

ENGLISH



Nina Larsen,
Ecooking ambassador &
professional makeup artist



DANISH MAKEUP LINE
FIND ALL PRODUCTS AT WWW.ECOOKING.COM

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problem solved

THE STORY BEHIND OUR MAKEUP LINE

I have been eagerly looking forward to this makeup line. Especially because, for me, it is a new area of Ecooking. When I decided to develop makeup, the idea was to carry the active ingredients from our skin care over into the makeup products. At the same time, I wanted the makeup products to be effective, easy to use, to keep well, and of course to look good on skin.

To achieve all this, I needed assistance. I was lucky, because Nina Larsen – one of the best makeup artists in Denmark – was willing to join the project. Nina has more than twenty years' experience as a makeup artist. She has worked with some of the biggest productions, with all kinds of make-up, and lots of people. So she knows which consistencies are easiest to work with, which coloured pigments look most gorgeous, and which makeup products you can't do without. Her expertise has been indispensable to the process, and together, I think we have managed to create a series of products that combine the best from makeup and skincare.


EFFECT RUNS IN THE FAMILY

Even though the makeup line is different from the rest of the Ecooking family, it has a lot in common with the other family members. As mentioned, it contains many of Ecooking's signature ingredients such as hyaluronic acid and niacinamide. The makeup line is in the same design, so it is easy to recognise the products.

To make the makeup universe as easy to navigate as possible, the product names tell you what they are, although this series is a little more international, with English names. Furthermore, the makeup line is chiefly about effect. When we started making the products, the idea was that they should all have several certifications. That would mean that we had to compromise on the effect of some products, so not everything in the line is Allergy Certified. On the other hand, all the makeup products are fragrance-free, vegan and dermatologically tested.

I hope you find just the right makeup look to suit you – and remember, it is also important to cleanse and moisturise your skin, before you start your makeup. It will not only give you a lovely skin, but your makeup will sit much more beautifully too.

Enjoy it all!



Tina Sogaard,
founder & owner



DID YOU KNOW?

The entire makeup line is fragrance-free, vegan, and dermatologically tested - some products are also AllergyCertified.

Tina cares a lot for the entire makeup line, but of course has her favourites. Look for this seal.



TIP: Do you want to know the story behind Ecooking? Scan the QR code to learn more about how it all started in Tina's kitchen.



MAKEUP ARTIST NINA LARSEN

Nina Larsen is one of Denmark's most skilled and enterprising makeup artists and has helped Tina develop colours, shapes, and textures for Ecooking's new makeup line.

IN LOVE WITH THE PROFESSION

From her early teens, Nina has had a passion for makeup, skincare and hair. So her choice of career came naturally. Today she is one of Denmark's most respected makeup artists and hair stylists, working with the biggest Danish products and concepts.

20 YEARS' EXPERIENCE

Nina has gained more than twenty years' experience in the business, from working in television, fashion, films, advertising and theatre, with performing artists, teaching and concept development. Much of Nina's work involves well-known profiles. She has been the stylist for artists, hosts and personalities such as Sofie Linde, Sarah Grünewald, Thomas Blachman, Oh Land, Nabiha, Iris Gold, Aura, Mette Lindberg and many others.

Nina is Creative Director for hair and makeup for X Factor, where she works with the judges and stylists to develop the visual concept of the programme. Week after week, she creates colourful, imaginative and surprising looks. For several seasons she has also worked on the Danish version of Dancing with the Stars, where she is our ambassador, Sarah Grünewald's regular makeup artist.

She is also on the judging panel for the Danish Beauty Award, and has worked at numerous fashion weeks and shows such as P3 Guld, Danish Music Award, Zulu Comedy, Zulu Awards and Toppen af Poppen.

WORKING WITH ECOOKING

Nina has always been a great supporter of Ecooking and its concept: "The brand is constantly developing and catches the spirit of the times."

In her daily work as a makeup artist, she has used Ecooking skincare products, and loves the way they make a difference. When the chance came to work together, she was in no doubt that Ecooking was the ideal partner.

Nina has contributed with her professional experience, but insists that she has learnt a lot in return: "It has been an incredibly exciting process, and a dream come true. Working with the Ecooking team has been inspiring, and has taught me a lot. When you develop something as advanced as a makeup line, it is vital that the concept is right and to have the right competencies available."

Nina is proud of the chance to share her knowledge and experience in the new makeup line, and produce a range with so many new details and consistencies that she has wished for over the years.



Nina Larsen,
Ecooking ambassador &
professional makeup artist

*We have made it easy
for you to find Nina's
favourites by giving
them this seal.*



MAKEUP DICTIONARY

CUPID'S BOW - The curved line over your upper lip.

FREE RADICALS - Substances formed, for instance when your skin is exposed to UV radiation or tobacco smoke. If free radicals accumulate, they can harm your skin.

KABUKI - A type of powder brush with small, compact bristles. It gives a better covering power than an ordinary powder brush. Use it to spread Mineral Powder.

T-ZONE - An overall name for your forehead, nose and chin, which together form an area shaped like a T.

CONTOURING - A makeup technique using a matt sun powder, foundation or mineral powder in a darker shade than your own skin tone, to create shadows. You can use this technique to "form" particular areas of your face, e.g. to make your nose look narrower. See page 47.

HIGHLIGHTING - A makeup technique in which you emphasise particular features with cool colours or glimmer. Apply Highlighter with your finger or Blush Brush, where light falls on your face: high on the cheekbones, just under your eyebrows over the actual eyebrow bone, the middle of the bridge of your nose, the chin area and the middle of your forehead.

PIGMENTED - Means that a makeup product has a concentrated colour, which gives a better covering power and lasts longer. The more you apply, the better covering power.

CREASE LINE - The line between your eyelid and eyebrow.

UNDERTONE - The undertone of your skin is a factor in deciding which colours suit you best, e.g. in foundation, concealer and mineral powder. Your undertone may be warm/golden, cool/pink or neutral/olive touching on golden. Read more about undertones on page 48.

TAUPE - A lovely word for the shade between grey and brown.

THESE SYMBOLS MEAN THAT:



The product is fragrance-free, and the ingredients have been tested to ensure they cause the least possible risk of allergy.



The product has been tested for skin irritation on a test group of volunteers. The test is conducted by a dermatologist at an independent test centre.



The product is made without animal ingredients or ingredients derived from animals.



The product does not contain perfume.



Protects against premature ageing of the skin.



Protects against the sun's harmful rays.

SKINCARE

GREAT MAKEUP IS FOUNDED ON GOOD CARE FOR YOUR SKIN

Before you dip your brushes in your makeup products, it is important to prepare the 'canvas' for your 'picture'. If this canvas is not prepared, it causes unevenness in the makeup, and may show through an otherwise smart makeup.

CLEANSING & MOISTURE

You must cleanse and moisturise your skin to prepare it for makeup. When you cleanse the surface of the skin, you remove dust and dirt, which could settle in the pores. Cleansing also removes some dead skin cells, but to remove them all, so they do not block your skin care, it is best to use a Peeling Mask, Clay Mask, or a Cleansing Scrub once a week.

After cleansing, your skin needs moisture. You can use day or night cream here. If you want to be extra good to your skin, you can apply a serum before spreading the cream. A serum has highly concentrated active ingredients, which go deep down into the skin and fulfil a particular need. You can read more about our different serums at www.ecooking.com/serum.

It is good for your skin to be cleansed and moisturised morning and evening, but if you only have time once a day, do it in the evening. A lot of dirt can settle on your face during the day, which you do not want on your pillow.

Now your canvas is ready for a beautiful painting. Let the painting begin!


SPA ROUTINE

The next page shows some examples of how to care for your skin on a spa day.

Although we suggest certain products in the different sections, you can of course use different products from these. You can either use Ecooking products or the brands you have on your bathroom shelf.

It must be emphasised that you cannot do anything wrong when it comes to skincare. As long as your skin is cleansed and moisturised, it will be happy. So simply try things out and find what suits your skin.

If you have questions about skincare or our products, you are always welcome to contact us at info@ecooking.dk, on our social media profiles, or come to our shop at Store Strandstræde 10, 1255 Copenhagen K.

 @ecooking  /ecooking  ecooking  ecooking  ecooking.com



THE PERFECT BASE

Your skin will love it if you give it a weekly spa day. This is a day when you cleanse and moisturise more thoroughly than usual, and remove the dead cells.

1. Cleanse

Before you spread the face mask on, remember to cleanse the skin, so it is completely clean.

2. Mask

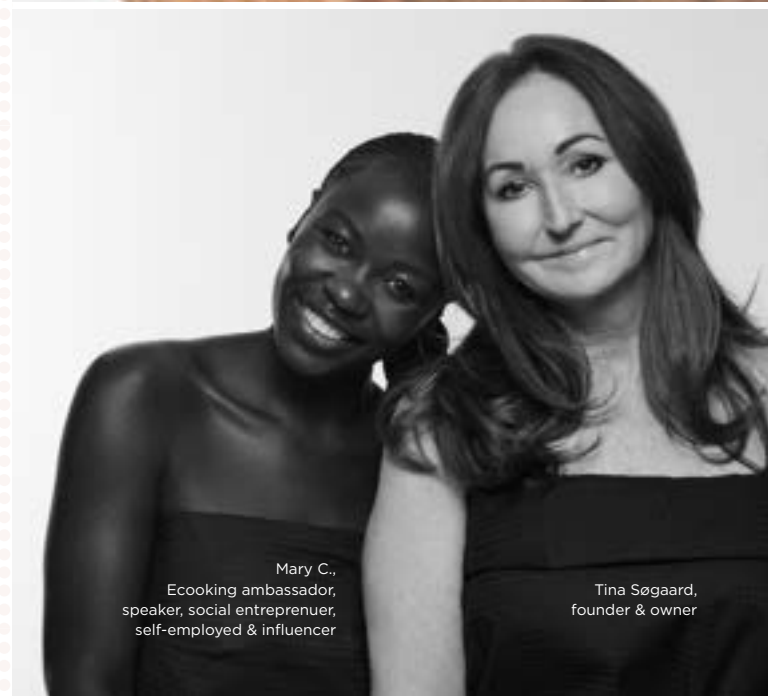
Spread on a mask that cleanses deep down and exfoliates the skin.

