

au NATURALE

BRAND BOOK

## WELCOME TO THE CLEAN BEAUTY REVOLUTION®.

Au Naturele Cosmetics is both a brand and a cause, the product serving as physical evidence that cleaner beauty is possible. Our line is 100% Vegan, Cruelty-Free, Paraben Free, Non-Nano, Gluten Free and made with ethically sourced, natural ingredients.

We believe you shouldn't have to sacrifice your well-being for your beauty regimen or lower your beauty standards in the name of your health! Thus our clean formulations simultaneously nourish your skin and perform like the commercial brands you're used to.

The integrity of our line will never be compromised, as it is a pivotal piece in our company's greater political battle. We started the Clean Beauty Revolution® in order to demand stricter regulation of cosmetic products in the U.S. because we believe the consumer has the right to know what they are putting onto their skin! Our job isn't done until greenwashing is extinct, but until then we'll provide the world with the clean beauty standards it deserves.



NO TOXIC  
CHEMICALS



MADE WITH  
CERTIFIED  
ORGANIC  
INGREDIENTS



PARABEN  
FREE



NO SYNTHETIC  
COLORS



GLUTEN  
FREE



HAND-  
CRAFTED



crueltyfree  
andvegan







## OUR FOUNDER

Ashley Prange  
Founder, Au Naturale Cosmetics

Ashley Prange was working as a nuclear analyst in D.C. when she decided that going “au naturale” [makeup free] shouldn’t be her only way to avoid breakouts & irritation. She did her research, dubbed her coffee grinder a mineral mixer & set out to create makeup that would leave her skin as happy as it was after a week of nakedness. Her mission was to use exclusively healthy, natural & ethically sourced ingredients to develop a replacement for each and every product in her former beauty routine. Her skin’s newfound glow didn’t go unnoticed, and it wasn’t long before she had a waitlist of personalized orders from friends, family and colleagues.

In 2011, Prange began her e-commerce business, Au Naturale Cosmetics. It has since evolved into both a brand & a cause responsible for starting a **Clean Beauty Revolution** all over the world.



## SEMI-MATTE POWDER FOUNDATION

Our Semi-Matte Powder Foundation is as pure as it is powerful, providing you with extraordinary coverage and an airbrushed finish all without weighing you down or drying out your skin. Our Advice: apply directly onto our Cruelty-Free Taper Powder Brush or onto the back of your hand and apply to desired areas.

Ingredients: Zinc Oxide, Titanium Dioxide, Iron Oxides, Micas, Silica, Copernicia Cerifera (Carnuba Wax). *May Contain: Ultramarine Blue, Chromium Oxide Green, Jojoba Esters.*



PORCELAIN

BISCAY

SAND

HONEY

SEVILLE

LUCERNE

MARINO

LUCIA

MALLORCA

KAPUA

MUMBAI

CALI

PUNALUU

GOA

JAVA

## ZERO GRAVITY C2P FOUNDATION

Our Zero Gravity Creme to Powder [C2P] Foundation Stick goes on like a nourishing creme but finishes like a weightless powder. Our Advice: apply with our Cruelty-Free Creme Foundation Brush or straight from the stick and blend with clean fingers.

Ingredients: Limnanthes Alba (Meadowfoam Seed Oil), Caprylic/Capric Triglyceride, Ricinus Communis (Castor Seed Oil), Euphorbia Cerifera (Candelilla Wax), Organic Simmondsia Chinensis (Jojoba Seed Oil), Organic Lavandula Officinalis (Lavender Oil), Manihot Esculenta (Tapioca Root Starch), Titanium Dioxide, Iron Oxides, Micas, Zinc Oxide, Silica, Copernicia Cerifera (Carnuba Wax).  
*May Contain: Ultramarine Blue, Chromium Oxide Green, Tocopherol (Vitamin E).*



PORCELAIN

BISCAY

SAND

HONEY

SEVILLE

LUCERNE

MARINO

LUCIA

MALLORCA

KAPUA

MUMBAI

CALI

PUNALUU

GOA

JAVA

## COMPLETELY COVERED CREME CONCEALER

Our Creme Concealer introduces pure pigments to organic oils because your skin deserves to be both flawless and nourished. Our Advice: apply before your foundation with our Cruelty-Free Concealer Brush or straight from the stick and blend with clean fingers.

