

BEAUTYCOUNTER®



SPRING 2022

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THE LOOKBOOK

WE ARE BEAUTYCOUNTER

One by one, we are leading a movement to change beauty for the better. We are powered by people, and our collective mission is to get safer products into the hands of everyone. We formulate, advocate & educate to create clean beauty products that truly perform while holding ourselves to unparalleled standards of safety—empowering others along the way. *Why? It's really this simple: beauty should be good for you.*



MAKEUP

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CLEAN MAKEUP STARTS *HERE*

*High-performing products
made with safer ingredients—
to us, that's pretty powerful.*



BEST FACE FORWARD

Create the ultimate canvas with these cleaner essentials.



DEW SKIN VS SKIN TWIN

Want sheer coverage, SPF, and a dewy effect? *Dew Skin* is for you. Looking for lightweight, buildable coverage to even skin tone? Go for *Skin Twin*.

Dew Skin Tinted Moisturizer

\$50 USD | 62 CAD\$

This benefit-packed tinted moisturizer delivers lightweight hydration, a hint of sheer coverage, SPF 20, and a luminous dewy glow.

40 ml / 1.35 fl oz



No. 1 (SKU 100001095 US / 100001103 CAN),
No. 2 (SKU 100001096 US / 100001104 CAN),
No. 3 (SKU 100001097 US / 100001105 CAN),
No. 4 (SKU 100001098 US / 100001106 CAN),
No. 5 (SKU 100001099 US / 100001107 CAN),
No. 6 (SKU 100001100 US / 100001108 CAN),
No. 7 (SKU 100001101 US / 100001109 CAN),
No. 8 (SKU 100001102 US / 100001110 CAN)

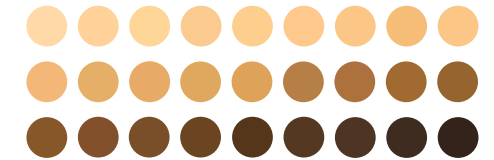


Skin Twin Featherweight Foundation

\$50 USD | 62 CAD\$

This ultra-lightweight, breathable, buildable formula features 27 safer shades delivering a dose of hyaluronic acid for deep hydration and an even, natural-looking complexion.

30 ml / 1 fl oz



Fair 110 (SKU 100000621), Fair 150 (SKU 100000622),
Fair 160 (SKU 100001177), Light 210 (SKU 100000623),
Light 230 (SKU 100000624), Light 240 (SKU 1000001178),
Medium 310 (SKU 100000625), Medium 320 (SKU 100001179),
Medium 340 (SKU 100000626), Medium 345 (SKU 100001180),
Medium 350 (SKU 100000627), Medium 360 (SKU 100001181),
Tan 410 (SKU 100000628), Tan 420 (SKU 100000629),
Tan 440 (SKU 100000630), Tan 445 (SKU 100001182),
Tan 450 (SKU 100000761), Tan 460 (SKU 100000762),
Dark 510 (SKU 100000763), Dark 520 (SKU 100000631),
Dark 550 (SKU 100000632), Dark 560 (SKU 100001183),
Dark 570 (SKU 100001184), Deep 620 (SKU 100000764),
Deep 630 (SKU 100000633), Deep 650 (SKU 100000634),
Deep 660 (SKU 100001185)



**Cheeky Clean
Cream Blush**
\$42 USD | 55 CAD\$

Versatile, multitasking, and mistake-proof, this silky cream color for cheeks (and lips) gives you a dewy, smooth finish thanks to skin-loving ingredients like squalane.

4.5g / 0.15oz



**Cheeky Clean
Cream Blush Refill**
\$28 USD | 36 CAD\$

How to refill: remove and recycle the empty refill (and swap it in for a new shade), and keep blushing it.

4.5g / 0.15oz



Havana (SKU 100001162), Cider (SKU 100001164), Rosebud (SKU 100001165), Chai (SKU 100001163), Paloma (SKU 100001167), Lychee (SKU 100001166), Truffle (SKU 100001168), Goji (SKU 100001169)

Havana—Refill (SKU 100001251), Cider—Refill (SKU 100001253), Rosebud—Refill (SKU 100001254), Chai—Refill (SKU 100001252), Paloma—Refill (SKU 100001256), Lychee—Refill (SKU 100001255), Truffle—Refill (SKU 100001257), Goji—Refill (SKU 100001258)



**Glow First
Priming Serum**
\$65 USD | 81 CAD\$

Glow now and later with instant luminosity and visible skin improvements over time. The potent gel-serum has the complexion-improving results of a serum with the makeup-extending power of a primer.

SKU 100001058
30ml / 1fl oz



Mattifying Powder
\$43 USD | 53 CAD\$

This translucent, talc-free, weightless finishing powder blends invisibly, sets makeup, and helps absorb shine.

SKU 100000935
9g / 0.32oz



The Better Blender
\$22 USD | 29 CAD\$

This triple-threat makeup sponge gives you a flawless finish from every angle.

