

Restore

• for night-time or daytime (for day when used under sunscreen) • excellent for the face, neck, around the eyes or as a hand cream

SKIN BALANCING MOISTURE GEL For face & eye area

Normal to Very Oily Skin Loaded with antioxidants, anti-irritants and water-binding agents, this weightless gel (our lightest moisturiser) creates a silken shine-free finish that leaves skin exceptionally smooth. Wear it alone, layered with other moisturisers or under your sunscreen. Ideal for oily or combination skin or dry skin with a tendency to break out.

Item PC340, 60ml

SKIN BALANCING DAILY MATTIFYING

LOTION SPF 15 with Antioxidant Normal to Oily/

Combination Skin Rejuvenate your skin and restore healthy cell function with this weightless, mattifying moisturizer. This potent combination of antioxidants, cell-communicating ingredients, and broad-spectrum SPF 15 provides enhanced environmental protection and neutralizes free-radical damage, leaving skin lightly hydrated and beautifully smooth.

Item PC155, 60ml

HYDRALIGHT MOISTURE-INFUSING LOTION

For face, neck & eye area Normal to Oily/Combination

Skin Keep skin exceptionally healthy with this innovative, fast-absorbing, ultra-light formula. Water-based moisturizers prevent moisture loss, potent antioxidants improve skin's resilience, anti-irritants soothe even the most sensitive skin, all this while keeping skin fresh, matte, and looking its best.

Item PC171, 60ml

MOISTURE BOOST - HYDRATING TREATMENT CREAM

For face & eye area Normal to Dry Skin Your skin will thank you for the soft, radiant finish & beautiful smoothness from this lush, cushiony cream. Infused with a unique combination of emollients, antioxidants & state-of-the-art water-binding agents it helps dry, parched skin regain its suppleness & healthy glow.

Item PC350, 60ml

SKIN RECOVERY MOISTURISER For face & eye area

Normal to Very Dry Skin Exceptionally rich and soothing, this newly reformulated, state-of-the-art cream is filled with antioxidants and cell communicating ingredients designed to restore and protect dry to very dry skin. Emollients, water-binding agents, anti-irritants and antioxidants provide ultimate hydration and ensure long-term protective moisture retention.

Item PC186, 60ml

Skin Recovery Daily Moisturising Lotion with

SPF 15 & Antioxidants Normal to Very Dry Skin

Replenish normal to very dry skin and ensure a healthy barrier function while protecting from daily sun damage. This daytime moisturiser with mineral sunscreens provides broad-spectrum sun protection bolstered by potent antioxidants.

Item PC146, 60ml

Moisture Boost Restoring Complex with SPF 15

Normal to Dry Skin This amazingly light yet substantially moisturizing complex provides broad-spectrum sun protection with stabilized avobenzone to shield skin from wrinkles.

Item PC162, 60ml

SKIN RECOVERY HYDRATING TREATMENT MASK

Normal to Very Dry Skin Drench your skin in ultimate hydration with this rich, soothing treatment mask. Use as desired for soft skin and beautiful results.

Item PC280, 118ml

SKIN BALANCING CARBON MASK

Normal to Oily Combination Skin This unique treatment mask contains clay & carbon to absorb excess oil, help dislodge blackheads & leave your skin feeling beautifully soft & smooth. Easy to rinse off, this gentle formula also delivers soothing anti-inflammatory agents to help reduce redness & irritation

Item PC275, 118ml

Lip & Smile Care

MOISTURISING LIPSCREEN

SPF15 Take this conveniently packaged, essential little lipscreen with you wherever you go. Keeps lips soft and securely shielded from the sun at all times. Perfect on its own or under lipstick.

Item PC255, 4.5ml

Lip Exfoliant with

Micro-Beads This gentle lip scrub blends perfectly rounded micro-beads in a creamy base for smooth, irritant-free exfoliation of delicate lips. Works to remove dead, dry skin cells without scratching lips and primes them for Paula's Choice Lip Recovery Balm.

