
contour brush



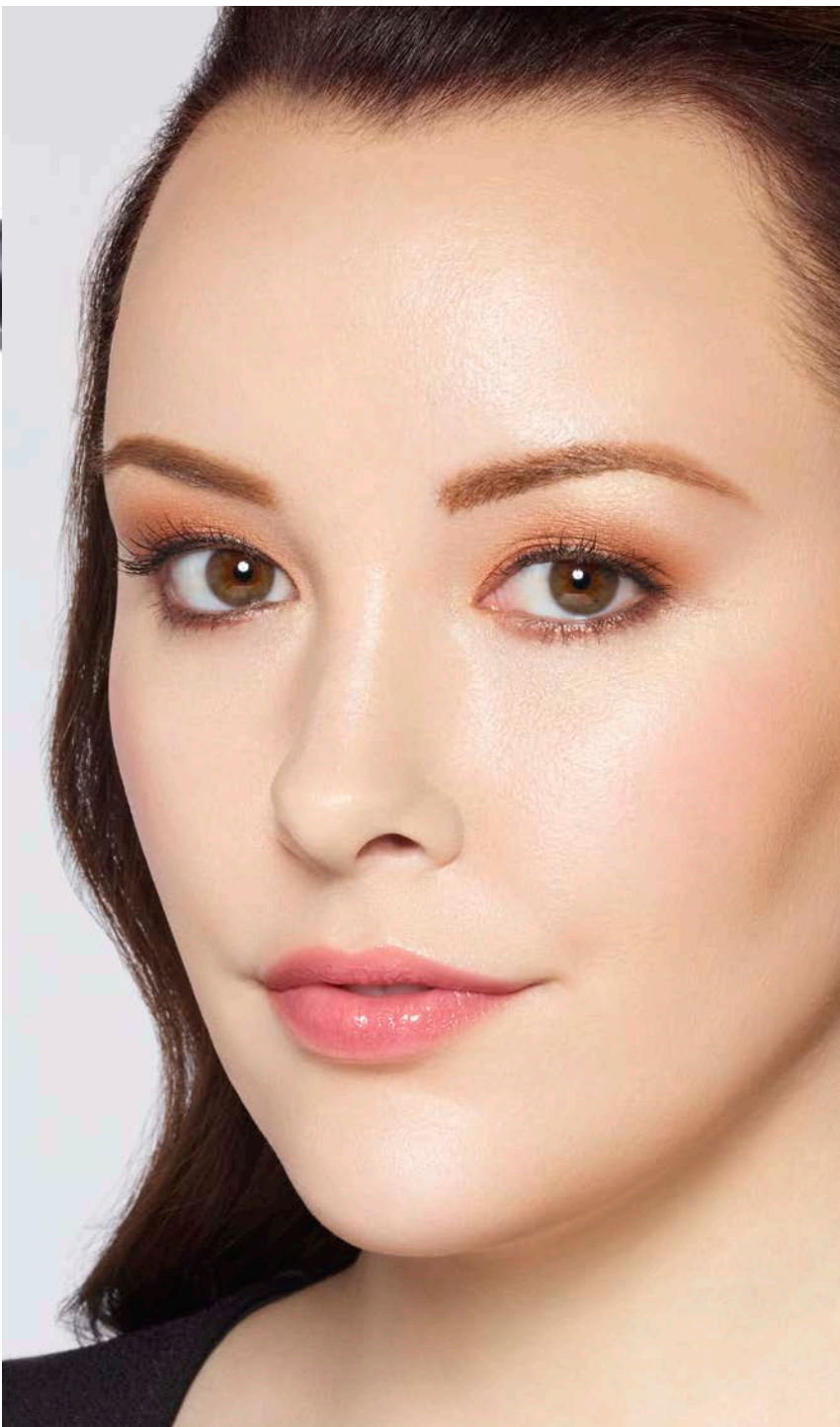
YOUNIQUE
tapered blusher brush



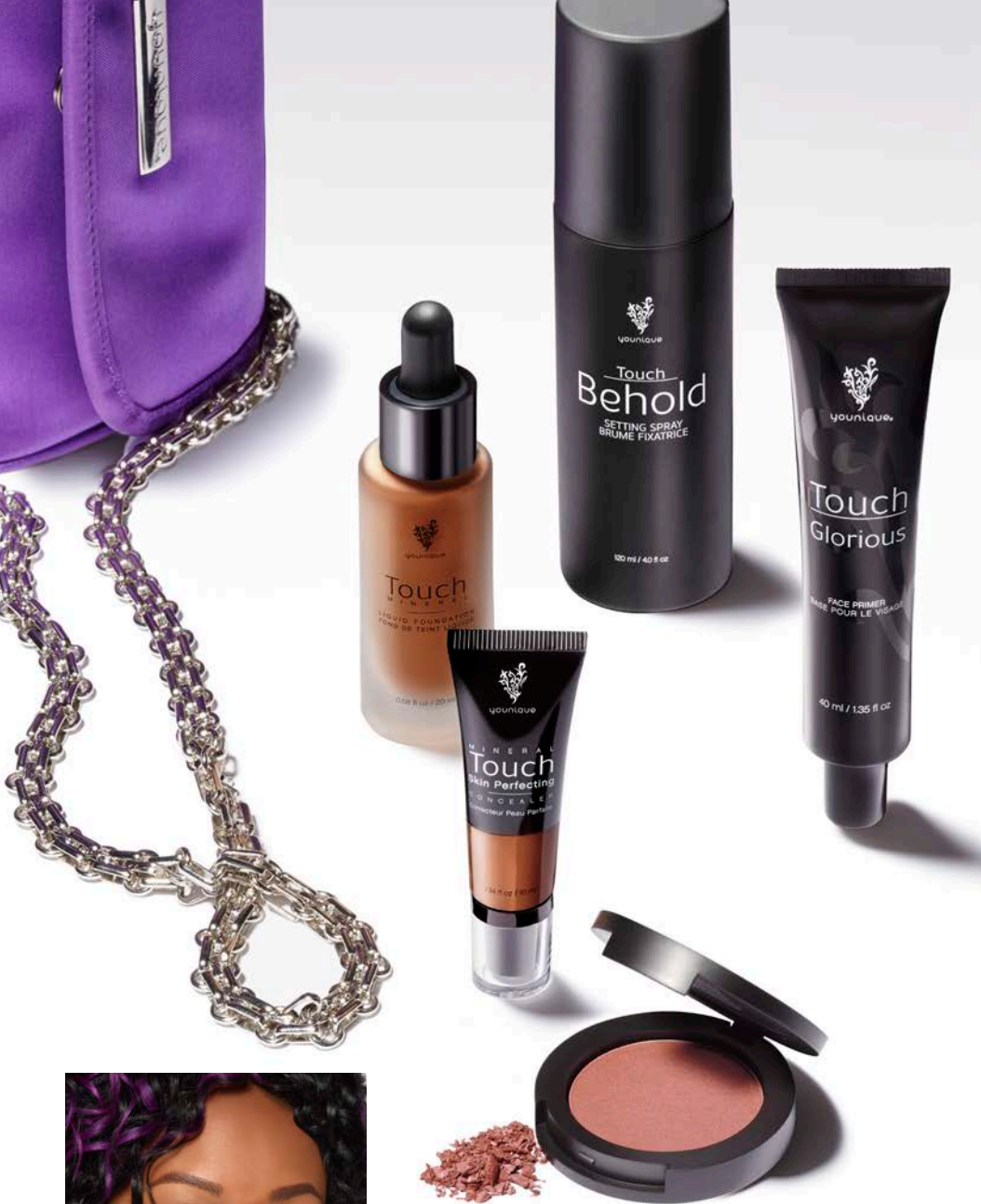
YOUNIQUE
kabuki brush



YOUNIQUE
blending buds



Cassie is wearing TOUCH MINERAL liquid foundation in Tulle, YOUNIQUE TOUCH stick foundation in Eyelet and Scarlet, and MOODSTRUCK pressed blusher in Sisterly.



beYOUNIQUE™ Ready, Prep, Set

SAVINGS OF 20% USD | 20% CAD
\$136 USD | \$163 CAD

- TOUCH GLORIOUS face primer
- Your choice of TOUCH MINERAL liquid foundation, YOUNIQUE TOUCH stick foundation, or BB FLAWLESS complexion enhancer
- TOUCH MINERAL skin perfecting concealer
- MOODSTRUCK pressed blusher
- Your choice of TOUCH BEHOLD setting spray or translucent setting powder
- 2019 collection bag



Francesca is wearing MOODSTRUCK pressed shadows in Astute, Fervent, Gifted, Gingerly, Legendary, and Ostentatious; MOODSTRUCK SPLURGE cream shadow in Elegant; and MOODSTRUCK EPIC 4D one-step fiber mascara.

FRANCESCA NAYLOR

CORNWALL, UK
PURPLE STATUS

FAVORITE SKIN CARE
PRODUCT:
YOU.OLOGY cleanser

Courage Before Confidence

THERE WAS A TIME FRANCESCA NAYLOR was too shy to phone and book her own hair appointment. It's hard to believe when you see the Purple Status Younique Presenter showcase her looks and encourage viewers in her Facebook LIVES.

"When people say they couldn't do what I do, and they struggle with confidence, I want to be like, 'that's why you need to do it!'" she said.

After all, Francesca similarly had doubted herself when her mother, Sue Westerdale, urged Francesca to join. There were always excuses—raising two little girls, making a 350-mile move across England, and, most of all, listening to the self-limiting thoughts that told Francesca she wasn't enough.

