



INIKA

LEADERS IN
NATURAL COSMETICS

Product Guide



Introduction

Welcome to a new era in cosmetics, with Inika, world leaders in natural and mineral cosmetics. Inika creates all natural make-up with incredible performance and colour for women who care about their skin and the earth.

Inika utilises the best that nature has to offer, certified organic ingredients combine with natural minerals to present make-up that is both glamorous and good for you. Minerals, with their natural in built sun protection create resistance to ultra-violet light whilst also providing light reflecting properties for the appearance of radiant, healthy skin.

All Inika make-up is either 100% certified vegan or 100% certified organic, or both. All products are 100% certified cruelty free, 100% certified halal and are produced ethically with care for the environment. Inika products contain: no harsh chemicals, no talc, no genetically modified ingredients, no parabens, no bismuth oxychloride, no harmful preservatives, no harmful fillers, no mineral oils, no fragrance and no petrochemicals. Inika is suitable for all ages and skin types, including those with allergies or sensitivities.

LEADERS IN NATURAL COSMETICS





MINERAL FOUNDATION

SPF20

Inika's Mineral Foundations act as a concealer, foundation and powder in one. With exceptional performance and pure ingredients, Inika foundations provide a flawless finish, giving skin a natural and radiant look without clogging pores or irritating skin. Offering natural sun protection with SPF20 to guard against damaging ultra-violet rays. Inika foundations provide superior coverage and are perfect for people with skin conditions such as acne, scarring, rosacea or pigmentation.



CREAM



BEIGE



HONEY



TAN



Certified Organic LIQUID MINERAL FOUNDATION

Inika's revolutionary Liquid Mineral Foundation is certified organic and enriched with antioxidants, vitamins and minerals. It blurs the line between foundation and moisturiser by hydrating and nourishing the skin whilst at the same time providing a flawless and radiant finish that

lasts all day. Inika's Liquid Mineral Foundation helps to diminish the appearance of fine lines and wrinkles and regenerates skin cells.

Certified Organic
NATURAL PERFECTION
CONCEALER

Certified organic liquid concealer to camouflage imperfections in the skin. Hides blemishes, dark circles and pigmentation and helps to even out skin tone creating a flawless base. Inika's Organic Concealer, with the benefits of natural minerals, offers light reflecting properties which help to reduce the appearance of fine lines and wrinkles.



LIGHT



MEDIUM



Certified Organic
PURE PRIMER

Inika's Pure Primer is a certified organic blend that offers protection and hydration for the skin prior to make-up application. With delectable ingredients such as shea butter, avocado and apricot, Pure Primer calms and soothes the skin, providing an even canvas for foundation application and improves the staying power of your make-up.

MINERAL SETTING
POWDER

Inika's Mineral Setting Powder is a unique loose powder containing mica and calcium carbonate. Can be applied prior to foundation to absorb excess oil or to diminish the appearance of large pores. Or can be applied after foundation for shine control, to set foundation and provide a matt appearance.



MINERAL BRONZER

Inika's Mineral Bronzer adds a beautiful sun-kissed glow to your skin that looks and feels natural. Shade and contour your facial features or dust all over your face and décolletage. Perfect for use over your foundation or moisturiser.



SUNLIGHT



SUNKISSED



SUNLOVING



SUNSEEKER



MINERAL BLUSH

Inika's Mineral Blush provides warm luscious colour delivered straight from nature. Highly pigmented minerals offer a long lasting youthful glow. Available as loose mineral powder or in a convenient puff pot for "on the go" application.



ROSY GLOW



PINK PINCH



BLOOMING
NUDE



PEACHY
KEEN



LIGHT REFLECT HIGHLIGHTING CRÈME

All natural illuminating mineral crème that can be used to highlight the cheek and brow bones as well as the eyelid area for a natural luminous look.



MINERAL ILLUMINISOR

Inika's Mineral Illuminisor is an iridescent loose powder to give the skin a beautiful dewy sheen. Dust over cheekbones and décolletage to enhance complexion and give an all over healthy glow. Can be worn with bronzer, blush or alone to complete your look.





