

alima
PURE



Alima PURE

Alima Pure on maailmanlaajuisen suosion saavuttanut luonnonkosmetiikan mineraalimeikkisarja Yhdysvalloista, jonka tavoitteena on tarjota maksimaalinen teho mahdollisimman minimalistisesti.

Minimalistisuus näkyy sekä tuotteiden yksinkertaisen tyylikkäissä pakkauksissa että raaka-aineluetteloissa.

Alima PURE Satin Matte Foundation

WHAT IT DOES

- Evens the complexion, with blendable buildable coverage
- Provides weightless, breathable coverage with a natural matte finish
- Reduces the appearance of pores and fine lines
- Ideal for those with even the most sensitive skin

HOW TO APPLY

- Apply in sheer layers with the Foundation Brush
- Blend outward from the nose with light circular motions
- Add layers to build the desired level of coverage
- Bonus: For extra coverage, spot treat using the Concealer Brush

ETC.

- Gluten free –YES
- Nut free –YES
- Vegan –YES
- Perfume free –YES

KEY INGREDIENTS

- Mica adds matte opacity and silky smooth texture
- Titanium dioxide naturally-occurring mineral pigment that can act as a physical sunblock
- Zinc oxide is used as a white pigment and for its antimicrobial properties
- Iron oxide is derived from purified, oxidized iron

INGREDIENTS

Mica (CI 77019), Titanium Dioxide (CI 77891), Zinc Oxide (CI 77947), Iron Oxides (CI 77491, CI 77492, CI 77499)

Ainoastaan 4 ainesosaa

Sarjan **best seller** tuote, josta on saatavilla laaja 16 sävyn valikoima!



Sävyyn valinta, stepit

STEP 1: SELECT A FORMULA

	SATIN MATTE FOUNDATION	PRESSED FOUNDATION
FINISH	Matte	Semi-matte
COVERAGE	Light to full	Light to medium
BENEFITS	Four pure ingredients	Restorative and balancing
UNDERTONES	Cool, neutral, beige, warm, and olive*	Cool, neutral/beige, and warm
APPLICATION & TOOLS	Foundation Brush Flat Top Brush Bonus: blend with oil or serum to make a tinted moisturizer	Foundation Brush Flat Top Brush AP Sponge is perfect for on-the-go touchups
KEY INGREDIENTS	Mica, titanium dioxide, iron oxides, zinc oxide	Rosehip oil, evening primrose oil, aloe leaf extract
RECOMMENDED FOR	All skin types, especially well-suited for sensitive skin	All skin types; especially well-suited for combination skin If customer is sensitive to essential oils, suggest Satin Matte Foundation
STAYING POWER	Long-lasting, especially with fuller coverage	Touch up with the companion sponge for extended coverage
ETC.	Vegan, gluten free, nut free	Vegan, gluten free, refillable compact

Pressed foundationia ei ole Suomen valikoimassa

STEP 2: IDENTIFY DEPTH

Is the customer's skin light, medium, or deep? Choose a few foundation shades to test based on depth.

STEP 3: DETERMINE UNDERTONE

Swatch each foundation along the jawline.

STEP 4: FIND YOUR MATCH

The best match blends almost seamlessly with the customer's skin.

Alima PURE Cream Concealer

WHAT IT DOES

- Gives flexible, full coverage and adds lightweight moisture
- Blends seamlessly to brighten, balance, and erase imperfections
- Creamy formula uses the warmth of your fingers to soften and blend into skin

HOW TO APPLY

- Apply a small amount with the Concealer Brush or fingers onto dark circles or areas of redness
- Lightly pat to blend over areas where you'd like extra coverage
- Follow with foundation for seamless blending and fuller coverage

ETC.

- Refillable – YES
- Gluten free – YES
- Nut free – NO (Shea Butter)
- Vegan – NO (Beeswax)
- Perfume free – YES

KEY INGREDIENTS

- Avocado oil boosts collagen production and epidermal elasticity for firm, hydrated skin
- Olive derived Squalane mimics the skin's natural emollients, keeping the skin supple and smooth
- Beeswax creates a breathable protective barrier that moves with the skin for comfortable, seamless coverage

INGREDIENTS

Squalane, Olive Oil Decyl Esters, Silica, Copernicia Cerifera (Carnauba) Cera, Persea Gratissima (Avocado) Oil, Cera Alba (Beeswax), Butyrospermum Parkii (Shea) Butter, Squalene, Tocopherol [+/- CI 77891, CI 77491, CI 77492, CI 77499, CI 77007]

4 sävyä:

