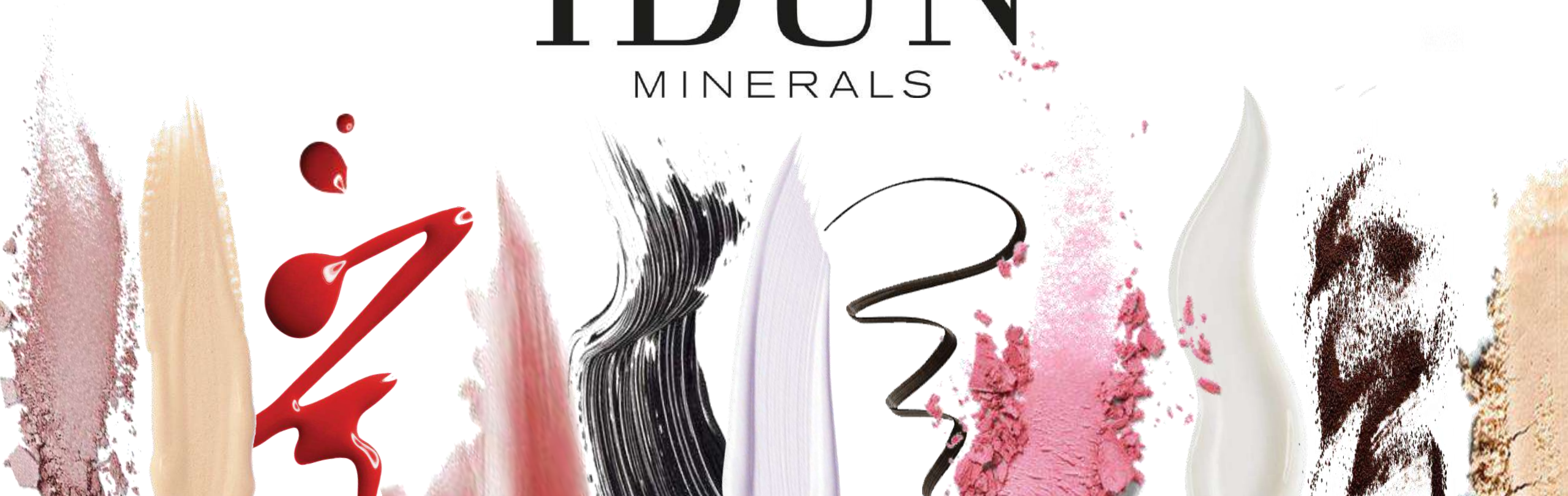


# IDUN

MINERALS





# STORY OF IDUN

*IDUN, a pre-Christian goddess  
from the far North*

*Her apples promised beauty  
and eternal youth*

*Beauty and wisdom of IDUN  
is still very much alive*

*She gave apples to the gods  
so they remained young and received eternal life*

**IDUN**  
MINERALS



## WHY IDUN MINERALS?

- Swedish mineral makeup brand
- Pure powder foundation containing only 6 ingredients with 4 key ingredients
- No unnecessary additives
- Free from perfume, parabens, talc, silicones & bismuth
- Highly purified from nickel, chromium & microorganisms
- Dermatologically tested
- Cruelty-free
- Plentiful and affordable
- Multifunctional
- Suitable for all skin types
- Sold exclusively in all pharmacies in Sweden and selected online retailers



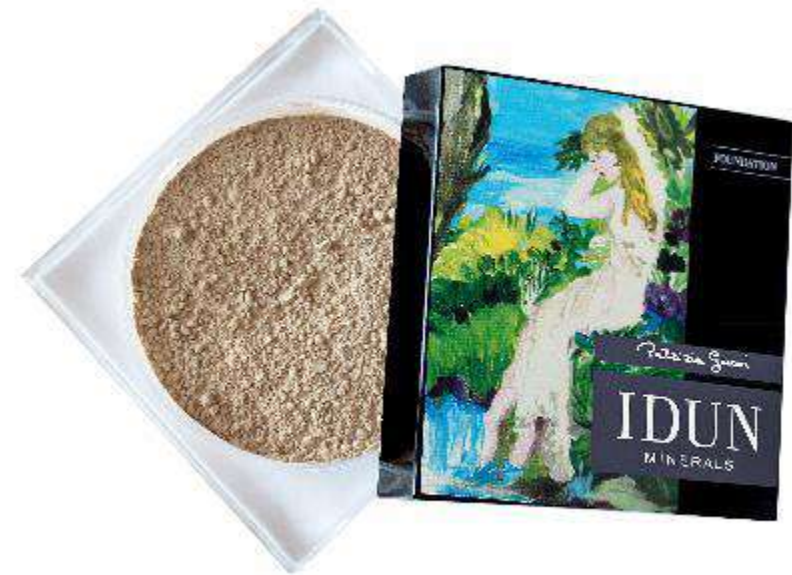
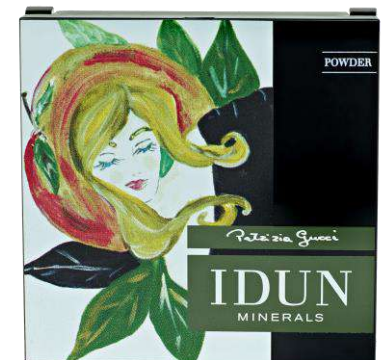
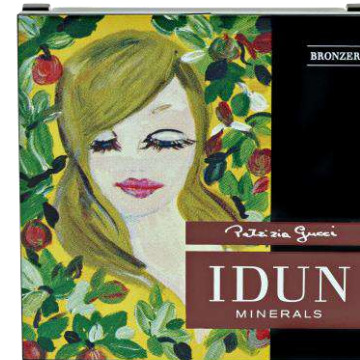
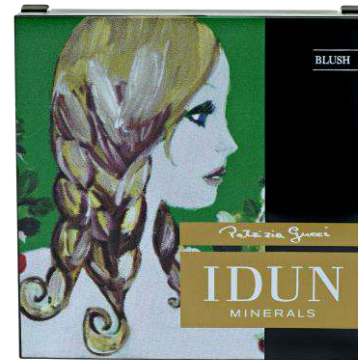
# DESIGN