It wasn't until her husband bought her the YOUNIQUE Presenter Kit that Francesca dove into her Younique business and found the success she'd long told herself was possible for other people, but not for her.

"There comes a point where you cannot keep telling yourself the same lies—because there are other people succeeding," she said.

"How can you keep telling yourself it isn't possible when you are being confronted all the time by people who are doing it, and then you have the opportunity and vehicle to actually start making changes?"

Which isn't to say it was easy initially. Francesca said her first Facebook video took three hours to pre-record, and her face was red and sore from wiping her makeup off and reapplying.

"I worried constantly about what people would think, of failing and of being judged," she said. "What if I am actually really successful? I'm losing a big part of what I used to believe about myself. Who am I then? And is it okay for me to do that?... Do I have the permission to do it? Will people like me less? Which is ridiculous."

The mindset shifts that helped Francesca face her fears and flourish in her Younique business have bled into other parts of her life. She's grown confident and comfortable in her skin, gaining a sense of community and purpose that had waned as she'd lost herself in raising her daughters, Poppy and Alexa.

"As someone who has suffered with low self-esteem, anxiety, and depression, I want more than anything to show my girls a mother who has unshakable self-worth and that no dream is too ridiculous to pursue," Francesca said. "We are capable of anything we're willing to work for."

Francesca's advice for those struggling to believe in themselves?

"Courage comes before confidence, and you don't have to be perfect to get started," she said.





CLOUD NINE FEELING

YOUNIQUE TOUCH spray foundation—

full coverage foundation with
a feeling so light, it defies gravity.

See page 60 for all 19 shades.

If Looks Could Kill

WHY FIT IN WHEN YOU WERE BORN TO STAND OUT?

"You do you, boo" sums up Kelsey Nemier-Cook's outlook. The Green Status Younique Presenter has embraced her weirdness—and empowers others to do the same—by pursuing what sets her soul on fire, from tattoos to true crime.

"When I was growing up, and even in my early twenties, I never fit in," Kelsey said. "So when I joined Younique, I made it my mission to always make women feel like they have a place with me. It's very important to me to be the person I wish I had as I was growing up to tell me it's okay to be weird, not look like everyone else, and just love yourself the way you are!"

Kelsey's confidence and hilarious personality radiate through her Facebook LIVES. She's even carved out a niche, combining her love of true crime cases with makeup tutorials in her "If Looks Could Kill: Makeup and Murder" series during the past year. It took a year—and some encouragement from her Black Status upline, Jami Santor—for Kelsey to bring the idea to reality.

"Jami was like, 'You need to do it,'" Kelsey said. "And I said, 'Gosh, that's so weird though, who's going to watch that?' And she said, 'But does it make you happy? Would doing that make you happy?' And I was like, 'Yeah, I think it would!'"

The results speak for themselves. Not only has Kelsey found joy in researching and sharing crime cases—she's also found a community of true crime fans who have thanked her for providing a safe space to geek out about gore sans judgment. She's

found a way to empower others simply by being unapologetically authentic and comfortable in her own skin.

"Now with all the newbies, I'm always

like, listen, you can't let your fear outweigh your want to succeed in this business!" she said. "Fear will kill your business faster than a snap. You've got to trust your gut and be who you are."

Following her quirky path to success has cemented to Kelsey the importance of trusting that intuition and embracing what sets you apart. "Once I said I'm going to do what makes me happy, I've just seen a huge difference," Kelsey said. "You don't have to do this business the way everyone else does. Actually, it's best if you don't! The moment you start being your true self and doing what makes you happy, that's when your business will start to be super fun and not like a job!"



KELSEY NEMIER-COOK

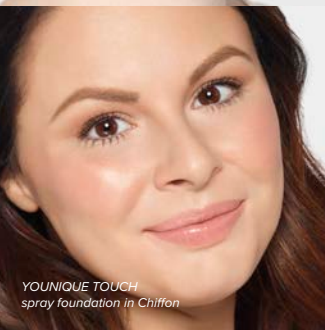
CHATEAUGAY, NEW YORK
GREEN STATUS

FAVORITE FACE PRODUCT:
TOUCH MINERAL skin perfecting concealer

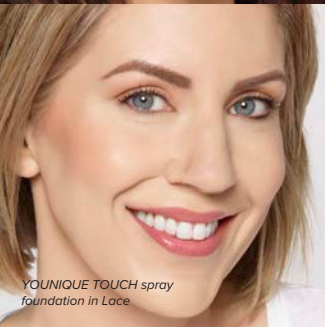
Kelsey is wearing MOODSTRUCK PRECISION pencil lip liner in Pompos and MOODSTRUCK OPULENCE lipstick in Swagger.



YOUNIQUE TOUCH
stick foundation in Velour



YOUNIQUE TOUCH
spray foundation in Chiffon



YOUNIQUE TOUCH spray
foundation in Lace



TOUCH MINERAL
liquid foundation in Velour



BB FLAWLESS
complexion enhancer in Bisque

We've Got You C

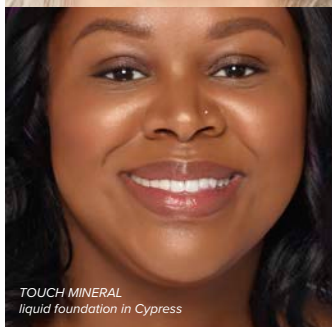


FROM ON-THE-RUN MOM to boss entrepreneur, you're going all day long with little time to spare on pesky imperfections. We've got you **covered** with six versatile foundations that you can trust to work just as hard as you do. From light and natural to fully concealed, these adaptable products provide a **flawless finish** for a variety of skin types, giving your confidence a boost and keeping you running, care-free.

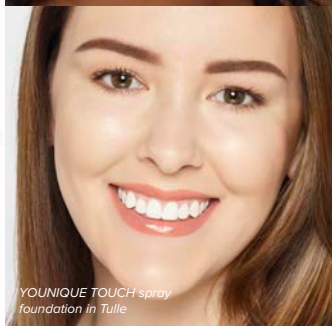
covered



YOUNIQUE TOUCH
pressed powder foundation in Poplin



TOUCH MINERAL
liquid foundation in Cypress



YOUNIQUE TOUCH spray
foundation in Tulle



TOUCH MINERAL
liquid foundation in Tulle



TOUCH MINERAL
liquid foundation in Taffeta

EXPERT EXTRAS: Get an expert-level look when you use these:



TOUCH GLORIOUS
face primer



TOUCH GLORIOUS
hydrating face primer



TOUCH BEHOLD
setting spray



TOUCH BEHOLD
translucent
setting powder

Face Forward





Sue is wearing YOUNIQUE TOUCH stick foundation in Lace, BB FLAWLESS complexion enhancer in Caramel, TOUCH À LA MODE cream to powder luminizer in Lustrous, and MOODSTRUCK pressed blusher in Supple.



NEVER SETTLE FOR A DULL MOMENT.

Make any day brighter with light-inviting luminizers, beachy bronzers, and pressed blushers in pinks, purples, and peaches. Top off your look with any of the **TOUCH BEHOLD** setting products, and you're sure to put your best face forward all day long.



be YOUNIQUE™ Eye Arsenal

**SAVINGS OF 20% USD | 20% CAD
\$112 USD | \$134 CAD**

- Your choice of YOU-LOGY cleansing stick, liquid makeup remover, or cleansing cloths
- Your choice of MOODSTRUCK EPIC 4D one-step fiber mascara or MOODSTRUCK EPIC mascara
- MOODSTRUCK pressed shadow quad palette
- Your choice of DIP & DRAW eyeliner or MOODSTRUCK PRECISION pencil eyeliner
- MOODSTRUCK PRECISION brow liner
- 2019 collection bag



Creating Beauty

"NEVER GIVE UP, ALWAYS SHOW UP, AND ALWAYS BE TRUE TO YOURSELF" are words by which Michelle Straub lives, and it radiates through her life—especially in following her passion for beauty.

As a child, the Orange Status Younique Presenter was a tomboy, usually clad in her big brothers' hand-me-downs. Yet even at the age of 3, she knew she wanted to be a hairstylist. "I learned to French braid on my Cabbage Patch dolls, and I was always cutting my Barbie's hair," she said. "I just wanted to make things pretty, and I think it was because I didn't have pretty things."

Michelle followed her dream, attending hair school right after high school and building a thriving salon business. In 2015, she signed up as a Younique Presenter for the discount.

Little did she realize she'd find a whole lot more on her Younique Journey, including increased confidence, a sisterhood, and a new way to help others feel beautiful.

"Feeling like I was actually helping people feel better about themselves, I got more confident in my videos," she said.

"Hearing people reach out to me and saying 'thank you for teaching me how to do this'—even if they weren't using Younique products—made me more confident in being able to reach out."

Michelle also found a sense of belonging in the Y-Sisterhood, which she describes as positive women united in making a difference.

"I think a lot of us share the same passion of loving making other people feel good," she said. "I think that's one thing in this company—there's so many people who want to uplift, and that brings you closer together for sure. A lot of people see the friendships, because they are undeniable."

While posting makeup tutorials and selfies may come across as vain to some, Michelle said it's a way for her and other Younique Presenters to share the message of true beauty, inside and out. "[Real beauty means] being beautiful on the inside," she said. "It's about being a good person. I'm the kind of person where if I see a random stranger walking down the street and I like their haircut, makeup, clothing, or whatever it may be, I will tell them. I love uplifting and complimenting them to make them feel good. You never know what kind of day a person has had. So if there is a little thing I can do to make someone feel good, I am all about that."



