

CJP Beauty

All Inclusive Cosmetics

Brand Information



# Introduction

CJP Beauty's collection of products are designed to adapt to anyone's idea of beauty. This has blossomed into our slogan: All Inclusive Cosmetics.

We take the idea of 'all inclusive' beyond just age, race and gender and are passionate about veganism, cruelty-free living, clean beauty and accessibility to various socio-economic groups.

The brand was created to celebrate why each of us are unique, and showing individuality through our makeup.







# Celina Jayne Pereira

## Founder

Born and raised in Sydney, Australia from Portuguese-immigrant parents, she considered her sense of beauty to be a hybrid between natural Aussie skin and bold European glamour.

She set out to create a collection of products that considered Australian beauty needs first, and in-particular our rich culture diversity. We aim to establish ourselves in a market that currently features a lack of Australian-made and accessible colour-cosmetics.



# Our Vision

To bring luxury, Australian made and designed cosmetics and beauty products to the global beauty market that compete with some of the worlds largest brands. We want for our brand to come to the mind of customers and consumers globally for the latest innovation and trends in beauty.

# Our Mission

To create high performance, luxury cosmetics and beauty products with an all inclusive approach. No matter who you are, what you look like or what your values are, you can tailor your favourite CJP Beauty products to suit your idea of glam, and be the best version of yourself.





# Brand Values



## Equality

Beauty is for everyone, and we want to represent for everyone no matter your age, race, size, gender or socio-economic group. We believe that beauty is for everyone, and our products are designed to fit with your idea of glam.



## High-Performance

Our products are designed by a makeup artist, for makeup artists and enthusiasts. Our customers and their needs are our focus and product performance will never be compromised no matter the cost or lengths.



## Luxury

We bring an element of luxury to every product and believe that everyone deserves a special touch of luxury in their daily routine. Because of this, our products can be tailored to and suit all ages and their aesthetics.



## Clean Beauty

We are always mindful of the ingredients we use in our products and are proudly free from: Parabens, Mineral Oils, Sulphates, Formaldehydes, Phthalates, Triclosans and Glutens. CJP Beauty boasts that we are CERTIFIED vegan and cruelty-free through PETA's Beauty without Bunnies Programme.



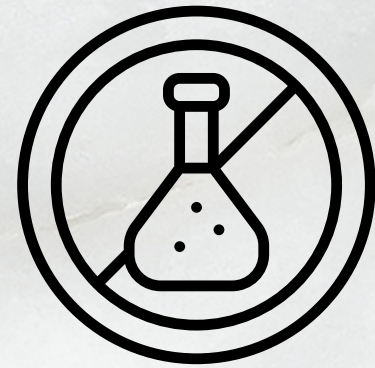
# Brand Differentiators



Female Owned  
& Operated



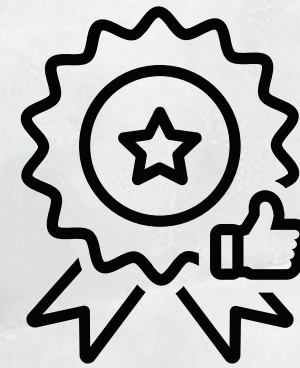
Australian  
Made & Owned



Chemical  
Free



Vegan and  
Cruelty-Free



High  
Performance



Affordable  
Luxury



All  
Inclusive



# Packaging and Sustainability

As a modern brand, we are always looking at new and innovative ways to improve our processes, promote sustainability and reduce our impact on the environment.

One of our biggest scopes for innovation is in our packaging design and development. Currently, most of our products are packaged in recyclable materials from our glass jars to our paper unit cartons. We have made a commitment to move to all 100% recyclable materials by the end of 2023.

We have been working tirelessly to develop an eco-friendly glitter gel and can proudly say that we are in the final stages of perfecting the worlds first bio-degradable glitter gel. If all goes to plan, we aim to move the entire range over to eco-friendly glitter by the end of 2024.





# Our Product Lines

Luxury Silk Lashes



Aloe Glitter Gel



Makeup Brushes



Lip Collection





# Luxury Silk Lashes

CJP Beauty lashes are handmade using the finest quality, cruelty-free synthetic fibres, designed to emulate the feeling of silk. Sourced exclusively from Korea to provide the most luxurious feel, the lashes are fitted on a flexible cotton band that will mould to the eye shape with prolonged use for the most comfortable wear.

With a some TLC your lashes will last up to 25 wears.



## NELLY

High impact length that opens up the eye for a doe-eyed effect. Designed with a rounded shape and light alternating clusters of long and short lashes. Its piece-y style lets eyeshadow work stand out.



## NIKKIE

A medium length lash that gives the illusion of a rounded eye shape. Designed in a 'V' style criss-cross formation, this lash hugs the bone structure of the eye to give a defined contour to the eye area.