## Patrizia Gucci – Pure makeup meets art and design

*"Idun represents the Scandinavian woman in my paintings. She is very feminine and is a woman of a strong character. She appreciates the spirituality she finds in nature and has great respect for all living things. Every woman in my paintings carefully chooses her makeup, looks in the mirror and dreams of how she can stay forever young and become even more beautiful"*



Patrizia Gucci



LITE REMAKE FELT ENKELT  
**IDUN**  
MINERALS



# IDUN MINERALS Skin Care

*Skin in Balance*

**IDUN**  
MINERALS

# SKINCARE – about the line



- 100% vegan
- Packaging made out of recyclable plastic
- Products for sensitive skin based on skin-friendly ingredients do not need to be boring!



# PRODUCT OVERVIEW...

1. Cleansing
2. Serum
3. Moisturizers

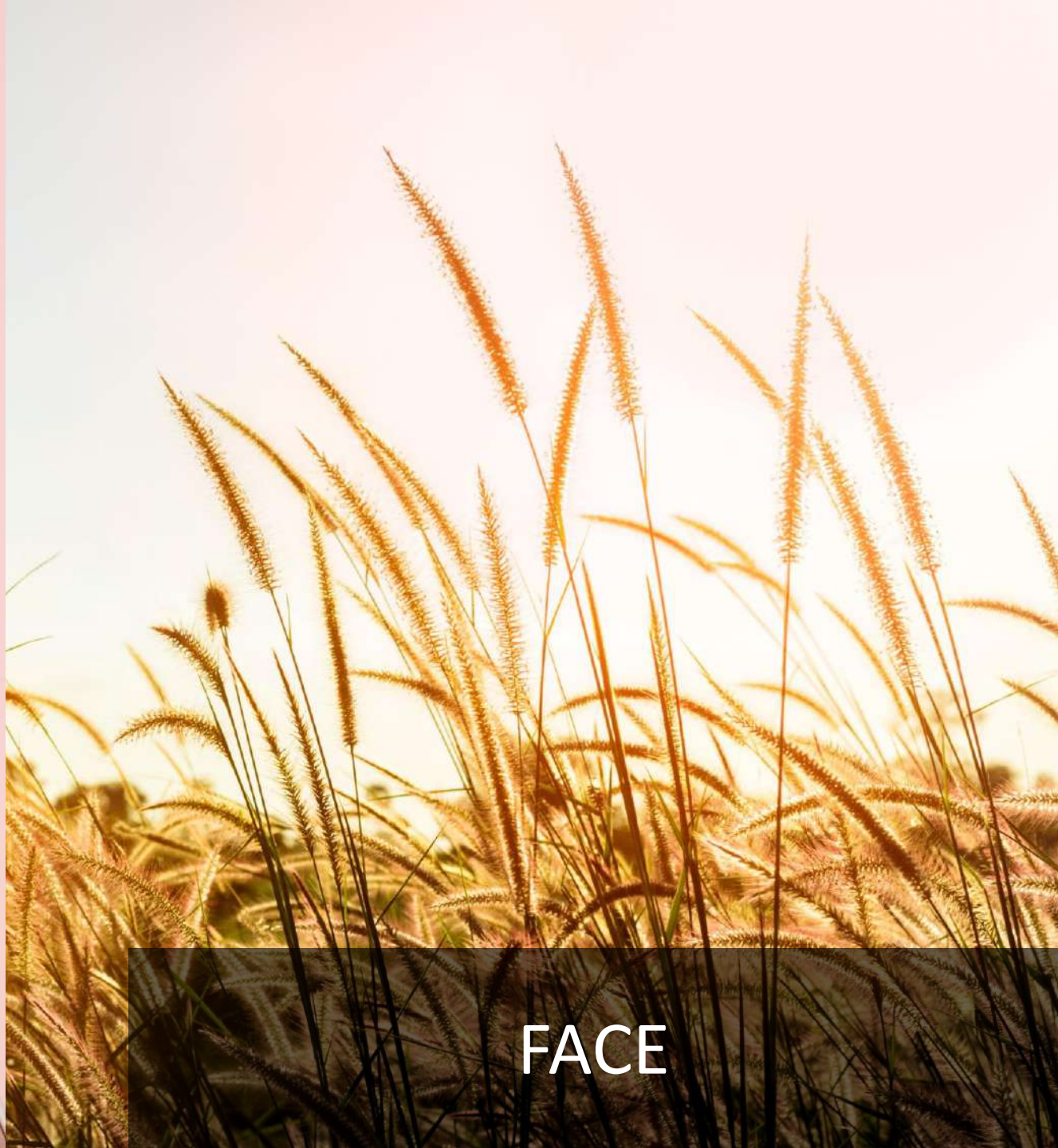






MAKEUP





FACE



# FACE

## – step by step

1. Foundation
2. Concealer
3. Bronzer
4. Rouge
5. Finishing powder



# PRODUCT ADVANTAGES

- ✓ Our core product - Powder foundation
- ✓ Recommended by the Asthma and Allergy Association (unique on the Swedish market)
- ✓ Avoiding unnecessary additives
- ✓ Free from known allergens, such as:
  - Perfume
  - Talc (as it can clog pores)
  - Cyclic silicones (suspected to be harmful for both nature and humans)
  - Bismuth (can cause itching and redness when the skin is exposed to heat)
  - Highly purified from chromium and nickel