SKU 100000886



#CLEANFACT

Purchasing a Cheeky Clean Cream Blush refill pan without the compact reduces fossil fuel use and greenhouse gas emissions by ~86%.*

*Relative performance estimated by Eco Impact® COMPASS version 1.4.

ALLEYES ON YOU

Safer eyeshadow, mascara, and more.



**Think Big All-In-One
Mascara**
\$30 USD | 38 CAD\$

This obsessively clean mascara achieves ultimate lift, length, and volume—without potentially harmful ingredients—and supports stronger-looking lashes thanks to intensely nourishing tripeptide technology.

SKU 100000989
8 ml / 0.27 fl oz

**97% EXPERIENCED
FULLER AND
HEALTHIER-
LOOKING LASHES***



**Lid Glow
Cream Shadow**
\$27 USD | 34 CAD\$

Achieve glowy, effortless color with lid-loving ingredients, featuring cucumber and chamomile extracts to help soothe and hydrate delicate eyelid skin. The glass bottle is recyclable, and an estimated 70% of the plastic in this package is composed of Post-Consumer Recycled (PCR) Resin.

5 ml / 0.17 fl oz



Luster (SKU 10000115), Aura (SKU 10000116), Gleam (SKU 10000117), Flash (SKU 10000118), Sepia (SKU 10000119), Ember (SKU 10000120), Twinkle (SKU 10000121), Haze (SKU 10000122), Dusk (SKU 10000123), Prism (SKU 10000124)



Brilliant Brow Gel
\$26 USD | 34 CAD\$

Groom your brows (safely) with our light-hold formula. Tinted shades are made with conditioning plant-based waxes and butters, and the Invisible shade is made with organic conditioners.

3 ml / 0.1 fl oz



Invisible (100000145), Light (SKU 100000146), Medium (SKU 100000147), Dark (SKU 100000148), Soft Black (SKU 100000149)



**Instant Eye
Makeup Remover**
\$28 USD | 36 CAD\$

Our innovative dual-phase formula removes makeup in an instant without irritating the delicate skin around your eyes—just shake to activate.

SKU 2555
125 ml / 4.23 fl oz

*Based on a 29-subject consumer perception study after four weeks of use.

YOUR CLEAN LIP LINEUP

Glossy or sheer—find an option that's made in your shade.



Beyond Gloss
\$32 USD | 39 CAD\$

This gloss delivers high-impact shine and conditioning lip benefits—with a sophisticated scent thanks to responsibly sourced vanilla. Featuring a custom teardrop applicator that picks up the perfect amount of gloss, and hugs the contours of your lips for seamless coverage and easy definition.

5.5 ml / 0.18 fl oz



Quartz Shimmer (SKU 100000865), Dahlia (SKU 100000862), Magnolia Shimmer (SKU 100000870), Brulee (SKU 100000873), Clove (SKU 100000872), Spice (SKU 100000868), Rosewood (SKU 100000859), Bare Shimmer (SKU 100000860), Peony (SKU 100000861), Raspberry (SKU 100000867), Sienna (SKU 100000864), Amber Shimmer (SKU 100000871), Mulberry (SKU 100000866), Black Plum (SKU 100000869)



Sheer Genius
Conditioning Lipstick
\$35 USD | 42 CAD\$

This ultra-moisturizing formula, with a hint of responsibly sourced vanilla, gives lips a sheer wash of color and a polished sheen.

3.2 g / 0.11 oz



Pearl (SKU 100000875), Petal (SKU 100000876), Orchid (SKU 100000877), Rose (SKU 100000879), Lily (SKU 100000878), Terra (SKU 100000880), Twig (SKU 100000881), Rosewood (SKU 100000884), Plum (SKU 100000882), Raisin (SKU 100000883)



BEYOND GLOSS
IS SWEETENED
WITH RESPONSIBLY
SOURCED, ECOCERT-
CERTIFIED VANILLA.

A SAFER SHIMMER

Mica is a safe ingredient that's widely used in cosmetics to create the shimmery glow we all know and love. But the mica industry can come with some serious transparency issues. To date, we've audited 100% of our trusted mica suppliers in person—our shimmer is mindfully sourced. To us, this is #betterbeauty.

Learn more at beautycounter.com/mica



FLAWLESS IN FIVE

In a hurry? Get a polished look in five minutes (or less) with our customizable, Flawless in Five makeup set.

\$144 USD (Value \$180 USD) | 178 CAD\$ (Value 227 CAD\$)



1 SKIN TWIN FEATHERWEIGHT FOUNDATION
OR
DEW SKIN TINTED MOISTURIZER

See page 7 for a list of shades.

2 COLOR DEFINE BROW PENCIL
OR
BRILLIANT BROW GEL

See page 11 for list of shades.



3 THINK BIG ALL-IN-ONE MASCARA

See page 11.

4 CHEEKY CLEAN CREAM BLUSH

See page 8 for a list of shades.

5 BEYOND GLOSS

See page 12 for a list of shades.