MINERAL EYESHADOW

Inika's Mineral Eyeshadows are rich in pigment providing vibrant and opulent colour that lasts all day. The purity of ingredients mean they are perfect for even the most sensitive eyes. Inika eyeshadows are multi-purpose and can be used wet or dry as a shadow or liner.



- BLACK CAVIAR
- PEACOCK BLUE
- GREEN LAGOON
- COCO
- PURPLE MINX
- SAPPHIRE
- GRAPHITE
- WHITE CRYSTAL



- BLONDE BOMBSHELL
- BRUNETTE BEAUTY

Certified Organic EYE LINER

Inika's Organic Eye Liners have a rich, creamy consistency unparalleled in the world of natural liners. Formulated to glide on easily, delivering even depth of colour and real stay-ability. Pigments work in harmony with Inika Eyeshadows to create dramatic and iridescent effects. This organic formula is perfect for the most sensitive eyes.

Certified Organic BROW PENCIL

Inika's Organic Brow Pencils are soft and pliable and will help to refine and volumise your brows, giving your face dimension and shape.



MINERAL MASCARA

Long, sexy, thick and natural lashes are now attainable with Inika's Mineral Mascara. The pure, mineral enriched formula is perfect for those with sensitive eyes. The 2-in-1 "double-Z" brush has a revolutionary dual-function design, giving you the solution you've been looking for in natural mascara; thicker and fatter looking lashes. This advanced brush has a unique "Z" shape with two different edges - a 'lengthening edge' as well as a 'volumising edge'.

Available shades:

- Black
- Brown



LIPSTICK

Shape and define your lips with Inika's Lipstick, a creamy formulation with natural shea butter and jojoba oil to moisturise and protect your lips. Gorgeous colours and great staying power, with no harsh chemicals or animal derivatives.





BERRY WHIP



CHERRY WHIP



APRICOT WHIP



HONEY WHIP



Certified Organic LIP LINERS

Inika's Organic Lip Liners are a creamy blend of cold pressed plant waxes and oils added with natural mineral pigments to create beautiful long wearing colour. Accentuates the shape of your lips and gives your lipstick shade even greater depth of colour and staying power.

NUDE DELIGHT



SAFARI



SUGAR PLUM



MOROCCAN ROSE



Certified Organic LIP WHIPS

Inika's Lip Whips are both unique and innovative. The certified organic formula is perfect for creating luscious polished lips. Certified organic ingredients such as; honey,

shea butter, rosehip, calendula and jojoba keep your lips soft and hydrated, whilst providing depth of colour and gloss.

STARTER KIT

The perfect collection to get started with natural mineral cosmetics. This essential kit contains certified organic Pure Primer, two shades of Mineral Foundation, one Mineral Bronzer and Vegan Kabuki Brush. Also includes a DVD guide with professional make-up artists providing application tips and techniques.



16

PROFESSIONAL TOOLS

A good make-up brush is the most important tool in your make-up kit. Inika has created the most superior vegan brushes that have been specifically designed to work with Inika products.

Vegan Kabuki – A truly revolutionary brush; specially designed to flawlessly blend loose minerals onto the skin, perfect for an immaculate air brushed finish.



17

INIKA

PRODUCT INGREDIENTS

Mineral Foundation:

Mica (CI 77019); Zinc Oxide (CI 77947); May contain (+/-) Titanium Dioxide (CI 77891); Iron Oxides (CI 77491, CI 77492, CI 77499); Ultramarines (CI 77007).

Mineral Setting Powder:

Mica (CI 77019); Calcium Carbonate; Zinc Oxide (CI 77947); May contain (+/-) Titanium Dioxide (CI 77891); Iron Oxides (CI 77491, CI 77492, CI 77499); Ultramarines (CI 77007); Chromium Hydroxide Green (CI 77289).