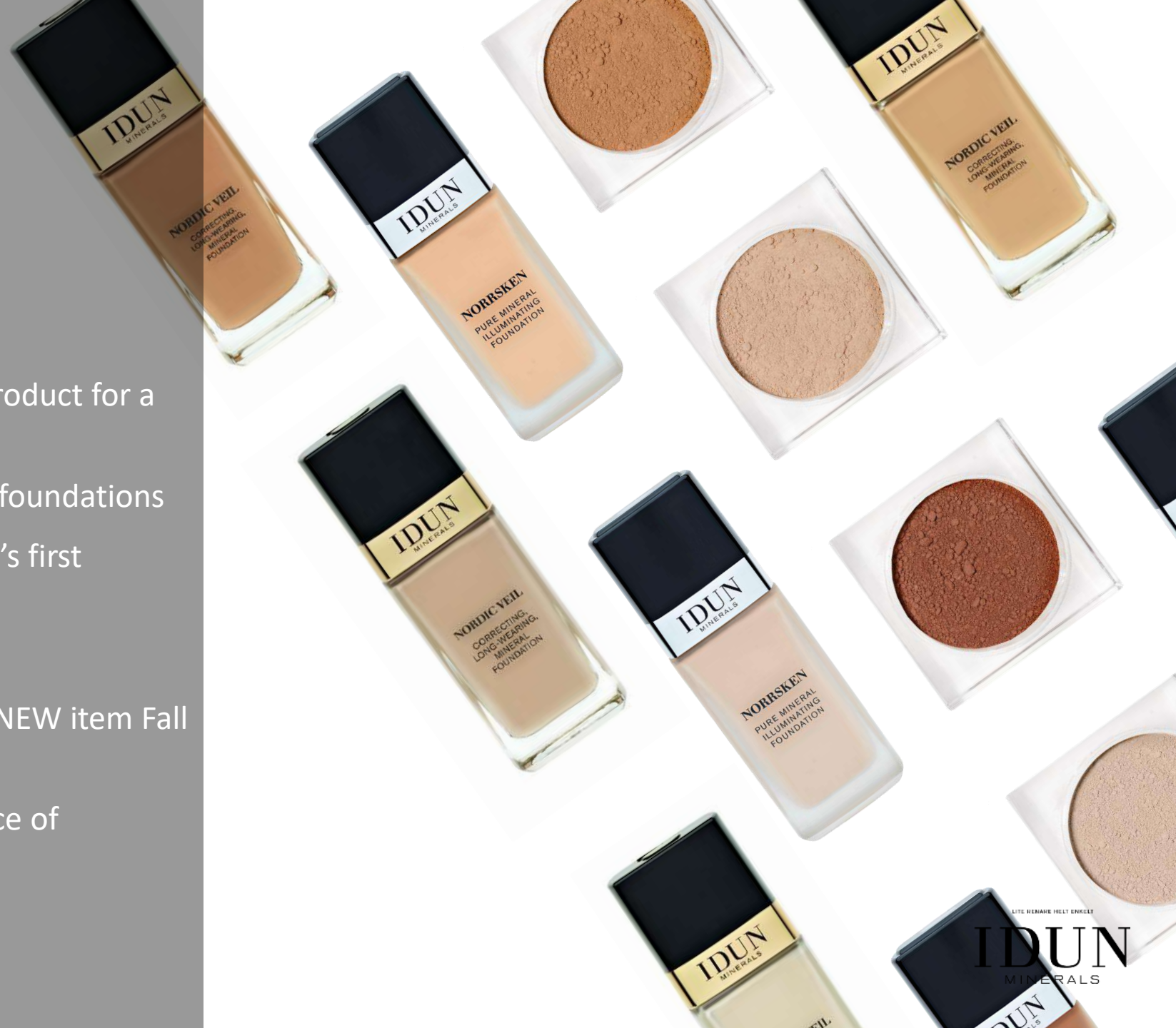




# FACE

## – foundation

- Foundation – the most important product for a flawless base
- IDUN Minerals have three different foundations
  - Powder foundation - the brand's first product
  - Liquid foundation Norrsken
  - Liquid foundation Nordic Veil (NEW item Fall 2017)
- For a healthy, flawless skin the choice of foundation is the most important!







Before



After

## FACE – powder foundation

- Powder foundation gives a natural and even coverage
- Contains 100% highly purified minerals – only 6 ingredients
- SPF 15
- Blends perfectly into the skin with IDUN Minerals kabuki brush
- Does not clog pores – allows the skin to breathe
- Water resistant base that lasts all day
- Available in 18 shades



# FACE

## – powder foundation – ingredients

Minerals that occur naturally in the Earth's crust.

### *Iron oxides*

- CI 77491 red
- CI 77492 yellow
- CI 77499 black

Mixed in various ratios to obtain different foundation shades.

### *Titanium dioxide*

- CI 77891

White powder that gives coverage. Reflects UV-radiation.

### *Zinc oxide*

Gives a good feeling to the product. Antibacterial. Reflects UV-radiation.

### *Mica*

Transparent. Gives a radiant, shimmery finish while absorbing oil and reducing shine.



100% highly purified minerals.

