

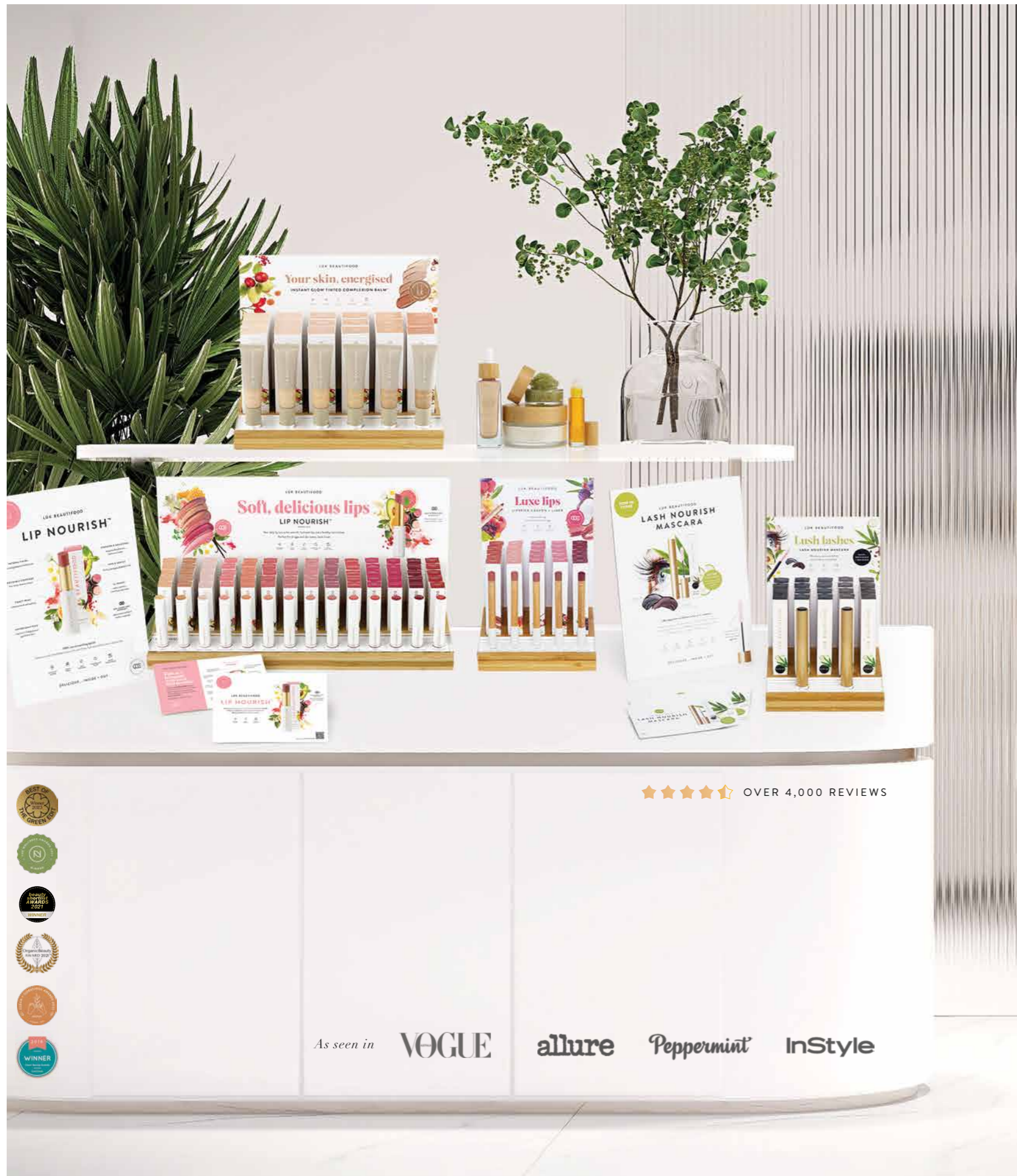
LÜK BEAUTFOOD

EST. 2012



*WE'RE OBSESSED WITH
MAKING NOURISHING COSMETICS
THAT LOOK, TASTE & FEEL
AMAZING*

DELICIOUS... INSIDE AND OUT



LÜK BEAUTIFOOD

CLEAN + CONSCIOUS BEAUTY TO MAKE YOU
LOOK + FEEL ALIVE *and* NOURISHED

We make 100% natural makeup and lip care products from nutrient active foods and botanicals. Backed by science, we harness their transformational power to nourish, hydrate and protect skin with vitamins, antioxidants and fatty acids without compromising the health of our people or planet.

