

SIMPLY PURE AND CLEAN

# IDUN

MINERALS





# IDUN, BEAUTY AND THE APPLE

## **IDUN – THE GODDESS OF ETERNAL YOUTH**

Idun is one of the goddesses in Norse mythology, the popular belief of pre-Christian times and the Viking Age in the Nordic countries.

The beautiful goddess Idun was known alternately as the goddess of beauty and of eternal youth. She was the wife of the god Brage, and the stories about their lives and way of living are told in the 13th-century writings Poetic Edda and Prose Edda.

## **IDUN'S APPLES GAVE ETERNAL LIFE TO THE GODS**

The stories tell how Idun had a basket of highly desirable golden apples. They were known as the apples of youth and were given out by Idun to gods who had begun to age so they could keep their youth and live an eternal life.

## **IDUN'S APPLES – IMPROVING LIFE ON EARTH**

Idun gave the gods apples to give them eternal youth. We also want to make a difference, but our focus is where help is most needed.

Therefore, we plant trees in places in need of fruit, clean air and work. For every product we sell there will be a contribution made to the planting of trees in Eastern Africa.

The project is dedicated to helping real people in need, and you can make a real difference. We are developing this project in cooperation with Vi Agroforestry (Vi-skogen.)





# THIS IS IDUN

IDUN Minerals is a full-color makeup line from Sweden based on pure mineral formulations.

The products contain the very purest and cleanest ingredients to help skin look its healthy best.

The range includes products for face, eyes and lips and nail polish. It also includes a full line of makeup brushes and a brush cleaner.

IDUN Minerals launched in 2011 exclusively in Sweden's largest pharmacy chain. These pharmacies are committed to providing only products that meet their high quality and health standards.

IDUN Minerals follows the Swedish pharmacies' strict list of approved ingredients.

The name IDUN comes from the goddess Idun of Norse mythology. Idun was the goddess of eternal youth. She kept a box of golden apples that she gave to the other gods to keep them young and vital.

IDUN Minerals products are developed in close cooperation with a team of researchers and skin experts. The colors reflect the colors and trends of Sweden.

Discover the pure and simple beauty of IDUN Minerals.

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## SCIENCE

As a manufacturer of cosmetics, we are happy to fight for pure skin care products without unnecessary additives. Highly purified minerals have been scientifically proven to be very effective, and our aim, with solid Swedish research behind us, is to develop honest and pure products without compromise. Our powder foundation consists of 100% highly

purified minerals, i.e. they have been purified from nickel, chromium and microorganisms. The powder foundation is also inorganic and anhydrous, which prevents the formation of bacteria. None of the products contain talc, silicone, perfume, bismuth, or preservatives (with the exception of mascara, eyeliner and eyebrow pencils).