Blush and Illuminor

Mica (CI 77019); Zinc Oxide (CI 77947); May contain (+/-) Tin Oxide (CI 778161); Titanium Dioxide (CI 77891); Iron Oxides (CI 77491, CI 77492, CI 77499); Ultramarines (CI 77007).

Light Reflect Highlighting Crème

Aqua; Mica (CI 77019); Vegetable Glycerin*; Cetearyl Glucoside; Cetearyl Alcohol; Grapefruit (Citrus Grandis) Seed Extract; May contain (+/-) Tin Oxide (CI 778161); Titanium Dioxide (CI 77891); Iron Oxides (CI 77491, CI 77492, CI 77499); Ultramarines (CI 77007).

*Certified Organic

Mineral Bronzers:

Mica (CI 77019); Zinc Oxide (CI 77947); May contain (+/-) Titanium Dioxide (CI 77891); Iron Oxides (CI 77491, CI 77492, CI 77499).

Mineral Lipsticks & Matte Lipsticks

Castor (Ricinus Communis) Seed Oil*; Jojoba (Simmondsia Chinensis) Seed Oil*; Mica (CI 77019); Carnauba (Copernicia Cerifera) Wax; Candelilla (Euphorbia Cerifera)Wax; Shea Butter (Butyrospermum Parkii)*; Orange (Citrus Aurantium Dulcis) Peel Oil*. ***Certified Organic**

Mineral Mascara

Aqua; Denatured Alcohol; Vegetable Glycerin*; Acacia Senegal Gum; Cetearyl Alcohol; Stearic Acid; Sucrose*; Cetearyl Glucoside; Castor (Ricinus Communis) Seed Oil*; Jojoba (Simmondsia Chinensis) Seed Oil*; Carnauba (Copernicia Cerifera)Wax; Grapefruit(Citrus Grandis) Seed Extract.

*Certified Organic

Mineral Eye Shadow:

Mica (CI 77019); May contain (+/-) Titanium Dioxide (CI 77891); Iron Oxides (CI 77491, CI 77492, CI 77499); Chromium Oxide Green (CI 77288); Ultramarines (CI 77007); Chromium Hydroxide Green (CI 77289); Pigment Violet (CI 77742).

Mineral Liquid Foundation:

Aloe Vera (Aloe Barbadensis) Leaf Juice*; Shea Butter (Butyrospermum Parkii)*; Macadamia (Macadamia Ternifolia)Nut Oil*; Coconut (Cocos Nucifera) Oil*; Lecithin (non GMO); Cocoa Butter (Theobromo Cacao)*; Vegetable Glycerin*; Rosehip (Rosa Canina) Oil*; Calendula (Calendula Officinalis) Extract*; Cetearyl Glucoside (Vegetarian); Natural Grain Alcohol*; Pomegranate (Punica Granatum)Oil*; Tamanu (Calophyllum Inophyllum)Oil*; Sea Buckthorn Berry (Hippophae Rhamnoides) Oil*; Green Tea (Camellia Sinensis)* & Chamomile (Anthemis Nobilis) Extracts*; Evening Primrose (Oenothera Biennis) Oil*; Borage (Borago Officinalis) Oil*; Kukui Nut (Aleurites Moluccana) Oil*; Hemp Seed (Cannabis Sativa) Oil*; Carrot Seed (Daucus Carota) Oil*; Vitamin E (d-alpha Tocopherol Acetate); Sclerotium Gum; Grapefruit(Citrus Grandis) Seed Extract; Mica (CI 77019); May contain (+/-) Titanium Dioxide (CI 77891); Zinc Oxide (CI 77947); Iron Oxides (CI 77491, CI 77492, CI 77499); Ultramarines (CI 77007).