PEARL, ECHO, DREAM & SUEDE



Alima PURE Concealer

WHAT IT DOES

- Covers under eye darkness, blemishes, and neutralizes redness
- Instantly brightens darkness along the inner corners of the eye, undereye, and the side of the nose
- Provides full coverage that blends seamlessly with our powder foundations
- Soothing minerals make this ideal for sensitive skin
- For all skin types

HOW TO APPLY

UNDEREYE:

- Pick up a small amount of powder using the Concealer Brush and lightly work it into the bristles
- Using the flat side of the brush, gently pat Concealer wherever it is needed
- Follow with one of our powder foundations for the most natural coverage

BLEMISHES:

- Pick up a small amount of powder using the Ultra-Fine Liner Brush and lightly work it into the bristles
- Using the brush, lightly stipple the Concealer over any blemishes and small areas where more targeted coverage is desired
- For the most natural coverage follow with an application of one of our powder foundations

ETC.

- Gluten free – YES
- Nut free – YES
- Vegan – YES
- Perfume free – YES

KEY INGREDIENTS

- Mica adds matte opacity and silky smooth texture
- Titanium dioxide is a naturally-occurring mineral pigment that can act as a physical sunblock
- Zinc oxide is used as a white pigment and for its antimicrobial properties
- Iron oxide is derived from purified, oxidized iron

INGREDIENTS

Titanium Dioxide (CI 77891), Zinc Oxide (CI 77947) Mica (CI 77019) [+/- Iron Oxides CI 77491, CI 77492, CI 77499]

2 sävyä: SAND & LINEN



SAND
LIGHT NEUTRAL



LINEN
LIGHT MEDIUM
NEUTRAL



Alima PURE Satin Finishing Powder

WHAT IT DOES

- Sets foundation for lasting coverage
- Imparts a subtle soft-focused, airbrushed finish to skin
- Can be layered with other products or worn alone

HOW TO APPLY

- Apply over foundation or to bare skin
- Using the Soft Focus Brush, pick up a small amount of powder and lightly work it into the bristles
- Brush across your face in smooth, sheer layers until the desired level of coverage is reached
- Blend outward from the nose onto the forehead, cheeks, chin and neck
- Apply to areas of the face that become oily, like the T-zone

ETC.

- Gluten free – YES
- Nut free – YES
- Vegan – YES
- Perfume free – YES

KEY INGREDIENTS

- Mica provides a silky smooth texture
- Iron oxides are mineral pigments derived from purified, oxidized iron.

INGREDIENTS

Mica (CI 77019) [+/- Iron Oxides (CI 77491, CI 77492, CI 77499)]

2 sävyä:
KEIKO & HANAE



KEIKO
FOR FAIR SKIN TONES



HANAE
FOR LIGHT TO MEDIUM SKIN
TONES



Alima PURE Radiant Finishing Powder

WHAT IT DOES

- Brightens the skin for a fresh natural glow
- For a luminous, dewy, glow on cheeks and eyes, or a subtle all-over radiant look
- For all skin types

HOW TO APPLY

- Apply over foundation or to bare skin
- Using the Soft Focus Brush, pick up a small amount of powder and lightly work it into the bristles
- Gently sweep over area where subtle glow is desired in smooth, sheer layers until the desired level of coverage is reached

ETC.

- Gluten free – YES
- Nut free – YES
- Vegan – YES
- Perfume free – YES

KEY INGREDIENTS

- Mica provides a silky smooth texture
- Iron oxides are mineral pigments derived from purified, oxidized iron.

INGREDIENTS

Mica (CI 77019) [+/- Iron Oxides (CI 77491, CI 77492, CI 77499)]

3 sävyä:
Olympia, August & Sedona



Bronzer – korostaa luonnollista hehkuasi

WHAT IT DOES

- Adds sunkissed warmth to the complexion
- Blendable and buildable coverage
- Silky, matte finish
- For all skin types

HOW TO APPLY

- Use the Powder Brush for medium color payoff that adds warmth and depth, or our Soft Focus Brush for the sheerest application to add warmth to the complexion.
- Using the brush of your choice, pick up a small amount of powder and lightly work it into the bristles.
- Apply a sheer layer of bronzer across the cheekbones, the bridge of the nose, and forehead to achieve the desired warmth.
- Blend well for a natural-looking finish.

ETC.