Our Peel Mask is expert at that! The Peel Mask works on the skin with lactic acids and glycolic acid, also known as AHA acids, which remove dead skin cells and stimulate collagen production in the skin. The mask smoothens the skin and makes pigment spots less visible.

3. Moisture

After a deep-cleansing mask, your skin needs a boost of moisture. You can perhaps use our Moisturizing Mask, available with and without perfume, with two kinds of hyaluronic acid, which moisturise both the surface and deep down.

TIP: Have your spa day the day before going out. Your party makeup will look more even and lovely on your skin after a spa treatment.



Mary C.,
Ecooking ambassador,
speaker, social entrepreneur,
self-employed & influencer

Tina Sogaard,
founder & owner

MAKEUP ROUTINE

THE GOLDEN RECIPE

Doesn't exist. As with skincare, you can use your makeup products as you like. Mix and match as needed – there is no right or wrong way to do it.

Having said that, on the following pages we have arranged the categories in this order: base, glow, eyes and lips.

That is just one way to build up your makeup. We have designed the guide to be easy for those who are new to makeup. Of course, you do not have to follow all the steps to get a beautiful makeup.

Our starting point is Ecooking makeup, but the Ecooking family goes well with all brands, so there will be no problems if you mix them with your other makeup products.

BASE

We have five different base products, which you can use according to the level of cover you want:

Primer: A transparent, moisturising base layer with shine, which helps your make-up to last longer and sit more evenly.

BB Cream: A cross between a day cream with colour and a foundation. Filled with active ingredients.

Foundation: Evens out your colour tone and covers small uneven patches. Rich in actives.

Concealer: Full cover for dark rings, impurities and redness. Use it alone or on top of a foundation.

Mineral Powder: Gives your skin a glow, with medium covering power. Use it alone or on top of a foundation.

GLOW

We have three types of glow for your skin:

Sun Powder: Makes the skin look sun-kissed.

Blush: Adds a fresh look on your cheeks.

Highlighter: Emphasises your favourite features with shine. One liquid and one powder.

If you use the base products, the glow should be added afterwards. You can use all three together, but they work fine alone.

EYES

We have lots of ways to pamper your eyes:

Eyebrow Pencil: Makes your eyebrows stand out. Has a brow brush.

Eyebrow Gel: Sets your brows and keeps them in place. If you use both Eyebrow Pencil and Gel, you should use pencil first, and then gel.

Eyeshadow: Powder eyeshadow in either matt, with a little shimmer or with shimmer.

Eyeshadow Stick: Creamy eyeshadows that gleam.

Eyeliner: Defines and highlights your eyes.

Lash Primer: Cares for your eyelashes and helps your mascara to spread evenly. Use it under your mascara.

Mascara: Black mascara, either tear-proof or waterproof. You choose the brush yourself from four different options.

LIPS

Naturally, your lips must not miss out:

Lipstick: In coloured shades with light shine.

Lip Gloss: Transparent, moisturising, and with colour. Use Lipstick under your Lip Gloss to intensify the colours.

Use the coloured bars on the pages to find the category you are looking for.

PRIMER

THE FIRST LAYER



BASE

THE FOUNDATION FOR BEAUTIFUL MAKEUP

Primer discreetly covers the surface of the skin, making it smooth, with a uniform structure. Primer allows your makeup to sit elegantly on your skin, while giving it a fine, natural glow.

Primer combines vitamin E, niacinamide, and hyaluronic acid in a cocktail that cares for your skin. The ingredients moisturise, protect and nourish the skin, so that it flourishes.



“Primer gives you a uniform skin structure and forms the perfect base for beautiful make-up. You can also use it alone on your skin to create vitality and natural radiance.”

Nina Larsen, professional makeup artist



**WITH VITAMIN E,
NIACINAMIDE &
HYALURONIC ACID**

PRIMER CONTAINS AMONG OTHER THINGS:

- Vitamin E, a powerful antioxidant that protects against free radicals. Find the definition of free radicals on page 4.
- Niacinamide, also known as vitamin B3, which makes the skin more supple and minimises pores and pigment spots.
- Natural hyaluronic acid, which gives your skin long-lasting moisture.

TIP: If you want an extra good-looking makeup, use Ecooking Peeling Mask the evening before. The Peeling Mask cleanses the skin deep down, and removes dead skin cells, so your makeup is completely smooth and even on your skin. Finish your skincare routine by applying a moisturiser or our Moisturizing Mask with or without fragrance. Get inspiration for your spa day on page 6.

Primer is suitable for all skin tones

See how Nina uses
Primer here:



APPLICATION: Use Primer after your day cream and before your makeup. Dab a thin layer of Primer all over your face with your fingers, our Foundation Brush, or another makeup brush.

BB CREAM

BASE - CAN BE USED ALONE

SPF 30



Launches spring 2023

MOISTURISING CREAM FOR A UNIFORM SKIN TONE

BB Cream does a bit of everything: it moisturises the skin with its content of natural hyaluronic acid and vitamin E. It gives a uniform skin tone, and with its colour reduces minor unevenness in the skin. It cares for your skin in the sun, too, with its broad spectrum SPF 30 sun filter, which protects against both UVA and UVB radiation.

The name BB Cream stands for 'blemish balm', meaning that the cream covers small irregularities in the skin and also serves as skin care for your face. In addition, the ingredients in BB Cream increase elasticity, give your skin a clear, even tone, and a fine glow.

Especially good for days when you prefer a transparent and natural look, but also want an even skin tone.



DID YOU KNOW?

BB Cream gives a natural look when it is used alone. If you want extra covering and a more matt result, you can apply Mineral Powder over your BB Cream.

APPLICATION:

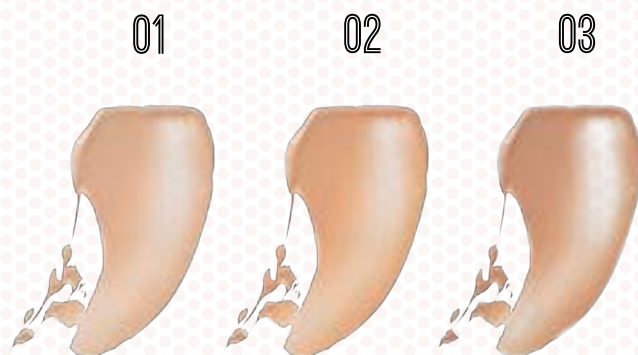
Apply BB Cream after cleansing the skin. Pump 2-3 times and spread the cream evenly on your face.

SPF 30, UVA & UVB protection, AllergyCertified, vegan & fragrance-free.

- **BB CREAM 01** - for light skin tone with cool undertone.
 - **BB CREAM 02** - for medium skin tone with warm undertone.
 - **BB CREAM 03** - for dark skin tone with neutral undertone.
- Undertones are explained on page 48.

BB CREAM CONTAINS E.G.:

- Natural hyaluronic acid to moisturise your skin and reduce fine lines and wrinkles.
- Natural vitamin E, a strong antioxidant that protects against free radicals.
- Natural glucosyl hesperidin, which is an antioxidant derived from citrus, and protects the skin and makes it radiant.
- Organic Aloe Vera, which forms a protective, cooling and moisture-conserving layer on the skin.
- SPF 30 sun filter that protects against UVA and UVB rays. UVA and UVB rays can age skin and cause sun damage.



BASE

FOUNDATION

BASE - USE ALONE OR AFTER PRIMER

SPF 15



BASE

FOR ALL SKIN TONES

Foundation charms its way into your skin with its soft consistency, which is easy to work with, and sits naturally on your skin. Advantages include SPF 15, moisturising hyaluronic acid and nourishing niacinamide. Foundation therefore protects your skin against UVA and UVB radiation from the sun, which can otherwise age and harm the skin, and at the same time Foundation cares for your skin.

Foundation can both create a natural look and achieve full cover, if you build it up layer by layer.

Remains attractive on your skin all day and is also effective on dry skin.



Foundation comes in 12 variants – from a very light skin tone (01) to a very dark skin tone (12):

- **FOUNDATION 01** - porcelain*
- **FOUNDATION 02** - honey*
- **FOUNDATION 03** - natural**
- **FOUNDATION 04** - warm sand*
- **FOUNDATION 05** - beige**
- **FOUNDATION 06** - almond*
- **FOUNDATION 07** - caramel**
- **FOUNDATION 08** - copper*
- **FOUNDATION 09** - tan**
- **FOUNDATION 10** - sable**
- **FOUNDATION 11** - hazelnut**
- **FOUNDATION 12** - chocolate*

*for a cool undertone

**for a warm undertone

Read more about undertones on page 48. Scan the QR code on page 11 and find your colour match.

With
SPF 15

TIP: If your skin needs extra moisture, apply a primer before your foundation.

01



02



03



04



05



06



FOUNDATION CONTAINS AMONG OTHER THINGS:

- Natural hyaluronic acid, which keeps the skin moisturised and reduces fine lines.
- Niacinamide, which makes the skin more supple and reduces pores and pigment spots.
- Natural vitamin E, a powerful antioxidant that protects against free radicals. Find the definition of free radicals on page 4.

DID YOU KNOW?

Foundation works well with Mineral Powder. Together they produce a fine, natural finish, so your make-up is more matte and long-lasting.

APPLICATION:

Use a foundation brush to spread Foundation on your face. Blend the Foundation into your skin with circular movements. Start in the middle of your face and work outwards.

“The consistency of this Foundation is just what I hoped for. It can cover comfortably without looking too ‘made up’, and its light shine makes the skin vivid and beautiful.”

Nina Larsen, professional makeup artist

**MIX TWO DIFFERENT
SHADES TO GET
YOUR CUSTOM SHADE**

GOOD TO KNOW

Depending on which application technique and makeup-applicator you use, the covering effect can range from light to strong.

Scan the QR code to get to our Foundation Finder that will help you find your perfect colour match.