Item PC903, 15ml

Beautiful Hair

ALL OVER HAIR & BODY SHAMPOO

All Skin and Hair Types This extra gentle yet highly effective all-in-one shampoo and body wash is great for all skin and hair types, including chemically-treated hair. You'll love the rich, generous lather and lack of build-up or dulling residue left on your hair or skin.

Item PC500, 473ml

SMOOTH FINISH CONDITIONER*

All Hair Types Hair feels silky soft, moisturised, beautifully shiny and is easy to comb through. Designed for daily use on all hair types (use less for fine or thin hair), it never feels heavy or greasy and rinses easily. Leave it on longer for added conditioning.

Item PC520, 473ml

Soothe

SKIN RELIEF TREATMENT All Skin Types

This calming solution eliminates the inflammation and mild irritation caused by shaving and other hair removal or non-invasive spa procedures. Excellent for men or women, this unique alcohol-free formula is an after-shave and skin-soothing treatment all in one. It can also be used to minimise minor skin irritations and redness.

Item PC320, 118ml

CLOSE COMFORT SHAVE GEL All Skin Types

Enjoy a super-smooth shave after applying a cushiony layer of protection between your skin and razor with this fragrance-free gel. The nonfoaming, non-lathering formula rinses easily and contains soothing anti-irritants to help minimise redness from shaving. Suitable for men or women. Naturally tinted with soothing blue azulene, so you can easily notice any missed spots.

Item PC530, 177ml

Glow

ALMOST THE REAL THING SELF-TANNING GEL*

All Skin Types Achieve a natural-looking bronze glow with this light weight sunless tanner. Its gel formula is naturally caramel-tinted so you can easily see where it has been applied, and it dries quickly so you can show off your 'tan' in as little as a couple of hours!

Item PC300, 177ml

Body Beautiful

WEIGHTLESS BODY TREATMENT WITH 2% BETA HYDROXY ACID

All Skin Types Skin feels remarkably soft after using this silky, light lotion with antioxidants, anti-irritants and water-binding agents. The 2% BHA exfoliates the skin's surface and inside the pore lining to eliminate sun-damaged areas and minimise blemishes & blackheads. Ideal for those with oily areas or persistent blemishes and for smoothing small bumps or rough skin on arms & legs.

Item PC570, 237ml

SKIN REVEALING BODY LOTION WITH 10% ALPHA HYDROXY ACID

All Skin Types Reveal healthy, soft skin when you exfoliate with this 10% glycolic acid lotion. The creamy antioxidant-rich formula helps fade signs of sun damage and improves uneven skin tone. Excellent for dry to very dry, sun-damaged skin.

Item PC590, 237ml

SLIP INTO SILK BODY LOTION All Skin Types

Soothe and moisturise dry skin with this fast absorbing formula, leaving skin smooth and supremely soft. The antioxidant rich blend defends skin from external causes of moisture loss, restoring its healthy appearance. Also beautiful for the face.

Item PC560, 237ml

BEAUTIFUL BODY BUTTER Dry to Extra Dry Skin

This decadent treatment cream forms a protective barrier and provides rich emollients (including cocoa butter which adds a light natural chocolate scent) to help severely dry or cracked skin become healthy again. Use it on elbows, heels, knees & anywhere you want to seal in moisture & soften skin.

Item PC555, 118ml

Lip Recovery Balm

Lip Recovery Balm is an amazing product that offers on-the-spot, targeted relief for dry lips! It provides a long-lasting, soothing, protective barrier that treats dry, chapped lips by keeping air off of them, allowing lips to heal.

Item PC550, 5.61ml

Brighten Up

2-Minute Teeth Whitener

- An easy, effective way to instantly improve your smile
- Balm-like texture is portable and works quickly to whiten teeth and eliminate common stains
- Eliminates the mess and fuss you can experience with most teeth-whitening products
- Freshens breath with a natural mint flavor

Item PC901, 5.61ml

PAULA'S CHOICE® Superior Skin Care & Expert Information

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Makeup Foundation

Makeup colours in catalogue may differ from the actual product and we recommend viewing our website or ordering samples for exactness of colour.



