



VS Makeup makes its glamorous debut August 2009 at
Victoria's Secret stores and VictoriasSecret.com.

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Retail prices subject to change.

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NEW
VS MAKEUP

THE GLAMOUR YOU WANT. THE SHADES YOU NEED.

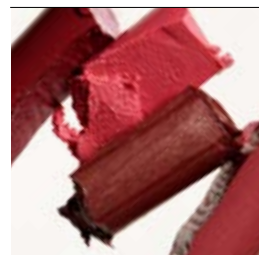
VICTORIA'S SECRET

VS MAKEUP

Introducing the new VS Makeup collection, fusing a broad, wearable range of shades and professional formulas with inimitable Victoria's Secret glamour.

VS Makeup evolves our popular Very Sexy Makeup line to create one comprehensive, on-trend collection of perfect shades and textures for lips, eyes and face. The update brings in an edited range of 20 superior formulas and over 180 shades to suit every skin tone and occasion, from casual chic to all-out glamour.

The packaging got a makeover as well. Now in cartons with peek-a-boo windows or full-color images, customers can see and shop the line with ease. Compacts are feminine yet modern in lacquered black with signature Victoria's Secret pink accents.



LIPS

LIP GLOSS

Find gloss perfection. Lasting shine and rich color in a variety of alluring finishes. Wear alone for pure gloss or layer over lipstick. In 16 shades, from nude to deep. \$12

LIP LACQUER

Strike it rich. Luminizing pearl meets lustrous gloss to create this decadent, lasting lip shine. Luxurious alone or over lipcolor. In eight glimmering shades. \$12

BRILLIANT LIP SHINE

Be brilliant. Patent-finish gloss drenches lips with gleaming, shimmering color. Conditioning formula combines advanced polymers and light-reflecting pearls for rich dimension. In 12 color-drenched shades. \$12

SHEER GLOSS STICK

Unveil soft shine. Light-reflecting polymers create a translucent touch of hydrating color. Moisture-rich formula with Vitamin E helps create a plump, soft look. In six sheerly hydrating shades. \$14

LIP GLAZE

Shine on. Sheer color meets high shine, a brilliant combination. Add dimension and ultimate shine by layering over lipstick, or wear alone for a purely juicy effect. In six crystal shades. \$12

PERFECT LIPSTICK

Crave color. Rich, creamy formula drenches lips in lasting, full-coverage color and sheen. In 20 shades, from sheer to shimmer. \$14

MATTE CREAM LIPSTICK

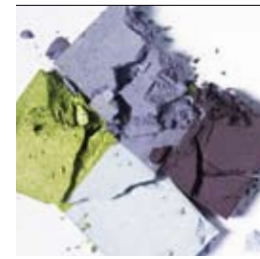
Indulge in velvet. Creamy, soft formula envelops lips in intense, full-coverage color. In eight plush shades. \$14

SPARKLING LIPSTICK

Glam it up. Sheerly glittering lipcolor adds shine and a provocative layer of sparkle. To give it extra pop, top with gloss. In six dazzling shades. \$14

LIP LINER

Prepare for color. Creamy liner defines and enhances lips, priming them for color to help improve wear of lipstick or gloss. In seven versatile shades. \$10



EYES

EYE SHADOW QUAD

Create your signature eye. Four coordinating satiny shadows can be worn alone, in combination or blended for infinite eye looks. In 10 eye-catching shade palettes. \$18

SILKY EYE SHADOW

Unveil eye-catching color. Pigment-rich formula drapes lids in pure color and an alluring finish. Available in a broad spectrum of 30 shades and three finishes: Velvet (soft matte), Lustre (satin sheen) and Sparkle (glitter effect). \$12

EYE LINER

Make eyes. Creamy liner glides on, defining eyes in lasting, pure color. Make a precise line, or blend with the smudger tip to create a smoky effect. In eight defining shades. \$10



FACE

BRONZER/HIGHLIGHTER TRIO

Create a flawless, faux glow. Illuminating trio of bronzing powders combine to create a fresh, sun-kissed face. In four radiant blends. \$18

BLUSH TRIO

Glow natural. A trio of shades come together to add definition and subtle radiance. Wear each alone or blend together to create a natural-looking flush. In six beautiful color combinations. \$18

FLUID CONCEALER

Find balance. Blendable, full-coverage concealer helps to minimize imperfections: under-eye circles, blemishes, dark spots and fine lines. In seven versatile shades, from light to deep. \$12

EXTRA-LENGTHENING MASCARA

Go to great lengths. Lush mascara extends the look of lashes with lengthening polymers. Unique asymmetrical brush combines firm and soft bristles for a comb-like, clump-free application. In two essential shades, black and brown. \$13

HIGH-DEFINITION MASCARA

Switch to high definition. Innovative brush with precision bristles captures every last lash for a perfectly even coat of ultrasmooth, rich color from root to tip. In two essential shades, black and brown. \$15

PRESSED MINERAL POWDER

Feel flawless. Feather-light powder with skin-loving minerals helps minimize imperfections for an even, fresh look. Two luxe finishes in one compact: natural matte and subtle luminosity. In 10 finishing shades. \$18

SOFT FOCUS LIQUID FOUNDATION SPF 20

Reveal skin perfection. Light-imparting pearls help this weightless foundation with protective, antioxidant Vitamins A and E and soothing Chamomile seamlessly blend into skin for a fresh, dewy finish. In 14 shades, a match for every skin tone. \$20



TOOLS

BRUSHES

Five essential brushes with petite handles for optimal control and flawless application:

Convertible Lip

Compact head allows for smooth application of lipstick or gloss. \$9

Contoured Eye

Full, contoured, compact head shades lids and creates precision application in the crease. \$12

Eye Liner

Unique cone shape creates ultimate definition, from precise to smoky. \$12

Bronzer

Full, rounded head has shorter, contoured bristles for optimal color pick-up and perfectly even powder application. \$18

Blush

Angled brush picks up powder color beautifully and offers controlled application for perfect contouring and highlighting. \$16

SHARPENER

Gives pencils a precise tip. \$2.50

MAKEUP CASE

Sleek black cosmetics case holds all your VS makeup essentials. Perfect for travel, tucking into a work tote or packing in a gym bag. \$12

TOTAL MAKEUP REMOVER

Take it all off. Gentle, dual-action formula gently removes makeup from lids, lashes, lips and all over the face. Leaves skin refreshed and silky soft. \$10

