

IDUN

MINERALS

OPHTHALMOLOGICALLY TESTED

MASCARA GUIDE

IDUN Minerals mascaras use ultra-purified mineral pigment formulas and mineral pigments to naturally build big, bold and healthy lashes. They are all ophthalmologist tested, free from perfume and developed for sensitive eyes and contact lens wearers.



008 MAGNA

Gives full lashes – instantly. Magna builds maximum volume with only a few strokes.



009 MAGNA Lengthening

Provides extra-long, separated and fully lashes. The small brush makes it easy to apply and access all the way to the root of the lashes.



013 EIR

Full lashes and maximum volume. The build-up formula creates a defined result and the brush gives extra volume to your lashes.



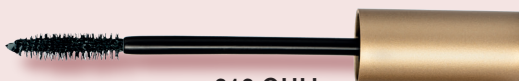
007 EIR Curly

Creates maximum volume and curl lashes. The formula in combination with the brush applies generous amount of product.



006 EIR Waterproof

Maximal volume and build-up formula. Eir is water resistant up to 38 degrees and washed away with water only (over 38C/100F).



010 GULL

Classic, volume mascara that creates bold and plumped lashes. Also suitable for short lashes.



011, 012 SILFR

Creates long, separated lashes and exists in both black and brown color. It contains a peptide that creates an optical illusion of long lashes.



003 VATN

Creates long and separated lashes. It encapsulates lashes with protective minerals that resist water up to 38 degrees. Remove it with hot water.



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100%
VEGAN

BRUSH GUIDE

IDUN Minerals brushes are made of the finest taklon, a synthetic material that is hypoallergenic and make the brushes easy to clean.

The brushes massage the makeup into the skin and leaves it even and with a beautiful finish. All our brushes are 100% vegan.

EYES

009 EYE & LIP DEFINER

*Creates a defined result.
Works for both eyeshadows,
eyebrows and lips.*



013 PRECISION EYESHADOW

*Compact eyeshadow brush.
Provides intensity and precision.*

010 BLENDING

*Used to shade, tone and
mix eyeshadows.*



007 EYESHADOW

*Used to apply your eyeshadow
for intense results.*

006 CONCEALER

*Perfect for applying and blending
cream concealer around the eyes
or other areas.*



012 FACE DEFINER

*Used for application in small, precise
areas, to highlight or remove excessive
products.*

011 STIPLING

*Used for application with any face
makeup to create perfect, HD-result.*



003 BLUSH

*The angled brush makes it easy
to apply and emphasize contours.*

004 LIQUID FOUNDATION

*Compact angled brush
specially designed for
liquid foundation.*



FACE



001 KABUKI

*Perfect for powder foundation and
designed to give your foundation a
smooth and flawless finish on the skin.*

002 RETRACTABLE KABUKI

*Perfect for applying mineral
foundation and retractable for
easy and hygienic travel use.*



005 LARGE POWDER

*Used primarily for foundation,
powder or bronzer and provides a
generous and even application.*