LITE RENARE HETT ENKELT  
**IDUN**  
MINERALS



# FACE

## – liquid foundation

- Liquid foundation - the most popular face product worldwide
- IDUN Minerals offers two kinds of liquid foundation – both are developed to suit sensitive skin
- Contains highly purified mineral pigments and carefully selected ingredients that nourish and strengthen the skin
- Free from preservatives, silicone, perfume, talc or bismuth
- 18 shades – the same shades as the powder foundation





# FACE – Norrsken/Nordic Veil

## NORRSKEN

Illuminating, natural finish

Light – medium coverage

Moisturizing due to the Nordic lingonberry seed oil

100% vegan

18 shades

Particularly good if you want to less coverage



## NORDIC VEIL

Illuminating, natural finish

Medium – full coverage

Long-lasting formula\*

100% vegan

9 shades

Particularly good if you want more coverage



# FACE

## – concealer

- Smooths out and hides imperfections such as dark circles under the eyes, blood vessels, scars and acne.

Neutralizes



Mix Idegran with IDUN Minerals powder foundation

**Idegran**

Light reflecting liquid concealer



Eye concealer



**Havre och Raps**

Full coverage



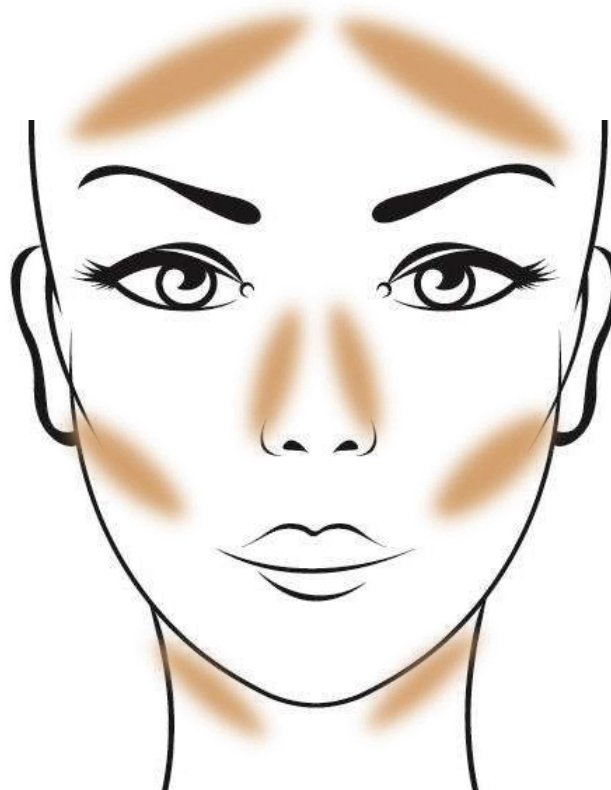
**Strandgyllen**

LITE RENARE HETT ENKELT  
**IDUN**  
MINERALS

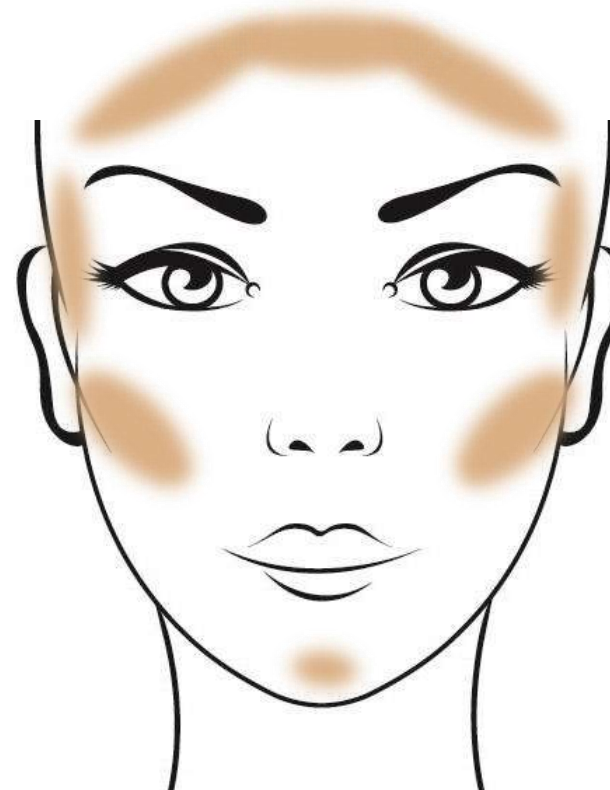


# FACE — bronzer

- Defines and enhances the bone structure of the face and provides a healthy sun-kissed look
- With the highly pigmented minerals you only need a small amount to achieve a natural look
- Available in 2 shades



**Somnardröm**  
*Matte finish*



**Midnattssol**  
*Illuminating finish*



# FACE

## – blush

- Provides a fresh and healthy glow
- Highly pigmented formula with highly purified mineral pigments
- Apply to the apples of your cheeks
- Does not contain any light-stabilizing additives – can be bleached if it left open for a long time
- Available in 5 shades



**Havtorn**  
*Brown-pink*



**Smultron**  
*Peach*



**Åkerbär**  
*Coral*



**Hallon**  
*Pink*



**Tranbär**  
*Light pink*



Havtorn, Hallon, Smultron, Tranbär och Åkerbär





Tip! Perfect for touch ups on-the-go.