CONCEALER

BASE - USE ALONE OR AFTER FOUNDATION OR BB CREAM



HIDE YOUR SMALL BLEMISHES

If you have any little secrets, you can rely on Concealer. No matter what you need to hide – dark shadows, pigment spots or impurities – Concealer will do it for you in an instant. Concealer is a creamy mix of vitamin E and jojoba oil to protect, soothe and moisturise your skin, with a light consistency that penetrates easily into the skin.

Match the concealer in relation to your skin tone to find the right shade for your skin. You can also scan the QR code on p. 11 to find your colour match.



- **CONCEALER 01** - light skin tone with a cool undertone.
 - **CONCEALER 02** - medium skin tone with a warm undertone.
 - **CONCEALER 03** - dark skin tone with a neutral undertone.
- See definition of undertones on page 48

01



02



03



CONCEALER CONTAINS AMONG OTHER THINGS:

- Vitamin E, a powerful antioxidant that protects against free radicals. Find the definition of free radicals on page 4.
- Natural jojoba oil, which moisturises and nourishes the skin.

APPLICATION:

Use Concealer to cover dark shadows and any unevenness or blemishes you want to tone down. You can use the applicator, your finger or a brush to apply Concealer.

“Light concealer that melts into the skin. Even on mature skin, it spreads itself beautifully without settling in the lines. I also like the way it is not powdery.”

Nina Larsen, professional makeup artist

GOOD TO KNOW

Full-coverage concealer that you can easily use alone. You can also use it together with BB Cream, Foundation, or Mineral Powder. If so, apply it after your BB Cream and Foundation and before Mineral Powder.

TIP: If your skin needs extra moisture, you can mix your eye cream with Concealer.



Nina Larsen,
Ecooking ambassador &
professional makeup artist



BASE



MINERAL POWDER

BASE - USE ALONE OR AFTER FOUNDATION



VELVETY CONSISTENCY AND MEDIUM COVERING POWER

Mineral Powder flatters your skin with a fine colour that gives the skin a natural glow, covers unevenness, and lasts all day. The powder pampers your skin with vitamin E to protect and moisturise it.

Mineral Powder has medium covering power, but this may vary, depending on which brush you use to spread the powder.



It is a baked mineral powder, which means it is made as a cream, then baked for a long period. This production method gives Mineral Powder a velvet consistency which blends easily into your skin. It works both alone and in combination with your Foundation. It may be slightly dusty when applied.

Mineral Powder is available in five variants for different skin tones and undertones:

- **MINERAL POWDER 01** - for a light skin tone with a neutral undertone.
- **MINERAL POWDER 02** - for a light skin tone with a cool undertone.
- **MINERAL POWDER 03** - for a medium skin tone with a neutral undertone.
- **MINERAL POWDER 04** - for a medium skin tone with a warm undertone.
- **MINERAL POWDER 05** - for a sunkissed, sunburned, or dark skin type with a warm undertone.

Read more about undertones on page 48 and find all shades at www.ecooking.com

DID YOU KNOW?

It is important not to choose a powder that is darker than your own skin tone. If you use Mineral Powder alone, Nina recommends selecting a colour as close to your own skin colour as possible. If you use Foundation under your powder, choose a Mineral Powder that is a little lighter than your skin colour.

01

02

03

04

05





APPLICATION:

Use a powder brush (also called a kabuki) to spread Mineral Powder evenly.

“Gives you a fine, velvety makeup surface, which stays beautiful throughout the day.”

Nina Larsen,
professional makeup artist



GOOD TO KNOW

Your skin can have a cool, warm, or neutral undertone. Cool means that your skin has a rose undertone. Warm means that your skin has a golden undertone. And neutral means that your skin has an olive undertone bordering on golden. See more on page 48.

See how Nina uses
Mineral Powder here:



TIP: To choose the right colour, you can check the colour of the powder on your cheekbone, and compare it with your neck and chest.



SUN POWDER

EITHER MATTE OR WITH SHIMMER



A LOVELY FACE GLOW IN NO TIME

A little glow makes any face radiant, and that is what Sun Powder does. A few dabs will quickly make your face look fresh and browned by the sun. Sun Powder consists of nourishing shea butter and protective vitamin E, which are both good company for your skin.



Sun Powder is baked, which means it is made as a cream and baked for a long period. This production method gives Sun Powder a velvety consistency that blends easily into the skin.

Scan the QR code on p. 11 to find your colour match.

Sun Powder comes in four sunny variants:

- **SUN POWDER 01** - Matt. Without shimmer.
- **SUN POWDER 02** - Matt. Without shimmer. Darker than Sun Powder 01.
- **SUN POWDER 03** - With gold shimmer. Same shade as Sun Powder 01.
- **SUN POWDER 04** - With gold shimmer. Same shade as Sun Powder 02.

APPLICATION:

For a sun-kissed look, use a powder brush to spread Sun Powder on the areas where the sun often lands on your face: on your upper cheekbones, temples, chin and the bridge of your nose. Sun Powder 03 and 04 - with glimmer - are also good to use on your collar bones, chest, and shoulders, as they give the skin a fine, shiny effect.

01



02



03



04



“Gorgeous shades and lovely consistency. Sun Powder is easy to work with, melts well into the skin, and gives it a sunkissed look.”

Nina Larsen,
professional makeup artist



DID YOU KNOW?

Sun Powder is also smart as eyeshadow.

03 and 04 are with gold shimmer and not suitable for oily skin.

SUN POWDER CONTAINS AMONG OTHER THINGS:

- Shea butter, which moisturises, soothes and nourishes the skin.
- Natural vitamin E, a powerful antioxidant that protects against free radicals. Find the definition of free radicals on page 4.

GOOD TO KNOW

Avoid using Sun Powder with shimmer - 03 or 04 - on the whole of your face, as it may give a greasy look or make you seem too tanned.

Learn more about our Sun Powder here:



TIP: You can use your Sun Powder for contouring. This technique can for example highlight your cheekbones or make your nose narrower. Sun Powder 01 or 02 are best for contouring, because they are matt, without shimmer.

You can also use Sun Powder 03 and 04 with shimmer for highlighting. Highlighting is a technique that emphasises particular features. Read more on page 4 and 20.

BLUSH

AVAILABLE IN BOTH MATTE & WITH SHIMMER



GLOW FOR YOUR CHEEKS

Blush is made with apricot kernel oil, almond oil, coconut oil, and vitamin E. A nourishing combination to ensure that your cheeks are in good and smart company.

The blush has a lovely creamy consistency that is easy to spread, merges well into your skin, and lasts a long time.



Blush comes in four gorgeous colours for everyday or parties:

BLUSH 01 - peach/coral with light, golden shimmer. Warm undertones that are good for suntanned skin with golden undertones. It is the only blush with shimmer, and for that reason Nina does not recommend it for oily skin.

BLUSH 02 - pink/rose.

Has a cool undertone, so it is good for light, Scandinavian skin. Gives your cheeks a freshly feminine, matte look. Good for making apple cheeks.

BLUSH 03 - a warm brown nuance.

This gives you the most natural look. Good for skin with warm undertones. You can also use it to contour your cheekbones. Read more about contouring in our dictionary on page 5.

BLUSH 04 - brown nuance with a pink undertone.

A combination of warm and cool. This is the darkest blush, which makes it ideal for darker skin shades.

Read more about cool and warm undertones on page 48.

BLUSH CONTAINS AMONG OTHER THINGS:

- Organic apricot kernel oil, which is rich in vitamins A and E that nourish and moisturise the skin.
- Natural coconut oil, which moisturises the skin.
- Natural vitamin E, which is a powerful antioxidant, and protects against free radicals. Find the definition of free radicals on page 4.
- Natural almond oil, which is a nourishing oil with lots of vitamins.

01



02



03



04





APPLICATION:

Apply Blush over your cheekbones, a little at a time with your finger, a brush, or the stick itself.

“Blush can be divided into cool or warm colours. Choose your Blush according to whether you have a warm, cool, or neutral undertone.”

Nina Larsen,
professional makeup artist

DID YOU KNOW?

You can use the dark sticks, 03 and 04, for contouring. Read more about contouring on page 46.

See how Nina uses
our Blush here:



GOOD TO KNOW

It is important to choose your blush in the right colour. Take care that it is not too dark in relation to your skin tone. If your skin tone is light, makeup with a blush that is too dark can easily look overdone.



HIGHLIGHTER BAKED

FINAL LAYER OF YOUR BASE



MARK YOUR FAVOURITE FEATURES

Highlighter makes your favourite features stand out - by reflecting light - and at the same time it pushes the un-highlighted features slightly back. You can choose between Highlighter Baked and Highlighter Liquid.

HIGHLIGHTER BAKED CONTAINS AMONG OTHER THINGS:

- Natural vitamin E, which is a powerful antioxidant, and protects against free radicals. Find the definition of free radicals on page 4.
- Organic shea butter, which moisturises, soothes, and nourishes the skin.



Highlighter Baked is a beautiful powder with a pale rose-golden sheen. It consists of protective vitamin E and moisturising shea butter.

You can also use Highlighter Baked as a light eye shadow or a highlighter in your eye makeup.

*“When you apply
Highlighter correctly,
it brings out the best
features in your face.”*

Nina Larsen,
professional makeup artist



APPLICATION:

Highlighter should be applied as the last step in your makeup routine.

Apply Highlighter with your finger or Blush Brush, where light falls on your face: high on the cheekbones, just under your eyebrows over the actual eyebrow bone, the middle of the bridge of your nose, the chin area and the middle of your forehead (also called the T zone).

Use a finger or Eye Precision Brush to apply highlighter near the tear duct, or just above Cupid's bow for fuller lips.

GOOD TO KNOW

Highlighter Baked can cake on dry and mature skin, so here we recommend using Highlighter Liquid instead.

DID YOU KNOW?

Highlighter Baked is also attractive applied to your collar bones and shoulder area.

You can use Highlighter Baked either wet or dry. When it is wet, the result is more striking and metallic.