## SACÉ

The secret to a fox-eye look, these lashes will provide the perfect eye-lift. Designed with a layered, square-like cluster formation in a winged out shape, these lashes give you a stacked effect from a side profile.



## JANET

A fun pixie-esque style that will fulfil all your fairy fantasies. Designed with a winged effect and a criss-cross spike formation. These suit all eye shapes and give the illusion of a wider eye.



## CHARZ

A classic winged out lash that follows the natural shape of lashes with the longest lashes on the outer corner. Think your lashes but better. The heavy curl also avoids them from clashing with glasses.



# Aloe Glitter Gel

Shine bright like a diamond with our Aloe Glitter Gel. Made using high quality cosmetic grade glitter and suspended into an Aloe Vera gel formula, our gel makes applying glitter a breeze. Its quick dry time and self-adhesive ability cuts out all the mess of loose glitters. And while you're beaming, enjoy the ultra-hydration and soothing power of our unique gel. Your skin will thank you. Safe to use on face, body and hair. \*INDICATES SHADES USING BIODEGRADABLE GLITTER



 <p>Heart Beat</p> <p>Crimson/gold duo-chrome in a mix of shapes &amp; sizes including hearts.</p>	 <p>Ruby*</p> <p>Ultra fine fire-cracker red glitter with high shine reflect.</p>	 <p>Carnelian*</p> <p>An ultra fine deep-clay inspired by carnelian's richness.</p>	 <p>Espresso Coffee</p> <p>Liquid chocolate mix of brown and copper with red reflects.</p>	 <p>Melon Mania*</p> <p>A tangelo and lime green duo chrome mix including stars.</p>	 <p>Goldy Locks</p> <p>A bright mix lemon drop gold in a range of shapes and sizes.</p>	 <p>Topaz</p> <p>Ultra fine, melted honey gold matching topaz's brightness.</p>	 <p>Citrine</p> <p>Ultra fine champagne, inspired by citrine's reflect.</p>	 <p>Envious Green*</p> <p>A lime green spritz with mixed gold duo-chrome reflects.</p>	 <p>Jade*</p> <p>Ultra fine, leafy-green glitter, inspired by natural Jade.</p>
 <p>Ocean Vibes</p> <p>An under the sea mix of ocean blue with pink iridescence.</p>	 <p>Sapphire*</p> <p>An ultra fine nautical blue, emulating reflective sapphire.</p>	 <p>Mermaid Tail</p> <p>Aubergine blend with an iridescent green/purple shift in a mix of shapes.</p>	 <p>Amethyst*</p> <p>Ultra fine purple glitter resembling rough amethyst.</p>	 <p>Love Potion</p> <p>Reflective fuschia mix of shapes &amp; sizes including hearts.</p>	 <p>Rose Quartz*</p> <p>A fine, rose gold, just like the deep marbling of Rose Quartz.</p>	 <p>Barby Mood</p> <p>Bright flamingo pink with a blue shift and white geometry.</p>	 <p>Diamond Bling</p> <p>A textured silver blend to emulate crushed diamonds.</p>	 <p>Selenite</p> <p>An ultra fine, cool-toned platinum silver glitter.</p>	 <p>Onyx*</p> <p>A fine black diamond reflect, resembling luscious caviar.</p>



# Aloe Glitter Artist Palette



Our Artist Palette is perfect for our glam squad on the go, take your entire collection of Aloe Glitter Gels wherever you shine.

Made from high quality acrylic, our palette is a convenient size making it easy to transport for the MUA travelling from gig to gig or the makeup lover wanting variety.

The palette includes 20 wells that are individually sealed with an airtight lock to make sure your Aloe Glitter Gels never leak or dry out. Arrives completely filled with all 20 of our Aloe Glitter Shades. 3g of product each for a total of 60g.



# Diamond Makeup Brushes

The Diamond in the Rough Brush Collection features pure white, synthetic and vegan-friendly brush hairs that are tightly hand fitted into a gold plated aluminium ferrule to reduce shedding. The brush heads are attached to tapered wooden handles for the most light weight feel and to avoid heavy product application. The synthetic hairs are coated with a unique resistant which stops product from being absorbed by the hairs, depositing maximum product onto the skin and making it perfect for all makeup textures including liquid, powder, cream and gel formulas.



## BLUSH BRUSH

Ideal for blushing the cheeks, it's unique 'pear-shaped' profile offers smooth application of blush.



## FOUNDATION BRUSH

Perfect for an all-over flawless application and speedy blending of all types of foundation.



## BLENDING CONCEALER BRUSH

Used for maximum surface area or precise, comfortable application of concealer.



## BRONZER BRUSH

Perfectly fits the contours of the cheeks, providing flawless results without any harsh lines.



