



Color by Cynde Watson™



Cynde Watson

Professional Makeup Artist/Beauty Expert

During my 15 year career as a professional makeup artist and global beauty expert the most common request from women worldwide was for a product that is simple, effortless with great coverage and staying power. It was apparent to me when I became a multi-tasking mother and beauty executive how much I identified with that same request. That's why I created Color by Cynde Watson™ dual-ended pencils.

In our busy lifestyle whether we are stay at home moms, executives in the boardroom or office professionals, you'll achieve seamless makeup with a few quick techniques in minimal time. I hope you enjoy using these revolutionary dual-ended pencils.

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Cynde

Over the past 15 years, Professional Makeup Artist and Beauty Expert **Cynde Watson** has developed and used many products on some of the world's top celebrities and models. She's traveled the globe to advise women on their beauty and skincare needs –finding that women everywhere wanted an uncomplicated beauty routine. When Cynde became a mother, it became apparent that she needed an affordable makeup line with quality products that was easy to use.

“In balancing the demands of my career with those of motherhood, I didn't have time for a complex makeup routine,” says Cynde. “As a makeup artist, I've always loved pencils for their convenience and ease of application. One morning while holding my daughter and preparing for the day, I knew then that I needed to be able to do my makeup with one hand. So, I created Color by Cynde Watson, a line of dual-ended pencils where your key makeup needs are met in an easy-to-access portable kit for the face, eyes and lips.”

Cynde's global experience as a beauty executive combined with her personal life as a multi-tasking mother and wife is the inspiration for her cosmetics brand. **Color by Cynde Watson™** was designed to give all women a seamless and uncomplicated makeup regimen with consistently beautiful results.



Cynde Watson



Precious Eyes Eye Color Kit



Busy Mom w/ daughter-Kennedy

Makeup Artist/ Beauty Expert and Creator of Color Cosmetics, **Cynde Watson** has been making her mark on the beauty industry for over 15 years. From being crowned Miss New Jersey to Executive Director of Global Makeup Artistry & Education for Bobbi Brown Cosmetics; to lead consultant and Makeup Pro for Mark/Avon Cosmetics –it's clear that beauty is Cynde's calling.

So how did Cynde make the transition from beauty queen to beauty expert? While working as a model, Cynde found herself doing her own makeup as well as makeup for other models. "I got a lot of positive feedback and realized that I could combine my formal education in Fine Arts with my understanding of color and my love of makeup and beauty". Cynde's work as a model led her to the Miss New Jersey Pageant where she won the title in 1992. Two years later, Cynde transitioned into a full-time career in makeup and beauty.

Cynde has compiled an enviable list of credentials. She has worked with some of the hottest names in the entertainment industry including **Angela Bassett, Anika Noni Rose, Carmen Electra, Cynthia Nixon, Giselle Bundchen, Lauren Conrad, Nick Lachey, Nikki Taylor, Paris Hilton, Paula Abdul, Queen Latifah, Quincy Jones, Tara Reid and Tyson Beckford**. Cynde's artistry has been featured in numerous publications like Essence, Glamour, InStyle, More, O Magazine, People, Seventeen and Vibe. Cynde is a key player backstage at New York Fashion Week and has created runway looks for Alvin Valley, Badgley Mischka, Dennis Basso, Halston, Marc Bouwer, Oscar de la Renta, Peter Som, Plenty by Tracy Reese, Roland Mouret, Tommy Hilfiger, Vera Wang and Zang Toi. Cynde's television credits include “Ambush Makeovers”, “B. Smith with Style”, “Billboard Music Awards”, “The Grammy's”, “Oprah”, “Radio Music Awards”, “Today Show”.

After many years and many more faces, Cynde says there's nothing else she would rather be doing. “I truly believe that makeup artistry is something I was born to do”.