**Tilda**  
Transparent  
Illuminating



**Tuva**  
Transparent  
Matte finish



**Ljuvlig**  
Light neutral



**Vacker**  
Light varm

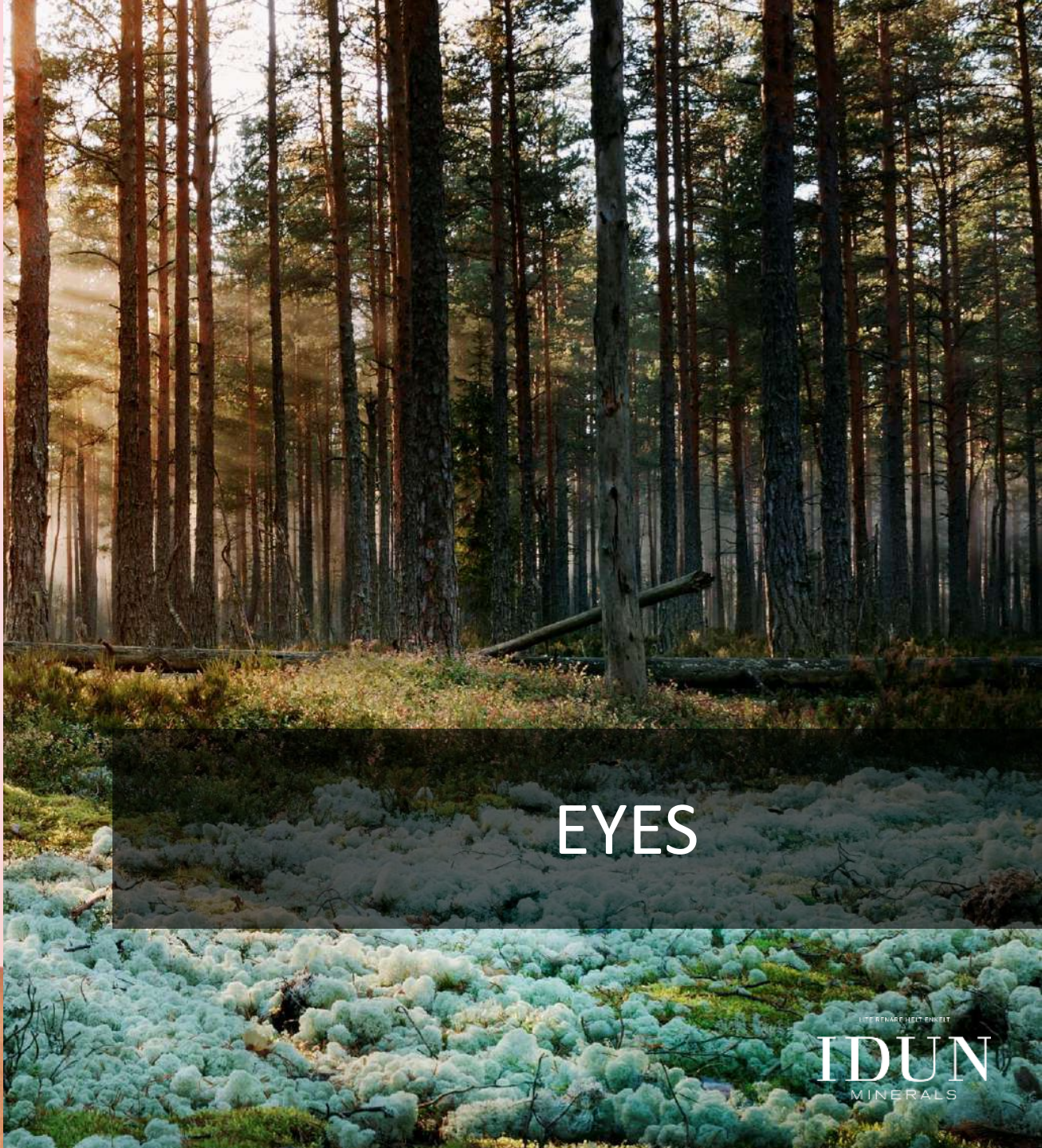


**Underbar**  
Medium

## FACE – finishing powder

- Provides an illuminating or matte finish while setting the makeup
- Contains highly purified minerals
- **Tilda** – *Transparent powder that minimizes fine lines and gives an illuminating finish*
- **Tuva** – *Translucent powder that contain oil absorbing, mattifying features. Suitable for combination skin.*
- **Ljuvlig, Vacker & Underbar** – *Setting powders that give a matte finish with extra coverage.*





EYES

LIFE RICHARD HOLT ENGET  
**IDUN**  
MINERALS



# EYES

## – mascara

- Developed to suit everyone, even the most sensitive and contact lens users
- All mascaras are ophthalmologically tested
- Free from perfume and contains only mineral pigments that are highly purified from nickel and chromium.
- IDUN chooses different preservatives in each mascara. It is common to have an allergic reaction to preservatives – if you get a reaction from one mascara, check INCI and try a different kind



# EYES

## – mascara – volume



Magna

*All IDUN Minerals' mascaras are  
ophthalmologically tested!*



**Gull** – Classic volume.  
Provides a lot of volume  
with only a few strokes.  
Nylon bristles.  
100% vegan.



**Eir** – Maximal volume.  
Buildable formula separates  
and creates volume layer by  
layer. Nylon Bristles.  
Eir waterproof is  
waterproof up to +38°C –  
removable with warm  
water.



**Magna** – Instant volume.  
Perfectly defined and  
separated eyelashes.  
Nylon bristles.  
100% vegan.



# EYES

## – mascara – curling



Eir Curling



### **Eir Curling**

Provides volume and curled lashes. Easy application with the curved brush. Nylon Bristles.

*All IDUN Minerals' mascaras are  
ophthalmologically tested!*

LITE. REMAKE. FEEL. ENJOY.  
**IDUN**  
MINERALS

# EYES

## – mascara – length



Silfr

All IDUN Minerals' mascaras are  
ophthalmologically tested!