MICHELLE STRAUB

VANCOUVER, WASHINGTON
ORANGE STATUS

FAVORITE SKIN CARE PRODUCT:
YOU-OLGY rose water
toning spritz

Michelle is wearing MOODSTRUCK PRECISION pencil lip liner in Poufy, MOODSTRUCK SPLASH liquid lipstick in Subtle, and LUCRATIVE lip gloss in Lucid.



Own the Office

Look like the boss you are with this professional eye.

PRODUCTS NEEDED:

MOODSTRUCK eye primer
MOODSTRUCK pressed shadows in Astute, Gingerly & Marvelous
MOODSTRUCK EPIC 4D one-step fiber mascara

- 1 Prime your lids for long-lasting, crease-free color with MOODSTRUCK eye primer.
- 2 Using the YOUNIQUE deluxe brush, fill lids with MOODSTRUCK pressed shadow in Astute.
- 3 With the YOUNIQUE fluffy crease brush, apply MOODSTRUCK pressed shadow in Gingerly to the crease, blending out to the outer corner. Keep blending. And then blend some more.
- 4 Apply MOODSTRUCK pressed shadow in Marvelous to the lower lash line, smudging slightly with the YOUNIQUE crease brush.
- 5 Finish your boss lady look with MOODSTRUCK EPIC 4D one-step fiber mascara.

EXPERT EXTRAS: Get an expert-level look when you use these:



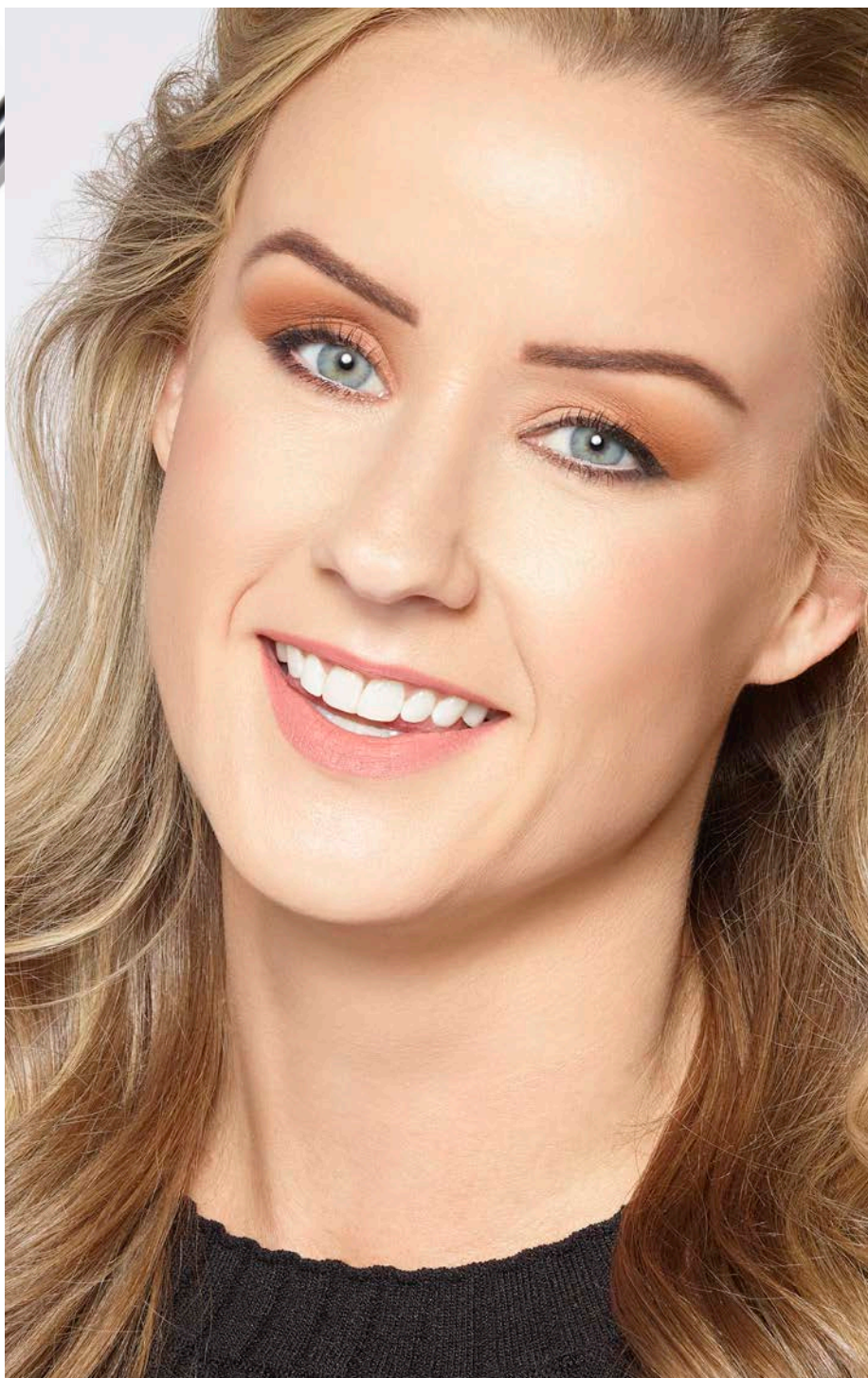
YOUNIQUE deluxe brush



YOUNIQUE fluffy crease brush



YOUNIQUE crease brush



Jennifer is wearing YOUNIQUE TOUCH spray foundation in Eyelet and Lace, BEACHFRONT bronzer in Malibu, MOODSTRUCK pressed blusher in Seductive, MOODSTRUCK PRECISION pencil lip liner in Pouty, and MOODSTRUCK SPLASH liquid lipstick in Sympathetic.

Living a Deliberate Life



MAE GRAY

SALTILLO, MISSISSIPPI
ORANGE STATUS

FAVORITE EYE PRODUCT:
MOODSTRUCK EPIC 4D
one-step fiber mascara

Mae is wearing MOODSTRUCK ADDICTION shadow palette 2 in Honorable, Hopeless, and Poppy; MOODSTRUCK pressed shadow in Laid-Back; MOODSTRUCK SPLURGE cream shadow in Magnificent; and MOODSTRUCK EPIC 4D one-step fiber mascara.



MAE GRAY EXCELS at making the most of life's moments—in both quantity and quality. A go-getter by nature, the Orange Status Younique Presenter puts even the smallest snatches of time to work uplifting others.

"We were never created to live scared or small," she said. "I want my life to exude bringing empowerment to those that I know are in the places I've been. [I want] for them to know they are worthy, loved, and capable of accomplishing anything they can dream."

This empowering attitude is the earmark of Mae's life, whether she's homeschooling her four children or messaging customers through Facebook.

"I've never been one who just wanted someone to give to me," she said. "I feel like there's always an opportunity to give back to everyone, [and] even if you're not physically giving back, you can give some kind of emotional uplifting."

In the process, Mae has learned how to make the most of her time by being present—and conscious of the clock.

"People feel like they don't have time, but it's that we don't properly utilize the time that we do have," she said. "Instead of scrolling endlessly [on my phone] for 30 or 45 minutes, I just do what I know I need to do. If I need to interact with people, then I get on there with purpose, and comment and post, and then the phone's down."

Much of Mae's Younique time comes in small moments throughout the day when her kids "are less crazy," she said.

And when that moment ends, the phone goes away.

"My phone stays on do not disturb all day, every day," she said. "There's not a notification in the world more important than my family. Being present with them and my friends keeps me going. You can lose sight of why you work if you don't remind yourself."

Sometimes her worlds overlap. The children help prep orders for shipment on occasion or pop up in her Facebook LIVES.

Mae said her Younique business has changed how she talks with her kids about their futures.

"I don't put limits on what I see for the future or on what I feel I can accomplish," she said. "I focus now more on telling my children to focus on their passions and where those lie, and I'm guiding them towards wherever it is I see their strengths instead of what society tells me to. What we can imagine is only a portion of what we can achieve."



yountique
**TOUCH
GLORIOUS**

hydrating face primer
base visage hydratante

30 ml / 1 fl oz

HELLO, HYDRATION

Formulated with innovative gel-to-liquid water break technology, the new two-in-one **TOUCH GLORIOUS hydrating face primer** leaves your skin feeling refreshed and ready for a flawless makeup application.



beYOUNIQUE™

Mighty Little Miracles

SAVINGS OF 15% USD | 12% CAD

\$111 USD | \$138 CAD

- YOU-LOGY cleanser with your choice of three boosters
- MOODSTRUCK lip exfoliator
- Choice of LUCRATIVE lip gloss
- Your choice of MOODSTRUCK EPIC 4D one-step fiber mascara or MOODSTRUCK EPIC mascara
- Your choice of TOUCH MINERAL pressed powder foundation or YOUNIQUE TOUCH pressed powder or loose powder foundation
- 2019 collection bag

Lessons in Leadership



MARDIA RAMIREZ

DURANGO, MEXICO
ORANGE STATUS

FAVORITE EYE PRODUCT:
MOODSTRUCK EPIC mascara

Mardia is wearing MOODSTRUCK pressed shadows in Slick, Hesitant, and Fervent; DIP & DRAW eyeliner in Perfect; MOODSTRUCK PRECISION pencil eyeliner in Proper; and MOODSTRUCK EPIC mascara in Black.