In An Instant Bundle
\$49 USD | 63 CAD\$

Get bold, voluminous, defined lashes in an instant—and wipe them clean just as quickly. Save 15% with this handy bundle.

Think Big All-In-One Mascara see page 11

Instant Eye Makeup Remover see page 11

700000282

Think Big All-In-One Mascara 8ml

Instant Eye Makeup Remover 125ml / 4.23 fl oz



Big Shine Duo
\$53 USD | 65 CAD\$

Consider this dynamic duo your secret to feeling polished in a flash. Plus, save 15% when you buy as a bundle.

Think Big All-In-One Mascara see page 11

Beyond Gloss see page 12

Think Big All-In-One Mascara 8ml

Beyond Gloss 5.5ml / 0.18 fl oz

Quartz Shimmer (SKU 700000284), Dahlia (SKU 700000293), Magnolia Shimmer (SKU 700000289), Brulee (SKU 700000283), Clove (SKU 700000291), Spice (SKU 700000286), Rosewood (SKU 700000294), Bare Shimmer (SKU 700000296), Peony (SKU 700000292), Raspberry (SKU 700000287), Sienna (SKU 700000295), Amber Shimmer (SKU 700000290), Mulberry (SKU 700000285), Black Plum (SKU 700000288)



MEET GREGG

Our fast-talking, game-changing, totally fearless leader.

Nine years ago, Gregg Renfrew initially made the connection between toxic ingredients in personal-care products and increased rates of illness among her friends and family. She set out to build a movement for #betterbeauty, and Beautycounter was born. Fast-forward to today, this mother of three leads Beautycounter's omnichannel business with retail locations across the country, an e-commerce site, and over 50,000+ independent Consultants. One of *Fast Company's* Most Innovative Companies, Beautycounter advocates tirelessly for safer industry regulations. To Gregg, this is bigger than beauty. **This is about a healthier future for all.**

ONE-ON-ONE WITH GREGG

PERSONAL MOTTO:

When I need a confidence boost I tell myself, "You've got this."

FAVORITE PRODUCT:

Hands down, Dew Skin—every single day. I mix the Light and Medium.

FAVORITE SONG TO GET PUMPED UP:

Eminem – "Lose Yourself"

THREE WORDS TO DESCRIBE ME:

Determined, curious, direct

PHRASE THAT WOMEN OVERUSE:

"I'm sorry." We've got to stop apologizing.

“

The world doesn't need just another beauty brand. What it needs is a movement for better beauty.

GREGG RENFREW
FOUNDER

”



THE ALL-STARS

Meet our six essential products—to try them is to love them.



Countertime Tripeptide Radiance Serum
\$87 USD | 113 CAD\$

This transformative, rejuvenating treatment visibly increases skin firmness and elasticity while reducing the appearance of fine lines and wrinkles.

SKU 100000239
30 ml / 1 fl oz



Counter+ Overnight Resurfacing Peel
\$72 USD | 94 CAD\$

Featuring a proprietary multi-acid complex, this leave-on AHA/beta-hydroxy acid peel improves skin texture and boosts clarity without irritation or over-drying.

SKU 100000342
30 ml / 1 fl oz



Counter+ All Bright C Serum
\$90 USD | 117 CAD\$

This ultra-potent 10% blend of two forms of vitamin C instantly brightens skin and helps reduce the appearance of existing dark spots and protect against new ones.

SKU 100000750
30 ml / 1 fl oz



Countermatch Adaptive Moisture Lotion
\$54 USD | 70 CAD\$

This lightweight lotion provides essential nutrition and oxygenation to keep skin soft and glowing for up to 24 hours of hydration.*
SKU 100000458 / 100001025
50 ml / 1.7 fl oz



Dew Skin Tinted Moisturizer
\$50 USD | 62 CAD\$

This benefit-packed tinted moisturizer delivers lightweight hydration, a hint of sheer coverage, SPF 20, and a luminous dewy glow. And now, it's better than ever, with a new, recyclable bottle and expanded shade range.

See page 7 for a list of shades.
40 ml / 1.35 fl oz



Beyond Gloss
\$32 USD | 39 CAD\$

This gloss delivers high-impact shine and conditioning lip benefits—with a sophisticated scent thanks to responsibly sourced vanilla. Featuring a custom teardrop applicator.

See page 12 for a list of shades.
5.5 ml / 0.18 fl oz

“

I love the fact that Dew Skin has SPF, evens my skin tone, and gives it this dewy, youthful finish.

KRISTEN, HAPPY CUSTOMER

”

*Based on a 30-subject clinical hydration study over 24 hours.

CLEAN UP YOUR SKIN CARE

*Get to know our results-driven regimens,
collections, and beauty boosters.*

ONCE YOU KNOW, YOU CAN'T GO BACK

The United States has not passed a major federal law governing cosmetics safety since 1938. (Ahem—that's over 84 years ago.) The European Union has banned or restricted 1,400 ingredients from personal-care products. The United States has banned or restricted only 30. **We're working to change that.**



ALL ABOUT REGIMENS

The products in our four-step regimens work in synergy to deliver the best results possible.



