

The logo for MOOIE Makeup features the word "MOOIE" in a large, bold, black, distressed font. Below it, the word "Makeup" is written in a smaller, clean, black, sans-serif font. The background of the entire page is a light gray floral illustration of a large flower with many petals and a detailed center, with some leaves visible.

MOOIE
M a k e u p

**PRODUCT
CATALOGUE**

Mooie Makeup

Created in 2012 Mooie Makeup was launched into the niche cosmetic market as a makeup brand that suits those who love great quality cosmetics, strong pigments, cruelty and chemically free products and total coverage foundations.

There was a gap in the market for a small niche makeup range that catered for the small salon owners and one person studio. I myself had a studio and I just didn't want to outlay the huge amount of dollars some cosmetic companies offered to have a makeup range in my studio. Mooie Makeup has always supported the small salon-studio and I find it becomes more personal and profession.

Mooie Makeup have a strong line of Full Coverage Foundations. Foundations suitable for all skin types as well as problematic skin types.

Mooie Makeup's range is chemically friendly meaning that all the ingredients we source for our range and formulas are made using only natural ingredients and oxides. Silica is used as our stable functional ingredient, allowing the products to sit on top of the skin, acting as a filter to the skin , becoming non-comedogenic.

The Mooie Makeup range caters for many, we supply Salons, Studios, Makeup Artists and for the past seven years Mooie Makeup have been involved in supplying Educational Makeup Kits for our up and coming Makeup Artist's within TAFE and also collaborating with Skin Deep Educational Resources.

Mooie Makeup have a great range of Brushes and Tools.

Mooie Makeup offers training in product knowledge and application.

- Suitable for all skin types
- Made in USA & Canada Exclusively for Mooie Makeup
- Contains earth and mineral ingredients
- A Family owned and run business.
- Mooie translates to "Beautiful" in Dutch.

MOOIE

M a k e u p

page 4-10 FACE

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page 29 SYMBOL KEY



MOOE
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PRIMER MATTIFYING



Our best selling face primer is now available in our new, chic airless pump packaging. Constructed from quality materials for a high-end look. A silicone based makeup primer that smooths the skin's texture and primes the skin for makeup application.

This formula helps reduce shine and has a mattifying effect on the skin

FEATURES

- mineral based
- light-weight
- paraben free
- cruelty free

HOW TO USE

Recommended to be applied with a synthetic foundation brush, only a pea size amount needed. A great match to all our Foundation lines.

NET VOL.
20 mL / 0.68 fl oz

PRODUCT NO.
SENSATION PRIMER





TOTAL COVERAGE

CREME FOUNDATION



The Total Coverage Creme Foundation is a creme base made of natural mineral and COCONUT oil. A Full coverage maybe achieved using minimal amount of product. Apply minimally or generously, as required.

Evens out complexion, helps conceal the appearance of imperfections such as redness, psoriasis, acne and eczema and is an excellent foundation for television, photography and every day wear. Excited to add to the range our autochthonous shade Evelyn.

FEATURES

- Water Resistant formulation
- High Definition Finish
- Evens out complexion
- Cruelty free
- 2022 Award winning Creme Foundation
- Travel Compacts available

HOW TO USE

Best applied with a Moovie Blending Sponge for a lighter coverage or our Little Foundation Buffing Brush for the full coverage. For a matte finish, use Moovie 's Dual Mineral Powders, or I suggest our Opulence Powder illuminating poudre. This product is a favourite.

FACE



NET VOL.
20 mL / 0.68 fl oz

PRODUCT:
**TOTAL COVERAGE
CREME FOUNDATION**

10 Shades Available





MOOE
Makeup

COMPACT

Mineral Foundation



Formulated with many natural ingredients that helps retain and maintain moisture. A high quality foundation that provides excellent coverage. High Definition coverage helps to even out complexion, reduces the appearance of skin imperfections, and is excellent for Television. May be used as a finishing powder over liquid foundation to provide an oil-free, long lasting, velvet finish. Formulated with many natural ingredients:

FEATURES

- Dimethicone : helps to retain moisture.
- Hydrogenated Lecithin: reduces flaking of the Skin, helps restore suppleness
- Silica: a natural ingredient that provides a water resistant effect.
- Titanium Dioxide: a sunscreen that filters UV rays and has deflective properties.
- Oil-Free and Water Resistant, Talc and Paraben free formula

HOW TO USE

Best applied with a Kabuki Brush. Lightly sets your creme and liquid foundations, also used for contouring and face shaping.