**Ingredients:** Limnanthes Alba (Meadowfoam Seed Oil), Caprylic/Capric Triglyceride, Ricinus Communis (Castor Seed Oil), Organic Simmondsia Chinensis (Jojoba Seed Oil), Euphorbia Cerifera (Candelilla Wax), Manihot Esculenta (Tapioca Root Starch), Organic Lavandula Officinalis (Lavender Oil), Copernicia Cerifera (Carnuba Wax), Titanium Dioxide, Zinc Oxide, Iron Oxides, Micas, Silica. *May Contain: Ultramarine Blue, Chromium Oxide Green, Tocopherol (Vitamin E).*



WALNUT

TAWNY

BAJA

MALAGA

ALMOND

TULUM

BUFF

OAXACA

BEIGE

ECRU

## COLOR THEORY CREME CORRECTOR

Our Creme Correctors were designed using complementary color theory, [hues opposite to one another on the color wheel neutralize when mixed] in order to counter under eye circles, blemishes and other skin quirks. Our Advice: play artist by applying directly from the stick or with our Cruelty-Free Concealer Brush. You'll be left with a balanced canvas.

Ingredients: Limnanthes Alba (Meadowfoam Seed Oil), Caprylic/Capric Triglyceride, Ricinus Communis (Castor Seed Oil), Organic Simmondsia Chinensis (Jojoba Seed Oil), Euphorbia Cerifera (Candelilla Wax), Manihot Esculenta (Tapioca Root Starch), Organic Lavandula Officinalis (Lavender Oil), Titanium Dioxide, Zinc Oxide, Iron Oxides, Micas, Silica.  
*May Contain: Tocopherol (Vitamin E).*



LAVENDER

SWEET BASIL

LINEN

PEACH

FLAX

## PORE-MINIMIZING FINISHING POWDER

Our Pore Minimizing Finishing Powder diminishes shine and sets makeup so that your fresh-faced look lasts all day. Our Advice: apply directly onto our Cruelty-Free Kabuki Brush or onto the back of your hand and then gently dust over your face and décolletage to complete your look.

Ingredients: Titanium Dioxide, Iron Oxides, Micas.

*May Contain: Jojoba Esters.*





## THE ANYWHERE CREME MULTI-STICK

The Anywhere Creme Multistick will nourish your skin while infusing your cheekbones, lips or even your eyelids with fresh, purely pigmented color. Our Advice: there are no rules, so explore the potential of our versatile creme formulation. Apply directly from the stick, with clean fingers or with our Cruelty-Free Creme Foundation Brush to wherever you think your face could use a boost of energy.

**Ingredients:** Limnanthes Alba (Meadowfoam Seed Oil), Caprylic/Capric Triglyceride, Ricinus Communis (Casto Seed Oil), Euphorbia Cerifera (Candelilla Wax), Organic Simmondsia Chinensis (Jojoba Seed Oil), Organic Lavandula Officinalis (Lavender Oil), Manihot Esculenta (Tapioca Root Starch), Iron Oxides, Titanium Dioxide, Micas, Silica. *May Contain: Tocopherol (Vitamin E).*



BLOSSOM

SWEETHEART

DESTINY

PALERMO

AWAKEN

ROSEATE

GRAPEFRUIT

## PURE POWDER BLUSH

Our Pure Powder Blush is designed to give your cheeks a touch of color with an air-brushed finish... all without drying out or weighing down your skin. Our Advice: apply directly onto our Cruelty-Free Angled Blush Brush or onto the back of your hand and apply to the apples of your cheeks for a burst of energy.

Ingredients: Titanium Dioxide, Iron Oxides, Silica, Micas.

*May Contain: Jojoba Esters.*



PINK LADY

PLUM

PINK CHAMPAGNE

POMEGRANATE

GILDED SUNSET

FIG

## THE ALL-GLOWING CREME HIGHLIGHTER

Light-reflective and sheer, The All-Glowing Creme Highlighter Stick is designed to brighten and define your face and décolletage... all while nourishing your skin! Our Advice: apply where light would naturally strike you using our Cruelty-Free Creme Foundation Brush or straight from the stick!