All Bases Covered Foundation SPF 15*

Normal to Dry Skin Silky-smooth and easy-to-blend, this medium-coverage foundation will leave you with a beautiful even skin tone, whilst lightly moisturising and defending your skin from UV rays.

Item FNDA



Best Face Forward Foundation SPF 15*

Normal to Oily/Combination Skin Fluid and ultra-light this long-wearing formula blends effortlessly and offers a sheer to medium matte finish. Defends skin with broad-spectrum SPF 15.

Item BFFR



Barely There Sheer Matte Tint SPF 20* All Skin Types This unbelievably light and silky foundation shields your skin from harmful UV rays and softly evens out your complexion with just a hint of colour. You'll love its easy-to-blend sheer coverage and smooth, satin matte finish.

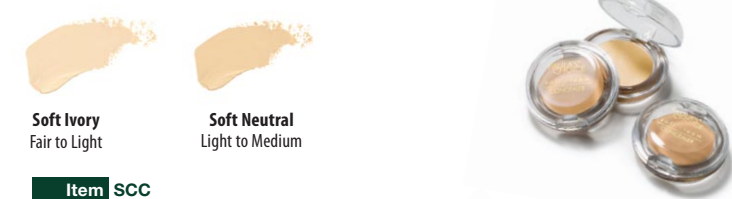
Item BARE



Concealer

Soft Cream Concealer

Easily cover dark circles, redness and minor imperfections with this smooth, moisturising concealer. Incredibly easy to blend, it provides medium to full coverage without caking or looking dry. Choose a colour one or two shades lighter than your foundation.



Item SCC

Mascara

Great Big Lashes Mascara

- Goes on quickly and easily for maximum results, fast
- Creates impressively long, impossibly thick lashes
- Leaves lashes soft and conditioned
- Will not smudge under eyes
- Will not flake off or clump on lashes
- 100% fragrance-free
- Comes off easily with Paula's Choice Gentle Touch Makeup Remover

Item GBLASH



Illicit Lash Maximum Impact Mascara

- Creates long, beautifully separated lashes with a soft curl
- Leaves your lashes soft and conditioned, never dry or brittle
- Dramatically defines the base of your lashes
- Will not smudge, flake off, or clump
- Comes off easily with Paula's Choice Gentle Touch Makeup Remover
- 100% fragrance-free

Item ILLASH



Tint

Brow / Hair Tint*

Shape, define, and groom your brows beautifully with this lightweight, flakeproof, and smudge-proof formula. Also works to cover gray roots between hair colorings.



Item BTINT

Lip Liner - Clear

Long-Lasting Anti-Featherer Lipliner

Creates an invisible border along the lips to prevent lipstick from bleeding or feathering. Pair with anything.

Item LLINE



Shine Stopper

Instant Matte Finish with Microsponge® Technology

Normal | Oily | Combination Skin

- Clinically proven to keep skin perfectly matte for at least 6 hours
- Unique MICROSPONGE® Technology keeps oily shine in check
- Minimizes the appearance of pores
- Leaves a silky-soft, powder-like finish
- Smoothes minor skin imperfections
- Increases makeup's staying power

Item PC360



Nail Care

Cuticle & Nail Treatment

Keep nails and cuticles looking great with this portable, easy-to-use, moisturising treatment. Brush it on for instant protection and cuticle relief. May be applied to bare or polished nails.

Item PC553



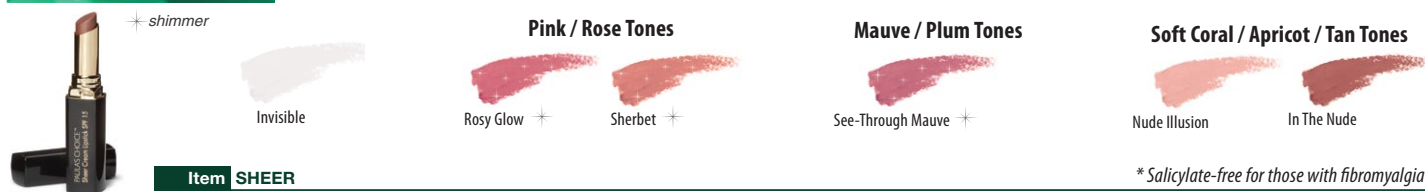
Enjoy benefits galore when you become a Paula's Choice Member! As a Paula's Choice member you will receive notice of our regular monthly Special and our free bi-monthly Newsletter containing the latest cosmetic information and Q&A's from Paula Begoun, plus be eligible to purchase Paula's Choice state-of-the-art products at discounted prices. (minimum 30% off the recommended retail price. Excludes books).