Our products are designed to create a natural look and healthy glow, to help you look and feel

alive and nourished and give you the energy to feel your most radiant self every single day.

Multi-sensory, comfy to wear, easy to apply, multi-purpose and with a fresh, natural finish, our products are suitable for all ages and skin tones to use and wear all day every day.

A FRESH APPROACH *to* NATURAL MAKEUP

Since 2012 we have created 5 concise and popular natural beauty collections and present them in individual, eye catching display units, with a small shelf foot print that can stand alone or next to each other. Shoppers are attracted to Lük Beautifood's modern, on trend design, clean + conscious messaging and Australian made range*.

The power of stocking Lük is in the high repeat purchase: shoppers come back to replenish, try more products, then gift their discovery at seasonal times.

We have engaging market support and provide display units, testers, signage, hand outs and digital assets for free.

Our shades are mostly nudes and neutrals and our mouth watering colours are natural and understated, this allows for a safe quick purchase and is easy to gift. With sheer to buildable coverage and natural finish our makeup collections are forever popular.

We have dedicated sales and training teams, outstanding service and customer support. We will never be seen in discount pharmacy or grocery.

Enjoy discovering our range.



Cindy
LÜKEN

CEO + Founder Lük Beautifood
B.App.Sci Food + Nutrition | Honorary M.Sci

Our promise is simple:

WE BELIEVE WHAT WE PUT ON OUR BODY SHOULD BE AS NUTRITIOUS, SAFE AND DELICIOUS AS THE FOODS WE EAT.

*90% of our products are proudly made in Australia, 10% in Italy.

LÜK BEAUTFOOD

LIP NOURISH™




AAA HYDRA-SOFT
COMPLEX™

Potent botanical blend
soothe + replenish

Lips are instantly hydrated and healthy

-  100% NATURAL
-  NUTRIENT ACTIVE
-  TOXIN FREE
-  MADE FROM FOOD
-  CRUELTY FREE
-  AUSTRALIAN MADE

Box **Tube**

Sustainable
renewables. Water
based varnish.
Vegetable Inks.

Aluminium outer
tube & shell
with PCR inner
base & cap. Magnet.



Recycle
Home



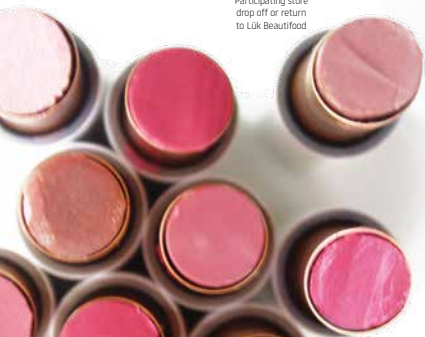
Terracycle
Recycling
Programme
Participating store
drop off or return
to Lük Beautifood

- ✓ A **sheer, buildable 100% natural** lipstick with the nourishing benefits of a balm, dewy, satin finish and delicious taste.
- ✓ Delivers a buildable wash of **creamy colour, inviting shine**, hydrated healthy lips and natural look.
- ✓ With **AAA Hydra-Soft Complex™**, potent botanicals deliver antioxidants, anti-inflammatories and fatty acids.
- ✓ Luxurious magnetic, **velvet touch** metal and **phthalate free** tube.
- ✓ Perfect for all ages and skin tones.
- ✓ **Hydrates and nourishes** with powerful plant oils, butters and waxes.
- ✓ **Kind and gentle** for damaged and sensitive lips.
- ✓ **14 delicious shades** – nudes, neutrals and mouthwatering colours.