TEACHING. INSPIRING. SEEING THE BEST IN PEOPLE. Leadership came naturally to Mardia Ramirez in her classroom, working with young children. But leading adults? That's been a whole new world for the Orange Status Younique Presenter to explore.

The bubbly personality and radiant positivity that make her a hit in the classroom translated perfectly to



uplifting, empowering, and validating other women. Mardia said her focus as a Younique Presenter quickly shifted from rising through the status ranks to helping others achieve their goals—especially through her team, Team Chulas, and through her social media channels.

"I love motivating my team and teaching them that absolutely everything is possible in this life and

that everything we dream, we can have," she said. "Empowering other women has made me feel empowered. The fact that these women were following me made me feel great, because I knew that I was capable of doing so much more—and not just for little kids but for women like me."

Mardia said that Younique has helped her to fulfill her role as a wife and mother, bring in extra income, and, most importantly, find herself as a friend, a leader, and a woman.

"I'm able to do more because of Younique, and that makes me very happy," she said. "Younique's mission has allowed me to acquire a greater control over my life. I decide who I am and what I do and the circumstances that surround me and the elements that are part of it."

Mardia leads her team with empathy, trying to consider situations from her team members' shoes and find solutions—often based in the Younique mission statement.

She also adheres to three golden rules: being the friend that she would like to have, never seeing another woman as a rival just for being a woman—she can be the best ally!—and celebrating the victories of women as if they were her own.

"I just live my life and my moment," she said. "I never compare myself with other women because I know that all human beings are different, and, therefore, abilities are also different. I love my defects and virtues because they make me unique and special. At this moment, I know what I want, and for that reason I focus all my energy in achieving it. I encourage more women to have that fighting spirit without feeling the need to step on someone else."





Back Row from Left to Right: Sue Westerdale, U.K.; Francesca Naylor, U.K.; Kelsey Nemier-Cook, U.S.; Michelle Straub, U.S.; Mardia Ramirez, Mexico.

Front Row from Left to Right: Cassie Rich, U.S.; Marilyn Huet, Canada; Jennifer Rasberry, U.S.; Alicia Criss, U.S.; Mae Gray, U.S.

FROM

PRIMED

TO



THE PRIME-TIME PRODUCT FOR BIG-TIME LASHES

Formulated with conditioning properties and designed with a curved brush, the MOODSTRUCK EPIC lash primer preps your lashes for maximum mascara performance.

POW!



ONE COAT TO UNREAL LASHES

This one-step wonder brings you the ultimate in lash volume, length, and lift for a look that rivals falsies—without the hassle.

Lash Legends



Mae is wearing MOODSTRUCK EPIC 4D one-step fiber mascara.



Lashes are
a big deal
around here.
Make yours
legendary
with any
of our epic
options.





Mae is wearing MOODSTRUCK EPIC mascara in Brown.

Boost the appearance of your natural lashes with a little bit of **MOODSTRUCK ESTEEM lash serum**.

This conditioning serum will take you to the next level with nourishing peptides for thicker-, fuller-, and longer-looking lashes.

Prepare for big-time lashes with one prime-time product.

The **MOODSTRUCK EPIC lash primer** is formulated with conditioning properties and designed with a curved brush to prep your lashes for maximum mascara performance.

Achieve larger-than-life lashes with **MOODSTRUCK EPIC mascara**, available in intense black, soft brown, or black waterproof. Clinically proven to visibly improve volume, length, and definition, you'll be a lash icon in no time.

The **MOODSTRUCK EPIC 4D** one-step fiber mascara, designed with a two-sided brush that interlocks Y-shaped fibers to deliver the ultimate in lash volume, length, and lift, will bring you all the impact of false lashes—with none of the hassle.



Paving a Path to Confidence

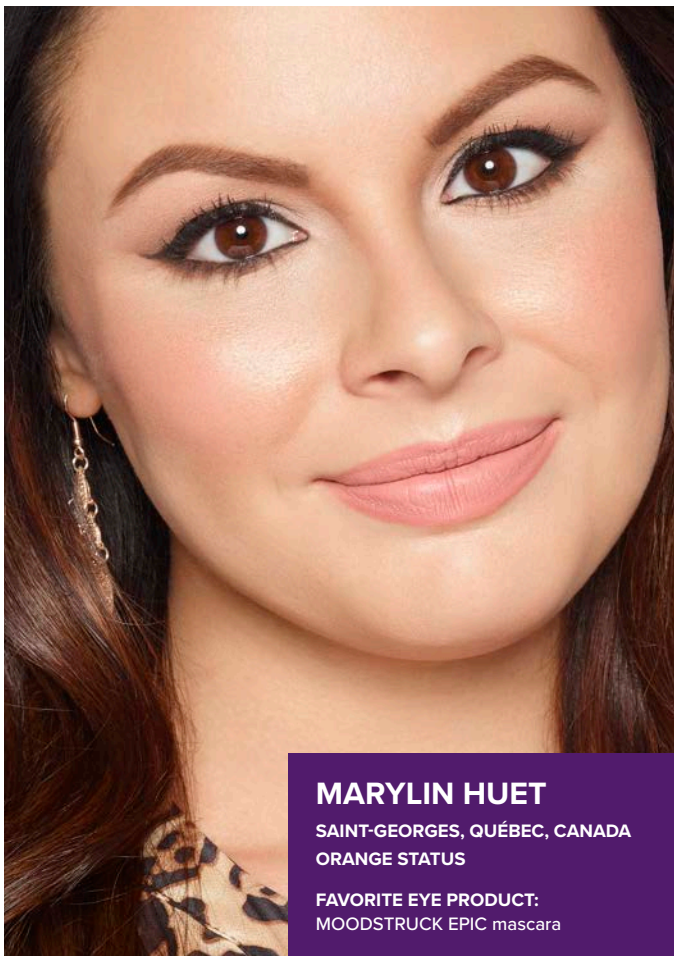
MARYLIN HUET knows what it feels like to be shattered. A survivor of domestic abuse, Marilyn had lost her confidence and herself. When she came across Younique, she was in the thick of rebuilding her life, and Younique's mission statement resonated deeply. She knew the pain of feeling unempowered and beaten down.

"I had lost myself a few years earlier," she said. "I was dead, emotionally. Everything becomes harder around you when you've lost your confidence. It's hard to talk to people, it's hard to get out of the house. Even in my own family I couldn't say what I thought; I was becoming a prisoner in myself. Younique helped me to get out."

A naturally shy introvert, Marilyn stepped beyond her comfort zone to dive into the business, recording Facebook LIVEs and building a brand-new network within her community. As she stretched herself, her confidence returned, and she grew committed to helping others along the same journey.

"I was scared but did it because I knew it was good for me," she said. "It was going to take me to another level, so I faced those fears. That's why I have the great desire to share Younique with other women. I know they have gone through other hard things, and if I could regain my confidence, these other women can too. Helping them accomplish new challenges and surpass themselves is what motivates me to change lives!"

Creating a sense of community is at the core of Marilyn's Younique business. She launched her business by inviting members of her neighborhood to her home through a community Facebook group—and while no one came to this initial get-together, people began



MARYLIN HUET

SAINT-GEORGES, QUÉBEC, CANADA
ORANGE STATUS

FAVORITE EYE PRODUCT:
MOODSTRUCK EPIC mascara

Marilyn is wearing MOODSTRUCK pressed blusher in Sisterly, MOODSTRUCK PRECISION pencil lip liner in Pouty, and MOODSTRUCK SPLASH liquid lipstick in Sublime.

following Marilyn on Facebook and reaching out to learn more about Younique. She said she deliberately works to build a sense of community within her online network.

Marilyn also continues to create opportunities to gather together in person, hosting dinners at restaurants around the Québec area for her team and their prospects. Marilyn said she sprinkles in training about sponsoring