**Ingredients:** Limnanthes Alba (Meadowfoam Seed Oil), Caprylic/Capric Triglyceride, Ricinus Communis (Castor Seed Oil), Euphorbia Cerifera (Candelilla Wax), Organic Simmondsia Chinensis (Jojoba Seed Oil), Organic Lavandula Officinalis (Lavender Oil), Manihot Esculenta (Tapioca Root Starch), Titanium Dioxide, Iron Oxides, Micas, Silica. *May Contain: Tocopherol (Vitamin E).*



CELESTIAL

THE OG

ROSE GOLD



## PURE POWDER HIGHLIGHTER

Our Pure Powder Highlighter is designed to provide radiant illumination and a soft focus finish to your face and décolletage. Our Advice: apply directly onto our Cruelty-Free Angled Blush Brush or onto the back of your hand and apply where the light would naturally strike you.

Ingredients: Iron Oxides, Zinc Oxide, Micas.  
*May Contain: Jojoba Esters.*



BEGONIA

MOONDUST

HALCYON

## LUMINOUS CREME BRONZER STICK

Our Luminous Bronzer Stick was designed to create a sun-kissed glow while delivering nourishment to your skin. Our Advice: apply just below your cheekbone for definition or to areas where the sun would naturally strike for an all around boost in warmth. Use our Cruelty-Free Creme Foundation Brush or apply straight from the stick and blend with clean fingers.

Ingredients: Limnanthes Alba (Meadowfoam Seed Oil), Caprylic/Capric Triglyceride, Ricinus Communis (Castor Seed Oil), Euphorbia Cerifera (Candelilla Wax), Organic Simmondsia Chinensis (Jojoba Seed Oil), Organic Lavandula Officinalis (Lavender Oil), Manihot Esculenta (Tapioca Root Starch), Titanium Dioxide, Iron Oxides, Micas, Silica. *May Contain: Tocopherol (Vitamin E).*



LATTE

TRAILBLAZER

CARAMEL

GOLDEN HENNA

## PURE POWDER BRONZER

Our Pure Powder Bronzer is formulated to give your face a sunkissed glow with an airbrushed smooth finish... all without weighing you down or drying out your skin. Our Advice: apply directly onto our Cruelty-Free Bronzer Brush or onto the back of your hand and apply to the areas of your face that the sun would naturally strike.

Ingredients: Zinc Oxide, Titanium Dioxide, Iron Oxides, Micas. *May Contain: Jojoba Esters.*



WARM

KISSED

## CREME DE LA CREME EYE SHADOW

The best of the best in terms of both texture and color, our Crème de la Creme Shadow delivers striking pigmentation and nourishment. Our Advice: use as a stand-alone shadow, eye liner or brow filler. Apply straight from the stick, with clean fingers or with our Cruelty-Free All Over Shadow Brush.

**Ingredients:** Limnanthes Alba (Meadowfoam Seed Oil), Caprylic/Capric Triglyceride, Ricinus Communis (Castor Seed Oil), Euphorbia Cerifera (Candelilla Wax), Organic Simmondsia Chinensis (Jojoba Seed Oil), Organic Lavandula Officinalis (Lavender) Oil, Manihot Esculenta (Tapioca Root Starch), Titanium Dioxide, Iron Oxides, Micas, Silica. *May Contain: Tocopherol (Vitamin E).*



SHIRAZ

PALMA

BLISS

VINTAGE

COFFEE

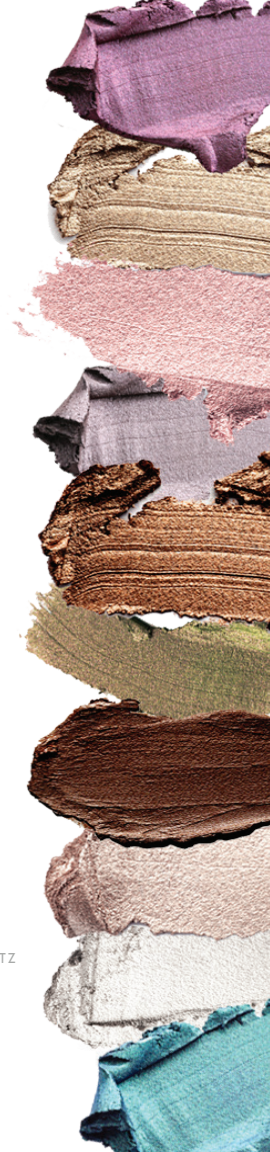
ADDICTION

SADDLE

IVORY

WHITE QUARTZ

BORA BORA





## SWIPE-ON ESSENTIAL EYE PENCIL

Our Swipe-On Essential Eye Pencil is rich in pigment and gently formulated for easy application. Our Advice: sharpen to a point for precise definition or use the blending tool for a seductive smudge.