### INGREDIENTS IN MINERAL COSMETICS

ELEMENT	DESCRIPTION	PRODUCT
<b>Bismuth Oxychloride (Vismutoxiklorid)</b>	Pigment that gives mineral makeup lustre and shimmer. Used for quick coverage. Bismuth can cause itching and irritation on sensitive people when the face becomes warm.	<b>Never in an IDUN product</b>
<b>CI 77491 (Red ferric oxide)</b>	Found naturally in the earth's crust. The CI number (Colour index) gives the colour of the pigment. Red, yellow and black ferric oxide can be mixed to correspond to most skin colours.	<b>IDUN Face</b>
<b>CI 77492 (Yellow ferric oxide)</b>	Found naturally in the earth's crust. The CI number (Colour index) gives the colour of the pigment. Red, yellow and black ferric oxide can be mixed to correspond to most skin colours.	<b>IDUN Face</b>
<b>CI 77499 (Black ferric oxide)</b>	Found naturally in the earth's crust. The CI number (Colour index) gives the colour of the pigment. Red, yellow and black ferric oxide can be mixed to correspond to most skin colours.	<b>IDUN Face</b>
<b>CI 77891 (Titanium dioxide)</b>	Found naturally in titanium-rich minerals. A white powder/pigment used for whiteness and coverage in colour cosmetics	<b>IDUN Face</b>
<b>Mica</b>	Multi-layered rock that is ground into a powder. Gives the skin a nice even tone. Can absorb sebum. Gives a reflecting and shiny surface for lipgloss.	<b>IDUN Face, Lips</b>
<b>Nickel</b>	A metal element that can cause contact allergy. Found naturally in the earth's crust. An allergy study has been conducted of persons with documented nickel allergy. The result shows that they can use IDUN Mineral's products.	<b>Highly purified in an IDUN product</b>
<b>Parabens</b>	Controversial preservative.	<b>Never in an IDUN product</b>
<b>Perfume</b>	Substance with a nice smell that usually contains some solvent such as alcohol. Hypersensitivity to perfume is a growing problem in today's society. Can cause allergy.	<b>Never in an IDUN product</b>
<b>Silicone</b>	Can clog pores and prevent skin from breathing naturally. Does not decompose easily in nature.	<b>Never in an IDUN product</b>
<b>Taklon</b>	A soft synthetic fibre. Biodegradable and allergy-friendly. An environmentally and animal-friendly alternative to natural bristle.	<b>IDUN Brushes</b>
<b>Talc</b>	Mineral with a white or light-green colour. Used to bind mineral pigments to give a soft feel against the skin and prevent shiny skin. Can clog pores and cause irritation.	<b>Never in an IDUN product</b>
<b>Zinc Oxide</b>	White powder/pigment extracted from the earth's crust. Gives whiteness and a pleasant feel to mineral products. Zinc oxide has some antimicrobial effect. Zinc is a vital mineral for people.	<b>IDUN Face, Eyes</b>

# FACE

Creating a good base for your makeup is essential. Imagine your face as an artist's canvas that reflects the light so that you become your most beautiful self. Your foundation evens out your skin tone, while concealer hides any flaws and a couple sweeps with a powder brush provide a silky finish. Add structure to your face and give it colour with blush and bronzer until you get your perfect look. With IDUN Minerals, you can easily control more or less coverage, while letting your skin breathe, nourishing and protecting it throughout the day.





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🍏 FACE

🍏 EYES

🍏 LIPS

🍏 BRUSHES

🍏 NAIL POLISH

# FOUNDATION

The skin naturally has different shades and undertones. Both of these help determine which foundation shade is best for you.

## DETERMINE THE TONE AND UNDERTONE OF THE SKIN:

The skin tone varies depending on the season and sun exposure. Decide on a shade you are comfortable with – from extra light to medium/dark.

### 1. FIRST TRY A FOUNDATION FOR A NEUTRAL UNDERTONE

Apply one of the neutral foundation shades on the jawbone. If the shade suits and blends in well with the skin, you have found the right one.

### 2. IF A NEUTRAL UNDERTONE IS NOT RIGHT, TRY A WARM ONE

If the neutral colour feels wrong, continue to the right in the diagram and try a warm foundation shade instead.

### 3. IF A WARM UNDERTONE IS NOT RIGHT, TRY A COLD ONE

If the warm colour feels too warm or golden, continue to the right in the table and try the cold foundation variant.

We always recommend that you try two or three shades to be sure you find the right one, but in general, you could say that neutral shades suit most people, so try one of those variants first and then continue according to the table (on the right). Start with the method below:

SKIN TONE	SKIN UNDERTONE		
	1. NEUTRAL	2. WARM	3. COLD
EXTRA LIGHT	JORUNN		
LIGHT	SAGA		
LIGHTH/ MEDIUM	DISA	FREJA	
MEDIUM	SIRI	SVEA	INGRID
MEDIUM/DARK	YLVA	EMBLA	

# POWDER FOUNDATION

## FUNCTION

A highly purified mineral makeup that blends into the skin to create a natural, even look with a slightly luminous finish. It does not clog pores, but allows skin to breathe. Water-repellent base that sits in place all day. Can be built to create the desired level of coverage.

## FACTS AND CONTENT

The clean mineral powder blends evenly into the skin when applied with the IDUN Minerals Kabuki Brush. Purified of nickel, chromium, and microorganisms. Contains no talc, oils, silicone, perfume, bismuth or preservatives.



IDUN Minerals powder foundation is recommended by the Swedish Asthma and Allergy Association.



