**Eco-Luxe Beauty Tools** 







Jenny Patinkin Eco-Luxe Beauty Tools is at the intersection of luxury and sustainability.

By responsibly sourcing and sustainably producing organic and other natural materials, and by focusing on limiting waste, Jenny Patinkin tools are luxurious while also planet aware.

Jenny Patinkin tools are handmade by highly skilled and generational artisans, including jewelers, with sophisticated packaging that is reusable, repurpose-able or recyclable.

All Jenny Patinkin products are highly giftable and have great shelf appeal.

**Eco-Luxe Beauty Tools** 

#### **BEAUTY AWARDS**



















JENNY PATINKIN

Eco-Luxe Beauty Tools

Jenny Patinkin is a highly sought-after beauty expert, entrepreneur, makeup artist and author known for her earth-friendly and age-aware approach to beauty.

Jenny appears regularly on network TV and prominent digital media channels educating people about beauty and makeup. Nationally recognized for her broad industry knowledge and expertise, and as an early adopter of "clean" beauty, she has been featured on *Gad Moming America*, *The Today Snow, The Radial Ray Snow, ExtraTV* and *HSN*.

Her expert tips as well as praise for her products have been featured in/on Allure, Byrdie, Goop, Glamour, Harper's Bazaar, Health, Martha Stewart Living, Mind Body Green, Parents, Pure Wow, Real Simple, Self, The Zie Report, Well+Good and many others.

Jenny is the author of the best-selling book, *Lazy Perfection, The Art of Looking Great Without Really Trying* (Running Press/Hachette); was named Chicago's Best Makeup Artist; and is frequently retained by corporations, clubs and other organizations to speak and lead seminars.

Follow Jenny on social media @jennypatinkin.

**Eco-Luxe Beauty Tools** 



## 🐸 ECO-CONSCIOUS & ETHICAL

At Jenny Patinkin, we pride ourselves on working to limit the impact our products have on the environment. We source plant-based or innovative safe-synthetic materials; utilize post-consumer and postindustrial recycled materials; and work with manufacturers who have closed loop or other eco-safe manufacturing practices. We also thoroughly vet our manufacturing partners to ensure certification of safe and ethical work conditions.



#### LUXURY QUALITY

Jenny Patinkin products are handmade by highly skilled or generational artisans and are made to our exacting standards. All products are sourced directly from the manufacturer in order to maintain strict quality control oversight and to avoid costly third-party upcharges.



#### **USER-FRIENDLY**

Designed to her custom specifications, Jenny's products are intended to give the user maximum confidence and control. Features such as weighted bases, carefully calibrated proportions, and ergonomic shapes allow for ultimate user-comfort and success.



#### TRANSPARENCY

As a woman over 50, Jenny is highly attuned to age-related changes in the skin and as such, is transparent not just about the benefits of using her products, but also the limitations. While Jenny Patinkin products can support and enhance an existing skincare and makeup routine, Jenny is committed to eliminating hyperbole and overpromising results.



Jenny educates women in person as well as via social media, Zoom, various other digital outlets about her simple, natural approach to beauty and how to get the most out of your beauty tools.



She has been asked to lead Master Classes and Tutorials by Stylecaster, Shape, Bluemercury, Byrdie, Credo and Cos Bar and has a devoted and highly engaged following who tune into her own social media accounts for all manner of beauty insights, tips and tricks.





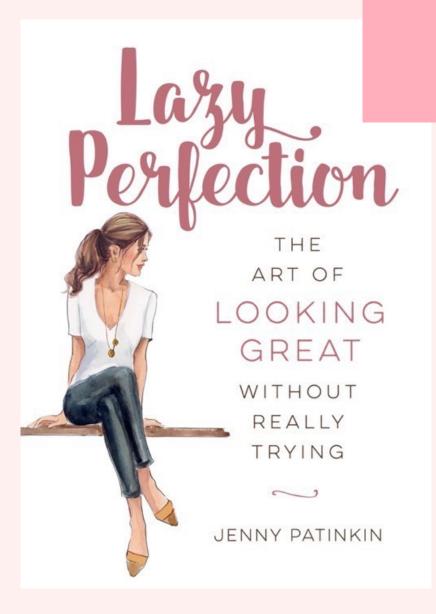


JENNY PATINKIN

THE BEAUTY EXPERT

#### **BEST-SELLER**

lenny is the author of best selling , A G , Running Press/ Hachette.