*Certified Organic

Lip Whips:

Macadamia (Macadamia Ternifolia) Oil*; Raw Honey (Mel)*; Beeswax (Cera Alba)*; Shea Butter (Butyrospermum Parkii)*; Jojoba (Simmondsia Chinensis)*; Camellia (Camellia Oleifera)*; Rosehip (Rosa Canina)*; Calendula (Calendula Officinalis)* & Sunflower (Helianthus Annuus) Oils*; Vegetable Glycerin*; Pure Essential Oils of – Pink Grapefruit (Citrus Grandis)*, Mandarin (Citrus Nobilis)* & Sweet Orange (Citrus Sinensis)*; Mica(CI 77019); Zinc Oxide (CI 77947); May contain (+/-) Tin Oxide (CI 778161); Titanium Dioxide (CI 77891); Iron Oxides (CI 77491, CI 77492, CI 77499).

*Certified Organic

Lip, Eye and Brow Liners:

Ctyldodecyl Stearoyl Stearate; Hydrogenated Palm Kernel Glycerides; Hydrogenated Vegetable Oil; Almond (Prunus Amygdalus Dulcis) Oil; Carnauba Wax; Black Lovage (Olus) Oil; Candelilla Wax; Mica; Sesame Seed (Sesamum Indicum) Oil, Hydrogenated Palm Glycerides; Polyglyceryl-3 Diisostearate; Glyceryl Caprylate; Vitamin E (Tocopheryl Acetate); Sorbic Acid; Iron Oxide (CI 77499); Titanium Dioxide (CI 77891).

Pure Primer:

Aloe Vera (Aloe Barbadensis) Leaf Juice*; Macadamia (Macadamia Ternifolia) Oil*; Shea Butter (Butyrospermum Parkii)*; Cetearyl Glucoside (Vegetarian); Calendula (Calendula Officinalis) Extract*; Avocado (Persea Gratissima)*, Rosehip (Rosa Canina)*, Evening Primrose (Oenothera Biennis)*, Hazelnut (Corylus Americana)* & Apricot (Prunus Armeniaca)* Oils; Sclerotium Gum; Vegetable Glycerin*; Grapefruit Seed (Citrus Grandis) Extract; Pure Essential Oils of - Lavender (Lavandula Angustifolia)*, Sandalwood (Santalum Album)*, Ylang Ylang (Cananga Odorata)* & Geranium (Geranium Maculatum)*; Rosemary (Rosmarinus Officinalis) Extract.

*Certified Organic

Inika

It is our mission to introduce the world to a new era in cosmetics. An era where eco and chic combine to offer style, performance and a natural, ethical choice in beauty.

Our Company Pledges

That all of the cosmetics and personal care products made by our company anywhere in the world will meet the standards and deadlines set by the European Union Directive 76/768/EEC to be free of chemicals that are known or strongly suspected of causing cancer, mutation or birth defects.



Inika is Certified Organic with Australia's Organic Food Chain. When you see this symbol on your Inika box it is your guarantee the product contains a minimum of 95% organic ingredients.



Inika's boxes are made from recycled materials and all Inika packaging is able to be recycled.



Inika is Certified Vegan with the UK Vegan Society. When you see this symbol on your Inika box it is your guarantee the product contains no animal derivatives.



Inika is Certified Halal with the Australian Federation of Islamic Council. All Inika products are 100% Certified Halal.



Inika is 100% Certified Cruelty Free with Australia's Choose Cruelty Free Organisation.



Inika's Eye, Brow and Lip Liners are made from organic ingredients and meet the strict guidelines of manufacturing as specified by Italy's certifying body Organic Cosmetic



Truth in Beauty

Inika is a Truth in Beauty Brand. As a Truth in Beauty brand you are guaranteed your products are SAFE, NATURAL, ETHICAL and ENVIRONMENTALLY CONSCIOUS.

INIKA

Inika Pty Ltd
A Truth in Beauty brand

Australia
39 Princes Highway
PO Box 181
Corrimal, NSW 2518
T +61 2 4283 1043
F +61 2 4283 2520

UK
One Lyric Square
London, W6 0NB UK
T +44 0203 178 6090
F +44 0203 008 6161



Truth in Beauty