**TIPS:** Pour a little foundation into the lid and work it in with your IDUN Minerals Kabuki Brush.



Remove excess powder against the edge of the lid.



Buff the powder with light circular movements for an even result. Apply thin layers to build up the required coverage. A small amount goes a long way.

### EMBLA (warm medium/dark)

A medium/dark foundation with a warm undertone.



### YLVA (neutral medium/dark)

A medium/dark foundation with a neutral undertone.



### INGRID (cold medium)

A medium foundation with a cold undertone.



### SVEA (warm medium)

A medium foundation with a warm undertone.



### SIRI (neutral medium)

A medium foundation with a neutral undertone.



### FREJA (warm light/medium)

A light/medium foundation with a warm undertone.



### DISA (neutral light/medium)

A light/medium foundation with a neutral undertone.



### SAGA (neutral light)

A light foundation with a neutral undertone.



### JORUNN (neutral extra light)

Extra light foundation with a neutral undertone.



# LIQUID FOUNDATION

## FUNCTION

**Norrskén** *Illuminating Pure Mineral Foundation* provides a beautiful, natural makeup base with a slight illumination for healthy, fresh skin. The ultra purified mineral formula does not clog pores, but allows skin to breathe while it gently moisturizes the skin. Pure formula works with skin care regimens. Builds naturally for different levels of coverage as desired.

## FACTS AND CONTENTS

**Norrskén** is available in nine shades which correspond to IDUN Mineral's powder foundation. Nordic Lingonberry Oil provides a fresh "boost" of moisture while it is also an antioxidant and anti-free radical. Purified of nickel, chromium and microorganisms. Contains no talc, silicone, perfume, bismuth or parabens.



**TIPS:** Apply Norrskén Liquid Foundation with the IDUN Minerals Liquid Foundation Brush for a smooth and flawless result.

### **EMBLA** (warm medium/dark)

A medium/dark foundation with a warm undertone.



### **YLVA** (neutral medium/dark)

A medium/dark foundation with a neutral undertone.



### **INGRID** (cold medium)

A medium foundation with a cold undertone.



### **SVEA** (warm medium)

A medium foundation with a warm undertone.



### **SIRI** (neutral medium)

A medium foundation with a neutral undertone.



### **DISA** (neutral light/medium)

A light/medium foundation with a neutral undertone.



### **FREJA** (warm light/medium)

A light/medium foundation with a warm undertone.



### **SAGA** (neutral light)

A light foundation with a neutral undertone.



### **JORUNN** (neutral extra light)

Extra light foundation with a neutral undertone.



# CONCEALER

## FUNCTION

Refines and hides imperfections in the skin, especially in the delicate eye area. Evens out skin tone, covers impurities and brightens dark areas.

## FACTS AND CONTENTS

Available in four different alternatives. Idegran neutralizes redness. Strandgyllen is a blendable concealer that color matches to skin. Raps and Havre are pen concealers that brighten dark areas. Purified of nickel, chromium and microorganisms. Contains no talc, silicone, fragrance, bismuth or preservatives.

**TIPS:** *Idegran – perfect to blend with one of IDUN Minerals' foundations to effectively reduce redness in the skin tone.*



### IDEGRAN

(neutralises red areas)

A matte, green concealer to help hide redness, rosacea, sunburn and superficial blood vessels.



### STRANDGYLLEN

(duo-concealer)

Consists of two shades, offering flexibility when the seasons change. Creamy and fully covering. Reduces spots and dark circles under the eyes. Contains nourishing jojoba oil.



### RAPS AND HAVRE

(conceals imperfections)

Concealer pens that offer light-reflection and opaqueness at the same time. Raps has a yellow undertone and suits warmer skin tones. Havre has a pink undertone and suits cooler skin tones.

**TIPS:** Choose a shade lighter than the foundation.

# POWDER

## FUNCTION

Sets and reinforces makeup for all day wear. Available in two formats, Tuva for a matte finish, and Tilda for an illuminated finish.

## FACTS AND CONTENTS

These transparent powders can be used with nearly all skin tones. Purified from nickel, chromium and microorganisms. Contains no talc, oils, silicone, perfume, bismuth or preservatives.