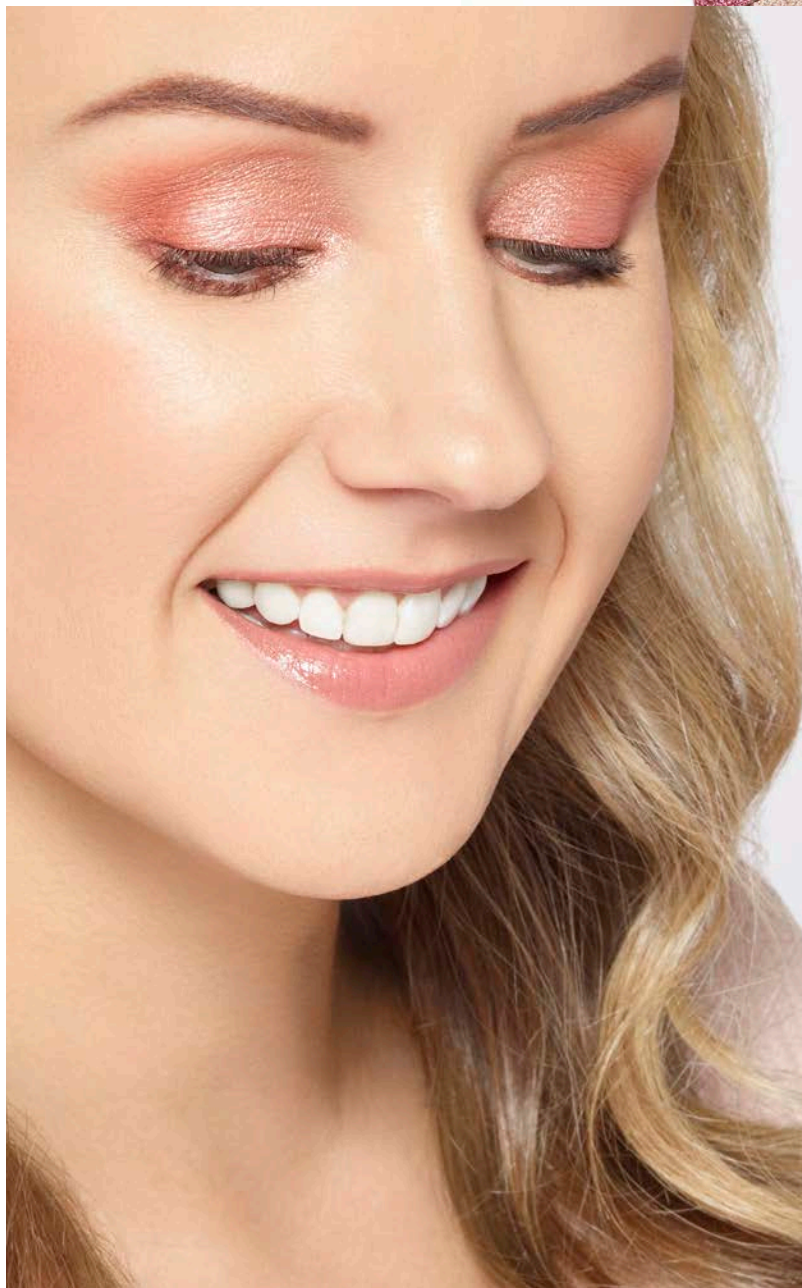
and other business-building activities with the fun of a night out on the town.

"I love to organize dinners because it strengthens them, it strengthens our bond, and it's a good opportunity to get out of the house and do something fun," she said. "It also helps them to get more serious about the business and to feel more involved with this in-person contact."

GIVE THE WINDOWS to your soul the makeover they deserve with products made to prime, line, and define. Prep for long-lasting, crease-free color with **MOODSTRUCK eye primer**, and then satisfy your craving for color with **cream shadows, pressed shadows, and curated palettes**. Define with **liquid and pencil eyeliners**, and then complete your look with jaw-dropping brows thanks to double-ended **brow liners** and the completely unrivaled **brow palette**.

A collection of Younique makeup products is displayed on a white background. The products include several eyeshadow palettes in various shades (pink, brown, tan, and blue), two double-ended brow liners with spoolie brushes, two liquid eyeliners, and two pencil eyeliners. Some products are shown with their caps removed, revealing the applicators. There are also some smudges of product on the surface, such as a pink smudge at the top and a blue smudge at the bottom right. The Younique logo is visible on the packaging of the brow liners and eyeliners.

Wide-Eyed Wonders



Jennifer is wearing MOODSTRUCK pressed shadows in Dauntless, Earthly, Edified, Impish, Melodious, and Understood; MOODSTRUCK PRECISION pencil eyeliner in Pristine; and MOODSTRUCK EPIC 4D one-step fiber mascara.



PRETTY AS A PEACH

Feeling peachy? Show it off with any of these eight new **MOODSTRUCK** pressed shadows in peach, gold, green, and brown hues.





Marylin is wearing YOUNIQUE TOUCH spray foundation in Chiffon, TOUCH MINERAL skin perfecting concealer in Organza, BEACHFRONT bronzer in Malibu, and MOODSTRUCK pressed blusher in Sweet.



EXPERT EXTRAS: Get an expert-level look when you use these:



YOUNIQUE
deluxe brush



YOUNIQUE
fluffy crease brush



YOUNIQUE
blending brush



YOUNIQUE
eyeliner brush

Glam Out

Get ready to take on the town and party all night with this glam, smoky eye.



PRODUCTS NEEDED:

MOODSTRUCK eye primer
MOODSTRUCK ADDICTION shadow palette 6
DIP & DRAW eyeliner in Perfect
MOODSTRUCK EPIC 4D one-step fiber mascara

- 1 Prime your lids for long-lasting, crease-free color with MOODSTRUCK eye primer.
- 2 Using the YOUNIQUE deluxe brush, apply Delightful from MOODSTRUCK ADDICTION shadow palette 6 to the entire lid area and then brighten the inner corners of the eye with Lofty.
- 3 With the YOUNIQUE crease brush, apply Enthrall to the crease and blend to the outer corner using the YOUNIQUE blending brush.
- 4 Apply Blazing to the outer third area of the lids and the crease using the YOUNIQUE fluffy crease brush. Add Blazing to the lower lash line, smudging slightly with the YOUNIQUE crease brush.
- 5 For a more dramatic effect, apply DIP & DRAW eyeliner in Perfect to the upper lash line.
- 6 Finish glamming out this eye look with MOODSTRUCK EPIC 4D one-step fiber mascara.

Sweet Talk

START CONVERSATIONS with four lip favorites.
Who knows—maybe they'll even do the talking?



You won't be worrying about stickiness with **LUCRATIVE lip gloss**. This lippie adds shine to any lip product—or glistens all on its own.

Get a taste of pure luxury with **MOODSTRUCK OPULENCE lipstick**. This lipstick glides onto the lips without any tugging and pulling, offers a full-coverage wear, and, with 20 colors to choose from, you'll never have a dull moment.

STIFF UPPER LIP lip stain will have you chatting the night away with its long-lasting and mattifying formula.

Hey, smooth talker. You'll love the velvety, blendable, and buildable **MOODSTRUCK SPLASH liquid lipstick**. With a color to match your every mood, you'll set the tone for any conversation.



Alicia is wearing LUCRATIVE lip gloss in Lucky.



Marylin is wearing MOODSTRUCK OPULENCE lipstick in Swanky.



Kelsey is wearing STIFF UPPER LIP lip stain in Serendipitous and Sleek.



Michelle is wearing MOODSTRUCK SPLASH liquid lipstick in Superb.

Two-Toned Beauty

Get Francesca's fuller-looking lips with just a few steps.

PRODUCTS NEEDED:

MOODSTRUCK SPLASH liquid lipstick in Sensual & Superb

- 1 PREP:** Soften and smooth lips with the MOODSTRUCK lip exfoliator.
- 2 DEFINE:** Draw an X at the Cupid's bow and outline lips with MOODSTRUCK SPLASH liquid lipstick in Sensual.
- 3 FILL:** Connect lip outline at the corners of your lips and fill in, fading towards the center.
- 4 FINISH:** Dab MOODSTRUCK SPLASH liquid lipstick in Superb in the center of lips and blend out with the YOUNIQUE lip brush.

EXPERT EXTRAS

Get an expert-level look when you use these:



MOODSTRUCK lip exfoliator



YOUNIQUE lip brush





Francesca is wearing TOUCH MINERAL liquid foundation in Velour, TOUCH MINERAL skin perfecting concealer in Organza, and BEACHFRONT bronzer in Hermosa.

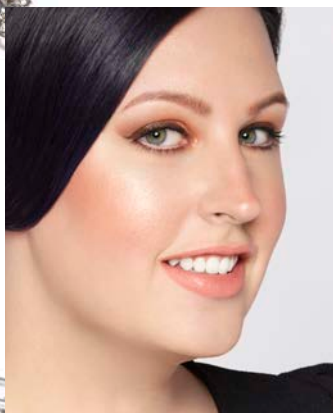


SPLASH

With 18 **MOODSTRUCK SPLASH** liquid lipstick colors to match any mood, you're sure to make waves wherever you go.



Alicia is wearing MOODSTRUCK SPLASH liquid lipstick in Showy topped with LUCRATIVE lip gloss in Luxe.



beYOUNIQUE™ Steal the Spotlight

SAVINGS OF 20% USD | 17% CAD
\$93 USD | \$115 CADD

- MOODSTRUCK EPIC lash primer
- Your choice of MOODSTRUCK EPIC 4D one-step fiber mascara or MOODSTRUCK EPIC mascara
- MOODSTRUCK SPLURGE cream shadow
- Your choice of DIP & DRAW eyeliner or MOODSTRUCK PRECISION pencil eyeliner
- MOODSTRUCK SPLASH liquid lipstick
- 2019 collection bag

Mutual Support Brings Shared Success

CASSIE RICH and her husband, Steven, are a team through thick and thin. Their mutually supportive relationship is at the heart of Cassie's "why"—and it's what caught Younique Co-founder and Chief Visionary Officer Melanie Huscroft's attention.

When the Green Status Younique Presenter was invited to be a catalog model, Melanie said she loved the video Cassie shared of Steven using the YOU-LOGY brightening mask.

"My husband loves to try to sneak my products," Cassie said. "Any time he wears the gold mask, I try to catch him red-handed."

Younique helped alleviate the financial burden from Steven's shoulders when Cassie was pregnant with their second child. The couple, who have been together since high school, have grown closer as Steven has cheered Cassie on in her business to return the support she's shown him.

"When he saw my Younique business starting to take off, he let me know, 'You support me with your whole heart and soul, why can't I do the same for you?'" she said. "Whenever he's able to do videos with me, he does them. Whenever he's able to come to events with me, he comes. He works so hard for me to stay home and be able to do this, and he really, truly sees how much of a change it's made in our lives."