- Gluten free – YES
- Nut free – YES
- Vegan – YES
- Perfume free – YES

KEY INGREDIENTS

- Mica provides a silky smooth texture
- Iron oxides are derived from purified, oxidized iron

INGREDIENTS

Mica (CI 77019) [+/- Iron Oxides (CI 77491, CI 77492, CI 77499), Titanium Dioxide (CI 77891)]

2 sävyä:

MARACAIBO & MAUNA LOA



MARACAIBO
LIGHT BRONZE



MAUNA LOA
MEDIUM BRONZE



Smooth+prime – pehmeään, tasaiseen ja pitkäkestoiseen pohjustukseen

WHAT IT DOES

- Prepares the skin for all-day foundation coverage, while minimizing oiliness and shine
- Can be worn with Satin Matte Foundation or Pressed Foundation
- Recommended for normal to oily skin

HOW TO APPLY

- Use a dime-size amount of Smooth + Prime
- Apply with fingertips or smooth on with a Soft Focus Brush
- Great to for the T-zone or all over for oil control and even lasting coverage
- Follow with Satin Matte Foundation or Pressed Foundation

ETC.

- Gluten free – YES
- Nut free – YES
- Vegan – YES
- Perfume free – YES

KEY INGREDIENTS

- Squalane is an olive-derived and leaves the skin soft and silky with restorative properties
- Avocado oil moisturizes to increase epidermal elasticity
- Glycerin nixes dryness, leaving skin soft and smooth

INGREDIENTS

Salvia Sclarea Flower/Leaf/Stem Water; Silica, Glycerin, Polyglyceryl-10 Stearate, Octyldodecanol, Squalane, Polyglyceryl-10 Myristate, Glyceryl Stearate, Aqua, Glyceryl Caprylate, Persea Gratissima (Avocado) Oil, Sucrose Stearate, Cetearyl Alcohol, Sodium Anisate, Tocopherol, Sodium Levulinate, Sodium Stearoyl Lactylate.

BEST SELLER PRIMER!



Alima PURE Balancing Primer

WHAT IT DOES

- Preps the skin to keep makeup fresh all day long
- Gently absorbs oil
- Wear as a sheer layer beneath your foundation
- Best for combination and oily skin types

HOW TO APPLY

- Using the Powder Brush, pick up a small amount of powder and lightly work it into the bristles
- Blend outward from the nose onto the forehead, cheeks, chin and neck
- Brush across your face in smooth, sheer layers until the desired level of coverage is reached
- Apply to areas of the face that become oily like the T-zone
- Follow with Concealer, powder foundation, etc.

ETC.

- Gluten free – YES
- Nut free – YES
- Vegan – YES
- Perfume free – YES

KEY INGREDIENTS

- Kaolin naturally absorbs oil to balance the skin
- Mica adds matte opacity and silky smooth texture
- Zinc oxide is used as a white pigment and for its antimicrobial properties
- Iron oxide is derived from purified, oxidized iron.

INGREDIENTS

Kaolin (CI 77004), Mica (CI 77019), Zinc Oxide (CI 77947)[+/- Iron Oxides CI 77491, CI 77492, CI 77499]

2 sävyä:
Light & Medium



LIGHT
PAIRS WITH 0-2 LEVEL
SATIN/MATTE
FOUNDATION SHADES



MEDIUM
PAIRS WITH 3-5 LEVEL
SATIN/MATTE
FOUNDATION SHADES



Eye Primer

EYE PRIMER

Preps the eyelid for creaseless, fade-proof eye makeup

WHAT IT DOES

- Eye Primer helps eyeshadow adhere to the lid
- Eyeshadow lasts longer, stays richer, and never budes.
- Preparing the skin for long-lasting eye makeup
- Minimizes the appearance of fine lines and uneven skin.
- Formulated with all-natural ingredients
- Suitable for all skin types

HOW TO APPLY

- Apply a sesame seed sized dot of Eye Primer to each eyelid, using finger tips or the Contour shadow brush
- Allow to dry until slightly tacky - a few seconds
- Follow with your eyeshadow of choice

ETC.