NET VOL.
20 mL / 0.68 fl oz

PRODUCT:
COMPACT FOUNDATION

7 shades available
Refills also



STUDIO BLEND

FULL COVERAGE MATTE LIQUID FOUNDATION

Perfect your complexion with this full coverage matte formulation.

Buildable application perfect for photography, everyday wear. Long wearing and blends easily to even out skin tone with a full coverage matte finish.

Suitable for normal, combination and oily skin, autochthonous shades available.

FEATURES

- Full coverage
- Matte finish
- Suitable for normal-oily and combination skin
- Available in 20 diverse shades.
- Cruelty free
- Buildable
- Paraben Free

HOW TO USE

Applied best with a Blending Sponge or our Buffing Foundation Brush. The smallest amount goes a long way. May also be set if needed with our Mineral Setting Powders or our Opluence Illuminating Poudre.



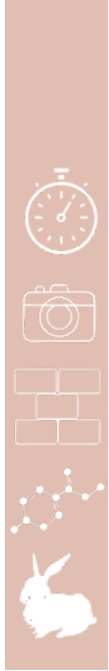
NET VOL.
30 mL / 1.0 fl oz

PRODUCT:
Liquid Matte Foundation

20 Shades Available



MOORE
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MOOE Makeup

BEAUTY BALM SPF 18+ LIQUID



A light, moisturizing formula with nourishing ingredients to help rejuvenate the skin, this multifunctional product incorporates your foundation, moisturizer, and sunscreen into one amazing product.

FEATURES

- Evens skin tone
- Smooths fine lines
- Increased skin hydration
- Vegan, gluten-free, and cruelty-free
- Suitable for normal-oily and combination skin
- Available in 8 diverse shades.

HOW TO USE

Best Applied with a Blending Sponge or our Little Buffing Foundation Brush. apply from the forehead down and blend as you apply..

NET VOL.
30 mL / 1.0 fl oz

PRODUCT:
Beauty Balm
BB Cream

8 Shades Available





FLAWLESS FINISH

FOUNDATION



The foundation that gives a Flawless Finish every time. Used on face or body, this water based formula is an adjustable, buildable coverage.

It contains antioxidant Vitamin E and wheatgerm to improve skin's elasticity. The Flawless Finish Foundation is non-comedogenic and fragrance free, perfect on even the most sensitive skin.

FEATURES

- Flawless medium to full coverage
- Liquid
- Non-comedogenic
- Cruelty free
- Paraben free
- Buildable

HOW TO USE

Best applied using a damp blending makeup sponge or our Buffing Foundation Brush. Perfect Foundation for Weddings and Formals. A buildable and very easy to mix and match foundation.

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NET VOL.
30 mL / 1.0 fl oz

PRODUCT:
FLAWLESS FINISH
FOUNDATION

10 shades available





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HD TOTAL COVER UP CONCEALERS & COLOUR CORRECTORS



Designed to effectively correct, cover up or conceal skin imperfections such as blemishes, dark under eye circles, birthmarks, scars, and tattoo marks.

Creme Concealers available in Porcelain and Bare Natural and Dutch .Concealer Sticks available in 5 diverse shades.

Colour Correctors available in Yellow, Green, Orange and Lilac.

FEATURES

- Silica Based
- Full to medium coverage
- Non-comedogenic
- Cruelty free

HOW TO USE

Our creme concealers and colour correctors are easily applied with brush or sponge. Apply to the blemish or spot you are wanting to conceal and using only a small amount blend lightly to cover. Concealers may be applied after Foundation application using a blending technique. Concealer Sticks are easily applied on to skin and make for easy contouring application.

NET VOL.
30 mL / 1.0 fl oz

PRODUCT:
HD TOTAL COVER UP



FACE

CONTOUR SHAPING CREAM FOUNDATION STICKS



Designed for Mooie Makeup. We like to be versatile and the sticks are surely that. With a brush on the end and product on the other you're all set to apply and contour your face with these Contour Shaping Foundation sticks.

FEATURES

Cruelty Free, Paraben Free, Creme Stick
Available in 4 shades, Light to Dark.
Brush End for easy blending.

HOW TO USE

For creating a nose contour or the appearance of sharp cheekbones, use the foundation stick to intensify the natural shadows on the face.

A contour stick gives you amazing cheekbones, jawline and hairline, pointed nose by darkening the areas of the face where a shadow would naturally fall. Best applied with a brush and blend-able with sponge.

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NET VOL.
30 mL / 1.0 fl oz

PRODUCT:
CONTOUR SHAPING
FOUNDATION STICKS

4 Shades
Light-Dark.





MASCARA

WATER RESISTANT



Ssmudge proof mascara formulated to provide a gentle, non-flaking result. Lashes are thickened and lengthened without clumping or smudging while remaining soft and conditioned. The Mascara is a builder to enable reapplication to get that beautiful, full lash look.

