

IDUN

MINERALS

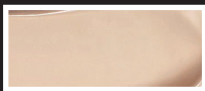
NORDIC VEIL



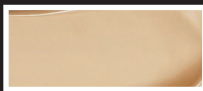
- *Medium to high coverage*
- *Natural finish and long-lasting effect*
- *Contains apple seed oil and vitamin E*
- *Applies with Liquid Foundation Brush or Makeup Sponge for best result*



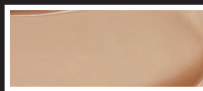
301 JORUNN
Neutral extra light



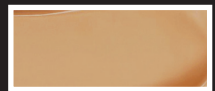
303 SAGA
Neutral light



306 FREJA
Warm light/Medium



307 DISA
Neutral light/Medium



309 SVEA
Warm medium



310 SIRI
Neutral medium



312 INGRID
Cold medium



314 YLVA
Neutral medium/Dark

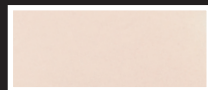


315 EMBLA
Warm medium/Dark

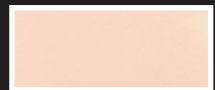
NORRSKEN



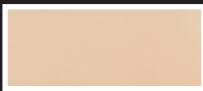
- *Easy coverage and a weightless feeling*
- *Luminous finish*
- *Contains lingonberry oil and vitamin E*
- *Applies with Liquid Foundation Brush or Makeup Sponge for best result*



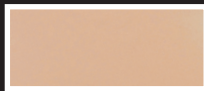
201 JORUNN
Neutral extra light



203 SAGA
Neutral light



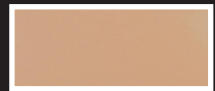
206 FREJA
Warm light/Medium



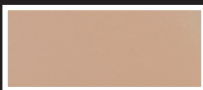
207 DISA
Neutral light/Medium



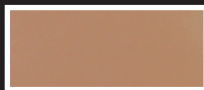
209 SVEA
Warm medium



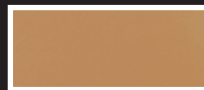
210 SIRI
Neutral medium



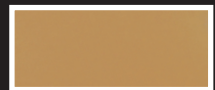
212 INGRID
Cold medium



214 YLVA
Neutral medium/Dark



215 EMBLA
Warm medium/Dark



219 SIGRID
Warm olive beige



220 RUNA
Neutral olive beige



221 RAGNHILD
Warm light brown



222 DAGA
Cold light brown



223 INGEBORG
Warm medium brown



224 HILDA
Neutral medium brown



225 SIV
Warm dark



226 YRSA
Neutral warm



227 HELGA
Deep

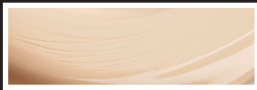
IDUN

MINERALS



LEN Tinted Moisturizing Day Cream

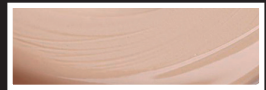
- *Moisturizing, tinted day creme*
- *Easy coverage and color correcting effect*
- *Enriched with caring oils, vitamin E and C*



401 EXTRA LIGHT
(Jorunn, Saga,)



402 LIGHT
(Freja)



403 LIGHT MEDIUM
(Disa)



404 MEDIUM
(Svea, Siri, Ingrid)



405 TAN
(Embla, Daga, Runa)



406 DEEP
(Siv, Yrsa, Helga)



Astma
och Allergi
Förbundet
Rekommenderad av



POWDER FOUNDATION

- *Contains ultra-purified minerals*
- *Leaves a natural finish and melts into the skin*
- *Suitable for all skin types, also sensitive skin*
- *Recommended by Asthma and Allergy Association*
- *SPF 15*
- *Use the Kabuki brush for application*



001 JORUNN
Neutral extra light



003 SAGA
Neutral light



006 FREJA
Warm light/Medium



007 DISA
Neutral light/Medium



009 SVEA
Warm medium



010 SIRI
Neutral medium



012 INGRID
Cold medium



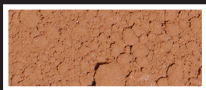
014 YLVA
Neutral medium/Dark



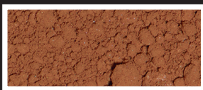
015 EMBLA
Warm medium/Dark



019 SIGRID
Warm olive beige



020 RUNA
Neutral olive beige



021 RAGNHILD
Warm light brown



022 DAGA
Cold light brown



023 INGEBORG
Warm medium brown



024 HILDA
Neutral medium brown



025 SIV
Warm dark



026 YRSA
Neutral warm



027 HELGA
Deep

IDUN

MINERALS

HOW TO FIND THE RIGHT COLOR

1. TRY ONE WITH A NEUTRAL TONE

Apply the foundations with a neutral shade on your cheekbone. You have found the right shade if the color melts into your skin.

2. TRY ONE WITH WARM TONE, IF THE NEUTRAL ONE WAS WRONG

If the neutral color felt wrong you just move a step to the right in the chart and try a warmer shade instead.

3. TRY ONE WITH COLD TONE, IF THE WARM ONE WAS WRONG

If the warm shade was too warm or yellow you move one more step to the right in the chart and try the cold ones instead.

SKIN COLOR	UNDER TONE		
	1. NEUTRAL	2. WARM	3. COLD
EXTRA LIGHT	JORUNN		
LIGHT	SAGA		
LIGHT/MEDIUM	DISA →	FREJA ↘	
MEDIUM	SIRI →	SVEA →	INGRID ↗
MEDIUM/DARK	YLVA →	EMBLA ↗	
OLIVE BEIGE	RUNA →	SIGRID	
LIGHT BROWN		RAGNHILD →	DAGA
MEDIUM BROWN	HILDA →	INGEBORG	
DARK BROWN	YRSA →	SIV	
DEEP	HELGA		

All foundations from IDUN Minerals contains ultra-purified minerals, they are 100 % vegan and free from perfume, talc and bismuth.

IDUN

MINERALS

FOUNDATION GUIDE



*Choose the right
foundation and shade*