HIGHLIGHTER LIQUID

FINAL LAYER OF YOUR BASE



LIQUID SHIMMER

Highlighter Liquid contains ultrafine glitter particles for a natural shine effect. This highlighter is a blend of hyaluronic acid and niacinamide, which moisturise the skin and improve its suppleness. Gets along well with dry, mature, and combined skin.

TIP: If you use foundation, you can mix it with Highlighter Liquid to give your skin a natural glow. Mix equal proportions of foundation and Highlighter Liquid. Use circular movements to blend the mixture into your skin. Start in the middle of your face and work outwards.

HIGHLIGHTER LIQUID CONTAINS AMONG OTHER THINGS:

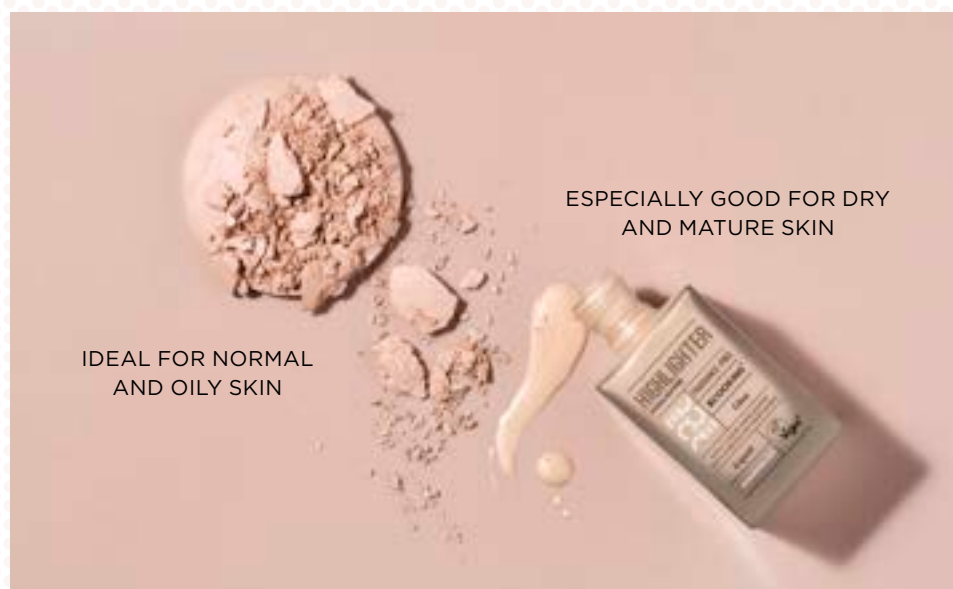
- Natural hyaluronic acid, which gives your skin long-lasting moisture.
- Niacinamide, which makes the skin more supple and minimises pores and pigment spots.

GOOD TO KNOW

While Highlighter Liquid is best for dry skin, because it moisturises your skin, Highlighter Baked is best for oily skin.



GLOW



IDEAL FOR NORMAL
AND OILY SKIN

ESPECIALLY GOOD FOR DRY
AND MATURE SKIN

EYEBROW PENCIL

DRAWS YOUR EYEBROWS



LASTS ALL DAY

An Eyebrow Pencil frames your face with fine eyebrows, without taking a lot of time and trouble. The colours – taupe, light brown and dark brown – merge in with your own hair, creating an eyebrow look that is both striking and natural, and lasts all day.

Eyebrow Pencil has a wax-based, water-proof stick and a brush with small bristles to make it easy to blend the colour into your eyebrows.

Eyebrow Pencil is available in three different colours:

- **EYEBROW PENCIL 01** - taupe
- **EYEBROW PENCIL 02** - light brown
- **EYEBROW PENCIL 03** - dark brown



EYEBROW PENCIL CONTAINS AMONG OTHER THINGS:

- Natural tea wax, which functions as a natural colourant.
- Natural sunflower oil to protect, soothe and moisturise the skin.

TIP: For a natural eyebrow look, work with a colour that matches your own eyebrow colour or slightly lighter. For a more striking look, use a darker shade.

APPLICATION:

Start by brushing your brows into shape. Then draw them up in the shape you want, with small dabs.

Work Eyebrow Pencil well into the eyebrows using upward strokes with the brush.

GOOD TO KNOW

Use the brush to blend in the colour, and to form your eyebrows as you want them.



**WITH TEA WAX
&
SUNFLOWER OIL**

DID YOU KNOW?

You can use Eyebrow Gel to keep your eyebrows in place.





EYEBROW ROUTINE

You get fine, clearly marked eyebrows with our eyebrow duo:

1. Eyebrow Pencil

First use your Eyebrow Pencil to brush your eyebrows into shape and style them.

2. Eyebrow Gel

Then apply Eyebrow Gel to your brows with upward movements. Eyebrow Gel keeps your eyebrows in shape all day, while giving moisture and care.

These two products ensure smart eyebrows and add that little extra something to your look.

EYEBROW GEL

FORM YOUR BROWS WITH OR WITHOUT COLOUR



KEEPS YOUR EYEBROWS IN PLACE

Eyebrows play an important part in your look, as they form a fine frame and complete your appearance. With Eyebrow Gel your eyebrows stay in place all day, while it cares for them with moisturising panthenol and hyaluronic acid. Use Eyebrow Gel to form your brows the way you want them.

Eyebrow Gel comes in four variants that meet different needs. No matter which one you choose, your eyebrows are defined more precisely with Eyebrow Gel.

- **EYEBROW GEL 00** - transparent
- **EYEBROW GEL 01** - taupe
- **EYEBROW GEL 02** - light brown
- **EYEBROW GEL 03** - dark brown



EYEBROW GEL CONTAINS AMONG OTHER THINGS:

- Hyaluronic acid, for long-lasting moisture for skin and hair.
- Panthenol, also known as provitamin B5, which conserves moisture.

AllergyCertified



APPLICATION:

Apply Eyebrow Gel to your eyebrows with upward movements.

“Eyebrow Gel is especially suitable for eyebrows that you want to keep in place.”

Nina Larsen, professional makeup artist

00



01



02



03



GOOD TO KNOW

You can also use Eyebrow Gel with tattooed eyebrows.

TIP: Use Eyelash & Brow Brush to form your brows before using Eyebrow Gel.



EYESHADOW

IN 10 COLOURS



SUITABLE FOR EVERYONE

For every day or parties, Eyeshadow livens up your makeup in an instant, and stays put until you remove it. Eyeshadow has a lovely consistency that is easy to blend into your skin and good for toning. Eyeshadow produces a smooth, uniform surface and does not flake.

Pamper your skin with Eyeshadow, which is a blend of vitamin E and organic oils that nourish and moisturise the skin.

Strongly pigmented colours with a good cover and either matt or shiny finish.



EYESHADOW CONTAINS AMONG OTHER THINGS:

- Organic almond oil, which nourishes the skin, maintains its barriers and retains moisture in the skin.
- Organic apricot kernel oil, which is rich in vitamins A and E and has a restorative effect on skin.
- Natural vitamin E, a powerful antioxidant that protects against free radicals. Find the definition of free radicals on page 4.

GOOD TO KNOW

If you want to apply a simple eyeshadow, you can work with a neutral colour and a dark colour. Start by applying the neutral colour for a uniform skin tone and to highlight your eyes. Then apply the dark colour and use an Eye Shadow Blend Brush to blend the eyeshadow into your skin. The dark colour helps to define your eyes.

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DID YOU KNOW?

On days when you feel like a more striking makeup, you can easily build up the colours and make them more intense.

TIP: The matt eyeshadows and the eyeshadows with a little bit of shimmer are good for skin with fine lines.

APPLICATION:

Use Eye Shadow Brush brush and Eyeshadow Blend Brush to apply the eye shadow look you want.

Eyeshadow comes in ten lively colours for an everyday look or for a party:

- **EYESHADOW 01** - sand**
- **EYESHADOW 02** - cream**
- **EYESHADOW 03** - desert rose**
- **EYESHADOW 04** - blossom ***
- **EYESHADOW 05** - camel*
- **EYESHADOW 06** - stone**
- **EYESHADOW 07** - brown*
- **EYESHADOW 08** - golden***
- **EYESHADOW 09** - forest***
- **EYESHADOW 10** - midnight blue**

*matt

**a little bit of shimmer

***shimmer

*With almond oil,
apricot kernel oil
& vitamin E*

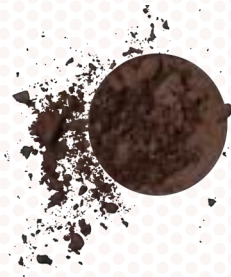


EYES

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EYESHADOW STICK

AVAILABLE IN FOUR SHADES WITH GLITTER



FOUR FESTIVE SHADES WITH GLITTER

Eyeshadow stick with a sprinkling of glitter gives you a colourful party look. The four lovely colours are easy to apply and last the whole evening. Eyeshadow Stick consists of natural vitamin E and shea butter, which moisturise, nurture and soften your skin.

Eyeshadow Stick comes in four glittering colours:

- **EYESHADOW STICK 01** - pearl
- **EYESHADOW STICK 02** - gold
- **EYESHADOW STICK 03** - lilac
- **EYESHADOW STICK 04** - bronzer



EYESHADOW STICK CONTAINS E.G.:

- Natural vitamin E, a powerful antioxidant that protects against free radicals. Find the definition of free radicals on page 4.
- Natural shea butter that cares for your skin, moisturises, and keeps it soft.

GOOD TO KNOW

You can also use Eyeshadow 01 and 02 as cream highlighters along Cupid's Bow on your upper lip, the bridge of your nose, or your upper cheekbones. Additionally, Eyeshadow Stick 03 is good as an eyeliner.

APPLICATION:

Use the creamy Eyeshadow Stick alone or together with your regular eyeshadow.

See how Nina uses Eyeshadow Stick as part of a makeup look here:



01



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04



DID YOU KNOW?

When you are almost out of Eyeshadow Stick, sharpen it with a jumbo sharpener.