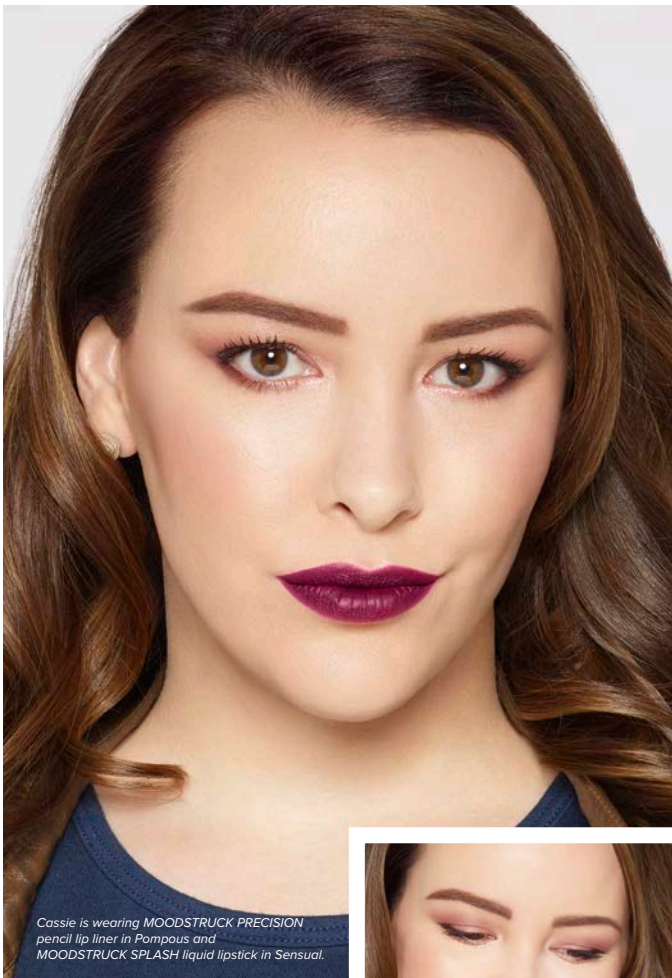
Cassie's Younique Journey also uncovered her hidden talent for makeup artistry. When she signed up as a Younique Presenter, she'd never even tried a single Younique product.

"A lot of the girls that are on my team said no at first, saying 'I'm not like you, I don't know how to do makeup,'" she said. "I showed them an actual picture of me when first I joined, and I'm like, 'You do not have to know how to do the makeup, girlfriend, because look at this picture! This is your proof right here that

I did not know jack squat about makeup before I joined this company."

YouTube has been Cassie's makeup academy. She spends countless hours watching tutorials, practices her skills to perfection, and then showcases her new skills for her audience.

"My audience likes that I'm not one of those YouTube people that's a millionaire and does crazy makeup," she said. "I like to take what I learn and share it with my audience so that they can try it out for themselves, so I guess it makes me a little more relatable to them."



Cassie is wearing MOODSTRUCK PRECISION pencil lip liner in Pompous and MOODSTRUCK SPLASH liquid lipstick in Sensual.

CASSIE RICH

VERO BEACH, FLORIDA

GREEN STATUS

FAVORITE LIP PRODUCT:
MOODSTRUCK SPLASH liquid lipstick



SKIN CARE

CUSTOM

YOU•OLOGY™ cleanser

\$39 USD | \$47 CAD

Add any three boosters to this cleansing base for a fresh-feeling experience. Innovative technology allows the base and your hand-selected boosters to transform into your personalized cleanser.

BOOSTERS:

- Replenishment
- Pore diminishing
- Hydrating
- Oil control
- Exfoliating



YOU•OLOGY™ serum

\$65 USD | \$78 CAD

This serum works double duty, moisturizing your skin while helping target your specific skin concerns with your choice of any three boosters. Patented MicroSphere® Technology seamlessly transforms the base and your custom boosters into a must-have daily serum.

BOOSTERS:

- Line minimizing
- Wrinkle reducing
- Firming
- Brightening
- Elasticity
- Glow



YOU•OLOGY™
day moisturizer
\$49 USD | \$59 CAD

Add any three boosters to this moisturizing base to help build a custom daily routine that helps address your skin concerns. Innovative MicroSpense® Technology allows boosters to blend seamlessly with this base to create a luxurious day moisturizer.

BOOSTERS:

- Oil control
- Tinting
- Hydrating
- Pore diminishing
- Environmental shield



YOU•OLOGY™
night cream
\$49 USD | \$59 CAD

Help target your skin's individual needs by adding any three boosters of your choice, and experience how MicroSpense® Technology transforms this night cream into a single skin care solution that goes to work while you sleep.

BOOSTERS:

- Calming
- Puffiness reducing
- Replenishment
- Hydrating
- Elasticity
- Time correcting

COMPANION

YOU•OLOGY™
cleansing stick
\$24 USD | \$29 CAD

Effortlessly remove even the most stubborn lip products and waterproof makeup.



YOU•OLOGY™
liquid makeup remover
\$24 USD | \$29 CAD
Easily remove makeup.





YOU•OLOGY™
cleansing cloths
\$20 USD | \$24 CAD
Leave your skin feeling soft, smooth, and makeup-free with these nourishing cloths.



YOU•OLOGY™ UPLIFT
beauty oil
\$75 USD | \$90 CAD
Beautify skin for a smoother, healthier-looking complexion.

YOU•OLOGY™
rose water toning spritz
50 ml \$29 USD | \$35 CAD
100 ml \$39 USD | \$47 CAD
Experience a light, fragranced finish. Available in two sizes.



YOU•OLOGY™
protecting veil SPF 30
broad spectrum
beauty fluid*
\$42 USD | \$51 CAD
Guard against the sun's harmful rays all year long with the last step to your daily skin care routine.



*Referred to as YOU•OLOGY™ protecting veil SPF 30 broad spectrum high protection beauty fluid in Canada.



YOU•OLOGY™
perfecting mask
\$49 USD | \$59 CAD
Cleanse skin for a smoother, more polished appearance.*

*Not available for purchase in Canada.



YOU•OLOGY™
brightening mask
\$49 USD | \$59 CAD
Visibly brighten and improve skin tone with this golden peel-off mask.

YOU•OLOGY™
oil control mask
\$49 USD | \$59 CAD
Mattify oily looking or shiny skin, minimize the appearance of pores, and improve skin clarity and tone.



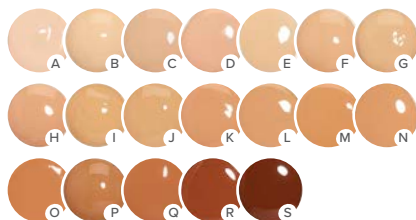
YOU•OLOGY™
exfoliating mask
\$49 USD | \$59 CAD
Gently exfoliate to reveal healthier-looking skin while reducing the appearance of pore size.



FACE

TOUCH MINERAL liquid foundation

\$39 USD | \$47 CAD
Our iconic, buildable-coverage foundation goes on like liquid velvet but dries to a soft powder finish.



A. Scarlet	H. Chiffon	O. Chameuse
B. Tulle	I. Linen	P. Chenille
C. Lace	J. Satin	Q. Cypress
D. Organza	K. Khaki	R. Suede
E. Velour	L. Cashmere	S. Georgette
F. Taffeta	M. Challis	
G. Eyelet	N. Velvet	



TOUCH GLORIOUS™
face primer
\$39 USD | \$47 CAD
Create a smooth, velvety canvas for any foundation application.



TOUCH GLORIOUS™ hydrating face primer

\$34 USD | \$41 CAD
This two-in-one hydrating primer not only extends the wear of your makeup but also provides your skin with the hydration it's been craving.



A. Scarlet	F. Taffeta	K. Khaki	P. Chenille
B. Tulle	G. Eyelet	L. Cashmere	Q. Cypress
C. Lace	H. Chiffon	M. Challis	R. Suede
D. Organza	I. Linen	N. Velvet	S. Georgette
E. Velour	J. Satin	O. Chameuse	



YUNIQUE TOUCH stick foundation

\$39 USD | \$47 CAD
Easy to apply and ready for effortless touch-ups, this velvety medium-coverage foundation is ready when you are.

TOUCH MINERAL pressed powder foundation

\$32 USD | \$39 CAD
This no-fuss foundation grants you breathable, buildable coverage with a matte finish.



A. Scarlet	E. Chiffon	H. Velvet	K. Cypress
B. Organza	F. Satin	I. Chameuse	L. Suede
C. Velour	G. Cashmere	J. Chenille	M. Georgette
D. Taffeta			



A. Crepe	F. Gingham	J. Twill
B. Camlet	G. Voile	K. Sable
C. Poplin	H. Damask	L. Percale
D. Jacquard	I. Dupioni	M. Brocade
E. Tweed		



YUNIQUE TOUCH pressed powder foundation

\$32 USD | \$39 CAD
Get medium to full coverage and experience a flawless-looking, airbrushed finish.

YUNIQUE TOUCH foundation

Set of 2
\$60 USD | \$72 CAD

YOUNIQUE TOUCH loose powder foundation

\$32 USD | \$39 CAD

Nail the barely-there makeup look and get perfect-looking skin with a foundation that's nearly weightless and totally blendable.



