

## INTRODUCING THE CRYSTALIZED COLLECTION

"It's so important to feel the power and intention behind your beauty, connecting each look to your emotional and spiritual state. That's why I collaborated with Smashbox to deliver this crystal-inspired collection that reveals every makeup guru's truest self."

-Bri Luna, Founder of The Hoodwitch

Available from April 2019

**THINK:** Crystal Powered Beauty.

**WHAT IT IS:** This eight piece makeup collection was co-created with Bri Luna, founder of The Hoodwitch, to celebrate beauty rituals inspired by the transformative quality of crystals. Luna pioneered The Hoodwitch as a community dedicated to creating everyday magic for the modern mystic. Inspired by the healing women in her neighborhood, Luna created a space to teach her followers about the inner workings of modern witchcraft, adding a touch of glamour to an otherwise bland and misunderstood market. Designed to bring her beauty approach to life, a makeup mantra was created to coincide with each product. From glowing highlighters to shimmering eye shadows, each piece is infused with crystals to enhance every makeup lover's magic.

## THE COLLECTION INCLUDES:

- **Crystalized Photo Finish Primer Water (€ 34):** This crystal charged primer spray immediately moisturizes, soothes and adds radiance to skin for the perfect makeup application. The quick dry formula can be used as a setting spray or to refresh makeup throughout the day. One spritz can instantly absorb into the skin and leave it looking ultra-soft without adding shine. Available in three different scents:
  - **Crystal Clarity** (lavender and sweet orange, inspired by the tranquil energy of amethyst)
  - **Aura Shield** (clary sage and tea, inspired by the negativity-releasing energy of smoky quartz)
  - **Love Ritual** (jasmine and rose, inspired by the loving energy of rose quartz)
- **Crystalized Photo Finish Primerizer (€ 36):** Manifest glowing skin with this breakthrough primer! Formulated with Niacinamide and Hyaluronic Acid, this 2-in-1 primer hydrates skin while locking in makeup for 24 hours. The non-greasy, super light texture dries within seconds to smooth the skin, soften dry, fine lines and stop makeup from setting into pores. The rose-quartz shimmer leaves behind subtle pearl finish that can be worn with makeup or on bare skin. Apply with fingertips before layering with the Studio Skin 24 Hour Foundation for a shimmering, dewy look.
- **Crystalized Shimmer Drops (€ 30):** Visualize and glow with this moonstone-inspired shimmer potion! Infused with crystals, the non-gritty, water-thin formula sets quickly to create a luminous look on bare skin or over makeup. The dropper applicator dispenses the perfect amount of highlighter to create stunning, buildable shimmer. Apply over cheeks or as a lip topper, layering as desired for subtle to radiant dimension. Available in one shade:
  - **Moonstoned** (opalescent shimmer inspired by moonstone)
- **Crystalized Gloss Angeles Lip Gloss (€ 21):** Soak in the high shine and good energy with this gem-charged gloss! The non-sticky, high-shine formula contains Hyaluronic Acid and Vitamin E to hydrate and nourish lips to keep them soft. Swipe this gloss on by itself or over any color to add a pop of shine and make lips look fuller. Available in three shades:
  - **Practical Magic** (light pink with gold and pink pearls inspired by pink tourmaline)
  - **Ya Heal Me?** (light purple with multicolored pearls inspired by aura amethyst)
  - **Free Spirited** (coral with gold and pink pearl inspired by fire opal)
- **Crystalized Highlighter (€ 36):** Sweep on confidence, positivity and abundance with this gel-powder highlighter. Inspired by spirit quartz, the iridescent shade wraps the skin in radiance. The transparent base allows for the purest possible reflection of light plus a smooth feel that won't emphasize uneven skin texture. The creamy, bendable formula can even be applied wet for added intensity. This mystical highlighter is non-acnegenic and dermatologist-tested for all skin types. Apply with a makeup brush, breaking the clear layer that seals the crystal design to activate pigment and maximize payoff. Available in one shade:
  - **Opti-Mystic** (warm peach iridescent inspired by spirit quartz)
- **Crystalized Always On Metallic Matte Liquid Lipstick (€ 24):** These long-wearing liquid lipsticks feel light, stay put all day and deliver a crystalized metallic matte look. Infused with Primer Oil Complex for added comfort, each shade's rich pigments and crystal pearls won't feather. Define lips with the precision tip applicator before filling in with color. Available in three shades:
  - **Feminystic** (nude with pink pearl inspired by pink tourmaline)
  - **Damnethyst** (fig with blue pearl inspired by angel amethyst)
  - **Dark Crystal** (blue-black with multicolor pearl inspired by titanium quartz)

- **Crystalized Always On Liquid Eye Shadow (€ 24):** Get a crystal glaze that lasts all day with this longwearing liquid eye shadow! The comfortable multidimensional shimmer glides on brilliantly, without creasing, flaking or smudging. In just one swipe, the crystalized wand quickly delivers an even, lightweight wash of color across bare lids or under shadow. Available in six shades:
  - **Bronzite Bruja** (soft brown with warm pearl inspired by bronzite)
  - **1-Rhodonite Stand** (mauve with multicolor pearl inspired by rhodonite)
  - **That's Fire** (copper with gold and pink pearl inspired by fire opal)
  - **Rich Craft** (antique gold with gold pearl inspired by pyrite)
  - **Dream Prism** (lilac with purple and gold pearl inspired by aura amethyst)
  - **Mindful AF** (blue multicolor pearl inspired by lapis lazuli)
- **Cover Shot: Crystalized Eye Palette (€ 49.50):** Inspired by the natural beauty and power of healing crystals, this luxe crystalized compact includes a curated mix of eight vividly pigmented shades. From matte to metallic and foil, each shade works to create a spectrum of dark and witchy, or light and bright eye looks. This palette includes six shadows and two double-sized base shades with intense color payoff and superior bendability. Shades include:
  - **Heart Healer** (warm champagne metallic with hot pink pearl inspired by rose quartz)
  - **Sage My Name** (ivory matte inspired by white jasper)
  - **Inner G** (deep wine matte inspired by bloodstone)
  - **Light Tweaker** (coral metallic with hot pink pearl inspired by spirit quartz)
  - **All The Heals** (deep red metallic inspired by garnet)
  - **Mystic Opportunity** (cool green gold metallic inspired by pyrite)
  - **You're Grounded** (warm grey matte inspired by smoky quartz)
  - **Hex Apparel** (gunmetal foil inspired by hematite)

WHERE TO FIND IT: Smashbox-counters and on [www.smashbox.eu](http://www.smashbox.eu) and [www.iciparisxl.be](http://www.iciparisxl.be)

AVAILABLE: First of April 2019



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