Large Powder Brush



### TUVA

(normal skin/fine lines)

This pressed powder controls oil and shiny areas with a matte finish. Comes in a convenient compact with built-in mirror for anytime touch-ups.



### TILDA

Illuminates skin and reflect light. Reduces the appearance of fine lines.

*Used together  
with powder brush.*



### LJUVLIG

Finishing powder in light neutral tone.



### VACKER

Finishing powder in light warm tone.



### UNDERBAR

Finishing powder in medium tone.

# BLUSH

## FUNCTION

Provides healthy colour to cheeks and adds definition to cheekbones.

## FACTS AND CONTENTS

Available in three shades. Purified of nickel, chromium and microorganisms. Does not contain talc, oils, silicone, fragrance, bismuth or preservatives.



**ÄKERBÄR**  
Coral colored shade.



**TRANBÄR**  
Light-pink shade.

*Used together  
with blush brush.*



**SMULTRON**  
Peachy-pink shade..



**HALLON**  
Rosy-pink shade.



**HAVTORN**  
Brownish-pink shade.

# BRONZER

## FUNCTION

Creates a sun-kissed look, or can also be used for adding contour to the face. Available in two formats, Somnardröm for a more matte finish, and Midsommar for a natural glow.

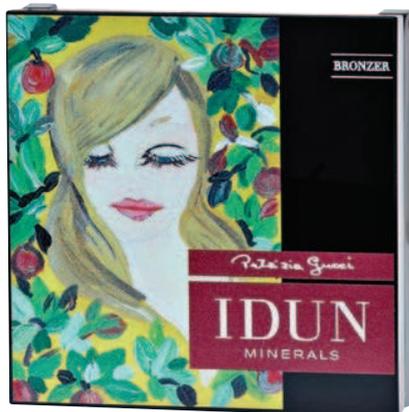
## FACTS AND CONTENTS

A small amount of these highly pigment minerals gives the desired result. Purified of nickel, chromium and microorganisms. Contains no talc, oils, silicone, fragrance, bismuth or preservatives.



Blush / Bronzer brush

*Used together with blush brush.*



**SOMMARDRÖM**  
Bronzer that creates a natural, matte finish.



**MIDNATTSSOL**  
Bronzer that gives a natural glow.



IDUN

FACE

EYES

LIPS

BRUSHES

NAIL POLISH

# EYES

The best made-up eyes use colour and shape to enhance the natural beauty of the eye. A soft line with a Kohl pencil creates the illusion of longer lashes. Or a heavier line combined with the right balance of colour can create a more dramatic look. IDUN Minerals eye makeup is specially formulated even for sensitive eyes and contact lens wearers so any eyes can have the perfect look.





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# EYE SHADOW

## FUNCTION

A full range of shades offering full-impact colour for the delicate eye area. The purified ingredients have been carefully selected and tested to suit people with sensitive eyes and contact lens wearers.

## FACTS AND CONTENTS

Available in four different formats – singles, duos, quads and highlighters. Consists of pressed, highly purified minerals. Purified from nickel, chromium, microorganisms. Does not contain talc, oil, silicone, perfume, bismuth or preservatives.



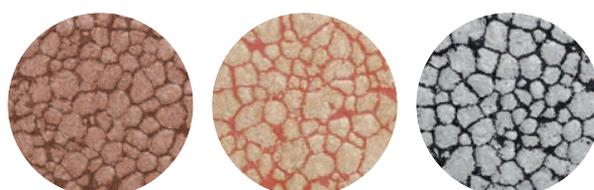
## HIGHLIGHTERS



VILDKAPRIFOL

FJÄLLSIPPA

## SINGELS

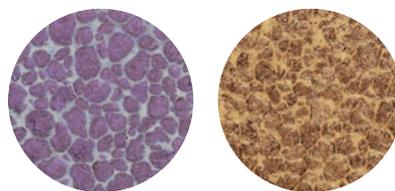


BRUNKLÖVER

AKLEJA

FÖRGÄTMIGEJ

*Tips! Apply the highlighter directly under your eyebrows to get a more "open" look.*