WITH VITAMIN E & SHEABUTTER

*“Gorgeous colours, easy to apply,
with a beautiful glitter effect, and
they last well.”*

Nina Larsen,
professional makeup artist



EYES

EYELINER PENCIL

DEFINES YOUR EYES - PENCIL OR LIQUID



DEFINE YOUR EYES WITH EYELINER

Do your eyes feel overlooked? An eyeliner can soon change that. With a line above or below each eye, your eyes will immediately stand out and demand attention. Both Eyeliner Pencil and Liquid Eyeliner define and highlight your eyes.

APPLICATION:

Draw a line of eyeliner as close as possible to the edge of your lash.

TIP: Intensify your lashes and increase their volume by working the pencil into the edge of the lashes.

High pigmentation gives an intense colour that covers well.

DID YOU KNOW?

An Eye Precision Brush is useful when you are using Eyeliner Pencil and want a toned look.

Available in four different colours:

EYELINER PENCIL 01 - black

EYELINER PENCIL 02 - brown

EYELINER PENCIL 03 - blue

EYELINER PENCIL 04 - green

Eyeliner Pencil has a soft, creamy consistency, so it is easy to blend, and you can easily get a toned, gentle eyeliner look.

Eyeliner Pencil is also perfect for creating a more dramatic eye makeup look, for instance a smokey eye.

Make your eyes intense by applying Eyeliner Pencil on the wet edge under the eye.

Besides stealing attention, Eyeliner Pencil also nourishes the skin with natural vitamin E.



EYELINER PENCIL CONTAINS E.G.:

- Natural vitamin E, a powerful antioxidant that protects against free radicals.

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LIQUID EYELINER

A fine, intense and glossy black that creates beautiful results. Long lasting without rubbing off.

The applicator is firm and designed for easy use, but if you want to create fine graphic elements, it may be too large.

Liquid Eyeliner cares for the fine skin around your eyes and moisturises it with natural glycerine.



LIQUID EYELINER CONTAINS AMONG OTHER THINGS:

- Natural glycerin to moisturise and nourish the skin.

01



See how Nina uses
Liquid Eyeliner here:



GOOD TO KNOW

To make your eyeliner last, it is important that the skin is not too greasy before you apply eyeliner.

GROWTH LASH SERUM

STRENGTHENS YOUR EYELASHES AND MAKES THEM LONGER



FULLER, STRONGER, AND THICKER EYELASHES IN JUST FOUR TO SIX WEEKS

Growth Lash Serum really gets your eyelashes growing, so in a few weeks they will look healthier, fuller, and thicker. Growth Lash Serum is full of active ingredients which have a positive effect on your eyelashes and stimulate their growth.

The ingredients of Growth Lash Serum include hyaluronic acid, panthenol, and betaine, which give your skin and eyelashes long-lasting moisture and care.



GROWTH LASH SERUM CONTAINS AMONG OTHER THINGS:

- SymLash® 1631, which is obtained from microalgae, and makes eyelashes thicker, stronger, and denser. Your eyelashes appear up to 50% fuller, and you will already be able to see results after just four to six weeks.
- Sympeptide X-lash, which increases the length and thickness of your lashes in just four to six weeks.
- Hyaluronic acid, which moisturises the skin and lashes long term.
- Panthenol, a vitamin that conserves moisture.
- Lactic acid, which stimulates collagen production and smoothens the skin.
- Betaine, which provides moisture for the skin and lashes, and retains it.

*Vegan and
without perfume*



GOOD TO KNOW

*Eyelashes absorb products differently.
Therefore, it can vary how quickly the
serum works.*

APPLICATION:

Cleanse your face and remove makeup before applying Growth Lash Serum. Use the applicator to apply a thin layer of Growth Lash Serum all along the lash line on your upper eyelid. Apply Growth Lash Serum every evening, until you are satisfied with the length and thickness of your eyelashes. Then you can use Growth Lash Serum a couple of times a week to maintain the results.



BEFORE

Laura, 28 years old



AFTER

Laura, 28 years old

TIP: Use Growth Lash Serum daily for the best results. Continue until you achieve the desired results.

LASH PRIMER

WITH GREY COLOUR



NOURISHES THE LASHES AND DISTRIBUTES YOUR MASCARA EVENLY

You can happily let Lash Primer take care of your eyelashes – it pampers them and makes them prettier. Lash Primer covers your eyelashes entirely with a nourishing layer of keratin, chestnut extract, hyaluronic acid, and vitamin E, which strengthens, repairs and moisturises the eyelashes.

In addition, this base helps your Mascara to distribute itself evenly on your lashes without sticking, at the same time increasing the length and volume of your lashes.

Lash Primer is grey to make it easy for you to cover it with your mascara.



LASH PRIMER CONTAINS AMONG OTHER THINGS:

- Vegetable keratin, which strengthens the lashes.
- Organic chestnut oil, which repairs and moisturises the eyelashes.
- Hyaluronic acid, which gives your lashes longlasting moisture.
- Vitamin E is a powerful antioxidant, and protects against free radicals and provides moisture. Find the definition of free radicals on page 4.



GOOD TO KNOW

Just as your face primer is the base for an attractive makeup, Lash Primer is the foundation for lovely eyelashes with a good volume.

TIP: Use Ecooking Eye Makeup Remover, a mixture of mild cleansing agents and nourishing ingredients, for quick and easy removal of your Lash Primer and mascara, even the waterproof one.

WITH HYALURONIC ACID & KERATIN

DID YOU KNOW?

If you want extra effect from your Lash Primer, you can repeat the process: Lash Primer, Mascara, Lash Primer, Mascara. Remember to let the Lash Primer dry before you apply mascara.

AllergyCertified



APPLICATION:

Place the brush at the root of your eyelashes. Look up while you apply Lash Primer, and use zig-zag movements to spread the primer evenly on your lashes. Then apply your favourite mascara.

MASCARA

ONE MASCARA FOR FOUR DIFFERENT BRUSHES



Perfect eyelashes require the perfect brush.

However, the perfect brush varies, depending on which look you want. To make it easy for you, we have only made one mascara - in a tearproof and a waterproof version which are both black - but with that you can choose between four different brushes, each with its own speciality.



MASCARA CONTAINS E.G.:

- Vitamin E is a powerful antioxidant, and protects against free radicals. Find the definition of free radicals on page 4.
- Organic chestnut extract to repair and moisturise your eyelashes.

DID YOU KNOW?

Voluminous lashes with several coats of mascara can make your mascara clump. Use our Eyelash & Brow Brush to separate the lashes.

TWO VERSIONS

Mascara is available both in a tearproof and a waterproof version. Both mascaras contain vitamin E and organic chestnut oil extract, which moisturise, protect, and repair your lashes.

APPLICATION:

Twist the brush out of the container. Place the brush at the root of your eyelashes. Look up while you apply mascara and use zig-zag movements to distribute the mascara evenly on your eyelashes.



GOOD TO KNOW

You buy your Mascara - tearproof or waterproof - and your Mascara Brush separately. You can then replace the lid of the Mascara with your brush, which will serve as a new lid. If you want to try another Mascara Brush later, you can wash the current brush and keep it until you want to use it again.

Remember your favourite brush

Our Mascara is vegan and AllergyCertified.



TIP: Clean the brush with intimate wash when your mascara is used up. Then you can re-use it in your next Ecooking Mascara.



01



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- **MASCARA BRUSH 01** - curling & volume
Silicone brush.
With soft, flexible bristles to curve your lashes.
Adds volume.
Distributes mascara evenly.
- **MASCARA BRUSH 02** - separation & volume
Silicone brush.
Gives you perfectly defined lashes.
The brush lifts and separates the lashes, and the bristles catch the finest lash hairs.
The top is good for tidying your lashes, while the sides give them extra volume.
- **MASCARA BRUSH 03** - lengthening & volume
Nylon brush.
Long bristles to lengthen and separate the lashes.
Short bristles to increase volume.
- **MASCARA BRUSH 04** - XXL volume
Nylon brush.
Lengthens and lifts your eyelashes.
Curves the lashes and gives lots of volume.
The smart bristles ensure that there are absolutely no clumps in your lashes.

LIPSTICK

IN SEVERAL BEAUTIFUL COLOURS



STEAL ATTENTION

A smart lipstick can almost create a whole look in makeup by itself. Lipstick seduces your lips with flirting colours, light shine, and active ingredients such as hyaluronic acid and vitamin E to care for your lips and soften them.

Lipstick is both for everyday and festive occasions. Pat it onto your lips when you want a natural, soft look, and apply it directly to your lips when you are aiming for an intense look.



APPLICATION:

Apply Lipstick to your lower lip and rub your lips together to distribute the lipstick evenly. Finish with a little highlighter on the Cupid's bow.

LIPSTICK CONTAINS E.G.:

- Natural hyaluronic acid, which gives your lips long-lasting moisture.
- Vitamin E is a powerful antioxidant, and protects against free radicals. Find definition of free radicals on page 4.

See how Nina makes beautiful red lips here:



DID YOU KNOW?

You can create a look with more sheen if you apply Lip Gloss over Lipstick.

Or a transparent look by blending your Lipstick with Lip Balm.

Right now, you can buy lipstick in seven colourful shades:

- **01 LIPSTICK** - blush nude
- **02 LIPSTICK** - au natural
- **03 LIPSTICK** - roseberry
- **04 LIPSTICK** - flamenco red
- **05 LIPSTICK** - pure pink
- **06 LIPSTICK** - cerise
- **09 LIPSTICK** - plum

As the seasons change, new shades will appear regularly.

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GOOD TO KNOW

It is important that your lips are well moisturised before you apply Lipstick. First, you may want to exfoliate your lips with our Lip Scrub to remove dead skin cells. Then it is easier for them to absorb moisture, and your lipstick will not cake up on your lips.

TIP: Apply a layer of lipstick, then remove excess colour by pressing a paper towel or a tissue against your lips, before applying another layer of lipstick. This method will make your lipstick last longer.

An Eye Precision Brush is useful to make a precise lip line.

“Apply a layer of Ecoking Multi Balm to your lips, and leave it on while doing your makeup. Dab the balm off before applying lipstick. Then your lipstick will sit more elegantly on your lips.”