Ingredients: Ricinus Communis (Castor Seed Oil)\*, Simmondsia Chinensis (Jojoba Seed Oil)\*, Euphorbia Cerifera (Candelilla Wax), Ozeokerite, Hydrogenated Palm Oil, Xylityl Cocoate (Xylityl Coconut FattyAcids)\*, Iron Oxides, Micas, Tocopherol (Vitamin E). *\*Denotes USDA Certified Organic Ingredients.*



GRAPHITE

AMETHYST

NIGHT

MEADOW

HIGH TIDE

DEEP SEA

COCO

CARRARA



## SUPER FINE POWDER EYE SHADOW

Our Super Fine Powder Shadow is pure in formulation and fierce in color play. Our Advice: apply directly to your eyelid with our Cruelty-Free All Over Shadow, Crease Shadow or Angle Liner brush.

Ingredients: Iron Oxides, Silica, Zinc Oxide, Micas.  
*May Contain: Jojoba Esters.*

TUPELO

AFRICAN VIOLET

BALLET

AMBER

SLATE

LUNA

CEDAR

LACE

PYRITE

DAHLIA

TRILLIUM

MAHOGANY

COPPER

CHAI

GARDENIA



## BROW BOSS BROW PENCIL

Whether you aim to define, accentuate or fill, our Brow Boss Organic Pencil simultaneously nourishes your skin and leaves you with iconic brow game. Our Advice: keep your pencil sharp, your stroke gentle and become your own eyebrow idol.

Ingredients: \*Ricinus Communis (Castor Seed Oil), \*Simmondsia Chinsis (Jojoba Seed Oil), \*Glycerin, Euphorbia Cerifera (Candelilla Wax), Xylityl Cocoate (Xylityl Coconut Fatty Acids) Iron Oxides, Micas, Tocopherol (Vitamin E).

*\*Denotes USDA Certified Organic Ingredients.*



JULIANNE

BLAKE

CARA

AUDREY

FRIDA

## BOLD STATEMENT MASCARA

Our Bold Statement Vegan Mascara is curated to crank up the volume - leaving a lasting impression on everyone who has ever doubted the power of a clean, green & cruelty-free mascara.

Our Advice: start at the base of your lashes with a gentle wiggle and then swipe from root to tip!

Ingredients: Water, Alcohol, Stearic Acid, Xylityl Cocoate (Xylityl Coconut Fatty Acids)\*, Polyglyceryl, Quinoa Protein, Euphorbia Cerifera (Candelilla) Wax, Copernicia Prunifera (Carnauba) Wax\*, Mica and Silica, Xanthan Gum, Tocopherol (Vitamin E), Iron Oxide CI77499.





## HIGH LUSTRE LIP GLOSS

Our High Lustre Lip Gloss is formulated to infuse your lips with life, color and high shine. Our Advice: rock it solo or over your favorite Au Naturele Eternity Lipstick and Perfect Match Lip Pencil for a more dimensional look.

Ingredients: Oleic/Linoleic/Linolenic Polyglycerides, Ricinus Communis (Castor Seed Oil)\*, Hydrogenated Simmondsia Chinensis (Jojoba Seed Oil)\*, Camelina Sativa (Camelina Seed Oil), Copernicia Prunifera (Carnauba Wax), Helianthus Annuus (Sunflower Seed Oil), Natural FEMA Gras Aromatics, Tocopherol (Vitamin E), Titanium Dioxide, Iron Oxides, Micas.

*\*Denotes USDA Certified Organic Ingredients.*



MAGNOLIA

SLIP

PASSIONFRUIT

POPPY

FORTUNE

NUDIST

CASHMERE

ORCHID

RAVISH

DUSTY CRIMSON



## SU/STAIN LIQUID LIPSTICK

Ethically sourced and immaculately curated, su/Stain is designed to nourish your lips & maintain colorplay. Oh, and it's changing the name of the green beauty game with an unprecedented combination of formulation standards.

su/Stain is formulated with Eco Cert Pigments & Palm Done Right palm oil, rendering it both COPA compliant & in line with NSF/ANSI 305 organic standards.