*Salicylate-free for those with fibromyalgia

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Lipstick

Sheer Cream Lipstick SPF 15* *Keep lips shiny, moisturised, and beautifully protected with this feather-light formula with SPF 15.*



Item **SHEER**

Brushes



Paula's Choice silky soft, luxurious brushes create a flawless finish to your makeup. All styles (excluding Concealer Brush and Precision Liner Brush) are 100% natural hair.

- A Powder Brush PST01
- B Blush Brush PST02
- C Large Round Shadow Brush PST04
- D Small Round Shadow Brush PST05
- E Eyeliner Brush PST12
- F Wedge/Brow Brush PST08
- G Lipstick Brush with cap PS16
- H Precision Shadow Brush PST06
- I Shadow Softening Brush PST07
- J Crease Defining Brush PST09
- K Concealer Brush PST14
- L Soft Blending Brush PST13
- M Angled Shadow Brush PST10
- N Precision Liner Brush PST11
- O Retractable Powder Brush PSR20
- P Brow/Lash Brush PST15

First Class Refillable Travel Kit

- Four 2-ounce refillable plastic bottles with flip cap closures
- Two 1-ounce refillable plastic jars
- One mini-sprayer, spatula, and mini funnel for easy transfer of your product from its original packaging to our travel-sized containers
- Sixteen waterproof labels, including basics such as cleanser and moisturizer as well as other items such as makeup remover and hairspray
- This set is travel-ready and designed to get your beauty product through airport security easily
- Packs easily into your carry-on bag-keep bottles filled and labelled so they're ready when you are!
- All components may be rinsed and stored for future use



Item **PC902**

Mini Brush Set

Perfect for on-the-go touch ups, this set includes a luxurious professional quality Powder Brush, Blush Brush, and 4 brushes for eye designs (Large Eyeshadow, Small Eyeshadow, Wedge/Brow, and Eyeliner). Nylon pouch measures approx. 9.5cm wide x 12cm high.



Item **MINI6**

Bags & Accessories

Ultimate Makeup Bag

Paula's Choice Ultimate Makeup Bag organizes and stores all types, brands, and sizes of makeup and facial skin-care products. Measures: 9" x 6" x 3"

Item **ULMKBAG**



Pumps

SPRAY PUMP Ideal for covering hard-to-reach areas & for applying a light mist. Ideal for use with Paula's Choice Toners, 2% Beta Hydroxy Acid Liquid & Skin Relief Treatment.

Item **SPRAY**



SKIN CARE PUMP Convenience is key with this practical and neat solution. This locking pump travels well and fits most Paula's Choice Skin Care bottles. (Not compatible with tubes, Super Antioxidant Concentrate or Gentle Touch Makeup Remover.)

Item **PUMP**



BODY CARE PUMP This pump has the same locking feature as the Skin Care Pump but disperses slightly more product. Ideal for application to larger areas.

Item **BODY PUMP**



Don't Go to the Cosmetics Counter Without Me, 8th Edition Shop smart, look beautiful, and save money! More comprehensive and meticulous than ever, this 8th edition contains objective and informative reviews of more than 25,000 products from 140 different cosmetic lines plus an incredibly thorough cosmetics dictionary.

Item **DG8**



The Original Beauty Bible The ultimate, stand-alone guide for anyone wanting to take the absolute best care of their skin at any age or with any skin-care concern. It is the most exhaustively researched book of its kind. In easy-to-understand steps, you'll find out exactly what you can really do to achieve the skin you want.