Women with sensitive eyes and those who wear contact lenses find this formulation highly acceptable.

FEATURES

- Water resistant formulation
- Intense pigment provides excellent coverage
- Gentle for sensitive eyes
- Hollow fibre brush allows for smooth even application

HOW TO USE

Apply mascara using the wand. With this buildable mascara you can easily apply many layers without the mascara crumbling or creating black panda eyes. Perfect for those wearing contacts or sensitive eyes.

NET VOL.

**PRODUCT:
WATER RESISTANT
MASCARA**

**SHADES AVAIABLE
BLACK & BROWN**





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GEL WATERPROOF LINERS



Mooie's new Gel Waterproof Liners are available in 7 shades:

White, Navy, Grey, Aqua, Emerald, Brown and Black

Easy application; Vegan and paraben free formula

FEATURES

- Waterproof
- Paraben-free
- Vegan
- Cruelty free

HOW TO USE

Sharpen pencil to sanitise before use.

Softly brush product onto Slant eyeliner brush then apply to waterline or to add wing-liner and smudge along lash line.

NET VOL
2G

PRODUCT:
GEL EYELINER

SHADES AVAILBLE
7



EYES



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EYE BASE PRIMER



Easy application; Vegan and paraben free formula creates the perfect base so your eyeshadow stays put for up to 24 hours. Conceals red and purple veins allowing the perfect eyelid canvas.

FEATURES

- Waterproof
- Paraben-free
- Vegan
- Cruelty free

HOW TO USE

Easy application with dipping wand
Ensures lasting power of eyeshadows.
Improves eyeshadow pigment
Prevents creasing.
Apply small amount to concealer brush, apply up to eyebrow and spread and blend out evenly.

NET VOL
5ML

PRODUCT:
EYE BASE PRIMER



EYES

DUO BROW POWDER

This two-toned product gives sheer to medium coverage on brows. Once you educate your customers on usage, they won't go a day without it.

Available in four different colour duos: blonde, auburn, medium, and dark brown.

FEATURES

- Mineral based
- Paraben-free
- Talc free
- Cruelty free

HOW TO USE

Using Mooie's 12mm Rose Gold Brow Brush, apply the lightest product first through the bulk of the brow hair and add the darker shade to finish off the wing of the brow. Softly brush product through brow hairs.



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NET VOL
.**25gr**

PRODUCT:
DUO BROW POWDER

4 SHADES AVAILABLE





TIFUE MICRO BROW

SCULPT PENCIL



Tifue Micro Sculp Brow Pencils are a vegan natural waterproof brow pencil used for adding colour to natural brows. Available in 6 shades including Grey, Black, Coffee, Brown, Light Coffee, Dark Brown and Brown.

FEATURES

- Mineral based
- Paraben-free
- Talc free
- Cruelty free
- Vegan

HOW TO USE

Softly apply small hair strokes through brow hairs then brush out using the spool end of the Tifue Micro Sculp Pencil. Perfect for in-between Henna or Brow Tint services.

BROWS



BROW SET & BROW STAY



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NET VOL
10ml

PRODUCT:
BROW SET
BROW STAY

Our two best brow products available.
Brow set is 100% Tasmanian Made from natural ingredients.
Vegan, cruelty free and eco-friendly.
Adds thickness and fluffiness to even the thinnest of brows.

Naturally conditions the brows and stimulates healthy growth. Our Pigmented Brow Set adds colour to brows as applied. Perfect for after dye or Henna.

Brow Stay is a softer wax perfect for afetr lamination or use as a chemcially free lamination to brows.

FEATURES

- Mineral based
- Paraben-free
- Talc free
- Cruelty free

HOW TO USE

Brow Set: Spray the disposable mascara wand with the rosewater spray.
Gently scoop into the brow set and load up the brow wand.
Gently apply in an upwards direction, setting fluffy brows into place, giving brows a naturally thicker look.

Brow Stay: apply a small amount with a flat brush apply to brows then using a mascara wand brush lightly and pat into brows for a flat lamination look.





PRO PALETTES

Blush- Contour Powder Palettes
15 eyeshadow Palettes
4 Eyeshadow Palettes..

PRO PALETTES



Nude Range



Nude Range



Mosaic Collection



Cheek Palette



Matte Range

MOOIE Makeup





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4 EYE SHADOW PALETTES



Pocket-size palettes with our bestselling, highly-pigmented eyeshadow formula in matte finish. This mini kit fits right in your bag, clutch or even your pocket to elevate your look on the go—anytime, anywhere. Best of all, it' comes in a biodegradable, recyclable, paperboard with anti-scratch finish.