Nina Larsen, professional makeup artist

LIP GLOSS

IN A RANGE OF LOVELY SHADES



SHINE, COLOUR, AND CARE IN JUST ONE APPLICATION

Apply a little glamour to your lips with Lip Gloss, which does far more than just looking good. Apart from always being shiny, Lip Gloss is rich in moisture and care from hyaluronic acid and vitamin E. Hyaluronic acid keeps your lips moisturised for a long time, and vitamin E protects the skin. Lip Gloss has a lovely soft consistency, which makes it pleasant to have on your lips.



Lip Gloss comes in gorgeous shades:

- **00 LIP GLOSS** - transparent
- **01 LIP GLOSS** - blush nude
- **02 LIP GLOSS** - au naturel
- **03 LIP GLOSS** - roseberry
- **04 LIP GLOSS** - flamenco red
- **05 LIP GLOSS** - tango red
- **06 LIP GLOSS** - coral
- **07 LIP GLOSS** - pure pink
- **08 LIP GLOSS** - cerise
- **09 LIP GLOSS** - plum

APPLICATION:

Apply a thin layer of Lip Gloss to your lips as required.

LIP GLOSS CONTAINS AMONG OTHER THINGS:

- Natural hyaluronic acid, which gives your lips long-lasting moisture.
- Vitamin E is a powerful antioxidant, and protects against free radicals. Find definition of free radicals on page 4.

LIPS

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Mary C.,
Ecooking ambassador,
speaker, social entrepreneur,
self-employed & influence



“Lip Gloss has a lovely consistency, soft but not sticky. The red shades are easy to apply, and give a strawberry look. It’s a lip gloss version of Ecooking’s Lip Balm, which I love.”

Nina Larsen, professional makeup artist

**WITH HYALURONIC ACID
& VITAMIN E**

GOOD TO KNOW

Use your Lip Gloss together with an Ecooking Lipstick for a more defined look.

LIPS

BRUSHES

FIND YOUR PERFECT BRUSH MATCH



Applying makeup perfectly calls for good makeup products. And here you should never underestimate the perfect brush!

A good brush makes it noticeably easier to apply makeup smoothly and evenly on your skin.

Our brushes are named after their main skill but they have several talents, so do not limit yourself to the name.

GOOD TO KNOW

If you use your brushes daily, it is good to wash them once a week. In this way, they will last longer, and it also helps reduce the number of bacteria. Furthermore, water can dissolve glue, so to prevent water from seeping into the handle, it is important to hold the brushes upside down when you wash them.



TIP: If you use the brush for multiple purposes, remember to remove excess colour from the bristles.

CONCEALER BRUSH

The size and pointed shape make this brush ideal for concealer and to cover dark shadows and unevenness. It is easy to work the concealer right into the corner of your eye or round the wing of your nose. The brush is shaped to make it easy to cover impurities precisely and more opaquely.



EYE PRECISION BRUSH

This round brush is easy to work with in the crease line. Work horizontally in the crease, following the natural contour shape of the eye. The round shape of the brush means it is also good for toning eyeliner and eye makeup below the edge of the lower eyelash. The brush is useful for shaping fine, effective highlights by the corner of your eye and below your eyebrow too.



EYELASH & BROW BRUSH

Use an eyebrow brush to draw up your eyebrows, and then brush your brows into the desired shape. You can also create your own eyelash look by applying lots of small, fine layers of Mascara and then using an Eyelash & Brow Brush to get the perfect shape you want. A lash look with lots of volume can cause mascara to stick unevenly, but you can use the Eyelash & Brow Brush to separate the lashes.



EYE SHADOW BLEND BRUSH

This soft brush is good for toning your eye shadow out in the crease or to create more natural eye shadow looks. Use the brush to tone a smoky eye or for highlights below your eyebrow bone, on the upper cheekbone or the bridge of your nose. Ideal for applying powder close to the eye area or around the wing of your nose.



DID YOU KNOW?

All brushes are made with synthetic hairs and are therefore vegan.



EYE SHADOW BRUSH

This brush is good for applying eye shadow on your eyelid, and also suitable for creating the light basic colours in your makeup. To get a more intense pigment, dab the eye shadow on - then it is less likely to drop off, too.



Nina Larsen,
Ecooking ambassador &
professional makeup artist





FOUNDATION BRUSH

The pointed shape of the Foundation Brush makes it easy to work with in the smallest corners, and with circular movements you can create a very detailed foundation. If you use circular movements, you also avoid streaks in your makeup and at the same time warm your skin up, so that it absorbs your foundation even better. In addition, the Foundation Brush is good for strong contouring.



BLUSH BRUSH

This is a multi-purpose brush you can use for blush, contouring, highlights, and bronzer. Use Blush directly on your cheekbones. To create a fresh, healthy look, you can also apply blush to apple cheeks. For striking contouring, use light and dark shadows: Place the dark contour under the cheekbone, blush on the cheekbone itself, and the light highlighter on the highest part of the cheekbone. Add a glow to your face with bronzer at the temples, on your cheekbones and the tip of your nose.



POWDER BRUSH

This brush is ideal for Mineral Powder. Apply the powder and then work it well into the skin with circular movements, so you obtain a uniform result. For a more opaque effect, press the powder into your skin. Pressing intensely gives you greater covering capacity, while a lighter press give a more natural result.



KEEP YOUR BRUSHES CLEAN

BRUSH CLEANSER

Your favourite makeup brushes get messy when they have to put on everything from blush to powder. That means that a lot of dirt and bacteria get onto the brushes, and they are best removed so they do not end up on your skin.

Brush Cleanser gives your makeup brush a thorough spa treatment, which dissolves and removes dirt while softening the bristles, so the brush almost becomes as good as new.

APPLICATION: Wet the brush with water. Apply 1-2 sprays of Brush Cleanser to the palm of your hand and massage the brush in the palm of your hand. Rinse and squeeze the water out of the bristles.



100 ml - 3.4 fl.oz.



WASH YOUR BRUSH WITH FRAGRANCE-FREE SOAP

If you don't have a Brush Cleanser at hand, you can wash your brush with any fragrance-free soap. For instance, you can use an intimate wash which with its mild cleansing agents cleans your brushes effectively but gently.

Wash your brush by mixing a little bit of soap with lukewarm water. Point the bristles downwards and massage the bristles in water to remove surplus makeup. Rinse with clean water and finally press the water out of the brush before leaving it to dry.



GOOD TO KNOW

Remember to point the bristles downwards when washing your makeup brush, so the water does not seep into the brush. When your brush needs to dry after a nice bath, place it on a table with the bristles hanging over the edge. This will keep the bristles in place, so the brush keeps in shape. Alternatively, you can leave the brush to dry on a towel or dishcloth.

CHECKLIST

Once you find your perfect match, mark it on this page.
Then you will always remember which Foundation, Mineral Powder, Blush etc. will suit you best.

PRIMER



FOUNDATION



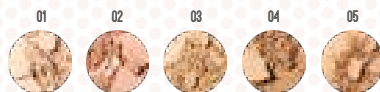
BB CREAM



CONCEALER



MINERAL POWDER



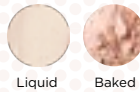
SUN POWDER



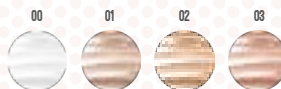
BLUSH



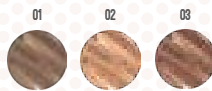
HIGHLIGHTER



EYEBROW GEL



EYEBROW PENCIL



EYESHADOW



EYESHADOW STICK



EYELINER PENCIL

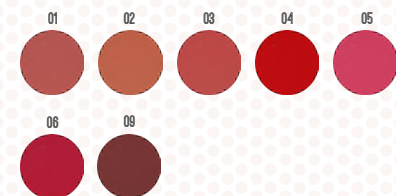


- ☐ GROWTH LASH SERUM
- ☐ LASH PRIMER
- ☐ MASCARA
- ☐ WATERPROOF MASCARA

MASCARA BRUSHES



LIPSTICK



LIP GLOSS



HOW DO I COVER...?

SPOTS AND SCARS

When you conceal pigmented spots, sunburn or scars in your skin, you can either use a matt foundation or a concealer with a warm undertone and a high pigment content. The high pigment content makes it easier to cover spots.

HOW TO GET FINE, EVEN SKIN

Skin that is well cared for and moisturised is always the best base for makeup.

Start by dabbing on a little Foundation or Concealer to the areas you want to cover. Use the same colour foundation or concealer as the surrounding skin colour.

Use either a Foundation Brush or Concealer Brush, depending on how large an area you want to cover. Finally, apply mineral powder on top.



BEFORE

Maria, 28 years old



AFTER

Maria, 28 years old

TIP: Apply primer before foundation. It evens out the skin and makes your makeup last longer.

REDNESS

Redness in the face is often due to sensitive skin. One way to calm the skin is to use Ecooking Anti-Redness Cream. You can use it either locally or all over your face.

HOW TO COVER REDNESS

Always make sure that your skin is well cared for and moisturised. Then use a Foundation Brush to apply a thin layer of foundation with warm tones to neutralise redness. For a beautiful, even and natural result, finish off with a layer of Mineral Powder. If you want more warmth, give your face a glow with your Sun Powder. Finish by spraying on a Facial Mist – e.g. our Young Facial Mist – lightly over your face to calm the skin and fix the make-up.



BEFORE

Line, 29 years old



AFTER

Line, 29 years old

A BLEMISH

Blemishes often involve redness, so to cancel out the red shade in the skin, you need a concealer with a warm undertone and a high pigment content in the same range of tones as your skin. A high pigment content and dry consistency give the greatest covering power, and they are prioritised in our concealers. You can also use our transparent Young Spotstick under your concealer to fight the blemish.

MAKEUP FOR SKIN WITH BLEMISHES

Make sure your skin is well cared for and moisturised before you start. You can perhaps use an Ecooking Peeling Mask – the day before you put on your make-up – to cleanse and exfoliate the skin, and give you a completely clean, smooth canvas to work on.

Avoid picking at the blemish beforehand, because it makes it worse. If the blemish weeps or bleeds, take the time to hold a tissue still on the blemish until it stops. Apply concentrated concealer on it with a Concealer Brush. Alternatively, you can use Mineral Powder or BB Cream to obtain a more natural result. Take care not to choose a lighter shade than your skin, as it will highlight the blemish instead.