- Gluten free – YES
- Nut free – NO (Shea Butter)
- Vegan – YES
- Perfume free – YES

KEY INGREDIENTS

- Olive-derived squalane botanical lipid that leaves the skin soft and silky with restorative properties
- Shea Butter is emollient and protective to prevent moisture loss
- Clary Sage Water is a natural remedy for calming inflammation

INGREDIENTS

Salvia Sclarea (Clary Sage) Flower/ Leaf/ Stem Water, Mica, Sucrose Palmitate, Polyglyceryl-10 Stearate, Squalane, Oleic/ Linoleic/ Linolenic/ Polyglycerides, Glyceryl Stearate, Cetearyl Alcohol, Glycerin, Olive Glycerides, Aqua, Glyceryl Caprylate, Apricot Kernel Oil Polyglyceryl-4 Ester, Sodium Stearoyl Lactylate, Tocopherol, Sodium Levulinate, Sodium Anisate, Microcrystalline Cellulose, Butyrospermum Parkii Butter (Shea Butter), Olea Europaea Fruit Oil (Olive Oil), Cellulose Gum, Persea Gratissima (Avocado) Oil, Cellulose [+/- CI 77891, CI 77491]



Siveltimet

100% cruelty-free duo-color fibers for
precision pigment delivery



FOUNDATION

Our staple brush for expertly blended coverage and a polished finish.

PAIRS WITH

- Satin Matte Foundation
- Pressed Foundation
- Satin Finishing Powder

WHAT IT DOES

- A dense, fluffy brush for seamless light-to-medium foundation application



FLAT TOP

The densely packed bristles for medium-to-full coverage.

PAIRS WITH

- Satin Matte Foundation
- Pressed Foundation

WHAT IT DOES

- Blends and buffs for full foundation coverage



LIQUID FOUNDATION

For buildable, evenly-blended liquid foundation application.

PAIRS WITH

- Smooth + Prime

WHAT IT DOES

- The angled surfaces distribute product quickly and evenly



POWDER

Domed bristles blend and buff face powders to create a smooth, even finish.

PAIRS WITH

- Balancing Primer Powder
- Color Balancing Powder
- Satin Finishing Powder

WHAT IT DOES

- Blend face powders with enhanced control and buildable coverage

An abstract, textured background featuring various shades of red and orange. The texture is grainy and uneven, with darker, more saturated red areas and lighter, more orange-toned areas. The overall effect is organic and painterly.

NEW ARRIVALS

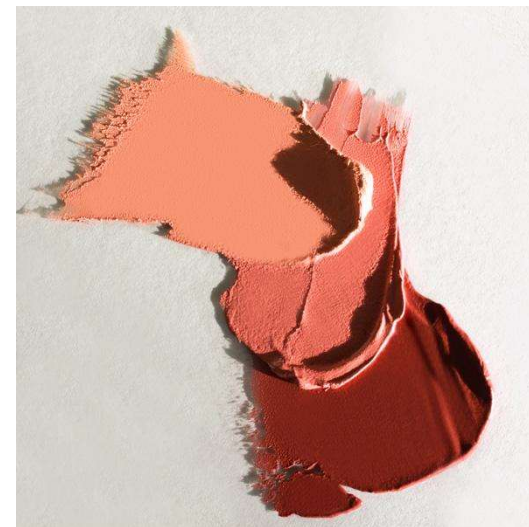
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Alima PURE Cream Blush

- Voidemaisen silkkinen poskipuna, jolla saat työstettyä itsellesi mieluisan lopputuloksen helposti. Levitä sormenpäällä tai sopivalla siveltimellä ja häivytä saadaksesi haluamasi intensiteetti värille
- Kolme sävyä:
 - Blossom – Soft Strawberry Pink
 - Wink – Fresh Peach
 - Crush – Juicy Berry



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Cream Blush: BLOSSOM

Pehmeän mansikkainen



alima PURE

Cream Blush: WINK

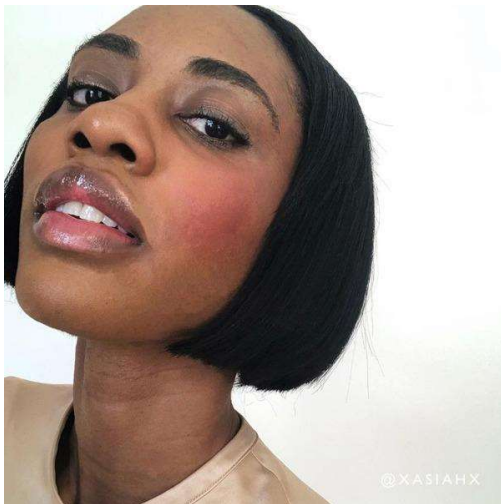
Raikkaan persikkainen



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Cream Blush: CRUSH

Mehukkaan marjaisa



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Alima PURE Cream Highlighter

- Alima Pure Cream Highlighter on voidemainen korostustuote, jolla saat työstettyä itsellesi mieluisan lopputuloksen helposti. Kauniit sävyt korostavat ihon omaa kauneutta. Sopii käytettäväksi paikallisesti korostuksiin. Kaunis, luonnollinen hehku sopii esimerkiksi poskipäille, nenänvarteen, kulmaluulle, silmäluomille ja dekoltee-alueelle.
- Kaksi sävyä:
 - Alchemy – Glowing, muted rose gold
 - Element – Glowing, antique bronze