 **NATURAL FINISH**
with inviting shine and healthy look

 **BUILDABLE COVERAGE**
from barely-there to medium

 **COMFY WEAR**
creamy smooth and cushiony



A shade for every day



PURE



Clear & colour-free.
Tastes of vanilla and cinnamon.

A nourishment stick for 24/7 moisture, day and night. Use on lips, cuticles and dry skin.

CODE: 0001



CHAI SHIMMER



Golden beige.
Tastes of delicious chai tea.

A sheer, hydrating glow that can be used alone for subtle sparkle or layered over other colours.

CODE: 0007



NUDE SUGAR



Champagne pink.
Tastes of creamy vanilla.
Gentle shimmer gives lips a light wash of kissable pink. A hydrating, glowy, pick-me-up.

CODE: 0058



GUAVA BLUSH



Soft pink.
Tastes of florals and citrus.
An inviting shine and hint of tint with intense hydration for soft, luminous lips.

CODE: 0059



PEACH MELON



Soft apricot blush.
Tastes of sweet melon and orange.
A luminous, hydrating kiss of dewy peach. Leave sheer or build to a flattering coral shade.

CODE: 0010



NUDE PINK



Caramel pink.
Tastes of vanilla and cinnamon.
A hydrating, universally flattering nude shade that can be worn sheer or layered for richer colour.

CODE: 0052



PINK JUNIPER



Dusky pink.
Tastes of orange and juniper berries.
A glowy, understated neutral that looks great on fair skin. Hydrating for everyday wear.

CODE: 0002



TEA ROSE



Deep dusky pink.
Tastes of mint and lemon tea.

Warm mauve tones enhance natural colour in lips. A wearable neutral with hydrating shine.

CODE: 0003



ROSE LIME



Warm pecan.
Tastes of lime and ginger.

A dreamy neutral that hydrates and evens out natural colour. Makes lips the best version of themselves.

CODE: 0004



TANGERINE POMEGRANATE



Deep burnished rose.
Tastes of vanilla and tangerine.

Highlights natural tones in lips with hydrating colour. Layer for a deep nude shade.

CODE: 0008



RUBY GRAPEFRUIT



Rich pink blush.
Tastes of pink grapefruit and orange.

A warm, hydrating pink that can be left as a sheer glow or layered to create a deeper shade.

CODE: 0009



ROSÉ



Pretty wine red.
Tastes of grapes and citrus.

An opulent, hydrating shade that builds to a lustrous warm dark-pink blush.

CODE: 0053



CHERRY PLUM



Rich cerise red.
Tastes of cherry and grapefruit.

A hydrating, berry crimson that can be worn as a light tint or layered for a deeper shade.

CODE: 0012



CRANBERRY CITRUS



Fiery red.
Tastes of cranberry and orange.

A hydrating, timeless wear. Wear as a tint or layer for a deeper shade.

CODE: 0011

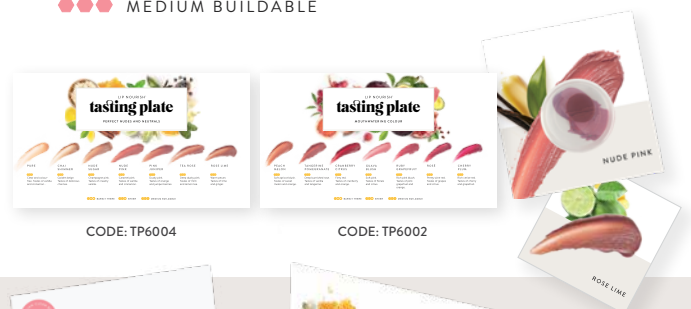
●○○○ BARELY THERE

●●○○ SHEER

●●●○ MEDIUM BUILDABLE

SAMPLING

Samples for customers to try-at-home are available in **single shade pots** and **colour story 'tasting plates'** which feature 7 shades each, shown right.



CODE: TP6004

CODE: TP6002

STOCKIST DISPLAYS

Start selling **Lip Nourish™** in your store with our simple launch package. Starter Bundles come pre-packed and contain stock, free, display unit, free testers and free marketing material.