Available Online

Color by
Cynde Watson™

Color by Cynde Watson™ is REVOLUTIONARY – a new professional quality makeup line that consists of dual-ended pencils for face, lips and eyes for ease of application and ultimate accessibility. Color by Cynde Watson™ pencil kits are designed to simplify the daily makeup routine of today's multi-tasking woman. Cynde combines her experience and expertise in color with her knowledge of professional application techniques – the end result is makeup that is seamless, uncomplicated and consistently beautiful.



“Cover & Blend” Full Cover Pencil – A dual-ended Full Cover Foundation pencil in perfected skin tone shades. With attached foundation brush for ease of application. Apply and blend Full Cover Pencil all over face or only in areas where needed for a professional seamless finish.

Color by Cynde Watson™ line consists of:

- ◆ Camouflage Face Pencil Kit - Four dual-ended face pencils, Balance & Brighten (corrector & concealer), Cover & Blend (foundation), Bronze & Glow (bronzer & highlighter) and Stain & Tint (sheer blush & cream blush) for a flawless, seamless look (\$39.95)/ Available in six skin tone collections: Beige (Warm and Cool); Sand (Warm and Cool); Brown (Warm and Cool).
- ◆ Plump & Brighten Lip Color Pencil Kit - Three dual-ended lip color pencils for a bright, beautiful smile (\$29.95)/ Available (sheer shimmery gloss & creamy matte) in "Pink" (Pastel, Rose Blush) and "Nude" (Ginger, Honey, Toast) shade collections
- ◆ Precious Eyes Eye Color Pencil Kit ~ Gems & Metals Collection - Three dual-ended eye color pencils for gorgeous, glistening eyes (\$29.95)/ Gems & Metals Collection - Available in "Warm" (Jade & Gold, Pink Diamond & Rose Gold; Onyx & Bronze) and "Cool" (Pearl & Pewter; Amethyst & Platinum; Onyx & Bronze) shades collections
- ◆ Ultimate Corrector Pencil – Extra chubby, dual-ended face and body corrector pencil with attached brush for easy application. Cover & blend away skin imperfections; Available in light, medium and dark. Sharpener included (\$18)

◆ Individual Pencils - individual dual-ended chubby and extra-chubby pencils for face, lips, eyes (\$15 to \$18)

- Foundation Cover & Blend Full Cover Pencil - Dual-ended full cover foundation pencil with attached brush for easy application. Available in six perfected skin tone shades: Pale Beige, Bare Beige, Sunwash Sand, Olive Sand, Golden Brown and Sun Brown
- Bronze & Glow Bronzer/Highlighter Pencil - Dual-ended bronzer and highlighter pencil gives a healthy-looking, sunkissed look anytime, anywhere; Available in 3 perfected sun-kissed shades: Sunlit Beige, Sunlit Sand and Sunlit Brown
- Stain & Tint Blush Pencil - Dual-ended blush pencil provides 2 intensities of color; Available 3 sun-kissed shades: Pink Blossom, Rose Bloom and Plum Rouge
- Corrector/Concealer Balance and Brighten Pencil - Dual-ended corrector and concealer pencil for easy application. Buildable coverage - apply the Balance shade to correct/neutralize, then layer Brighten (concealer) shade, or mix Brighten and Balance shades together for a perfectly flawless look. Available in 6 perfected skin tone shades: Pink Beige, Peach Beige, Champagne Sand, Nude Sand, Natural Brown and Rich Brown
- Plump and Brighten Lip Color Pencil - A chubby, dual-ended lip color pencil for brightening your smile and achieving a variety of looks. One side of the pencil features an intense creamy matte lip color for brightening; the other side features a luminous, shimmery color for plumping. Available in your choice of six lip pencils: Pastel, Rose, Blush, Ginger, Honey or Toast. Colors are universal and can be worn by all skin tones.
- Precious Eyes Eye Color Pencil - A dual-ended pencil designed to give you ultimate versatility for endless great looks in less time, with less effort. Formulated for vibrant, long-lasting color that can be used as eyeshadows, eyeliners or brow bone highlighters. Available in your choice of 5 color duos: Jade/Gold, Pink Diamond/Rose Gold, Onyx/Bronze, Pearl/Pewter, Amethyst/Platinum