## POWDER BRUSH

Great tool for applying and touching up powder. Its tapered shape makes setting under the eyes a breeze.



## HIGHLIGHTING BRUSH

The light-bulb shaped head is ideal for setting luminous accents with powder and cream products.



## FLAT CONCEALER BRUSH

Multitude of uses; carving out the brows, detailed concealer and cream eyeshadow.



## FLAWLESS FINISH BLENDING SPONGE

Flawlessly blend makeup when activated by water. Compatible with all makeup finishes from liquid to powder



## EYELINER BRUSH

A super-fine tip, providing control and precision for easy application of liner or other detailed line work.



## FLAT SHADOW BRUSH

A dense, but soft medium-sized brush ideal for full and opaque application of eyeshadow.



## ANGLED BROW BRUSH

A fine brow brush that provides ultimate line precision for flawless brows. Use the spoolie brush to blend and diffuse product.



## PENCIL BRUSH

A densely packed bullet-shaped brush to accentuate the crease and lower-lash line, and blend eyeshadow in detail



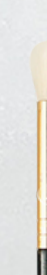
## PRECISION BLENDING

A firm brush that fit perfectly in the crease. Ideal for detailed blending and adding dimension to your perfect look.



## TAPERED BLENDING

A double use tool for perfect eyeshadow. Use the flat side to pack on colour and switch to the tip to soften and blend.



## MEDIUM BLENDING

A slightly tapered, rounded brush head which seamlessly buffs out harsh lines in the crease and on the eyelid.



## LARGE BLENDING BRUSH

The large curved brush head is ideal for use with transition colours and is a great last step to create a perfect fade of colour.



# Tools & Accessories



## EYELASH GLUE

A latex free long lasting adhesive that won't damage your natural lashes. Equipped with a brush tip applicator for easy adhesion.



## EYELASH APPLICATOR

Ergonomically designed with a round tip to hug the curve of the lash for the easiest and most precise application.



## EYELASH SCISSORS

Made from medical grade stainless steel, our scissors feature a sharp point which is ideal for trimming lashes to the desired length.



## MINI EYELASH CURLER

Use on bare lashes to curl before adding mascara, or over false lashes to pinch natural and false lashes together for the ultimate natural effect



## TRAVEL EYELASH CASE

Luxuriously designed case, fitting three pairs of Luxury Silk Lashes and fitted with a mirror - perfect for the makeup collector or enthusiast on the go.



## TRAVEL BRUSH CASE

A two-piece travel brush case, made from vegan leather. Use both pieces as storage cups for your makeup brushes or separating clean brushes with dirty ones.



## BRUSH CLEANING TOOL

A double sided tool, the top is fitted with grooves to deep clean makeup brushes. Use the sponge side to spot clean brushes from pigment when switching between shades.



## LINER LASH GLUE

An easy to use felt-tip liner pen that doubles as lash glue. Use the clear liner for a natural lash-extension look, or the black for a classic liner that dries down matte and stays on all day



# Liquid Lipstick and Lip Gloss

Our lip collection features two formulas. The first, our Plush Matte Liquid Lipstick available in 5 universally flattering shades. This long-wearing, soft-matte liquid lipstick for the perfect classic matte lip. Made with Avocado Oil to deeply nourish lips for all day comfort.



The second formula, our Glass Pucker Lip Gloss available in a clear gloss. A glossy lipgloss that adds a lustrous, long-lasting shine to the lips. Infused with Peppermint Oil to leave the lips naturally plump and minty fresh. Our nourishing blend of Apricot and Jojoba Oil and Shea Butter will soften and hydrate the lips.



**BONDI**

A mid-tone, true neutral brown. Making it the perfect nude for all skintones.



**DEE WHY**

A light, rose-toned nude with a peachy hint. Perfectly paired with rosy-toned blush.



**DOUBLE BAY**

A true and staple, classic Hollywood red. With blue undertones to bring out teeth whiteness.



**GLEBE**

A bright magenta based hot pink with a blue/purple undertone to bring out teeth whiteness.



**REDFERN**

A warm true brick/terracotta brown with a strong and bright coral undertone.



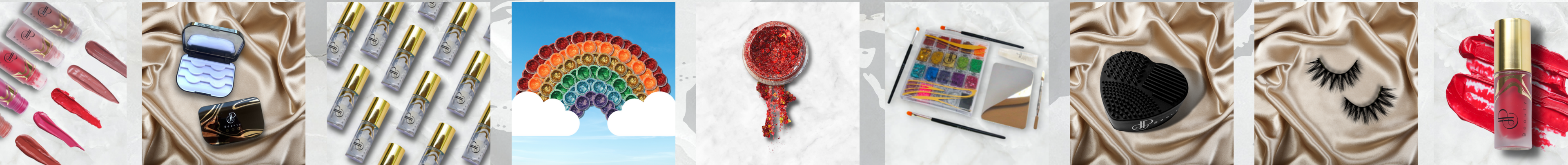
**OPERA HOUSE**

A clear gloss you can add to any lip colour, or wear on its own for a glossy finish and deep lip condition.