BEFORE
Laura, 28 years old



AFTER
Laura, 28 years old

DID YOU KNOW? It's a good idea to clean your makeup brushes even more often, if you have a tendency to impurities.

*See how Nina covers
a blemish here:*



#problemsolved

PRODUCTS

HYPERPIGMENTATION: Maria uses Foundation Brush and Foundation 02 as well as Concealer Brush and Concealer 01 to cover pigmentation spots.

REDNESS: Line uses Foundation Brush and Foundation 02 to cover redness.

IMPURITIES: Laura uses Concealer Brush and Concealer 01 to cover impurities.

All models have a cool undertone.



FACIAL SHAPES

GOOD TO KNOW

To find the right makeup for the shape of your face, look in the mirror and see what shape your face is. The most common shapes are oval, round, heart-shaped and square. You may also have a combination of more than one shape. You can use a tape measure to decide the shape of your face. If you want to correct the shape of your face visually, choose the product that is best for your skin type, but in a darker shade than your skin tone.

TIP - CONTOURING TO NARROW YOUR NOSE:

To make your nose look narrower, you can use a technique called contouring. You create effects with dark shadows and light.

Apply a dark shadow on each side of your nose, and blend out well with a Blend Brush.

Remember always to work vertically and follow the shape of your nose. Apply highlighter on the middle section of the bridge of your nose. Take care not to apply light make-up on the tip of the nose, as it will lengthen it.

You can use the matt shades of sun powder, a dark foundation or a dark mineral powder for contouring. Always choose products that suit your skin type and colour tone.

DID YOU KNOW?

Your face can also have other shapes than the ones mentioned here. For example diamond shaped or trapezoidal.

OVAL FACE

The width of an oval face is half of its length. If you have an oval face, you do not need to correct its shape.

ROUND FACE

With a round face, the width is the same as the length, typically with plump cheeks and chin and a small forehead.

Apply dark makeup at the top of the forehead, on the cheeks and the sides of the face to make it narrower.

Apply light makeup in the centre of your face. Perhaps a little lighter than your natural skin colour.

HEART-SHAPED FACE

A heart-shaped face is characterised by the forehead and cheeks being two thirds longer than the chin.

Reduce with dark makeup on the forehead and the highest part of the cheeks.

Apply light makeup in the middle of your face, and if you have a pointed chin, darken that area.

SQUARE FACE

A square face has a broad forehead and wide jaw area. Apply dark makeup in the corners, which means the jawline and at the sides of your forehead.

See the face shapes on the next pages

THE UNDERTONE OF YOUR SKIN

FIND THE UNDERTONE OF YOUR SKIN

To find which colours suit you best, you need to know your skin's undertone. Here we distinguish between three different undertones: warm/golden, cool/pink and neutral/olive tending towards golden.

WHAT TO DO

Test by checking the veins on your wrist in daylight:

- If you have a warm undertone, your veins look green.
- If you have a cool undertone, your veins look blue.
- If your undertone is neutral, your veins will be a combination of green and blue.

You can look in a mirror in daylight, and hold up a piece of white paper beside your face. The your skin undertone will show clearly.

GOOD TO KNOW

People have different undertones, and that is why they look best in different colours.

To create a harmonious look, you should look for colours that go with your undertone.

If you want to create a more dramatic, edgy expression, you can use colours from a different scale.

However, you should only do it with a few elements in your make-up, e.g. an eye shadow.

Scan the QR code to see videos of all our models before, during, and after Nina has done their makeup.



MAKEUP FOR A WARM UNDERTONE

Eyes: Eye shadows in gold, copper, golden, brown or green in warm shades.

Cheeks: Blush in peach or burnt, brownish shades.

Lips: Lip gloss or lipstick in coral, peach or golden shades.

MAKEUP FOR A COOL UNDERTONE

Eyes: Eye shadows in mauve, grey, pink or silver in cool shades.

Cheeks: Blush in plum or pink and rose shades.

Lips: Lip gloss or lipstick in pink, plum or cool brown shades.

MAKEUP FOR A NEUTRAL UNDERTONE

A neutral undertone is a mixture of warm and cool.

When you have a neutral undertone, you can use makeup for a cool or a warm undertone.

**WARM UNDERTONE
SQUARE FACE**



30-39 years old: Primer, Foundation 06, Concealer 03, Mineral Powder 03, Eyebrow Gel 02.

**COOL UNDERTONE
ROUND FACE**



18-29 years old: Primer, Foundation 01, Concealer 01, Mineral Powder 01, Sun Powder 03, Blush 01, Highlighter Liquid, Eyebrow Gel 01, Eyeshadow 01 + 05 + 08, Mascara + Brush 01, Lip Gloss 06.

**NEUTRAL UNDERTONE
SQUARE FACE**



50-59 years old: Primer, Foundation 08, Concealer 03, Mineral Powder 05, Blush 04, Eyebrow Pencil 02, Eyeshadow 02 + 10, Eyeliner Pencil 03, Mascara + Brush 01, Lipstick 01, Lip Gloss 01.

GOOD TO KNOW

Your undertone can help you find out which Foundation (p. 10), Concealer (p. 12), and Mineral Powder (p. 14) will match your skin tone.

In each product description, we say which undertone the different numbers work best for.

NATURAL MAKEUP

GOOD TO KNOW

Natural makeup means less make-up, which emphasises your natural features.

That is why your skin care is important, so your skin is well cared for and well moisturised. The natural look is not specified in detail, but highlights the features of your face, so that you can be the best version of yourself. You can put on a natural makeup in just a few minutes.

HOW TO CREATE NATURAL EVERYDAY MAKEUP

Spread on a light foundation with your Foundation Brush, and then add a little Mineral Powder with a Powder Brush for naturally matt, even skin.

Add a little Sun Powder to your face to give it a fresh, sun-kissed look.

Add a little Mascara and Lip Gloss for natural eyes and lips. Finish off your no-makeup makeup look by brushing your natural eyebrows into shape with an Ecooking Eyelash & Brow Brush.

See how Nina does a natural makeup here:



HIGHLIGHT YOUR CHEEKBONES

To highlight your cheekbones, you use the contouring technique. With contouring you highlight your face through light and dark shadows with either a cream or powder consistency.

Light areas highlight and bring them forward, while dark shadows create depth and definition.

Always look at your skin type when choosing either the cream or powder consistency. Choose powder for greasy skin and cream for dry skin. For normal skin or a combination, you can use either.

TECHNIQUE FOR BEAUTIFUL CHEEKBONES

Feel the bone structure in your cheekbone, and apply the dark shade just below the bone in the soft area, using a Blush Brush.

Be sure not to work it in on the apple of the cheek.

Use a matt Sun Powder a dark shade of Mineral Powder or a dark Foundation. For a strongly marked cheekbone, you can use a Foundation Brush.

On the highest part of the cheekbone, apply Highlighter Liquid or Highlighter Baked, depending on your skin type.

If you like, you can add a glow and liveliness with Blush on the apple of the cheek.

WARM UNDERTONE
OVAL FACE



50-59 years old: Primer, Foundation 08, Concealer 03, Mineral Powder 03, Blush 04, Eyebrow Pencil 03, Eyeshadow 01 + 02 + 03 + 04, Eyeliner Pencil 02, Mascara + Brush 02, Lipstick 03, Lip Gloss 03.

WARM UNDERTONE
OVAL FACE



30-39 years old: Primer, Foundation 05, Concealer 02, Mineral Powder 04, Blush 01 + 03, Highlighter Baked, Eyebrow Pencil 03, Eyeshadow 02 + 05, Liquid Eyeliner, Mascara + Brush 01, Lipstick 02, Lip Gloss 00.

COOL UNDERTONE
OVAL FACE



18-29 years old: Primer, Foundation 01 + 02, Concealer 01, Mineral Powder 02, Sun Powder 02, Blush 01, Highlighter Liquid, Eyeshadow 02 + 03, Mascara + Brush 01, Lip Gloss 06.

NEUTRAL UNDERTONE
SQUARE FACE



30-39 years old: Primer, Foundation 03, Concealer 02, Mineral Powder 01, Sun Powder 01, Blush 02, Highlighter Baked, Eyebrow Gel 01, Eyeshadow 01 + 02 + 03, Mascara + Brush 04, Lip Gloss 03.

PARTY MAKEUP

GOOD TO KNOW

When you want to change your day makeup to an evening look, you can aim to highlight your eyebrows, eyes or lips. By emphasising small elements in your makeup, you can see the effects quickly.

**YOU CAN ALWAYS
TURN AN
ORDINARY DAY
INTO A PARTY**

*See how Nina does a
party makeup here:*



FROM DAY TO EVENING

Create more focus around your eyes by using an Eyeliner Pencil or Liquid Eyeliner around your eyes.

You can also define your eyebrows more strongly with an Eyebrow Pencil, so your eyebrows add more character to your face.

Lips highlighted with a stronger coloured Lipstick or Lip Gloss add personality.

With just a few touches, you can create a contouring effect that adds highlights and makes a natural makeup look more striking.

TIP - OPENING UP YOUR EYES: With more mature eyes, which may be beginning to droop a little, you can use techniques and the right colours to get a more open look. As we get older, a little colour around the eyes is often attractive, as we lose pigment in our hair, eyelashes and brows.

WHAT TO DO

Always start by moisturising the skin around the eyes well with eye cream. Apply a layer of Foundation on the eyelid to get the colour even.

Then apply Eye Shadow. Here, aim for the classical crease line, which gives a lift and opens the eye. Start by applying a light eye shadow on the whole of the eyelid, and add a darker shade in the crease line and at the outer edge of the eye. Always use matt eye shadow, and avoid shine and glitter.

If you want to use eyeliner, it should be soft, and never liquid, as that makes your look too hard. You can use Eyeliner Pencil on both the upper and lower lashes, and make the eyes look more intense.