A printed strip sits under the acrylic and shows the shade name and coverage symbol to aid shopper navigation, it can be easily updated. A TRY ME raised bubble sticker is atop of each tester to make shade identification easy and so the lid can stay on for better hygiene. Display cards are easily changed with seasonal promotions.

Contains:

- 56 Lip Nourish: 4 of each 14 shades
- Bamboo + acrylic display unit
- 14 full size testers
- Range header card
- Benefits display card
- Consumer handouts

Dimensions (cm / in):

LWH 48 x 19.5 x 24cm / 19" x 7.7" x 9.5"

Code: BDL/PREM



"Sell me all the shades!"



"The most wonderful lipsticks. I purchased 4 shades and wish I purchased more. Makes lips soft without drying them out and the colours are amazing. Highly recommended."

- MARTIE P. VERIFIED BUYER OF GUAVA BLUSH LIP NOURISH™



For more product information



NEW

LÜK BEAUFOD

LASH NOURISH MASCARA™




BALMY,
BREATHABLE
+ BUILDABLE



Effortlessly lifts, separates and defines lashes as it conditions

-  100% NATURAL
-  NUTRIENT ACTIVE
-  MADE FROM FOOD
-  VEGAN FRIENDLY
-  CRUELTY FREE
-  AUSTRALIAN MADE

- ✓ **2-in-1 fusion** of 100% natural mascara and lash care glides on to define and lightly lift lashes.
- ✓ **Awakens eyes** for a fresh, natural look.
- ✓ Synthetic-free **creamy botanical formula** nourishes, hydrates and supports natural lash growth and allows lashes to breathe, be nourished and not dry out.
- ✓ **Enriched** with argan (EFA's), cucumber seed and avocado oils (Vitamins B5, B7 & E) and infused with green tea + coffee tea extracts (antioxidants, anti-inflammatory caffeine) plus silica-rich bamboo for the **healthiest lashes ever**.
- ✓ **Easy to apply** resulting in super smooth, well defined and fanned lashes.
- ✓ Flexible hourglass spiky rubber brush **grabs every single lash**.

- ✓ Buildable and not-too-wet-or-dry, clump-free formula lifts and holds lashes for **comfortable everyday wear**.
- ✓ **Smudge and flake resistant** yet easy to remove.
- ✓ Kind and gentle for sensitive eyes.

-  **STRENGTHEN + LENGTHEN**
Cell-u-Lose™
-  **HYDRATING**
Argan Oil
-  **NOURISH**
Cacao Butter
-  **REPAIR + PROTECT**
Vitamin E
-  **SUPPORT GROWTH**
Avocado Oil B7
-  **LASH HEALTH**
Sunflower Oil B5 + EFAs

Box	Tube & Wand
Sustainable renewables. Water based varnish. Vegetable Inks.	Aluminium shell. PP bottle + PE wiper. Hybrid brush + POM stem.
	
Recycle Home	Terracycle Recycling Programme
	Participating store drop off or return to Lük Beautifood



2 Delicious Shades



BLACK TEA
Deep, inky black
CODE: 0701



ESPRESSO
Rich black brown
CODE: 0702



SUPER FLEXI WAND
lifts and grabs every single lash



"My new daily"



"...most mascaras clump them or over dose the amount of mascara deposited. This one is ideal. Just right."

- KATE A. VERIFIED BUYER

LIFT + *define*
CARE + *condition*

STOCKIST DISPLAYS

Start selling **Lash Nourish Mascara™** in your store with our simple launch package. Starter Bundles come pre-packed and contain stock, free, display unit, free testers and free marketing material.