# Global Stockists

CJP Beauty is a proud partner of Amazon's global platform. All our products are Fulfilled by Amazon and have shipping promotions with Prime Memberships. This partnership makes shopping easy with free and fast shipping perks. CJP Beauty can be found on Amazon in the following countries: United States, Canada, United Kingdom, France, Italy, Spain, Singapore and Australia





# Social Media

@cjpbeauty

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Tiktok



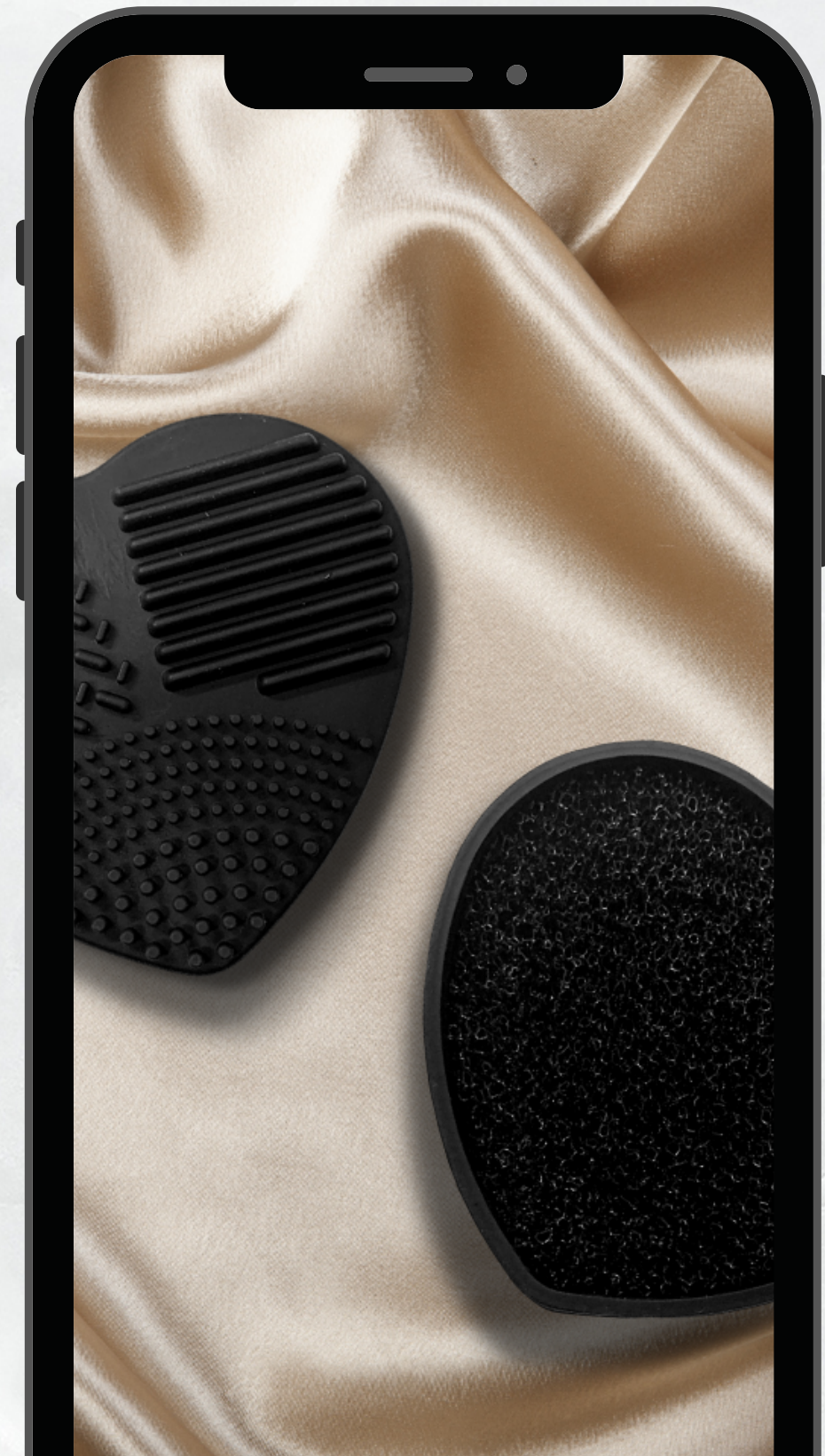
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Instagram



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Pinterest





Thank  
You