Item **BB3**



The Cosmetics Cop with Paula Begoun DVD

- The truth about anti-aging products
- Which acne-fighting ingredients are best
- Are natural ingredients better than synthetic ingredients?
- Hair-care facts that no one else is telling you
- Paula's top beauty secret
- Region-Free

Item **DVDPBS**



CLEAR Anti-Acne System

Acne Relief without Irritation or Redness

REGULAR STRENGTH

- A Normalizing Cleanser #PC600
- B Targeted Acne Relief Toner #PC620
- C Acne Fighting Treatment #PC610

EXTRA STRENGTH

- D Extra Strength Targeted Acne Relief Toner #PC621
- E CLEAR Extra Strength Acne Fighting Treatment #PC611



REGULAR STRENGTH



EXTRA STRENGTH

Beautiful Skin Everyday

Cleanse

- gentle • water-soluble • 100% fragrance-free
- * Salicylate-free for those with fibromyalgia

HYDRALIGHT ONE STEP FACE CLEANSER* Normal to Oily/Combination Skin Experience a fresh, clean sensation every time you wash your face with this gel cleanser. The water-soluble formula removes makeup and excess oil without irritating or stripping skin.

Item **PC110 237ml / PC110x 473ml**

SKIN BALANCING CLEANSER

Normal to Oily/Combination Skin Refresh your normal to oily or combination skin with this light cushiony lather that effectively removes all makeup (including eye makeup). Rinses easily and leaves skin smooth and beautifully clean.

Item **PC115 237ml / PC115x 473ml**

ONE STEP FACE CLEANSER

Normal to Dry Skin This lightly lathering, silky formula quickly removes all makeup (including eye makeup) but rinses off easily, leaving skin perfectly clean and soft.

Item **PC100 237ml / PC100x 473ml**

SKIN RECOVERY CLEANSER*

Normal to Very Dry Skin A rich, soothing cleanser for very dry, sensitive skin that rinses completely without leaving any residue. Leaves skin smooth and supple.

Item **PC105 237ml / PC105x 473ml**



Reveal

Create radiant smooth skin-say goodbye to dull, flaky skin! **Choosing the right exfoliant**

AHA are water-soluble & water-binding, exfoliating the skin's surface, making it beautifully smooth and allowing moisturisers to work better. An AHA is appropriate for all skin types but is especially helpful for normal to dry &/or sun-damaged skin.

VS.

BHAs (salicylic acid) is oil-soluble & anti-inflammatory, exfoliating the skin's surface layers as well as inside the pore to eliminate build-up that leads to clogged pores and blackheads. Ideal for all skin types that tend to break out or develop blackheads. Choose from various concentrations & textures.

1% BETA HYDROXY ACID GEL All Skin Types

Skin looks and feels smooth, soft and more even-toned with this silky, water-based gel that contains 1% salicylic acid to exfoliate the skin's surface and inside the pore lining. Appropriate for all skin types, but best for someone with normal to oily or combination skin prone to blemishes and blackheads.

Item **PC202, 118ml**



1% BETA HYDROXY ACID LOTION All Skin Types Uncover beautifully clear skin as you gently exfoliate both the skin's surface and inside the pore to eliminate blemish-causing blockages. Contains 1% salicylic acid to help boost healthy skin turnover and dislodge blackheads. Appropriate for all skin types, but best for someone with occasional blemishes and blackheads.

Item **PC200, 118ml**

2% BETA HYDROXY ACID GEL All Skin Types Stronger than our 1% gel version, this exceptional water-based gel formula exfoliates the skin's surface and inside the pore lining for super-soft, beautifully even-toned results. Works for all skin types, but is best for someone with normal to oily or combination skin prone to persistent blemishes & blackheads.

Item **PC204, 118ml**

2% BETA HYDROXY ACID LOTION All Skin Types Banish stubborn breakouts and blackheads with this light weight lotion. Plant oils, antioxidants, antiirritants and water-binding agents help soften your skin, while a 2% concentration of salicylic acid exfoliates the skin's surface and inside the pore lining, stopping breakouts where they begin. Beneficial for those with normal to oily or slightly dry skin who prefer a lotion texture but need the stronger 2% concentration of BHA.