**Vatn** – Waterproof mascara  
that gives long and natural  
lashes.

*Rubber bristles.*

*Waterproof up to +38°C –  
removable with warm  
water.*



**Silfr** – Length and  
separation.

*Contains a peptide that  
gives the illusion of  
longer lashes.*

*Rubber bristle.*

*Available in black and  
brown.*

LITE REMAKE HELT ENKELT  
**IDUN**  
MINERALS



# EYES

## – eyeshadow

- Highly purified mineral pigments with intense color
- Developed to suit sensitive eyes
- Easy to apply
- Available in 3 forms

*Primer*

*Singles*

*Palettes*



# EYES

## – eyeshadow - primer

### Eyeshadow primer Näckros

- Apply on eyelid before eyeshadow for a long-lasting result
- Helps to avoid creasing
- Developed for sensitive eyes
- Contains highly purified minerals





# EYES

## – eyeshadow - singles



Prästkrage, Nästrot, Pion, Förgätmigej, Kastanj, Hassel, Kungsljus, Fjällsippa

### ILLUMINATING

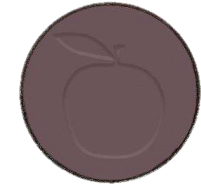
### MATTE



**Prästkrage**  
*Matte vanilla*



**Nästrot**  
*Matte brown*



**Pion**  
*Matte aubergine*



**Förgätmigej**  
*Illuminating blue-silver*



**Kastanj**  
*Illuminating purple brown*



**Hassel**  
*Illuminating light brown*



**Kungsljus**  
*Illuminating gold pink*



**Fjällsippa**  
*Illuminating champagne (highlighter)*

# EYES

– eyeshadow - palette



Lejongap



Brunkulla



Vitsippa



Lavendel



Norrlandssyren

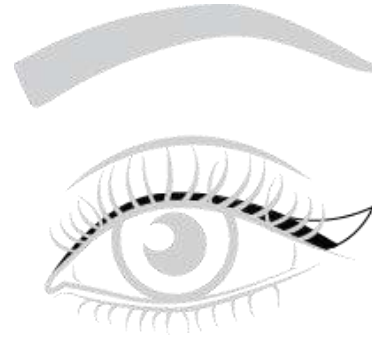


# EYES – eyeliner

- Use to define the eyes.
- Contains highly purified mineral pigments that give an intense color.
- Suitable for sensitive eyes.

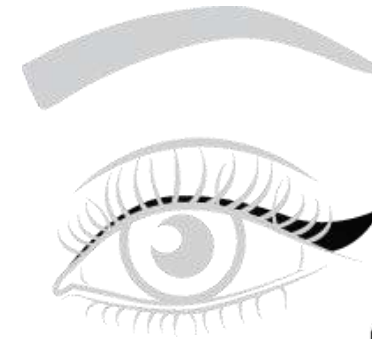
## **Sand** – Inliner

Use to highlight the inner waterline or to neutralize redness. Can also be used as lipliner.



## **Lava/Jord/Hav/Aska**

Eyeliner to define and frame the eyes. Built-in sharpener and smudge sponge.



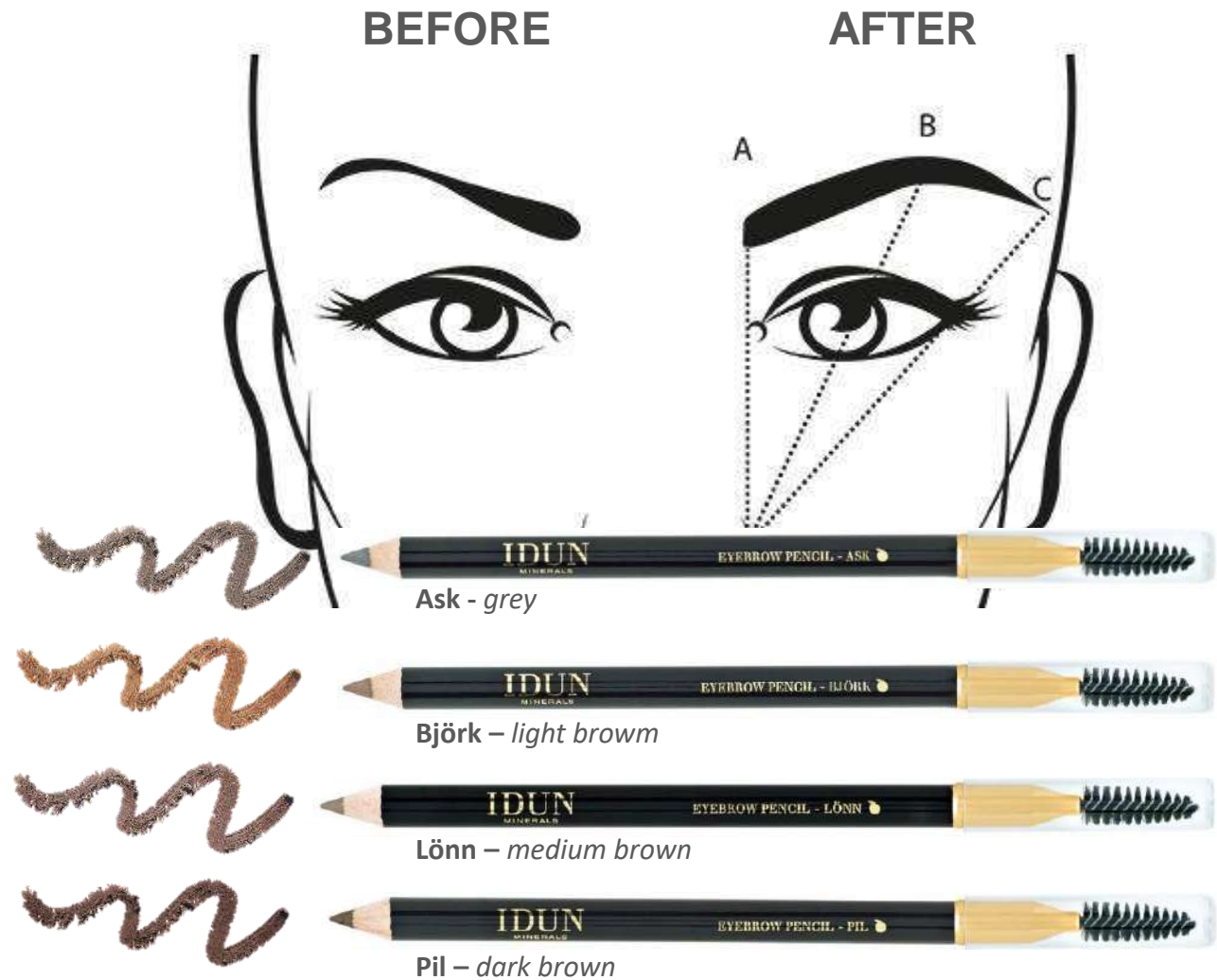
**Kol** – Liquid eyeliner  
Water resistant eyeliner with thin applicator for precise application.