A. Crepe
B. Camlet
C. Poplin
D. Jacquard
E. Tweed
F. Gingham
G. Voile
H. Damask
I. Dupioni
J. Twill
K. Sable
L. Percale
M. Brocade



A. Scarlet
B. Organza
C. Velour
D. Taffeta
E. Chiffon
F. Satin
G. Cashmere
H. Velvet
I. Chameuse
J. Chenille
K. Cypress
L. Suede
M. Georgette



TOUCH MINERAL skin perfecting concealer

\$29 USD | \$35 CAD

Full coverage, but lightweight, this miracle worker blurs imperfections.



YOUNIQUE TOUCH spray foundation

\$42 USD | \$50 CAD

Help hide imperfections with this full coverage, yet lighter-than-air, aerosol foundation.



A. Scarlet
B. Tulle
C. Lace
D. Organza
E. Velour
F. Taffeta
G. Eyelet
H. Chiffon
I. Linen
J. Satin
K. Khaki
L. Cashmere
M. Challis
N. Velvet
O. Chameuse
P. Chenille
Q. Cypress
R. Suede
S. Georgette



A. Cream
B. Bisque
C. Honey
D. Caramel
E. Chestnut
F. Carob



BB FLAWLESS complexion enhancer

\$39 USD | \$47 CAD

Lightweight and natural-looking, this sheer foundation is bound to become your dewy complexion go-to.

BB FLAWLESS highlight and contour set

\$82 USD | \$99 CAD

Set of 2 BB FLAWLESS complexion enhancers in your choice of shades, plus a set of YOUNIQUE™ blending buds.



SHIMMER
A. Sisterly
B. Supple
C. Surreal
MATTE
D. Sweet
E. Seductive
F. Stunning

MOODSTRUCK™ pressed blusher

\$24 USD | \$29 CAD

Bring an innocent flush to your cheeks with this newly reformulated pressed powder blush that grants a healthy-looking glow.



SCULPTING TRIO highlight & contour palette

\$49 USD | \$59 CAD

The secret to a killer contour, this sculpting trio has everything you need for a perfectly defined, highlighted look.



Light



Medium



Dark



TOUCH À LA MODE® cream to powder luminizer

\$39 USD | \$47 CAD

On-the-go highlighting stick applies like a cream but feels nearly weightless.



A. Iridescent
B. Pearly
C. Lustrous

D. Benevolent
E. Opaline



TOUCH À LA MODE® powder luminizer

\$39 USD | \$47 CAD

Layer on illumination with this light-diffusing pressed powder to achieve the perfect glow.



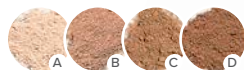
A. Iridescent
B. Pearly
C. Lustrous

D. Benevolent
E. Opaline

TOUCH BEHOLD™ SPF 25 broad spectrum finishing powder

\$39 USD | \$47 CAD

Lock in your look and softly blend your makeup while protecting your skin with SPF 25.



A. Light
B. Medium

C. Dark
D. Deep



BEACHFRONT™ bronzer

\$32 USD | \$38 CAD

Half matte and half shimmer, this beauty bronzer gives you a year-round summer sheen.



A. Hermosa
B. Sunset
C. Malibu



TOUCH BEHOLD™ translucent setting powder

\$39 USD | \$47 CAD

Seal your makeup with a soft-focus effect for a glamorous look that won't let you down.



TOUCH BEHOLD™ setting spray

\$39 USD | \$47 CAD

Set it and forget it! A light mist keeps makeup in place all day.

EYES

MOODSTRUCK™ pressed shadow

Build a custom shadow palette with any color selection of pressed shadows.

QUAD PALETTE WITH SHADOWS

\$52 USD | \$63 CAD

8 PALETTE

\$16 USD | \$20 CAD

8 PALETTE WITH SHADOWS

\$99 USD | \$119 CAD

25 PALETTE

\$25 USD | \$30 CAD

SINGLE COMPACT

\$18 USD | \$22 CAD

REFILL SHADOW

\$14 USD | \$17 CAD



SHIMMER



- | | |
|-------------|------------------|
| A. Slick | E. Shrewd |
| B. Gifted | F. Inconceivable |
| C. Trusting | G. Joyful |
| D. Alive | |

MATTE



- | | | |
|----------------|--------------|--------------|
| A. Astute | E. Fervent | I. Gullible |
| B. Timid | F. Gingerly | J. Legendary |
| C. Hesitant | G. Marvelous | K. Lively |
| D. Nonsensical | H. Cynical | L. Jealous |

METALLIC



- | | | |
|---------------|-----------------|--------------|
| A. Gentle | G. Manipulative | M. Ambiguous |
| B. Delirious | H. Conspicuous | N. Thankful |
| C. Relaxed | I. Fanatical | O. Unworldly |
| D. Antsy | J. Delicious | P. Covetous |
| E. Unabashed | K. Ostentatious | Q. Visionary |
| F. Optimistic | L. Credulous | |

SATIN



- | | | |
|----------------|---------------|-----------------|
| A. Discreet | E. Nimble | I. Irrational |
| B. Pessimistic | F. Crafty | J. Transcendent |
| C. Agile | G. Fancy | K. Laid-Back |
| D. Witty | H. Idealistic | |

PEACH



- | | | |
|--------------|---------------|------------|
| A. Dauntless | D. Edified | G. Earthly |
| B. Melodious | E. Understood | H. Zazzy |
| C. Abounding | F. Impish | |

MOODSTRUCK ADDICTION™ shadow palette

\$49 USD | \$59 CAD

Achieve the sultry and dynamic
eyeshadow look of your dreams
in pearl, shimmer, prismatic, and shimmer
pearl fleck finishes.

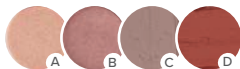
MOODSTRUCK ADDICTION™ shadow palette

Set of 3

\$130 USD | \$156 CAD



MATTE



- A. Victorious
- B. Jubilant
- C. Unfazed
- D. Unapologetic
- E. Faithful
- F. Rapturous
- G. Magnificent

SHIMMER



- H. Elegant
- I. Dainty
- J. Hopeful
- K. Tenacious
- L. Noble
- M. Whimsical
- N. Assertive

Palette 1



Palette 2



Palette 3



Palette 4



Palette 5



Palette 6



MOODSTRUCK SPLURGE cream shadow

\$26 USD | \$31 CAD

Creamy, airy, and beautifully
pigmented, this is the velvety
smooth shadow that loves to
be blended.

MOODSTRUCK SPLURGE cream shadow Set of 3

\$70 USD | \$84 CAD

MOODSTRUCK™ eye primer

\$24 USD | \$29 CAD

Prime eyelids and brows for
extended, smudgeproof wear.



MOODSTRUCK PRECISION™
pencil eyeliner

\$15 USD | \$18 CAD

Deliver classic beauty with a signature dramatic black, or spice up your look with bright, vibrant color.

MOODSTRUCK PRECISION™
pencil eyeliner or lip liner
Set of 3*

\$40 USD | \$48 CAD

MOODSTRUCK PRECISION™
pencil eyeliner or lip liner
Set of 10*

\$125 USD | \$150 CAD

MOODSTRUCK PRECISION™ pencil
Set of 21*

\$235 USD | \$285 CAD

*See page 66 for lip liners.



- | | | |
|---------------|---------------|-----------------|
| A. Pristine | E. Precarious | I. Precious |
| B. Polished | F. Proper | J. Presumptuous |
| C. Purposeful | G. Perfect | K. Prim |
| D. Prosperous | H. Passionate | |



DIP & DRAW™ eyeliner

\$21 USD | \$25 CAD

An ultra-fine, easy-to-use applicator gives you the control to get anything from fine lines to a look that's fiercely feline.

MOODSTRUCK™
brow obsession
palette

\$39 USD | \$47 CAD

Sculpt and define your brow with shadow and highlight powders, then lock them in place with an enriching wax.



Blond



Brunette



Dark Brunette/Black



MOODSTRUCK PRECISION™
brow liner

\$19 USD | \$23 CAD

Fill in gaps, cover up sparseness, and use the added spoolie brush end to shape fuller-looking brows.

MOODSTRUCK PRECISION™
brow liner
Set of 2

\$34 USD | \$41 CAD

MOODSTRUCK EPIC® mascara

\$24 USD | \$29 CAD

The easy-to-apply iconic lash legend, clinically proven to visibly improve volume, length, and definition. Available in Black,* Brown, and Black Waterproof.

Black Waterproof

que
ck Epic™ Mascara - Black Waterproof

Brown

que
ck Epic™ Mascara - Brown

Black

que
ck Epic Mascara

MOODSTRUCK ESTEEM™ lash serum

\$24 USD | \$29 CAD

The daily lash serum that helps create the appearance of thicker-, fuller-, longer-looking lashes.

MOODSTRUCK EPIC® 4D one-step fiber mascara

\$29 USD | \$35 CAD

Get your most fully charged lashes yet with a one-step fiber mascara that delivers the ultimate in lash volume, length, and lift.

younique
MOODSTRUCK EPIC 4D
one-step fiber mascara | mascara à fibres en une étape

MOODSTRUCK EPIC® lash primer

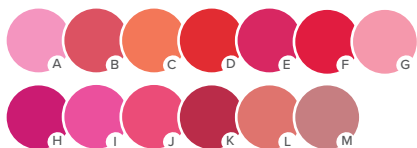
\$24 USD | \$29 CAD

Prep for the ultimate lash impact with a primer formulated to condition and prime your natural lashes for improved mascara performance.

younique
MOODSTRUCK EPIC
lash primer | base pour les cils

*Delivers up to 244% increase in lash volume. Results observed in independent laboratory testing. Individual results may vary.