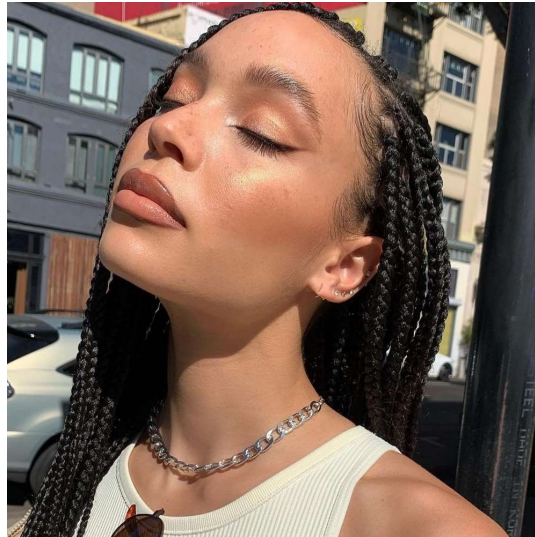


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Cream Highlighter: ALCHEMY

Heleän ruusukultainen

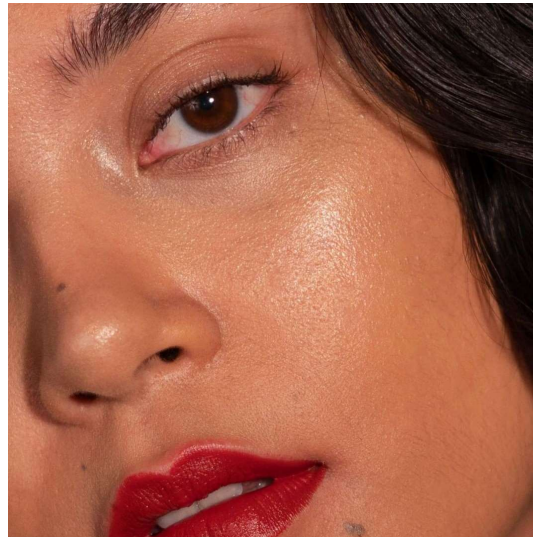
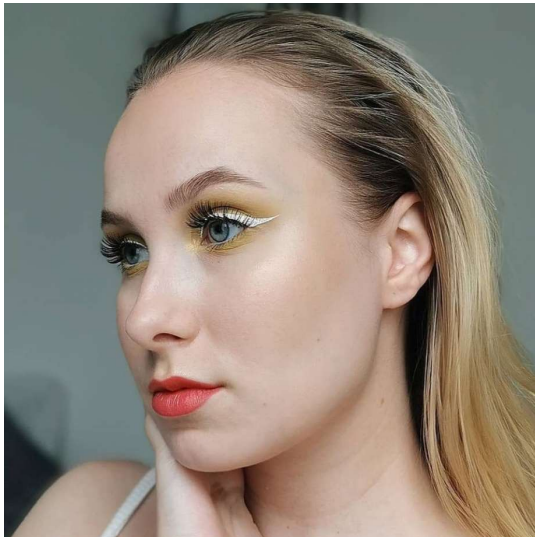


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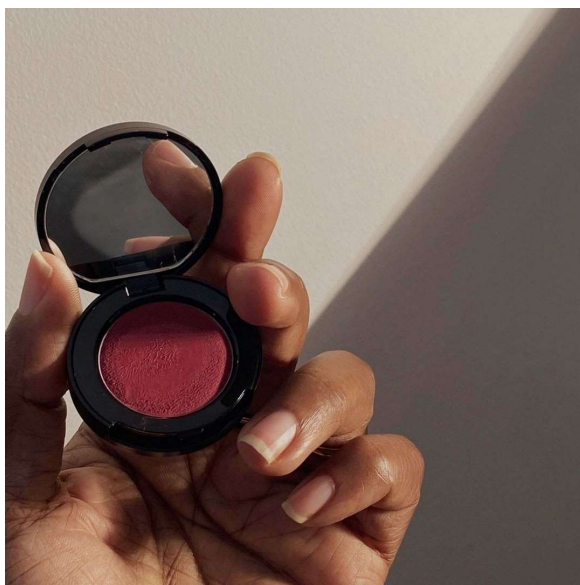
Cream Highlighter: ELEMENT

Heleän pronssinen



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