# EYES

## - eyebrow pencil

- Enhances the brow shape and color
- Contains wax that shapes the brows
- Contains highly purified mineral pigments
- Available in 4 shades:

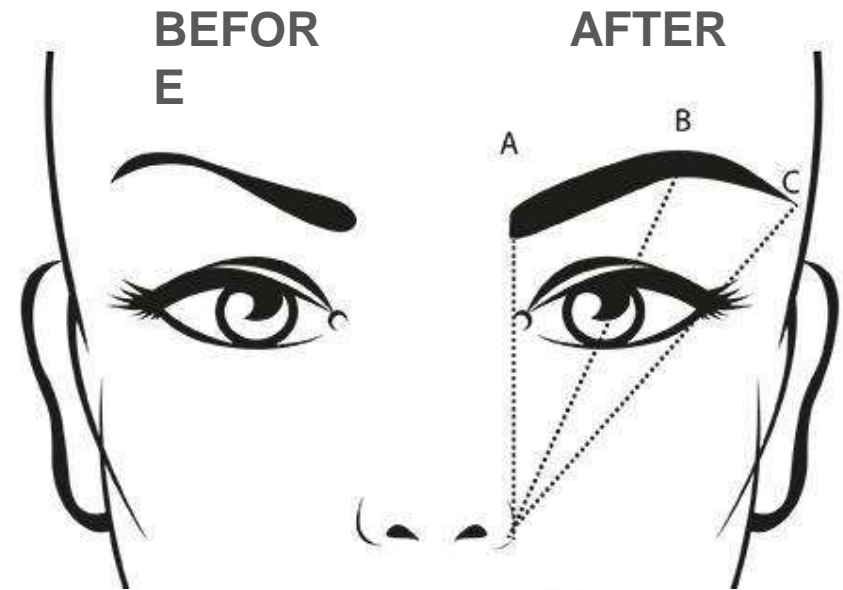




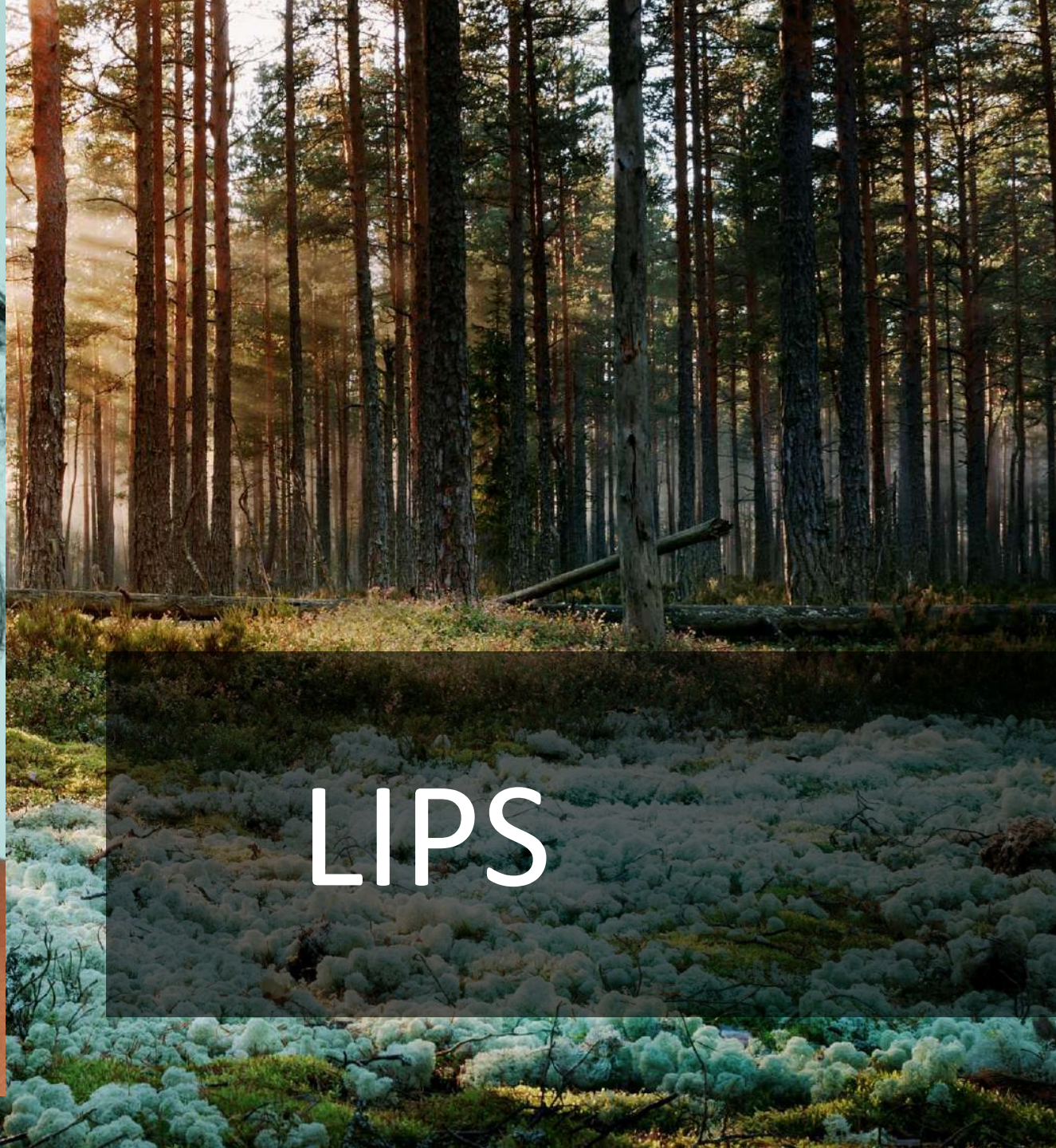
# EYES

## – Perfect eyebrows

- Enriched with natural fibers that make the brows look thicker.
- Provides color, stability and fuller brows.
- No unnecessary additives
- Developed to fit even a sensitive skin











Louise



Agnes



Charlotte



Ronja



Astrid



Cornelia



Josephine



Felicia



Violetta



Mary



Marleen



Anna

## LIPS – lip gloss

- A lip gloss that nourishes your lips and provides shine and intense color
- Contains highly purified mineral pigments
- Contains Nordic cloudberry oil and the antioxidant vitamin E which have nourishing effects
- Available in 12 shades

# LIPS

## – lipliners

- Lip liners with creamy and smooth texture
- Contain highly purified mineral pigments.
- Contain conditioning coconut oil.
- Available in 4 shades.



Natural



Greta

Greta



Harriet



Bibi



Anita





# LIPS

## – lipstick – matte

- Nourishing high-coverage lipstick with a matte finish.
- Contains highly purified mineral pigments.
- Contains vitamin E and cloudberry oil.
- Available in 8 shades.



Björnbär



Greta + Björnbär



IDUN  
MINERALS

# LIPS

## – lipstick – creme

- Nourishing lipstick with a sheer and shiny finish.
- Contains highly purified mineral pigments.
- Contains vitamin E, shea butter and cloudberry oil.
- Available in 8 shades.



Sylvia



Greta + Sylvia

Ingrid  
Marie

Sylvia

Frida

Stina

Filippa

Katja

Alice

Elise

PREPARE YOURSELF  
**IDUN**  
MINERAL





NAIL POLISH



# NAIL POLISH

- Provides glossy shine and high coverage
- Long-lasting formula
- 5-free formula