*Great skin and safer standards?
IT'S AS EASY AS 1, 2, 3, 4.*

1. CLEANSE

Cleansing and thoroughly removing makeup is essential. Our cleansers effectively cleanse your skin without harsh surfactants.

2. PREP

Get your skin ready for treatment. Our toners and essence prep your complexion for optimal product absorption.



3. TREAT

Next up: serum. Our lightweight, fast-absorbing treatments deliver a concentrated dose of effective ingredients.

4. PROTECT

Lock in the moisture. Our day and night creams provide hydration, making skin less vulnerable to environmental stressors.

Not sure which regimen is right for you?
Take the skin-care quiz at [beautycounter.com](https://www.beautycounter.com).

GET IN THE HABIT

Three clean, results-driven regimens designed to address all your skin-care needs.



COUNTERTIME REGIMEN SET

Dry + Mature Skin
\$294 USD | 382 CAD\$
SKU 100000250



- 1_ Cleanse with Lipid Defense Cleansing Oil.
- 2_ Prep with Mineral Boost Hydrating Essence.
- 3_ Treat with Tripeptide Radiance Serum.
- 4_ Protect in the AM with Antioxidant Soft Cream; protect in the PM with Tetrapeptide Supreme Cream.

Sets come in boxes and are designed to last approximately 10 weeks. Antioxidant Soft Cream and Tetrapeptide Supreme Cream are not full size—they are each 30 ml.

COUNTERMATCH REGIMEN SET

Balanced Skin
\$197 USD | 256 CAD\$
SKU 100000577



- 1_ Cleanse with Refresh Foaming Cleanser.
- 2_ Prep with Hydra-Gel Radiance Toner.
- 3_ Treat with Intense Moisture Serum.
- 4_ Protect in the AM with Adaptive Moisture Lotion; protect in the PM with Recovery Sleeping Cream.

Sets come in boxes and are designed to last approximately 10 weeks. Adaptive Moisture Lotion and Recovery Sleeping Cream are not full size—they are each 30 ml.

COUNTERCONTROL REGIMEN SET

Oily + Blemish-Prone Skin
\$134 USD | 174 CAD\$
SKU 100000616



- 1_ Cleanse with Clear Pore Cleanser.
- 2_ Prep with Instant Matte Toner.
- 3_ Treat with All Over Acne Treatment.
- 4_ Protect with Matte Effect Gel Cream.

Sets come in boxes and are designed to last approximately 10 weeks.

COUNTERTIME

Meet time on your own terms. Designed to visibly reverse signs of aging and deliver transformative results, these luxurious products are nothing short of a game changer.

COLLECTION \$422 USD | 549 CAD\$

RAISE A GLASS

By using glass packaging from North America instead of plastic, we saved an estimated 38% of water and fossil fuel use on our Countertime product line.



THE BENEFITS

Optimized Hydration: Strengthens barrier function, smooths, and supports skin elasticity.
Antioxidant Protection: Defends against daily environmental stressors.

KEY INGREDIENTS

Our Retinatural Complex consists of bakuchiol—which delivers age-defying skin-care results that are comparable to retinol (without potentially harmful side effects)—and Swiss alpine rose, which boosts skin’s antioxidant defense.



**Lipid Defense
Cleansing Oil**
\$54 USD | 70 CAD\$

Inspired by Asian beauty rituals, this oil removes makeup and other impurities without stripping away essential lipids from skin.
 SKU 100000232
 150 ml / 5 fl oz



**Mineral Boost
Hydrating Essence**
\$68 USD | 88 CAD\$

Light weight but deeply nourishing, this milky essence delivers vital nutrients to the skin’s moisture barrier, instantly boosting hydration and radiance.
 SKU 100000234
 150 ml / 5 fl oz



**Tripeptide
Radiance Serum**
\$87 USD | 113 CAD\$

This transformative, rejuvenating treatment visibly increases skin firmness and elasticity while reducing the appearance of fine lines and wrinkles.
 SKU 100000239
 30 ml / 1 fl oz



**Antioxidant
Soft Cream**
\$87 USD | 113 CAD\$

This velvety, revitalizing cream improves skin’s barrier function and boosts hydration.
 SKU 100000241
 50 ml / 1.7 fl oz



**Tetrapeptide
Supreme Cream**
\$98 USD | 127 CAD\$

Supercharge your beauty sleep: this rich cream supports elasticity and visibly firms while minimizing the look of fine lines and wrinkles.
 SKU 100000242
 50 ml / 1.7 fl oz



**Ultra Renewal
Eye Cream**
\$76 USD | 99 CAD\$

This high-performance eye cream revitalizes the eye area and reduces the appearance of under-eye shadows and crow’s feet for a smooth, firmed look.
 SKU 100000236
 15 ml / 0.5 fl oz



**Countertime
Carry-On Set**
\$148 USD | 192 CAD\$

Tighten and brighten on the go with these refillable age-defying skin-care minis. Packed into a perfectly portable pouch that’s ready for any and everywhere.
 SKU 100000977

COUNTERMATCH

Your skin has met its perfect match.
Advanced hydration meets age prevention in the
ultimate solution for radiant, healthy-looking skin.