LIPS



- | | | |
|------------------|-------------------|---------------|
| A. Serendipitous | F. Sensational | K. Starstruck |
| B. Sleek | G. Shy | L. Simple |
| C. Speechless | H. Sucker-Punched | M. Social |
| D. Saucy | I. Skittish | |
| E. Sultry | J. Sappy | |



STIFF UPPER LIP® lip stain

\$22 USD | \$26 CAD

The long-wear, no-budge, and no-smudge matte marvel for a stubborn lip that lasts all night long.

STIFF UPPER LIP® lip stain Set of 3

\$60 USD | \$72 CAD

LIPBONBONS tinted lip balm

\$22 USD | \$26 CAD

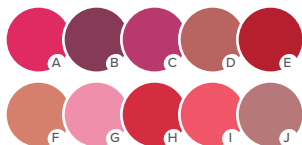
Formulated with a blend of oils and fruit extracts, this is the rich and creamy sweet beauty treat that melts onto your lips.

LIPBONBONS tinted lip balm Set of 5

\$99 USD | \$119 CAD



- | | |
|-------------------------|--------------------|
| A. Vanilla Milkshake | D. Red Velvet Cake |
| B. Chocolate Truffle | E. Cherry Cobbler |
| C. Raspberry Cheesecake | |



- | | |
|------------|------------|
| A. Perky | F. Prudent |
| B. Pompous | G. Punchy |
| C. Posh | H. Popular |
| D. Pouty | I. Peachy |
| E. Primal | J. Plush |



MOODSTRUCK PRECISION™ pencil lip liner

\$15 USD | \$18 CAD

Easy-glide lip definition with a tapered tip to put you in control of perfectly placed lines.

MOODSTRUCK PRECISION™ pencil eyeliner or lip liner

Set of 3*

\$40 USD | \$48 CAD

MOODSTRUCK PRECISION™ pencil eyeliner or lip liner

Set of 10*

\$125 USD | \$150 CAD

MOODSTRUCK PRECISION™ pencil

Set of 21*

\$235 USD \$285 CAD

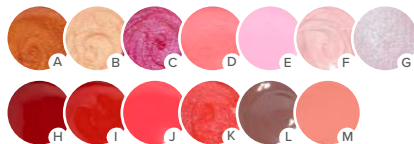
LUCRATIVE™ lip gloss

\$15 USD | \$18 CAD

Silky, comfortable non-sticky lip gloss for a perfect eye-catching pout that will never let anything dull your shine.

LUCRATIVE™ lip gloss Set of 3

\$40 USD | \$48 CAD



- | | | |
|-------------|-------------|-------------|
| A. Livid | F. Lucid | K. Lovesick |
| B. Lunar | G. Loyal | L. Lucky |
| C. Lavish | H. Luscious | M. Luxe |
| D. Lippy | I. Lethal | |
| E. Loveable | J. Ladylike | |



- | | | |
|-------------------|------------------|------------------|
| A. Well-To-Do | H. Extravagant | O. Excessive |
| B. Affluent | I. Fortunate | P. Conceited |
| C. Upper Class | J. Swanky | Q. Pretentious |
| D. Sitting Pretty | K. Loaded | R. Swagger |
| E. Ritzy | L. Top Notch | S. Ambitious |
| F. Upscale | M. Vain | T. Opportunistic |
| G. Prodigal | N. Stinkin' Rich | |



MOODSTRUCK OPUENCE™ lipstick

\$19 USD | \$23 CAD

Buttery smooth with rich coverage, this is the lipstick for a timeless lip look.

MOODSTRUCK OPUENCE™ lipstick Set of 3

\$50 USD | \$60 CAD

MOODSTRUCK SPLASH™ liquid lipstick

\$27 USD | \$32 CAD

Make a splash with silky liquid lipsticks in daring, supremely pigmented colors.

MOODSTRUCK SPLASH™ liquid lipstick Set of 3

\$73 USD | \$86 CAD



- | | | |
|----------------|----------------|---------------|
| A. Sparkling | G. Soulful | M. Sensual |
| B. Sympathetic | H. Sentimental | N. Showy |
| C. Sublime | I. Stately | O. Screeching |
| D. Stellar | J. Superb | P. Successful |
| E. Sumptuous | K. Sizzling | Q. Snarky |
| F. Sunny | L. Stoic | R. Subtle |



MOODSTRUCK™ lip exfoliator **\$21 USD | \$25 CAD**

Prepare your lips for smoother application with this sugary-sweet lip exfoliator.



MOODSTRUCK HOTTIE™ lip plumper

\$27 USD | \$32 CAD

An innovative plumping matrix specially formulated to contribute to a perkier-looking pout.

TOOLS

SKIN CARE

YOUNIQUE™
applicator

\$15 USD | \$18 CAD

Get the perfect mask without the mess.



FACE

YOUNIQUE™
kabuki brush

\$32 USD | \$38 CAD

Experience an even powder application with this short-stemmed makeup brush.



YOUNIQUE™
liquid foundation brush

\$32 USD | \$38 CAD

Recessed for seamless, controlled foundation application.



YOUNIQUE™
powder/concealer brush

\$42 USD | \$50 CAD

Apply powder and concealer with this double-ended brush.



YOUNIQUE™
foundation brush

\$20 USD | \$24 CAD

Perfect for wet or dry foundations.



YOUNIQUE™
concealer brush

\$12 USD | \$14 CAD

Tightly packed bristles fit the contours of your face for even coverage.



YOUNIQUE™
powder puff brush

\$32 USD | \$38 CAD

Easy applications of powder foundation, setting powder, and bronzer.



YOUNIQUE™
blusher brush
\$25 USD | \$30 CAD
Angled for precise placement of
blush and bronzer.



YOUNIQUE™
tapered blusher brush
\$25 USD | \$30 CAD
Blend and buff for perfect blush.



YOUNIQUE™
contour brush
\$32 USD | \$38 CAD
Experience flawlessly blended contours.



YOUNIQUE™
fan brush
\$25 USD | \$30 CAD
Perfect for powder foundations, setting
powders, bronzers, and luminizers.



EYES

YOUNIQUE™
liner/shader brush
\$18 USD | \$22 CAD
Create smooth, even lines, and blend
shadow for a diffused finish.



YOUNIQUE™
spoolie brow artist brush
\$19 USD | \$23 CAD
Easily even out unruly eyebrows.



YOUNIQUE™
eyeliner brush
\$12 USD | \$14 CAD
With the flick of a wrist, create ultra-thin
or thicker lines with a slim, tapered tip.



**YOUNIQUE™
crease brush**
\$15 USD | \$18 CAD

Blend shadows with expertly placed precision.



**YOUNIQUE™
angled shadow/
sponge brush**
\$15 USD | \$18 CAD

Effectively apply and blend shadows with this double-ended brush.



**YOUNIQUE™
lash comb/
brow brush**
\$20 USD | \$24 CAD

The double threat that separates, tames, and smooths clumps.



**YOUNIQUE™
fluffy crease brush**
\$18 USD | \$22 CAD

A mix between our fluffiest eye brush and a denser, stiffer eye brush.



**YOUNIQUE™
blending brush**
\$18 USD | \$22 CAD

Ideal for blending eyeshadows or creating a smoky eye.



**YOUNIQUE™
cream shadow brush**
\$15 USD | \$18 CAD

Get smooth blending and creaseless application.



**YOUNIQUE™
deluxe brush**
\$17 USD | \$21 CAD

Uniformly cover the whole lid for easy color application.



**YOUNIQUE™
brow artist brush**
\$19 USD | \$23 CAD

Flawlessly line and sculpt your brows.



LIP

YOUNIQUE™
lip brush

\$25 USD | \$30 CAD

A fine, retractable tip gets you exact edges.



MORE TOOLS

YOUNIQUE™
blending buds

\$17 USD | \$21 CAD

Effortlessly blend with
smooth, easy control.



YOUNIQUE™
pencil sharpener

\$7.50 USD | \$9 CAD

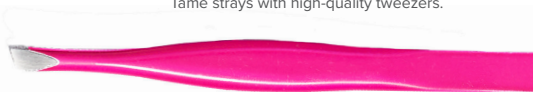
Guarantee that your pencils
are always on point.



YOUNIQUE™
tweezers

\$9.50 USD | \$11.50 CAD

Tame strays with high-quality tweezers.



YOUNIQUE™
brush cleaner

\$19 USD | \$23 CAD

Ultra-innovative,
no-water-needed brush
cleaner.



YOUNIQUE™
face brush set
\$215 USD | \$255 CAD
The full-face brush set.
See website for details.

YOUNIQUE™
eye brush set
\$160 USD | \$192 CAD
Everything-for-the-eyes brush set.
See website for details.

YOUNIQUE™
complete brush set
\$410 USD | \$490 CAD
Experience a brush with destiny
with the ultimate brush set.
See website for details.

PROTECT, PERFECT, AND POP TO SUCCESS

Protect with the **YOU·OLOGY**
protecting veil SPF 30 broad
spectrum beauty fluid.*

Perfect with the
YOUNIQUE TOUCH
stick foundation.

Pop those lashes with the
MOODSTRUCK EPIC 4D
one-step fiber mascara.

These three fundamental
products are the perfect
foundations for building your
successful Yunique business.
Reach out to a Yunique
Presenter to start yours today.



**BUILDING
BLOCKS
FOR YOUR
BUSINESS**



*Referred to as YOU·OLOGY protecting veil SPF 30 broad spectrum high protection beauty fluid in Canada.



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