**Ingredients:** \**Ricinus Communis* (Castor Seed Oil), \**Simmondsia Chinensis* (Jojoba Seed Oil), \*Hydrogenated Palm Oil, \**Theobroma Cacao* (Cocoa Seed Butter), \**Butyrospermum Parkii* (Shea Butter Fruit), *Helianthus Annuus* (Sunflower Seed Oil), Natural FEMA Gras Aromatics, Iron Oxides, Titanium Dioxide, Micas, Manganese Violet, Tocopherol (Vitamin E). \*denotes organic ingredients



## ETERNITY LIPSTICK

Long-lasting and rich in color, our Eternity Lipstick is committed to maintaining a perfect pout from from coffee to cocktails. Our advice: break up with your toxic lipsticks ASAP.

Ingredients: Ricinus Communis (Castor Seed Oil)\*, Limnanthes Alba (Meadowfoam Seed Oil), Simmondsia Chinensis (Jojoba Seed Oil)\*, Butyrospermum Parkii (Shea Butter Fruit)\*, Euphorbia Cerifera (Candelilla Wax), Camelina Sativa (Camelina Seed Oil)\*, Copernica Prunifera (Carnauba Wax)\*, Xylityl Cocoate (Xylityl Coconut Fatty Acids)\*, Helianthus Annuus (Sunflower) Seed Oil, Natural FEMA Gras Aromatics, Tocopherol (Vitamin E) *May Contain: Titanium Dioxide, Iron Oxides, Micas.* \*Denotes USDA Certified Organic Ingredients.



GH ROSE GLOW



PLUME



ELSA LUISA



MARRAKESH



SPANISH ROSE



PRIMROSE



CHA-CHA



SANGRIA



INNOCENCE



## PERFECT MATCH LIP PENCIL

We curated our Perfect Match Lip Pencil because in an ideal world every lipstick would come with a universal liner and we are all about making the world a better place. Our Advice: with a sharp pencil, dot the two high points of your Cupid's bow and the bottom center of your lower lip... then connect the three! Fill in the rest of your lip before applying additional color for a more saturated look.

Ingredients: \*Simmondsia Chinensis (Jojoba Seed Oil), \*Ricinus Communis (Castor Seed Oil), MCT, \*Hydrogenated Palm Oil, Euphorbia Cerifera (Candelilla Wax), Xylityl Cocoate (Xylityl Coconut Fatty Acids)\*, Iron Oxides, Micas, Tocopherol (Vitamin E), Helianthus Annuus (Sunflower) Seed Oil, Natural FEMA Gras Aromatics. *\*Denotes USDA Certified Organic Ingredients.*



ACAI

SPICE

PETAL

SLIPPER

AUBURN

BRAMBLE



## LIP SLICK TINTED LIP OIL

Our Lip Slick Tinted Lip Oil is formulated to nourish & shine. Comprised primarily of organic essential oils - it works double time, infusing your lips with goodness while lending a glassy finish to any look. Our Advice: wear on bare lips for maximum absorption or over another lipplie to bring your look to life.

Ingredients: Oleic/Linoleic/Linolenic Polyglycerides, Ricinus Communis (Castor Seed Oil)\*, Hydrogenated Simmondsia Chinensis (Jojoba Seed Oil)\*, Glycerin, Argan Oil, Coconut Oil, Camelina Sativa (Camelina Seed Oil), Helianthus Annuus (Sunflower Seed Oil), Natural FEMA Gras Aromatics, Tocopherol (Vitamin E), Titanium Dioxide, Iron Oxides, Micas.

*\*Denotes USDA Certified Organic Ingredients.*



GALA

CASSIS

ROSÉ

## CRUELTY-FREE COSMETIC BRUSHES

We'd choose these brushes even if we weren't committed to living a cruelty-free lifestyle. With superior, animal-free bristles and professional design, our brushes deliver a flawless application. In the words of our founder, Ashley, "excellent makeup should be applied with excellent brushes."

You can buy our brushes individually or in one of our two collections: Signature Brush Collection and Travel Brush Set.

Our brushes are PETA + Leaping Bunny Certified Cruelty-Free and Vegan.



## ALL INQUIRIES

[aunaturalecosmetics.com](http://aunaturalecosmetics.com)  
[info@aunaturalecosmetics.com](mailto:info@aunaturalecosmetics.com)  
(855) 825-7694

Office  
1263 Main Street Suite 210  
Green Bay, WI 54302



We can be found online  
on Facebook, Twitter &  
Instagram.



STARTING A CLEAN BEAUTY REVOLUTION®

[aunaturalecosmetics.com](http://aunaturalecosmetics.com)