- Contains almond oil, minerals and vitamins
- Available in 20 shades

THE PERFECT IMPULSE  
PURCHASE!

SAME COLOR ON NAILS  
AS THE BOTTLE.



LITET HEMME HJELT ENKELT  
**IDUN**  
MINERALS





# MAKEUP TOOLS

LITE RENARDE HELT ENKELT  
**IDUN**  
MINERALS

# MAKEUP TOOLS

- Specially designed for IDUN Minerals' products
- Soft and dense bristles
- Cruelty-free, made with the finest synthetic taklon.
- Wash with IDUN Minerals Brush Cleaner, soap and water to maintain good brush hygiene.
- Flat bottom or holder.
- Available in 13 different variants to suit various makeup usages





# MAKE-UP TOOLS – face



Large Powder Brush ♥ pressed powder



Blush Brush ♥ rouge and bronzer



Retractable Kabuki Brush and Kabuki Brush ♥  
powder foundation



Makeup Sponge and Liquid Foundation Brush ♥  
liquid foundation



Concealer Brush ♥ concealer

# MAKE-UP TOOLS

## – face – multifunctional

**Stippling brush** - For natural, flawless application

- Powder foundation
- Liquid foundation
- Powder
- Blush
- Bronzer



**Stippling Brush** ♥ powder foundation, liquid foundation, powder, blush och bronzer

**Face Definer Brush** - For precise application, i.e. contouring och highlighting

- Powder
- Rouge
- Bronzer
- Highlighter



**Face Definer Brush** ♥ powder, blush, bronzer, highlighter



# MAKE-UP TOOLS – eyes



**Eye Definer Brush**  
Brows, eyeliner.  
Also works with  
lipstick



**Eye Shadow Brush**  
All eyeshadows



**Angled Blending Brush**  
Blending and  
highlighting



**Precision Eye Brush**  
Precise  
application



# MAKEUP TOOLS – brush cleaner

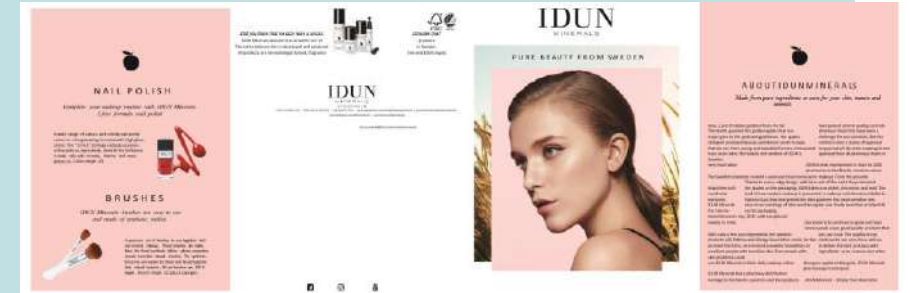
- Contains alcohol that kills bacterias – hygienic
- Fast drying
- Easy to use



LITE RENAHRE HELT ENKELT  
**IDUN**  
MINERALS



# Displays



IDUN  
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# IDUN

MINERALS