LIN

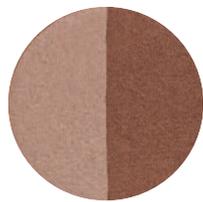
SOMMARGYLLEN

# EYE SHADOW

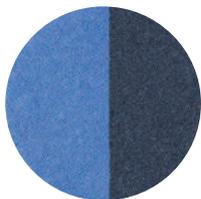
## DUOS



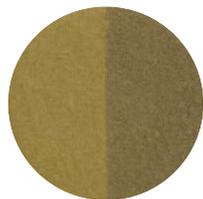
SKOGSFRU



BRUNÖGONTRÖST



BLÅKLINT



MISTEL



MÅRBACKA

## PALETTES



BRUNKULLA



LEJONGAP



NORRLANDSSYREN



SVART RIDDARSPORRE



# EYELINER, INLINER AND EYEBROW PENCIL

## FUNCTION

Smooth application and definition for the delicate eye area. Suitable for people with sensitive eyes and contact lens wearers. A nude inliner. Two eyeliner pencils with integrated sharpener and eraser. Three eyebrow pencils with built-in eyebrow brush.

## FACTS AND CONTENT

Contains highly purified mineral pigments. Ophthalmologically tested. Purified from nickel, chromium, and microorganisms. Contains no talc, silicone, fragrance, bismuth or parabens.



**KOL** Black liquid eyeliner. The narrow applicator makes it easy to create thin, defined lines or wide, dramatic contours.



**SAND** Nude coloured inliner that is best applied to the inner edge of the upper and/or lower eyelid.



**LAVA** Black eyeliner that is best applied along the upper and lower eyelid



**JORD** Brown eyeliner that is best applied along the upper and lower eyelid.



**BJÖRK** is a light brown brow pencil.



**LÖNN** is a medium brown brow pencil.



**ASK** is a light grey brow pencil.



**PIL** is a dark brown brow pencil.



## SHARPENER AND SMUDGE-TIP

Lava and Jord have a built-in sharpener and smudge-tip that help if you want to add a sharp line or create a soft and blackened result.



## EYEBROW BRUSH

Lönn, Ask and Pil have a built in brow brush which allows one to create both sharp lines and softer, blended results.

# MASCARA

## FUNCTION

A full range of mascaras with the care of highly purified minerals. The ingredients are ophthalmologist tested to suit people with sensitive eyes and contact lens wearers. Available in three formulas: classic thickening, lengthening and water-resistant.

## FACTS AND CONTENT

Contains highly purified mineral pigments and light organic waxes. Purified from nickel, chromium, and microorganisms. Contains no talc, silicone, fragrance, bismuth or parabens.



### EIR

Maximum volume without clumping or smudging. The build-up formula gives the control to add layer after layer for as much volume as is desired while also caring for lashes.



### EIR WATERPROOF

Maximum volume without clumping or smudging. The build-up formula creates maximum volume with a formula that coats and protects lashes and is water-proof up to 38 C degrees. Removed with water 38 C degrees.



### GULL

Gull is a classic thickening black mascara that creates thick, dramatic lashes. Well-suited for short eyelashes.



### SILFR BLACK/SILFR BROWN

Silfr is a classic lengthening mascara. Available in black and brown, both contain a unique peptide that creates the appearance of longer lashes.



### VATN

Vatn is a black mascara that is water resistant up to 38 degrees. It is a fiber mascara that "encapsulates" lashes to repel water. Perfect for use at the beach, for sports or anywhere.

# LIPS

May we tempt you with a basket of roses, fruits and berries?  
In IDUN Mineral's lip collection you'll find lipgloss and lipstick in colours that go in harmony with nature. From silver pink to shimmering Astrid, we have shades as sheer as rose petals or as rich as our deep red Alexandra. We will put you in full bloom for any evening celebration or a day at the beach. Cloudberry oil naturally softens lips while vitamin E is a nourishing antioxidant.





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# LIPGLOSS

## FUNCTION

Lipgloss available in twelve beautiful colours, from shimmering mother of pearl to intense red.

## FACTS AND CONTENT

Contains highly purified minerals, Nordic cloudberry oil and vitamin E (antioxidant). Purified from nickel, chromium and micro-organisms. Contains no talc, silicones, perfumes, bismuth or preservatives.