COLLECTION \$268 USD | 348 CAD\$



THIRST THINGS FIRST

Hydrated and
healthy-looking
skin is in.

THE BENEFITS

Hydration: Squalane helps draw moisture into the skin and visibly restores elasticity. **Nutrition:** Plum Oil (rich in omega 6, 9, and vitamin E) helps provide nutrients for vibrant, healthy-looking skin. **Oxygenation:** Phytic acid (sourced from rice) gently exfoliates to aid in cell turnover, helping skin breathe for a natural-looking glow.

KEY INGREDIENT

Derived from olives, squalane is Countermatch's hydrating hero. It mimics the skin's natural moisture and helps prevent water loss, leaving skin with a smooth, supple feel.



Refresh Foaming Cleanser

\$35 USD | 46 CAD\$

This creamy foaming cleanser features squalane, plum oil, and phytic acid to remove face and eye makeup, wash away impurities, and get you glowing.

SKU 100000707
150 ml / 5 fl oz



Hydra-Gel Radiance Toner

\$50 USD | 65 CAD\$

A unique gel texture with squalane, plum oil, and phytic acid provides skin with optimal hydration and nutrition while removing residual impurities.

SKU 100000459
150 ml / 5 fl oz



Intense Moisture Serum

\$54 USD | 70 CAD\$

Packed with two forms of hyaluronic acid plus vitamins C and E, this lightweight but intensely moisturizing serum delivers a boost of antioxidant protection.

SKU 100000453
30 ml / 1 fl oz



Adaptive Moisture Lotion

\$54 USD | 70 CAD\$

This lightweight lotion provides 24 hours* of essential hydration, nutrition, and oxygenation to keep skin soft and glowing.

SKU 100000458 / 100001025
50 ml / 1.7 fl oz



Recovery Sleeping Cream

\$62 USD | 81 CAD\$

A blend of hyaluronic acid, plum oil, and squalane helps replenish hydration and create a protective layer to shield skin from moisture loss.

SKU 100000454
50 ml / 1.7 fl oz



Eye Rescue Cream

\$43 USD | \$56 CAD\$

Formulated for the delicate eye area, this hydrating cream awakens the eye area and helps reduce the appearance of shadows and puffiness.

SKU 100000452
15 ml / 0.5 fl oz

Your skin's
daily dose
of deep
hydration.

COUNTERCONTROL

Take control of your skin. Our powerful collection for oily and blemish-prone skin mattifies and clears without dryness and irritation—all you can see is clear skin ahead.

COLLECTION \$156 USD | 203 CAD\$



BLEMISH 911?

SOS Acne Spot Treatment to the rescue. Goes on clear, so you can use it day or night.

THE BENEFITS

Mattifying: For healthier-looking skin.
Restores Balance: Clears up blemishes and helps prevent future breakouts.

KEY INGREDIENT

Our signature SkinBalance Complex utilizes wintergreen and rosebay willow to mattify, clear breakouts, purify pores, and balance skin.



**Clear Pore
Cleanser**
\$32 USD | 42 CAD\$

This daily exfoliating cleanser effectively removes oil, makeup, and other impurities without harsh surfactants that can strip skin of moisture.
SKU 100001024
150 ml / 5 fl oz



**Instant Matte
Toner**
\$32 USD | 42 CAD\$

Alcohol-free and mattifying, this toner is designed to remove residual impurities and minimize the appearance of pores.
SKU 100001026
150 ml / 5 fl oz

No benzoyl peroxide or harsh surfactants allowed.



**All Over
Acne Treatment**
\$43 USD | 56 CAD\$

Formulated with SkinBalance Complex and salicylic acid, this daily all-over treatment helps clear blemishes and prevent future breakouts.
SKU 100001031 US /
100001029 CAN
30 ml / 1 fl oz



**SOS Acne
Spot Treatment**
\$24 USD | 31 CAD\$

This invisible gel formula with maximum-strength salicylic acid penetrates pores to reduce blemishes and clear skin.
SKU 100001032 US /
100001030 CAN
15 ml / 0.5 fl oz



**Matte Effect
Gel Cream**
\$43 USD | 56 CAD\$

A cream-to-gel formulation, this non-greasy hydrator maintains healthy moisture levels while keeping skin matte for up to eight hours.*
SKU 100001027
50 ml / 1.7 fl oz



97% OF USERS SAID SKIN LOOKED SMOOTHER*

**Based on a 31-subject after one week of use, twice weekly.*

REFLECT EFFECT AHA SMOOTHING FACIAL MASK & 3-IN-1 FACIAL TOOL

Show some skin



BUNDLE & SAVE
Reflect Effect AHA Smoothing Facial Mask & Tool Bundle
 \$109 USD | 141 CAD\$
 Value \$121 USD | 157 CAD\$
 10% discount

NEW



Reflect Effect AHA Smoothing Facial Mask
 \$96 USD | 124 CAD\$

Featuring a supercharged blend of exfoliants, this bouncy gel mask helps to resurface a dull, tired complexion for radiant-looking skin in just ten minutes.