FEATURES

- Mineral based
- Paraben-free
- Vegan
- Cruelty free

HOW TO USE

Prime eyelid.
Sweep a neutral light colour over lid, blending the colour up to the brow bone.
Blend darker colour into the crease
Apply darkest shade to outer corner and blend softly.
Add highlighter to centre of eye and also along brow bone.

PRO PALETTES

NET VOL
4

PRODUCT:
4 EYESHADOW
PALETTE

PRODUCT:
Pink Daiquiri
In The Buff
Cleopatra





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POWDER BLUSH CHEEK PALETTE



The ultimate cheek kit for various skin tones. This palette features four high pigment blushes, a reflective highlighter and a matte bronzer suitable for warming up your skin or for softly contouring.

FEATURES

- Cruelty Free
- Talc and Paraben free
- Includes full size mirror
- Finely milled formula for seamless blending
- High pigment for buildable coverage

HOW TO USE

Using a powder brush, shake off excess powder and apply to facial area with short sweeping motions. Apply light shades on top of cheekbone to be highlighted; apply darker shades underneath cheekbone to be contoured.

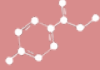
NET VOL
150-170-15MM

PRODUCT:
BLUSH PALETTE

- Top Left: Matte bubblegum pink
- Top Middle: Satin coral
- Top Right: Matte natural bronzer
- Bottom Left: Matte peach
- Bottom Middle: Satin soft marsala
- Bottom Right: Shimmer champagne highlighter



BLUSH



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CREME BLUSH



Swept Away



Totally Shy



Coral Mist



Oasis

NET VOL
5gr

PRODUCT:
CREME BLUSH

PRODUCT:
Totally Shy, Coral Mist,
Oasis, Swept Away.

A cream to powder blush formula that applies a natural hint of colour to cheeks!

Cheek and Lip Tint that glides on and glows. infused with moisturising plant oils: Shea butter, Olive Oil, Jojoba seed oil and Myrrh oil (anti-Inflammatory).

This universal formula can also be used on the lips, available in Totally Shy ,Coral Mist, Oasis and Swept Away.

FEATURES

- Mineral based
- Paraben-free
- Talc free
- Cruelty free
- Vegan

HOW TO USE

Place a small amount onto lip or blush brush. Soft blend over cheeks and lips. May also apply with clean finger tip. Using your blending sponge gently blend over apples of cheeks and up into hair line. Best applied after all foundation and contouring techniques.

BLUSH





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TRIO PALETTE

BLUSH-CONTOUR-HIGHLIGHT



PRODUCT:
BLUSH-CONTOUR
HIGHLIGHT PALETTE



Mooie's new range of Blush-Contour-Highlight Palettes.

Available in 2 shades of blush. The Contour shade is the same in all three palettes and the highlight is our Fabulous Golden Glow Highlighter half mix..

Perfect for any Artist's kit.

Both the Contour and the highlight are soft enough for all skin types

FEATURES

- Mineral based
- Paraben-free
- Vegan
- Cruelty free

HOW TO USE

Contour - Using a slant brush, brush softly, adding the contour from the ear down toward mid-nose.

Blush - Using a blush brush, softly apply blush to the apples of the cheeks, blending softly over the contour line.

Highlighter - Using a fan brush, lightly apply highlighter to the top of the contour line.

BLUSH

HIGHLIGHTING



ILLUMINATING HIGHLIGHTERS: PEARL AND GOLDEN GLOW

FEATURES:

The velvety consistency melts beautifully into the skin creating a natural, luminous glow!

NET VOL. 30 mL / 1.0 fl oz



Opulence Poudre

FEATURES:

Add a soft glow to your face with your choice of our expertly designed highlighting shades in a champagne, golden, or bronze tint perfect to use for any season. Its softly baked formula applies like silk to the skin and has a natural iridescent finish. If you are looking for a natural radiance, this is the product for you!

NET VOL. 30 mL / 1.0 fl oz



GOLDEN GLOW

FEATURES:

Accentuates cheekbones, brow bone and body with a light shimmer. Available in different colors for every skin tone, Golden Glow will accent ones natural coloring with a soft glow to the skin.