Running Press, Hachette

## JENNY'S PACKAGING

Jenny is committed to limiting waste in packaging, avoiding overuse of paper, plastic wrap and other disposable elements, and to providing packaging made from recycled material or that can be reused, repurposed or curbside recycled.



# **COMING SOON**

# Spray Away Instant Makeup Brush Cleaner

COMING MARCH, 2024 \$19 SRP

Poof! Your days of standing at the sink to wash your brushes – and then waiting hours for them to dry – are over!

Spray Away Instant Makeup Brush Cleaner is the quick-fix way to get your brushes clean and sanitized in seconds so you can get right back to using them again. Like, immediately.

With a waterless, oil-free and rinse-free formula, this spray magically breaks down products and pigments and then instantly dries. Your brushes will be clean, sanitized and ready to go again in a flash.



Quick Dry • Antibacterial • Antimicrobial • Waterless • Oil-Free • Dye-Free • Plant Based

Made with Natural Vanilla Fragrance



# Shape Shifter - Eyebrow Touch Up Tool

# COMING FEBRUARY, 2024 \$14 SRP



This tiny touch-up tool is the perfect way to get your shift together - around your eyebrows, that is.

Made with an ergonomically curved handle and a tiny 2cm round-edged saftely blade, this tool can be used to trim, shape and maintain your brows so you can go longer without having to endure painful plucking, waxing or threading.

Plus, de-fuzzing the brow bone and upper lid areas will help eyeshadow apply more smoothly for a more polished look.

And of course you can use this to touch up other areas of the face as well.

#### Set of 2.

Made with a reusable Japanese stainless steel blade. Good for up to 10 uses each.

Get your shift together □

# The Big Reveal Eyelash Curler for Hooded and Deep-Set Eyes

COMING APRIL, 2024 \$20 SRP

If you've ever had a hard time curling your lashes or pinch your lids when you do, chances are that your lash curler is simply not the right shape for your eyes.

Our Big Reveal Eyelash Curler is specifically designed to lay flush against deep set and hooded lash lines so that you can get the lift and curl that'll bring out the best in your eyes.

Say hello to fluffy lashes and big, bright eyes.

- Flongated, flattened shape lays flush against hooded and deep set lash lines
- Upright cage angle is designed to fit even the deepest of orbital bones
- Extra firm bumper pad gives more curl with less effort and no need to "pump"
- Small finger holds give stability, balance and control
- Vight pink bumper pad allows for better visibility in placement



# **2023 BEST SELLERS**



**Eco-Luxe Beauty Tools** 

# SUSTAINABLE LUXURY DUAL-ENDED MAKEUP BRUSH SET

# SUSTAINABLE LUXURY

dual-ended makeup brush set

**SUSTAINABLY PRODUCED** 

**MULTI-PURPOSE** 

**VEGAN** 

**LUXE AND SOFT** 

#### Includes:

1x Cream Complexion Brush
1x Powder Complexion Brush
1x Shadow/Crease Brush
1x Conceal/Define Brush
1x Brow/Line Brush
1x Eye Detail Brush
1x White Vegan Leather Brush

Retail \$150





#### **EARTH-FRIENDLY**

These brushes are made with Post-Industrial Recycled materials. Feel good about taking care of yourself while also taking care of the planet.



#### LUXURIOUSLY SOFT

Each brush is made with 2.5 times as many bristles as standard brushes, making them incredibly soft and luxe. And with 2.5 times as many points of contact, less makeup is needed to achieve a seamlessly blended, natural look.



## EASY TO USE

With weighted handles for extra balance, comfort and control in the hand and a description of what each brush does printed right on the handle, these brushes are suitable for beginner and experts alike.



**Eco-Luxe Beauty Tools** 

#### LUXURY VEGAN MAKEUP BRUSH SOAP

LUXURY VEGAN

makeup brush soap

FRAGRANCE FREE

**ANTI-BACTERIAL** 

**ANTI-MICROBIAL** 

**SULFATE-FREE** 





Makeup brushes deserve to be pampered, too! After all, they work hard for you, so why not give them a luxury bubble bath instead of using cleansers that contain harsh detergents or heavy oils.