Item **PC205, 118ml**

2% BETA HYDROXY ACID LIQUID All Skin Types This lightweight liquid containing 2% salicylic acid is wonderful for exfoliating inside the pore and eliminating the debris that contributes to blemishes and blackheads. Excellent for all skin types but works especially well on oily or combination skin that is prone to breakouts.

Item **PC201, 118ml**

8% ALPHA HYDROXY ACID GEL All Skin Types Reveal wonderfully smooth, healthy skin as you remove built-up layers of dull, rough skin. This 8% glycolic acid gel exfoliates the skin's surface which increases cell turnover rate, resulting in a noticeable improvement in the skin's texture and appearance. Works particularly well on normal to dry skin but can be used on all skin types.

Item **PC190, 118ml**

Tone

- remove last traces of makeup • 100% fragrance-free
- no alcohol or irritants

SKIN BALANCING TONER

Normal to Oily/Combination Skin Restore skin's healthy balance with this lightly hydrating, weightless solution. Helps diminish clogged pores and reduces redness and inflammation. Also eliminates mild dryness or flaking by stabilising cells, leaving skin smooth and satin-soft.

Item **PC135, 177ml**

HEALTH SKIN REFRESHING TONER

Normal to Oily/Combination Skin Improve skin function and reduce cellular damage with this unique, antioxidant-rich toner. It removes last traces of makeup and leaves a nearly imperceptible, fresh finish.

Item **PC131, 177ml**

MOISTURE BOOST HYDRATING TONER

Normal to Dry Skin Normalize and optimize skin function with this lightly hydrating toner. Loaded with superior antioxidants and cell-communicating ingredients, this soothing formula helps reduce cellular damage and inflammation, removes last traces of makeup, and leaves skin beautifully soft.

Item **PC121, 177ml**

SKIN RECOVERY TONER

Normal to Very Dry Skin Recover silky, smooth radiant skin with this union of skin-fortifying antioxidants, essential lipids and water-binding agents. Helps eliminate dry, flaky skin while anti-inflammatories calm reddened or sensitive areas.

Item **PC125, 177ml**



Enrich

Why antioxidants?

- Antioxidants have been shown to reduce the damaging effects caused by environmental free radicals.
- Ongoing research has demonstrated that using antioxidants with sunscreen boosts the SPF's effectiveness by reducing oxidative stress.
- Skin is better able to defend itself from the environment when it is supplied with potent antioxidants - day & night.

RESIST SUPER ANTIOXIDANT CONCENTRATE

For face & eye area All Skin Types Experience a luxuriously silky, breathable finish with this waterless, silicone-based blend of antioxidants and anti-irritants. Appropriate for all skin types, you can apply it every day by itself, under your moisturiser, sunscreen or makeup, or around the eyes.

Item **PC764, 30ml**



SKIN BALANCING SUPER ANTIOXIDANT MATTIFYING CONCENTRATE

For face & eye area Normal to Very Oily Skin Imperceptible on the skin, this weightless combination of potent antioxidants, cell - communicating ingredient (including retinol) and anti-irritants forms a breathable barrier to protect skin, normalise skin function and absorb oil, leaving an unbelievably smooth, matte finish.

Item **PC335, 30ml**



SKIN RECOVERY SUPER ANTIOXIDANT CONCENTRATE

For face & eye area Normal to Very Dry Skin Skin feels smooth and looks radiant after a dose of this silky, luxurious blend of antioxidants, cell-communicating ingredients (including retinol), plant oils, and potent anti-irritants. A protective barrier combats the effects of sun damage, pollution and the environment, while plentiful antioxidants restore a healthy appearance and encourage skin to function normally.

Item **PC325, 30ml**



Protect

ESSENTIAL NON-GREASY SUNSCREEN SPF15

Normal to Oily/Combination Skin Your skin will feel soft, smooth and protected from the sun with this lightweight, antioxidant-rich lotion. Perfect for normal to oily skin, it contains avobenzene to filter harmful UVA rays, and water-binding agents for just a touch of moisture. Excellent for use on the face and body.

Item **PC231, 148ml**