A printed strip sits under the acrylic and shows the shade name, it can be easily updated. A TRY ME raised bubble sticker is atop of each tester to make shade identification easy. Display cards are easily changed with seasonal promotions

Contains:

- 20 Lash Nourish Mascara: 12 x Black Tea + 8 x Espresso
- Bamboo + acrylic display unit
- 2 full size testers
- Range header card
- Benefits display card
- Consumer handouts

Dimensions (cm / in):

LWH 17.5 x 19.5 x 24cm / 6.8" x 7.7" x 9.5"

Code: BDL/LASH



For more product information

NEW

LÜK BEAUFOD

INSTANT GLOW TINTED COMPLEXION BALM™



Skin looks real, revitalised & elevated

- 100% NATURAL
- NUTRIENT ACTIVE
- MADE FROM FOOD
- VEGAN FRIENDLY
- CRUELTY FREE
- ECO-FRIENDLY PACKAGING
- AUSTRALIAN MADE

Box	Tube	Lid + Pump
FSC certified paper, Water based varnish & vegetable inks.	Plant / bio-plastic PE, Low carbon footprint from renewables.	Post consumer recycled (PCR) PP plastic.
Recycle Home	Terracycle® Store dropoff	Terracycle® Store dropoff

- ✓ 100% natural, all-in-one nourishing tint with potent nutrient actives elevates your natural beauty, while taking care of your skin.
- ✓ Balmy, lightweight formula improves skin instantly and over time to create a smooth, fresh complexion with a natural finish and healthy glow.
- ✓ Instantly revives tired, dull and stressed skin, by seamlessly blending, blurring and **visibly smoothing texture.**
- ✓ Suitable for most skin tones and types.
- ✓ Supercharged botanical skin care nutrient actives to **nourish and hydrate.**

- HELPS EVEN SKIN TONE
- NATURAL LUMINOUS FINISH
- BLU-LIGHT PROTECTION
- BLEMISH PROTECTION

SAMPLING

We provide sample cards with empty pots for customers to try at home.



"I love it"

★ ★ ★ ★ ★

"It's one of the best Tint face products I've used. It leaves my face looking natural and fresh. Thank you for making such beautiful products"

- SUE W. VERIFIED BUYER



LOOK, FEEL..

alive & nourished



Your skin, energised



NUDE 1
Fair
CODE: 0611



NUDE 2
Light
CODE: 0612



NUDE 3
Light Medium
CODE: 0613



NUDE 4
Medium
CODE: 0614



NUDE 5
Medium Tan
CODE: 0615



NUDE 6
Tan
CODE: 0616

6 NUDE SHADES
suits most skin tones

BLURS IMPERFECTIONS
helps minimise sunspots + blemishes

NATURAL LUMINOUS FINISH
for a fresh and more healthy-looking complexion

EVENS SKIN TONE
tones down redness + discolouration

BLEMISH PROTECTION
helps rebalance skin's microbiome

PROTECTIVE SHIELD
against blu-light digital radiation

HYDRATES + NOURISHES
for all day dewiness

BLENDS SEAMLESSLY
for skin that looks like skin



STOCKIST DISPLAYS

Start selling **Instant Glow Skin Tint™** in your store with our simple launch package. Starter Bundles come pre-packed and contain stock, free, display unit, free testers and free marketing material.

A printed strip sits under the acrylic and shows the shade name, it can be easily updated. Display cards are easily changed with seasonal promotions.

Contains:

- 24 Glow Skin Tint Balms: 4 of each 6 shades
- Bamboo + acrylic display unit
- 6 full size testers
- Range header card
- Benefits display card
- Consumer handouts

Dimensions (cm / in):

LWH 30.6 x 19.5 x 24cm / 12" x 7.7" x 9.5"

Code: BDL/TINT



For more product information

LÜK BEAUFOD

LIPSTICK CRAYONS



Hyper hydrating with creamy, long lasting full coverage

- ✓ This chubby crayon gives you lipstick and liner in one, **comfortable wear** and a **creamy demi-matte** finish.
- ✓ Organic coconut oil and plant waxes + **antioxidant rich Vitamin E** nourish and **smooth lips** without caking or drying.
- ✓ Lovely nudes and neutrals for **every day wear**.
- ✓ **Zero plastic** pencil made from 100% sustainably grown and compostable wood.
- ✓ **Eco friendly** lid made with 55% bio plastic helps reduce carbon emissions.