#### **SQUEAKY CLEAN**

Jenny Patinkin's Luxury Vegan Makeup Brush Soap is handmade to her own specifications and really gets the job done, whether your brushes are vegan or natural hair.



# THOUGHTFUL CARE

Made with vegetable-based glycerin, coconut milk and vitamin E, the sulfate-free, fragrance-free, anti-bacterial and anti-microbial formula washes away oils and pigments without leaving residue or drying out the bristles.

#### **BEST-SELLER**

#### JENNY PATINKIN

**Eco-Luxe Beauty Tools** 

# SKIN SMOOTHING TRIO MADE FROM SURPLUS WHEAT STRAW

# SKIN SMOOTHING TRIO

**EXFOLIATE** 

**DE-FUZZ** 

ENHANCE PRODUCT PERFORMANCE

Includes: 3x Skin Smoothing Tools

Retail \$18



## > SKIN PERFECTOR

Stainless Steel Safety Blade

A gentler cousin of a razor and a safe and effective way to exfoliate dead skin cells, remove peach fuzz and enhance product performance.

# PLANET PROTECTOR

Surplus Wheat Straw Bioplastic

An eco-friendly alternative to regular plastic makes this product recyclable and kinder to the Earth.



By lightly scraping away old skin cells and peach fuzz, dermaplaning gives the complexion a more radiant and brighter appearance.



Dermaplaning will NOT cause hair to grow back thicker or darker.

# **UNDER \$25**

**Eco-Luxe Beauty Tools** 

# ON POINTE PUFF For Delicate Powder Placement





- This triangular puff gives a precise, delicate application of powder where you want it without dulling down radiance everywhere else.
- Fine line friendly velvet has perfectly sheared and symmetrical threads so powder is picked up and deposited evenly, without settling or caking
- Use with pressed or loose powder to mattify, set, contour and correct.



#### **ECO-FRIENDLY**

- Good for hundreds of uses.
- Made from deluxe cotton-blend and a plush sponge center.
- Comes in recycled paper packaging.



#### SQUEAKY CLEAN

 Quick drying. Wash after each use (or as often as possible) with Jenny Patinkin Luxury Vegan Makeup Brush Soap, or machine wash and tumble dry.

#### ON POINTE PUFF

for delicate powder placement



SOFT
DELICATE
REUSABLE
DYE-FREE
ANTIBACTERIAL

Includes: 2x Powder Puffs

Available Now

Retail \$12

**Eco-Luxe Beauty Tools** 

#### HBB HAIR BRUSH BRUSH

#### It's a Hair Brush ... for your Hair Brush!

HBB

hair brush brush

A tiny tool for Better Brushing

Includes: 1x Brush

**Available Now** 

SRP \$9





#### BRUSH BETTER, BB

- A clean hair brush works better to grip and glide from root to tip
- Clean bristles are less likely to snap and snag
- Bristles that can glide leave hair looking shiny and smooth



#### SIMPLE & EASY

- Rake HBB through your brush bristles in vertical and horizontal motions to gather and lift away accumulated hair
- Use on any hair brush, but especially round barrels, densely packed bristles, brushes with bristle clusters or boars hair bristles
- Wash after use with soap and water



#### **PORTABLE**

- Tiny and convenient
- Approx. 4" tall

**Eco-Luxe Beauty Tools** 

#### BEAUTY BESTIE PRODUCT PROLONGER

for getting to the bottom of it all





#### **EVERY LAST DROP**

Use either the 6" wand or 4.5" wand to scoop and scrape the very last drop of your makeup and skincare products, so you can get every penny's worth.



#### **EARTH-FRIENDLY**

Made with antibacterial silicone and a stainless steel rod, this durable tool is good for multiple uses and is plastic-free. Set of 2 tools comes in a reusable, repurposable and recyclable tin container.



#### SIMPLE CARE & KEEPING

Wash with soap and warm water then store in the tin for thousands of uses.

