SEI BELLA™ COLOURS
True beauty is as much about who you are on the inside as what you look like on the outside. It is defined by your own sense of style and fashion—an expression of your own unique heritage.

THE NEED
When you look your best, you feel your best. The right eye, cheek, and lip colours help you express confidence and style, allowing you to radiate beauty that is uniquely yours.

COMPETITIVE SOLUTIONS
Cosmetic products are available in a wide variety of colours, but few offer the nourishment your face needs to stay healthy-looking and beautiful.

THE MELALEUCA SOLUTION
With SEI BELLA Cosmetics, you never have to choose between healthy-looking skin and a great look. Melaleuca’s formulas not only come in the latest hues and classic colours, but are enriched with nourishing vitamins and moisturisers to protect your skin, keeping it soft and supple.

THE MELALEUCA VALUE
With an incredible array of luscious colours, the protective ingredients your skin needs, and a price lower than leading brands, there are no compromises when using SEI BELLA Colours.

You wear makeup to be yourself—at your best. You shouldn’t have to risk harming your skin to look beautiful. Everything you put on your skin can be absorbed into your skin. SEI BELLA’s formulas include only the healthiest ingredients, like vitamins and natural plant extracts, so you can care for your skin while looking your absolute best. In fact these formulas contain more vitamins, extracts, and skin nourishing ingredients than leading department store brands, and because they use micronised powders for eye shadows, powders, and blushes, they are silky-smooth and blend easily.

Eye Colour
The skin around your eyes is the thinnest you’ll find on your face, making it the most vulnerable to ageing. Products designed for use around the eye must be extra mild. All SEI BELLA formulas are specially designed to go on easy and soft, helping you avoid the appearance of fine lines and wrinkles. And with nourishing and protective ingredients like vitamins A, C, and E, SEI BELLA products protect against environmental damage, letting you look younger and brighter than before.

Enhance Eye Shadow—Customise Your Look with Your Best Shades
Deep shades are perfect for adding definition, while light colours provide fabulous highlights. These glamorous colours not only offer easy options, but moisturise and condition with vitamins A and E, while Japanese green tea extract protects your skin from harmful environmental elements.

• Beautiful Colours: From the latest trends to colourful classics, SEI BELLA Enhance Eye Shadows come in hues that highlight any style.

INGREDIENT NOTE:
Because SEI BELLA colours are constantly evolving to meet trends and seasons, the ingredients change on a regular basis, making it impossible to list them all here.

THE NATURALLY BEAUTIFUL CHOICE
When shopping for makeup, there are certain things you should look for: formulas for your skin type, shades that match your colouring, and—the latest expert advice—makeup that contains skin care ingredients. For lasting colour that cares for your skin, look no further than SEI BELLA cosmetics.
**SKIN-NOURISHING NUTRIENTS:**
In addition to helping you look your best, Sei Bella cosmetics help you feel your best with a wealth of nutrients that keep your face soft, supple, and amazingly healthy-looking. Here are a few of the key ingredients that make these formulas so unique:

**Vitamin A**
An essential vitamin to promote healthy-looking skin, vitamin A helps protect against pollution. As a topical application, vitamin A is used to help reduce the appearance of lines and wrinkles in the skin.

**Vitamin C**
Vitamin C serves as a primary ingredient of collagen—the connective tissue in the skin. It also helps protect against free radicals. As a topical vitamin, vitamin C the skin. It also helps protect against free radicals. As a topical application, vitamin C has an impressive firming effect and anti-free-radical action, protecting the skin from environmental factors.

**Vitamin E**
An important nutrient vitamin because it is essential for maintaining optimum health of the red blood cells as well as protecting against free radicals. In topical formulations, vitamin E is an excellent free radical scavenger. It keeps skin soft, supple, and elastic.

**Provitamin B5**
A deep-penetrating moisturiser essential for promoting hydration, it balances hair and skin moisture, strengthens hair, and gives hair a silky and shiny look.

**Silk Protein**
A natural moisturiser that adjusts the moisture in the skin to maximum benefit and makes the skin more elastic.

**Powder-Light Formulas:** Micronised powder formulas blend on easily for the smoothest, truest colours.

**Skin-Caring Ingredients:** Enhance Eye Shadows contain unique ingredients you won’t find in any other brands.

Enhance Eyeliners—Crossing the Line from Colour to Care
In the blink of an eye, Enhance Eyeliner turn your look from fair to fabulous! The smooth, moisturising formula won’t tug or pull at delicate skin and the stay-put colours won’t smudge or smear. And with enriching vitamins A, C, and E, Enhance Eyeliner moisturise and soften skin while protecting it from harsh environmental elements. In addition, Enhance Eyeliner are ophthalmologist-tested and formulated to be safe for contact lens wearers.