NEUTRAL UNDERTONE
DIAMOND SHAPED FACE



40-49 years old: Primer, Foundation 11 + 12, Sun Powder 02, Highlighter, Eyebrow Pencil 03, Eyeliner Pencil 01, Mascara + Brush 04, Lipstick 04.

WARM UNDERTONE
SQUARE FACE



30-39 years old: Primer, Foundation 04, Concealer 03, Mineral Powder 03, Blush 02 + 03, Highlighter, Eyebrow Pencil 03, Eyeshadow 02 + 05, Liquid Eyeliner, Mascara + Brush 04, Lip Gloss 08, Lipstick 05.

WARM UNDERTONE
HEART-SHAPED FACE



40-49 years old: Primer, Foundation 06, Concealer 03, Mineral Powder 04, Blush 03, Eyebrow Gel 02, Eyeshadow 01 + 02 + 06, Liquid Eyeliner, Eyeliner Pencil 02, Mascara + Brush 01, Lipstick 01, Lip Gloss 01.

COOL UNDERTONE
OVAL/SQUARE FACE



18-29 years old: Primer, Foundation 01, Concealer 01, Mineral Powder 02, Sun Powder 03, Highlighter Baked, Eyebrow Pencil 02, Eyeshadow 01 + 03, Mascara + Brush 04, Lipstick 04.

SMOKEY EYE

SMOKEY EYE FROM NATURAL TO DRAMATIC

Moisturise the skin around the eyes with eye cream.

Apply a fine base of Foundation on the whole of the eyelid to get the colour even.

Start with a light, neutral eye shadow on the whole of the eyelid, using an Eye Shadow Brush. Then apply a dark shade on the eyelid and work towards the crease line with the Eye Shadow Brush. Blend at the crease line with the Eye Shadow Blend Brush.

Use the same dark shade under the lower lash with the smallest Eye Precision Brush, and blend just a little.

Use Eyeliner Pencil at the edge of the lash, and on the wet edge, and tone with the Eye Precision Brush. If you are aiming at a more dramatic look, try Liquid Eyeliner instead on the upper eyelash edge.

Add the final touches to perfect your look with Lash Primer and Mascara.

TIP - HOW TO COVER DARK SHADOWS UNDER YOUR EYES:

Dark shadows under your eyes are due to blue and mauve skin undertones. To neutralise them, you need to use a concealer with warm or cold undertones.

The concealer has a high pigment content, so it has good covering power. The dark shadows form triangular shapes under the eyes, which show up more as you grow older.

WHAT TO DO

Be sure to moisturise the skin well with eye cream around the eye, as the base helps the concealer to sit well.

In the eye area, the flowing, liquid consistency is the one that works best.

Apply Concealer with a Concealer Brush to be as precise as possible, and blend out carefully.

When you put on make-up, take care not to use too much powder in the eye area, as it settles in the creases, and it can also create more lines than there actually are.

GOOD TO KNOW

A smokey eye depends on the latest trends, and can have many different expressions. You can make it more natural or more dramatic. No matter what type of smokey eye you create, it means powerful eye makeup.

See how Nina does a smokey eye here:





STEP 3
Eyeshadow 02
Eye Shadow Brush



STEP 4
Eyeshadow 06
Eye Shadow Brush
Eye Shadow Blend Brush



STEP 5
Eyeshadow 06
Eye Precision Brush



STEP 6
Eyeliner Pencil 02
Eye Precision Brush



STEP 7
Mascara
Mascara Brush 01

NAIL POLISH

LAUNCHES MARCH 2022



LOVELY AND SOLID NAIL LOOK

A little bit of colour on the nails can pep up any outfit. With Base Coat, Nail Polish, and Top Coat you will get nails that thrive and beautiful nail polish that lasts.

The quick-drying Nail Polish is thorough and has a wide brush, which means you only need one coat to cover your nail.

Base Coat, Nail Polish and Top Coat are a moisturising and nourishing mix of natural bamboo extract, vitamin E, and glycerin which strengthens and protects your nails.

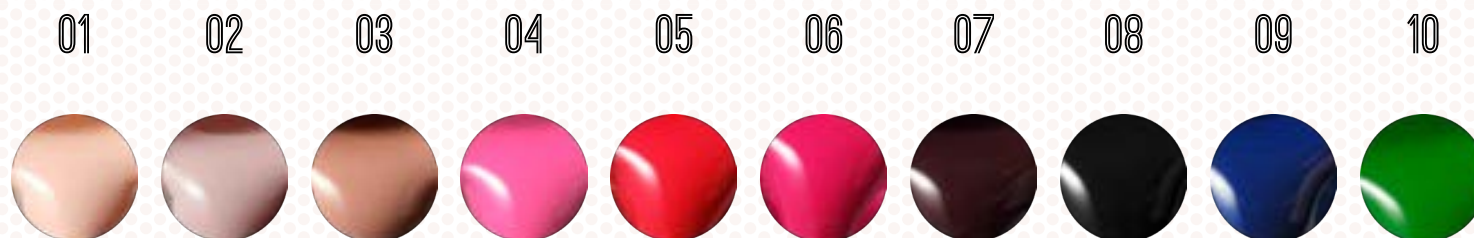


The colour palette ranges from quiet, neutral colours to lively, brightly coloured shades.

- **01 NAIL POLISH** - nude
- **02 NAIL POLISH** - clay
- **03 NAIL POLISH** - dusty rose
- **04 NAIL POLISH** - pink
- **05 NAIL POLISH** - apple red
- **06 NAIL POLISH** - raspberry
- **07 NAIL POLISH** - plum
- **08 NAIL POLISH** - black
- **09 NAIL POLISH** - navy
- **10 NAIL POLISH** - leaf green

BASE COAT

Do your nails a favour and use Base Coat before your Nail Polish. Besides protecting your nails from drying out and getting discoloured over time, Base Coat will make your nail polish last longer. Base Coat also makes it easier to remove your nail polish.



TOP COAT

To - literally - top your beautiful nail look, finish with a Top Coat. Top Coat gives you shiny nails, protects the nail polish, and makes your nail polish last longer.

BASE COAT, NAIL POLISH AND TOP COAT CONTAIN AMONG OTHER THINGS:

- Natural bamboo extract that is rich in the nutrient silica which strengthens the nails.
- Vitamin E, a powerful antioxidant that nourishes the nails and protects against free radicals. Free radicals can harm and discolour the nails if they accumulate.
- Natural glycerin that nurtures and moisturises the nails.

GOOD TO KNOW

You get the best results if you give your nails some loving care before applying nail polish: File your nails into shape. Put them in a water bath, so your cuticles become soft and manageable.

Use a cuticle pusher to push your cuticles back.

Exfoliate your hands with a scrub and finish with applying a moisturising hand cream.



APPLICATION

Apply a thin layer of Base Coat and let it dry. Use few strokes to apply one coat of Nail Polish. Once your Nail Polish is dry, finish with a layer of Top Coat.

TIP: Keep your nails and cuticles satisfied and neat with Ecooking Multi Oil that gives them lots of moisture and care.

DID YOU KNOW?

Our Nail Polish is 18-FREE. Scan the QR code to read what this means.



COME VISIT OUR BRAND STORE

A UNIVERSE FILLED WITH ECOOKING

We have opened a brand store! The store is located on Store Strandstræde 10, København K, and offers our entire pampering range.

It is the only place where you can try all our products, anything from your favourite skin and haircare to the makeup line. Our talented staff is ready to give you personal guidance and guide you on what products best suit your needs.

The store is also where you can be among the first to test new products and limited editions, and where we regularly host exciting and informative events.

It is also possible to book your own event for a girl's night, hen night, staff night, or some other special occasion. Scan the QR code below to learn more.

DID YOU KNOW?

If you want to learn more about makeup or try our products on your own skin, you can book an appointment for a one-on-one makeup lesson in our store. Here our staff will guide you on how to use the different makeup products as well as which colours will go well with your undertone, skin tone, and eye and hair colour.

Scan the QR code to find our contact information and book your appointment or treatment.



GOOD TO KNOW

If you need a little extra pampering, we have our own clinic in the store. Here you can book an appointment with our professionally trained staff, who – after a dialogue and skin analysis – will tailor a treatment suited to your skin type, skin condition, and your personal wishes. It is you-time, where you can relax and be pampered.

COME TO INSPIRING EVENTS & LEARN MORE ABOUT SKINCARE AND MAKEUP

BOOK APPOINTMENT FOR SELF-PAMPERING WITH OUR SKILLED BEAUTY THERAPIST

Katharina, 30 years old, is our lovely trained cosmetologist. We're lucky to have Katharina as the regular therapist in our brand store, so when you book a treatment she's the one who pampers your skin with effective spa products.



WE OFFER TWO DIFFERENT TREATMENTS

Facial treatment - single treatment or as part of our signature treatment

Enjoy 40 minutes wellness tailored to your skin. Can function as follow-up to our signature treatment.

Signature treatment - deep facial treatment

Look forward to 75 minutes of effective pampering, which makes your skin soft, provides beautiful glow and makes the skin appear younger. Massage of hands, feet and scalp is included in the treatment.

DID YOU KNOW?

Both treatments are with our custom-made spa products. They are based on the products you know, but have a higher content of active ingredients.

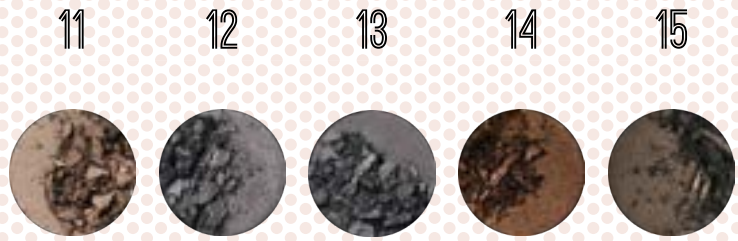


COLOURFUL NEWS

NAIL POLISH



EYESHADOW



"The new colours have been chosen based on the trends of the time and the shades that are already in the makeup line. They are gorgeous to use on their own but also go well in combination with the fixed assortment of nail polishes and eyeshadows."

Nina Larsen,
professional makeup artist &
Ecooking ambassador

#ecookingmakeup



With reservations for printing errors and goods sold out.



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