SKU 100001128
 75 ml / 2.5 fl oz

NEW



Reflect Effect 3-in-1 Facial Tool
 \$25 USD | 33 CAD\$

Pair the mask with our easy-to-clean 3-in-1 Facial Tool, featuring a spatula end for applying the mask, bristles for mess-free removal, and a massage element to prep for oils and serums.

SKU 100001126

COUNTER+

These targeted, results-driven skin-care boosters take self-care to a new level.



BYE STRESS, HELLO GLOW.

Our All Bright C-Serum features tumeric, a powerhouse ingredient to help defend skin against environmental stressors (plus, it gives the formula its bright yellow color).

HOW TO ADD COUNTER+ TO YOUR REGIMEN

Each targeted treatment is formulated to address specific skin concerns. Work them into your regimen to give your skin a little extra love.

COUNTER+ (RE)PACKAGING

We've transitioned even more Counter+ products to glass so they're more likely to have a second life as new products.



Lotus Glow Cleansing Balm
\$79 USD | 103 CAD\$

This balm is a multitasking cleanser and overnight mask featuring a blend of lotus extract, jojoba seed oil, and avocado seed oil.
SKU 100000343
75 ml / 2.5 fl oz



Charcoal Facial Mask
\$54 USD | 70 CAD\$

This kaolin clay mask purifies and balances, absorbing excess oil and drawing out impurities. Salicylic and lactic acids aid in gentle exfoliation.
SKU 100000851
60 ml / 2 fl oz



Charcoal Cleansing Bar
\$28 USD | 36 CAD\$

Binchotan charcoal powder helps detoxify skin and absorb impurities (without dryness). This bar gives you a smoother, brighter complexion.
SKU 100000439, 3027
85 g / 3.0 oz



No. 1 Brightening Facial Oil
\$75 USD | 99 CAD\$

Designed to help improve the appearance of skin radiance. Omega-rich marula oil provides intense hydration, while antioxidant vitamin C helps brighten and even skin tone.
SKU 100000335
20 ml / 0.67 fl oz



Overnight Resurfacing Peel
\$72 USD | 94 CAD\$

Featuring a proprietary multi-acid complex, this leave-on AHA/beta-hydroxy acid peel improves skin texture and boosts clarity without irritation or over-drying.
SKU 100000342
30 ml / 1 fl oz

MEET YOU ON THE BRIGHTER SIDE

Our All Bright C-Serum delivers instant radiance and lasting results—it's like sunshine in a bottle.



100% OF USERS SAID SKIN LOOKED BRIGHTER*



All Bright C-Serum
\$90 USD | 117 CAD\$

This ultra-potent 10% blend of two forms of vitamin C instantly brightens skin and helps reduce the appearance of existing dark spots and protect against new ones.
SKU 100000750
30 ml / 1 fl oz

*Based on a 32-subject consumer perception study after eight weeks of use.

COUNTERSTART

Let your clean routine begin. The switch to safer beauty should be a no-brainer—start here with this effective, affordable line designed for sensitive skin.



Cococream Cleanser
\$22 USD | 29 CAD\$

This gentle daily cleanser, suitable for sensitive skin, removes makeup and impurities with the help of organic coconut oil and aloe vera.
SKU 100000607
118 ml / 4 fl oz



Cocoblast Moisturizer
\$32 USD | 42 CAD\$

Perfect for sensitive skin, this lightweight daily moisturizer absorbs quickly and provides nourishing hydration with the help of organic coconut oil and aloe vera.
SKU 100000606
50 ml / 1.69 fl oz

BAND OF BEAUTY

Want in?

Join today for exclusive early access,
plus year-round better beauty perks:



FREE WELCOME GIFT

(\$49 USD / 64 CAD\$ value) when you spend
\$50+ USD | 75+ CAD\$ upon enrollment



SPECIAL OFFERS



10% PRODUCT CREDIT

on applicable orders



FREE SHIPPING

on qualifying orders of
\$100+ USD | 125+ CAD\$

THINK CLEAN WELCOME SET

The perfect introduction to *#betterbeauty*.
Set includes a small Charcoal Facial Mask
and small Overnight Resurfacing Peel.

*Value \$49 USD | 64 CAD\$
SKU 100000557*



BETTER *BODY* *CARE*

*With products you and your family
can feel good about, we've got you
covered from head to toe.*



BY MAKING THE CLEAN DEO REFILLABLE, WE CUT ITS WATER USE, FOSSIL FUEL USE, AND GREENHOUSE GAS EMISSIONS BY AN ESTIMATED 47%.*

THE CLEAN DEO: NOTHING TO HIDE

An aluminum-free deodorant that actually works—in a sustainable, refillable case you'll want to show off. Clean never smelled so good.