Mascaras—Creamy Formulas to Get You Noticed and Nourished
You condition your hair and moisturise your skin, but do you do anything for your lashes? Sei Bella Mascara will not only get your eyes noticed, but will nourish your lashes as well with ingredients like vitamin E, and provitamin B5. All formulas are ophthalmologist-tested and formulated to be safe for contact lens wearers. Try our Waterproof or Volumising Mascara formulas.

**Cheek Colour**
What you see is soft, natural colour. What you get is a whole lot more. Sei Bella Blushes give you the colour you want while they pamper your skin with nourishing ingredients, including natural plant extracts and vitamins.

Powder Blush—Blush with Beauty
Nothing brightens your complexion like blush. A sheer sweep of colour adds a healthy glow to any face. Final Touch Powder Blushes utilise micronised powder to reflect light and smooth the look of your skin’s surface.

**Radiant Finish:** These formulas are finely milled for a more natural, even application to keep your face perfectly fresh for hours.

**Skin-Caring Benefits:** Made with vitamins and botanicals to condition and protect the skin, Powder Blushes help reduce the signs of ageing.

**Lip Colour**
Moisture evaporates from the lips much faster than from other areas, causing your lips to dry out more easily. This dryness frequently results in chapping and cracking, and a more aged appearance. Working lip protection into the daily skin care regimen can help protect lips from sun damage and moisture loss. Using a lip product with effective moisturisers, powerful peptides, and filling spheres will help keep lips looking soft, supple, and youthful. With Sei Bella Lip Colour your lips will get the moisturising and nourishing they need. And you’ll get the colour you love.

Perfecting Lip Treatment—Treat Your Lips to the Perfect Treatment
What foundation does for your face, Perfecting Lip Treatment does for your lips. Wear it alone as a natural moisturiser or apply it before your favourite lip colour to keep colour in place for hours. Perfecting Lip Treatment includes vitamin E to help plump lips, reducing the appearance of cracks, and keeping your lips ready for anything.

Perfecting Lip Liner—Defining Healthy, Luscious Lips
A makeup essential, lip liner helps colour last longer. Lip liner helps define lip shade and keeps colour from smearing and feathering. Whether it’s for a natural look, a dramatic statement, or for creating the perfect pout, Perfecting Lip Liner does more.

**Perfects the Look:** Blended in a smooth and luscious consistency, these liners go on easy to create more definition around your mouth and to keep lip colour from disappearing.

**Protects the Look:** Perfecting Lip Liner not only creates more definition around your mouth, but protects your lip colour from feathering and bleeding. In addition, when used over the entire surface of the lips, Perfecting Lip Liner extends the wear of your lip colour.
• **Protects Your Lips:** With Perfecting Lip Liner, you're more than just polished and put together, you're doing something great for your lips. Vitamins A, C, and E not only produce a smoother and creamier formula, but they offer moisturising and antioxidant protection as well, guarding against environmental damage.

**Luxury Lip Colour—More than Perfect Colour**
Smooth, youthful lips and rich, even colour—all in one tube. Luxury Lip Colour is the multifunction lipstick that goes beyond moist, fabulous colour to an age-defying treatment. Lips both look and feel good. Natural ingredients like shea butter, ginseng, and vitamin A nourish and soften lips while powerful peptides and filling spheres increase cell turnover for a more youthful appearance. With a vanilla scent and many eye-catching shades, Luxury Lip Colour is the perfect way to transform your lips and your look.

**Brilliance Lip Gloss—Give Lips Instant Appeal**
Nothing creates the look of an instant pout like high-volume shine. Boost your shine quotient and treat your lips with the skin-friendly formula of Brilliance Lip Gloss. Show-stopping sparkle is paired with the antioxidant power of green tea extract and raspberry and cranberry seed extract…plus a lip-perfect dose of vitamins A, C, and E.

**Unmatched Formulas—Unbeatable Values**
From casual to classy, nothing catches admiring glances like beautiful brows, perfectly-applied mascara, and bigger, brighter-looking eyes. Sei Bella not only lets you reflect your individual beauty easier than ever, it also lets you keep more money in your pocketbook. Sei Bella Cosmetics offer more skin-nourishing formulas at prices far below the other leading brands.