# BEAUTY BESTIE PRODUCT PROLONGER

set of 2

GET THE MOST OUT OF YOUR PRODUCTS, LITERALLY

FLEXIBLE SPOON END HUGS THE CURVES OF YOUR PRODUCT CONTAINERS

STIFFER SPATULA SIDE SCAPES INTO EVERY NOOK AND CRANNY

Includes: 1x 6" wand 1x 4.5" wand

**Available Now** 

SRP \$14

#### **BEST-SELLER**

#### JENNY PATINKIN

**Eco-Luxe Beauty Tools** 

**BLOTTER BABY** 



#### BLOTTER BABY

mattifying roller

This tiny on-the-go touch up tool is a little bit of magic





#### TOUCH UP & REFRESH

- Subtly blot and mattify shine
- Absorb excess moisture and oils
- Roll on top of makeup or bare skin



#### **ECO-FRIENDLY**

- Rollerball made with natural volcanic clay
- Alternative to disposable blotting papers and powder
- Rollerball can be washed and reused thousands of times



#### **PORTABLE**

- Tiny and convenient
- Approx. 2" tall

Includes: 1x Roller

Retail \$22

#### **BEST-SELLER**

#### JENNY PATINKIN

**Eco-Luxe Beauty Tools** 

# PURE LUXURY AU NATUREL 70% PLANT-BASED MAKEUP SPONGE MADE WITH ORGANIC GREEN TEA

#### PURE LUXURY

Au Naturel

Green Tea Makeup Sponge

**BIODEGRADABLE** 

**DYE-FREE** 

**NON-TOXIC** 

**ANTIBACTERIAL** 

LATEX-FREE

**VEGAN** 

Biodegrades in 160 days!

**IT'S TEATIME!** 

Our 70% plant-based sponge is the newest innovation in sustainable beauty. Made from organic green tea, this dyefree sponge is the actual color of green tea and even has a light green tea scent.



Ultra soft and squishy, this sponge is more luxurious than you would ever have imagined a plant-based sponge to be.
Wet or dry, it delivers a seamless, natural application of makeup every time.

Includes:
1x Makeup Sponge

Retail \$16

Wash after each use (or as often as you can) with our Luxury Vegan Makeup Brush Soap

**Eco-Luxe Beauty Tools** 



#### LAZY PERFECTION LASH CURLER

White bumper pad allows for better user visibility and curler positioning.

Bumper pad angle and extra firm density deliver more curl with less effort.

> **Smaller finger** openings give greater balance and control in the hand.

Carefully calibrated trap opening accommodates lashes of any length.

**Custom shaped curvature** is suitable for a variety of different eye shapes, limiting the likelihood of pinching or crimping.

lazy perfection LASH CURLER **FOOLPROOF & EASY CREATES A PERFECTLY LIFTED CURL ONE-SIZE-FITS-ALL DESIGN** 

Includes:

1x Rose Gold Lash Curler

Retail \$24





**Eco-Luxe Beauty Tools** 

#### LUXURY VEGAN MAKEUP BRUSH SOAP

LUXURY VEGAN

makeup brush soap

FRAGRANCE FREE

**ANTI-BACTERIAL** 

**ANTI-MICROBIAL** 

**SULFATE-FREE** 





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#### JENNY PATINKIN

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Retail \$18



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An eco-friendly alternative to regular plastic makes this product recyclable and kinder to the Earth.



By lightly scraping away old skin cells and peach fuzz, dermaplaning gives the complexion a more radiant and brighter appearance.



Dermaplaning will NOT cause hair to grow back thicker or darker.

# THE CORE LINE

**Eco-Luxe Beauty Tools** 

#### SUSTAINABLE LUXURY MAKEUP BRUSH COLLECTION

**Beauty Reclaimed** 

# SUSTAINABLE LUXURY

makeup brush collection

THE FIRST OF THEIR KIND **RECYCLED BRISTLE BRUSHES** SUPER LUXE LOOK AND FEEL **DESIGNED BY A PROFESSIONAL MAKEUP ARTIST FOR EVERYDAY USE** 



Priced from \$22 - \$40



#### DO BETTER BEAUTY

Level up your eco efforts. These brushes are made with recycled plastic bristles and aluminum handles.



#### THE MOST PLUSH PLASTIC

You won't believe these incredibly luxe bristles are made from plastic. They're super soft, blend beautifully and work equally well with powders and creams. Plus, they're surprisingly easy to keep clean.



# Transport Polished \*\*

High shine, rose gold handles look elegant and elevated; weighted bases give superior balance and control; and clear brush use descriptions printed on each make these tools fetching and functional.