NEW



The Clean Deo
\$31 USD | 40 CAD\$

Long-lasting, hardworking deodorant neutralizes odor and absorbs sweat to keep you feeling fresh all day,* every day.

60 g / 2.11 oz



Fresh Coconut (SKU 700000231),
Clean Rose (SKU 700000232),
Soft Lavender (SKU 700000233),
Crisp Sequoia (SKU 100001248)

NEW



The Clean Deo Refill
\$20 USD | 26 CAD\$

How to refill: Remove and recycle the empty refill. Pop new refill into your existing case. Swipe on and go.

60 g / 2.11 oz



Fresh Coconut (SKU 100000801),
Clean Rose (SKU 100000803),
Soft Lavender (SKU 100000799),
Crisp Sequoia (SKU 100001250)

Relative performance estimated by Eco Impact COMPASS version 1.0.2.0.

*Based on the average rating from a 115-subject consumer safety in use study of The Clean Deo, used daily for two weeks. Packaging colors and decorations may vary.

BODY ESSENTIALS

Refreshed for the whole family (and the planet).
Now that's #betterbeauty for every body.



Daily Shampoo in Bright Grapefruit
\$29 USD | 38 CAD\$

Breaks down buildup without stripping strands, thanks to moisturizing provitamin B5. Now in an aluminum bottle, with refills available.
SKU 10000111
275 ml / 9.29 fl oz

Daily Shampoo in Bright Grapefruit Refill
\$28 USD | 36 CAD\$

How to refill: Remove cap and insert pump from your empty bottle into new aluminum bottle. Rinse and recycle your empty bottle.
SKU 10000135
275 ml / 9.29 fl oz

Daily Conditioner in Bright Grapefruit
\$29 USD | 38 CAD\$

A daily essential for soft, healthy-looking hair, this nourishing formula detangles and conditions with provitamin B5. Now in an aluminum bottle, with refills available.
SKU 10000112
275 ml / 9.29 fl oz

Daily Conditioner in Bright Grapefruit Refill
\$28 USD | 36 CAD\$

How to refill: Remove cap and insert pump from your empty bottle into new aluminum bottle. Rinse and recycle your empty bottle.
SKU 10000136
275 ml / 9.29 fl oz

PACKAGED WITH THE PLANET IN MIND

To reduce plastic waste, our Daily Shampoo, Daily Conditioner, Body Wash, and Hydrating Body Lotion is packaged in a recyclable aluminum bottle with reusable pump that can be saved and attached to your new refill bottle. Purchasing a refill bottle without the pump decreases fossil fuel use by an estimated 13%, relative to purchasing a complete product.*



*Relative performance estimated by Eco Impact® COMPASS version 1.4



Body Wash in Citrus Mimosa
\$29 USD | 38 CAD\$

This cleanser features a refreshing citrus scent, provitamin B5 and gentle surfactants with coconut-derived fatty acids to help cleanse and hydrate skin. Now in an aluminum bottle, with refills available.
SKU 10000113
275 ml / 9.29 fl oz

Body Wash Refill in Citrus Mimosa
\$28 USD | 36 CAD\$

How to refill: Remove cap and insert pump from your empty bottle into new aluminum bottle. Rinse and recycle your empty bottle.
SKU 10000137
275 ml / 9.29 fl oz

Body Bar in Citrus Mimosa
\$22 USD | 29 CAD\$

Featuring a coconut-derived base, this body bar provides a creamy, cleansing experience while leaving skin moisturized.
SKU 10000199
141 g / 5 oz

Balm For All
\$24 USD | 31 CAD\$

A daily solution for the whole family—relieves, soothes, and calms dry, cracked skin. Packaged in a PCR resin tube.**
SKU 100001093
85 g / 3 oz



Hydrating Body Lotion in Bright Grapefruit
\$29 USD | 38 CAD\$

This everyday body lotion is formulated with a blend of organic safflower seed oil and organic coconut oil that leaves skin feeling smooth and supple. Now in an aluminum bottle, with refills available.
SKU 10000114
240 ml / 8.11 fl oz

Hydrating Body Lotion Refill in Bright Grapefruit
\$28 USD | 36 CAD\$

How to refill: Remove cap and insert pump from your empty bottle into new aluminum bottle. Rinse and recycle your empty bottle.
SKU 10000138
240 ml / 8.11 fl oz

Shower Essentials
\$78 USD | 102 CAD\$

Includes: Daily Shampoo in Bright Grapefruit, Daily Conditioner in Bright Grapefruit, and Body Wash in Citrus Mimosa.
SKU 700000265

**Approximately 30% of the plastic in this product is composed of Post-Consumer Recycled (PCR) Resin.

BODY LUXURIES

Three of our luxurious body-care favorites—
it's time to show your-shelf some love.