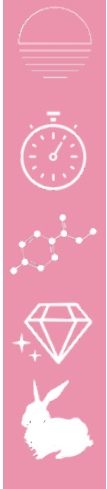
NET VOL. 30 mL / 1.0 fl oz



HIGHLIGHTING



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LIQUID LIP MATTESTICK



Our Matte Liquid Lips are perfect for those who struggle to keep a lipstick creme or satin in place. These Matte Liquid Lips stay on all day long. Perfectly matched with our Lip Toppers for a glossy over tone. They contain nourishing ingredients like Vitamin E and Avocado Oil to keep the lips hydrated and smooth. Available in 14 beautiful shades.

**PRODUCT:
LIQUID LIP MATTE STICK**

Net wt. .25 oz.

LIP TOPPERS

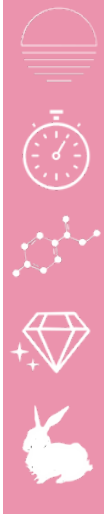


Paraben Free – Mineral base formulation. Made with Vitamin E helps to keep lips moisturized all day. Provides ultra shine and colour to the lips. Easy to apply using the lip applicator and gloss end. Available in 6 shades.

**PRODUCT:
LIP TOPPERS**



LIPS



WOODEN LIP LINERS



High quality wood pencils, Colours compliment lipstick line. Defines the natural lip line.
Excellent to correct lip line irregularities .May be used over entire lips

**PRODUCT:
WOODEN LIP LINERS**

JUMBO LIP CRAYONS



A high pigment jumbo size lipstick lip liner pencil that glides on for a comfortable, matte finish. Enriched with Shea Butter for a non-drying, hydrating, and moisturising texture. The convenience of the pencil is great for lining, defining, and saturating lips with colour.

**PRODUCT:
JUMBO LIP LINERS**





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SATIN LIPSTICKS

LIPSTICKS



These beautiful Satin Lipsticks are made for everyone. Soft and silky to wear. Available in Mauve, Rosewood, Sangria, Cupcake, Sherbert, Mink, Passion, Vivid, Peony, Rosy and Blush. Create a soft, silky-feeling film to enhance wear, imparting a luscious, shiny finish. Our creamy formula features a soft cushiony feel, medium-to-full buildable coverage. We have infused the perfect blend of shea butter and oils to leave your lips feeling moisturized.

FEATURES

Create a soft, silky-feeling film to enhance wear, imparting a luscious, shiny finish.

Vegan

Cruelty Free

Gluten Free

HOW TO USE

Best applied with a brush on to your client or apply directly from the lip container to the lip. Perfectly matched with a Jumbo Lip Liner .

LIPS

NET VOL
5gr

PRODUCT:
LIPES

11 shades available





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BRUSHES



MAGIC WAND:
Make up wand / Blending wand



BUKI BRUSH



16 Piece Brush Set-Mesh bag



8MM
BROW BRUSH



CONCEALER /
LASH



12MM
BROW BRUSH

BRUSHES





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TOOLS



MAGNETIC PALETTE



Lash-Curl Clamp Set



ARTIST PALETTE



Pretty In Pink Buki



Mooie Makeup Designed
Contour-Blush Brush



Mooie's Buffing Foundation Brush

SANDBAG SPONGE



Mooie's Brush and Sponge Soap

TOOLS



MOORE

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**MINERAL
PRODUCT**

Mineral makeup doesn't include parabens, fragrance, talc, preservatives, oil, or other harsh chemicals, they're ideal for sensitive or breakout-prone skin types that often become irritated with heavier formulas.



**FRAGRANCE
FREE**

Products formulated with added perfumes have the ability to cause sensitivity and irritation.



HANDMADE



CRUELTY FREE

Developed without any tests on animals



BREATHABLE

lightweight, comfortable to wear make up that allows the skin to breath without clogging pores



HIGH QUALITY



VEGAN

Make-up that is ethically conscious and 100% vegan friendly.



**LONG-
LASTING**

Make up that is designed to resist creasing and smudging giving long lasting coverage and won't budge



**CREAME
PRODUCT**



**IDEAL FOR HD
PHOTOGRAPHY**

High Definition Makeup with no SPF to avoid flashback and to give a flawless look in images



TALC FREE

Does not contain Talc

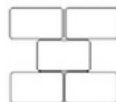


RECYCLABLE



HYDRATING

Hydrating formulas will leave skin feeling and looking supple and radiant



BUILDABLE

Easily apply additional thin layers for more coverage without it looking thick or cakey.

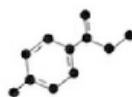


SUSTAINABLE



LIGHT-WEIGHT

lightweight foundations are perfect for those who want coverage, but don't want to feel like they're wearing much makeup. They typically provide light-to-medium coverage, suit most skin types



PARABEN FREE

Does not contain Parabens



BEST SELLER



Favourite

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