- LIPSTICK + LINER
- FULL COVERAGE
- DEMI MATTE
- HYDRATE & NOURISH
- ANTIOXIDANT RICH
- COMFY WEAR

100% NATURAL ORIGIN

VEGAN

TOXIN FREE

RSPO CERTIFIED

CRUELTY FREE

MADE from RENEWABLES

Box **Crayon** **Lid**

Sustainable renewables. Water based varnish. Vegetable inks.

Sustainably grown wood. Pencil shavings.

55% plant based plastic.



Recycle Home



Compost or vegetative recycling bin Home



Terracycle Recycling Programme
Participating store drop off or return to Lük Beautifood



PETA APPROVED

Vegan | Global Animal Test Policy

5 Delicious Shades



HONEY PEACH



Light warm nude

Wear on its own or pair with Lip Nourish in Chai Shimmer or Peach Melon

CODE: 0201



AWARD WINNING

CARAMEL KISS



Neutral rose brown.

Wear on its own or pair with Lip Nourish in Tangerine Pomegranate or Tea Rose.

CODE: 0202



FIG BRÛLÉE



Neutral mauve rose.

Wear on its own or pair with Lip Nourish in Nude Sugar or Rose Lime.

CODE: 0203



BEST SELLER!

LYCHEE SORBET



Dusky pink.

Wear on its own or pair with Lip Nourish in Guava Blush or Pink Juniper.

CODE: 0204



NEW

BERRY BITE



Dusky pink.

Wear on its own or pair with Lip Nourish in Guava Blush or Pink Juniper.

CODE: 0204

DESIGNED IN AUSTRALIA. MADE IN ITALY.



FULL COVERAGE



"A must have"



"My week day go to and the first thing I reach for when getting ready for the day."

- LYNNE P. VERIFIED BUYER

STOCKIST DISPLAYS

Start selling eco-luxe Lipstick Crayons in your store with our simple launch package. Starter Bundles come pre-packed and contain stock, free, display unit, free testers, sharpener and free marketing material.

A printed strip sits under the acrylic and shows the shade name, it can be easily updated. Display cards are easily changed with seasonal promotions.

Contains:

- 25 Lipstick Crayons: 5 shades by 5 of each
- Bamboo + acrylic display unit
- 5 full size testers
- 10.5mm Sharpener
- Range header card
- Benefits display card
- Consumer handouts

Dimensions (cm / in):

LWH 17.5 x 19.5 x 24cm / 6.8" x 7.7" x 9.5"

Code: BDL/LC25



For more product information

CONSCIOUSLY MADE, AUSTRALIAN

CLEAN BEAUTY



We began our clean beauty journey in 2012; now we're so much more.

Lük Beautifood is committed to creating beauty products that protect our customers, our people and our planet. We created our own modern beauty standard to translate the science and our ethos into practice and set guidelines for how we source and supply products and service our customers; they fall under our 3 core pillars of **Clean, Conscious and Credible**.

Learn more about our Modern Beauty Standard:



Our commitment to the environment is at the heart of what we do. By 2025, all of our packaging will be reusable, recyclable or compostable and where possible come from recycled sources. We currently offer a variety of eco-friendly packaging options as we tread thoughtfully towards our sustainability goals.



HARNESSING THE

BEAUTY *in* FOOD

We've purposefully chosen 100+ food and botanical ingredients for their **nutrient active**, sensory and sustainable benefits. These on trend nourishing ingredients and science-backed natural complexes meet the demand for skincare makeup.



Noni

Quora Noni™ lysate culture helps balance skin microbiome for clear skin.



Avocado Oil

Omegas help strengthen skin barrier by hydrating and sealing in moisture. High in Vitamin E.



Cocoa Seed Butter

Rich in fatty acids, instantly melts into skin boosting hydration. High in magnesium for healing.



Beetroot

Rich in pigments called betalains, used as a natural colour throughout history. Contains anthocyanin antioxidants + vitamins A, B & C.



Crambe Abyssinica

Beta carotene + xanthophylls carotenoids block blu-light digital radiation.

Visit our website for our full list of nutrient active ingredients: lukbeautifood.com/pages/ingredient-glossary