Powder   Bronzer	\$40
Cheek	\$32
Contour	\$32
Complexion	\$36
Angled-Multi Blender Large	\$32
Crease	\$26
Eyeshadow Large	\$25
Angled-Multi Blender Small	\$28
Conceal   Define	\$38
Brow   Line	\$24
Eyeshadow Small	\$22
Line   Smudge	\$22
Pin Point Liner	\$20

#### **BEST-SELLER**

#### JENNY PATINKIN

**Eco-Luxe Beauty Tools** 

**CRYO GLOW GLOBES** 



#### + GET THE COLD GLOW

Used in a rocking motion all over the face and neck, cryo globes help:

- Refresh
- Reduce inflammation
- Aid with vasoconstriction
- Give the appearance of more lifted, toned and glowing skin.



#### LUXE & SAFE

Filled with non-toxic, eco-friendly, plant-based coolant essence, these globes stay cold for over 60 minutes after removed from the refrigerator. Made with shatter-resistant and temperature-proof glass and silicone covered handles for user comfort.



#### CRYO GLOW GLOBES

facial massage set

A refreshing feel-good addition to your beauty routine

Includes: 2x Cryo Globes

Retail \$70

**Eco-Luxe Beauty Tools** 

#### 65% PLANT-BASED

#### PURE LUXURY

plant-based makeup sponge duo

65% PLANT-BASED **MADE FROM SUSTAINABLY SOURCED UPCYCLED RICE** 

**BIODEGRADABLE** 

**DYE-FREE** 

LATEX-FREE

**VEGAN** 

**ANTIBACTERIAL** 

#### **PURE LUXURY PLANT-BASED** MAKEUP SPONGE DUO





Unlike most sponges, ours are dye-free, formaldehyde-free and free from flame retardants.



#### BETTER NEWS

Our sponges are made with a new and technologically advanced water-borne prepolymer polyurethane foam that biodegrades.



## P BEST NEWS

Our updated sponges have the same elegant look and perform just as beautifully as our original version. They're still velvety soft and delightfully squishy, and give a flawless application of makeup.



## bonus BEST NEWS

The pores on these sponges are so tiny they're not visible to the naked eye, which means that they not only absorb less makeup, they're also easier to clean.

#### **BEST-SELLERS**

#### JENNY PATINKIN

**Eco-Luxe Beauty Tools** 

# UPLIFTING GUA SHA HEART TRANSFORMING PETITE GUA SHA BUTTERFLY

#### GUA SHA

Originally used as part of
Traditional Chinese Medicine, Gua
Sha is an ancient wellness method
that has been adapted over the
millennia for today's modern user.
It's the ideal Self-Care Beauty Tool
for Mind, Body and Soul, to uplift
and transform inside and out.

- Improves appearance of skin laxity
- Promotes lymphatic drainage
- Reduces inflammation & puffiness
- Triggers muscle relaxation

HEART: 1xGua Sha 1xCanvas Pouch Retail \$34





Repetitive strokes on the face are a form of moving meditation.



Gua Sha triggers the release of excess fluids in addition to muscle relaxation.



Rose Quartz gemstone is said to emit energy healing properties of love and self-love.

**Eco-Luxe Beauty Tools** 

#### TWO-WAY SUSTAINABLE MAKEUP BRUSH CASE

transport, transform, transcend





#### **PORTABLE**

- Compact size for portability and convenience
- Space saving



#### **PROTECTIVE**

- Functions as a standard makeup brush portfolio case but also snaps back into a position as a makeup brush stand
- Helps keep brushes organized and protected



#### **EARTH-FRIENDLY**

• Feels as soft as leather but is 100% vegan and made from recycled polyurethane

\*brushes not included

#### TWO-WAY SUSTAINABLE

makeup brush case

6 ELASTICIZED BRUSH POCKETS FIT UP TO 15 BRUSHES

3 ELASTIC STRAPS TO HOLD DUAL-ENDED BRUSHES, BLENDERS OR OTHER TOOLS

Includes: 1xVegan Leather Case

**Available Now** 

SRP \$50

**Eco-Luxe Beauty Tools** 

#### **MISTER ASSISTER**

Your Deep Skin Hydration Helper



Holds 6ml

Dimensions: 4.4" x 1.5" x .5"



#### **HYDRATE & GLOW**

This ionic beauty tool breaks down water into micro droplets that can penetrate the stratum comeum for deep hydration, plumpness and glow.