ASTRID



CORNELIA



MADELEINE



JOSEPHINE



IRMA



ANNA



FELICIA



VIOLETTA



LILLIAN



MARY



MARLEEN



ALEXANDRA

# MATTE LIPSTICK

## FUNCTION

Creamy, highly pigmented minerals that provide perfect coverage and a rich, even color. Available in six classic colours with a velvety matte finish.

## FACTS AND CONTENT

Contains highly purified minerals, Nordic cloudberry oil and vitamin E (antioxidant). Purified of nickel, chromium and microorganisms. Contains no talc, silicone, fragrance, bismuth or parabens.



HJORTRON



JORDGUBB



JUNGFRUBÄR



KÖRSBÄR



VINBÄR



BJÖRNBÄR

## CREME LIPSTICK

### FUNCTION

The lipsticks are available in six shades with fine transparent finish. The shades range from gossamer light pink to intense bordeaux.

### FACTS AND CONTENT

Contains highly purified mineral pigments and moisturizing shea butter and Nordic cloudberry oil. Purified from nickel, chromium and microorganisms. Contains no talc, silicone, fragrance, bismuth or parabens.



ALICE



ELISE



FILIPPA



FRIDA



INGRID MARIE



SYLVIA



IDUN

FACE

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# BRUSHES

All IDUN Minerals brushes are made of cruelty-free, premium synthetic bristles. The soft, dense brushes help create the flawless IDUN look. The Kabuki brush caresses foundation into the skin. The Angled Blending brush helps define eyes for ultimate drama. Any healthy, beautiful look is possible with our diverse collection of hygienic brushes and our purified mineral formulas.





IDUN

ANSIKTE

ÖGON

LÄPPAR

BORSTAR

NAGELLACK

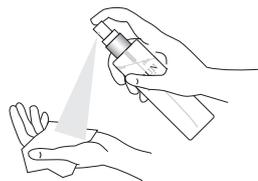
## BRUSHES AND BRUSH CLEANER

### FUNCTION

Soft and gentle to the skin.

### FACTS AND CONTENT

All brushes are made of the finest synthetic Taclon. Brushes do not shed bristles and do not cause allergic reactions. They have a practical, hygienic design and are self-standing.



1. Spray the brush cleaner on a paper towel.



2. Wipe then brush over the wet area until all makeup is removed from the brush.



### BRUSH CLEANER

Quick-drying brush cleaner that is used to keep the brushes clean and fresh between uses.



### CONCEALER

For the best coverage and application over minor imperfections.



### EYESHADOW

Use to apply shadow for intense results.



### ANGLED BLENDING

Use to shade, tone and blend eye shadow.



### EYE DEFINER

Use to create a defined look. Works for both eyebrows and eyeshadow.

# BRUSHES



**LARGE POWDER**  
For generous and even application on large areas with powder, bronzer or foundation.



**KABUKI FOUNDATION**  
Compact composition to achieve a nice and even finish. Used mainly for foundation.



**BRONZER /BLUSH**  
The angled design makes it easy to apply and bring out fine contours on the cheeks.



**RETRACTABLE KABUKI**  
The perfect brush to keep in your makeup bag and take on the road. The brush is retractable and has a protective cover.



**LIQUID FOUNDATION**  
Compact, angled brush specially developed for liquid foundation.



**STIPLING**  
Provides perfect HD results thanks brush hair length. Can be used with all face makeup.



**FACE DEFINER**  
For the precise application all types face makeup.

# NAIL POLISH

IDUN Minerals' Nail Polish bring you classic colors from Sweden in a longwearing formula with a high gloss shine. The breakthrough "5-free" formula does not contain a series of hazardous ingredients found in other polishes. Beneath the brilliance, it also treats your nail with minerals, vitamins and sweet almond oil. The line also includes an enriched top coat (Diamant) and base coat (Kristall) for the ultimate look and wear.



KRISTALL    DIAMANT    BRILLIANT    KARNEOL    TANZANIT    TURKOS    AKVAMARIN



SANDSTEN    MARMOR    ROSENKVARTS    KUNZIT    ALMANDIN    CINNOBER



ALEXANDRIT    KORALL    RUBIN    JASPIS    GRANAT    KVARTS    GRANIT



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