Luminous Hydration Body Oil
\$72 USD | 94 CAD\$

This quick-absorbing botanical oil blend of grapeseed, argan, rosehip, and passionfruit oils locks in moisture and gives skin a silky sheen.
SKU 100000931
100 ml / 3.38 fl oz



Sugarbuff Body Polish
\$50 USD | 65 CAD\$

Organic, finely milled sugar makes this body scrub gentle but effective. Sweet almond oil hydrates and softens skin.
SKU 100000992
250 g / 8.8 oz



Melting Body Balm
\$46 USD | 60 CAD\$

This unique balm transforms into an oil as it melts into skin. Argan and avocado oils help nourish, hydrate, and soften, and this Monoi-scented multitasker got a sustainable upgrade thanks to PCR resin packaging.*
SKU 100001002
85 g / 3 oz



Body Butter in Citrus Mimosa
\$43 USD | 51 CAD\$

Replenish moisture with shea butter and mongongo oil—leaving skin feeling soft and smooth. The formula blends easily into skin and absorbs quickly without feeling greasy.
SKU 3037
130 ml / 4.4 fl oz

We pride ourselves in choosing the safest ingredients that meet our better beauty standards.

*An estimated 51% of the plastic in this product is composed of Post-Consumer Recycled (PCR) Resin.
**Based on a 34-subject clinical hydration study over 24 hours.

HAND CARE

This is skin care for your hands.



Hand Savior Radiance Boosting Serum + Hand Sanitizer
\$35 USD

This hydrating serum gives your hands a brightening boost with each use and sanitizes hands with a formula that meets CDC guidelines.
SKU 100000991 / US ONLY
50 ml / 1.69 fl oz



Softening Hand Lotion in Neroli
\$62 USD | 81 CAD\$

Lightweight and quick-absorbing, our hand lotion is formulated with shea butter and jojoba oil to leave hands hydrated and soft. Packaged in recyclable glass.
SKU 100001060
440 ml / 14.8 fl oz



Softening Hand Wash in Neroli
\$43 USD | 56 CAD\$

Gentle but effective, this neroli-scented hand wash cleanses without stripping skin to leave hands clean and soft. Packaged in recyclable glass.
SKU 100001059
465 ml / 15.7 fl oz



COUNTERSUN

All of the cover. None of the concern. Shield skin from the sun's damaging UVA and UVB rays with our versatile mineral sunscreens.

#CLEANFACT

We don't use oxybenzone or octinoxate in our sunscreens because they are shown to harm coral reefs.



SUN 101

UVA rays (a.k.a. the sun's aging rays) can penetrate glass and clouds and are the main cause of free-radical damage that contributes to premature aging. **UVB rays (a.k.a. the sun's burning rays)** are the primary cause of sunburn and are the most commonly recognized indicator of skin damage. Good news: Countersun blocks both.

KEY INGREDIENT

Instead of using potentially irritating chemical filters, we use non-nano zinc oxide—a safer mineral blocker that sits on the surface of skin and bounces sun's rays away.



Mineral Sunscreen Mist SPF 30
\$39 USD | 51 CAD\$

This continuous-mist sunscreen sprays on white, blends in easily, and dries quickly.
SKU 3045 US / 3145 CAN
177 ml / 6 fl oz



Mineral Sunscreen Mist SPF 30—3 oz.
\$22 USD | 29 CAD\$

This continuous-mist sunscreen sprays on white, blends in easily, and dries quickly.
SKU 3046 US / 3146 CAN
89 ml / 3 fl oz



Mineral Sunscreen Lotion SPF 30
\$43 USD | 54 CAD\$

This luxurious sunscreen lotion blends evenly and is water resistant.
SKU 3041 US / 3141 CAN
198 ml / 6.7 fl oz



Mineral Sunscreen Lotion SPF 30—3.4 oz.
\$27 USD

This luxurious sunscreen lotion blends evenly and is water resistant.
SKU 3042 / US ONLY
100 ml / 3.4 fl oz



Mineral Sunscreen Stick SPF 30
\$23 USD | 30 CAD\$

Infused with ultra-moisturizing cocoa-butter, this convenient sunscreen stick glides on smoothly.
SKU 3044 US / 3144 CAN
15 g / 0.5 oz



Tinted Mineral Sunscreen Mist SPF 30
\$39 USD | 51 CAD\$

This continuous-mist sunscreen helps even skin tone while providing SPF.

Light-Medium SKU 100000224 US / 100000247 CAN,
Medium-Deep SKU 100000225 US / 100000249 CAN
177 ml / 6 fl oz



Daily Sheer Defense for Face—SPF 25
\$46 USD | 60 CAD\$

This antioxidant-packed mineral sunscreen is designed for your face, featuring chicory root extract to support skin's barrier function to lock in hydration.
SKU 100000805 US / 100000850 CAN
50 ml / 1.7 fl oz

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can be at beautycounter.com/join.

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