#### RECHARGE & REUSE

Use on-the-go to refresh makeup and skin, and to smooth flyaway hair. Each charge lasts 6+ hours for more than 40 uses. Mist automatically shuts off after 30 seconds.



#### SKIN FLOODING FRIENDLY

Fill tank with distilled water (Smart Water and Boxed Water work). Mist skin before applying skincare products, between products, to refresh make up and to optimize moisture penetration and retention.

MISTER ASSISTER

cooling facial misting tool

**ELEGANT DEEP ROSE GOLD IN A CHIC STUD DESIGN** 

**IDEAL FOR USE ON PLANES AND IN DRY CLIMATES** 

LONG LASTING CHARGE FOR PORTABILITY AND CONVENIENCE

Includes: 1x Refillable Mister 1x USB charger

**Available Now** 

SRP \$65

#### **BEST-SELLER**

#### JENNY PATINKIN

**Eco-Luxe Beauty Tools** 

#### PURE LUXURY ORGANIC **REUSABLE ROUNDS**





#### **EARTH-FRIENDLY**

Lyocell from organic bamboo is one of Earth's most sustainable, non-toxic fabrics and is biodegradable and recyclable. Bamboo is one of Earth's most sustainable crops, requiring little water and needing no pesticides. After harvesting, it regenerates from the root so does not need to be replanted, and it's carbon-neutral.



#### LUXE & CLEAN

Naturally hypoallergenic, antibacterial and antimicrobial, these reusable organic bamboo rounds have a luxuriously soft terry texture that is also gently exfoliating. The best part? They're easy on your skin *and* on the earth.







#### PURE LUXURY

organic reusable cosmetic REUSABLE, NOT DISPOSABLE

MACHINE WASHABLE

**ORGANIC (FREE FROM GROSS CHEMICALS)** 

Use with water. micellar water, toner, makeup remover, or however you choose.

**Eco-Luxe Beauty Tools** 



**ACTIVATED CHARCOAL URGENT CARE CLOTHS** MADE FROM ORGANIC BAMBOO

# ACTIVATED CHARCOAL URGENT CARE CLOTHS

made from organic bamboo

**HYPOALLERGENIC** 

**ANTIBACTERIAL** 

**ANTIMICROBIAL** 

**ORGANIC AND SUSTAINABLE** 

**MACHINE WASHABLE** 

Machine wash warm. dry warm. Machine washing will not rinse away the charcoal.



Includes: 3x Bamboo Cloths 1xWhite Travel Case

Retail \$50







Activated Charcoal draws out toxins and impurities from the skin like a magnet, while the gently exfoliating texture of the bamboo teny towel sloughs away dead skin cells and boosts circulation, leaving a fresh, radiant looking complexion.



Recommended for use on stressed out skin in need of urgent care due to:

- Extreme or prolonged sweating
- Exposure to excess dirt or pollution
- Overindulgence in inflammatory food and (ahem) adult beverages

Not recommended for daily use.

#### **BEST-SELLERS**

# ROSE ON ROSE FACE ROLLER

regular & petite size

Face rolling is an ancient beauty practice that's been used for thousands of years. It's a fast, simple, no-brainer addition to your beauty routine.

Made with Genuine Rose Quartz & Rose Gold Plated Hardware.

#### JENNY PATINKIN

**Eco-Luxe Beauty Tools** 





Face rolling improves the appearance of the complexion by:

- Aiding with lymphatic drainage and release of toxins.
- Reducing inflammation and instantly de-puffing.
- Boosting circulation for added radiance.
- Giving the temporary appearance of smoother, more firm and more lifted skin.



#### LOVE & HEAL

Rose Quartz gemstones are believed to emit energetic vibrations of love and beauty.

They are said to improve self-esteem and heal the heart with feelings of self-worth, forgiveness, and compassion.

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JENNY PATINKIN press

# Instyle GLAMOUR COSMOPOLITAN allure

VOGUE EXTRA ELLE









marie claire goop



REFINERY29



REALSIMPLE

LIFE MADE EASIER



NEWBEAUTY



BYRDIE



# For questions or additional information, please contact Jenny Patinkin

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IG @jennypatinkin