



LOREN RIDINGER

CREATOR / MOTIVES COSMETICS

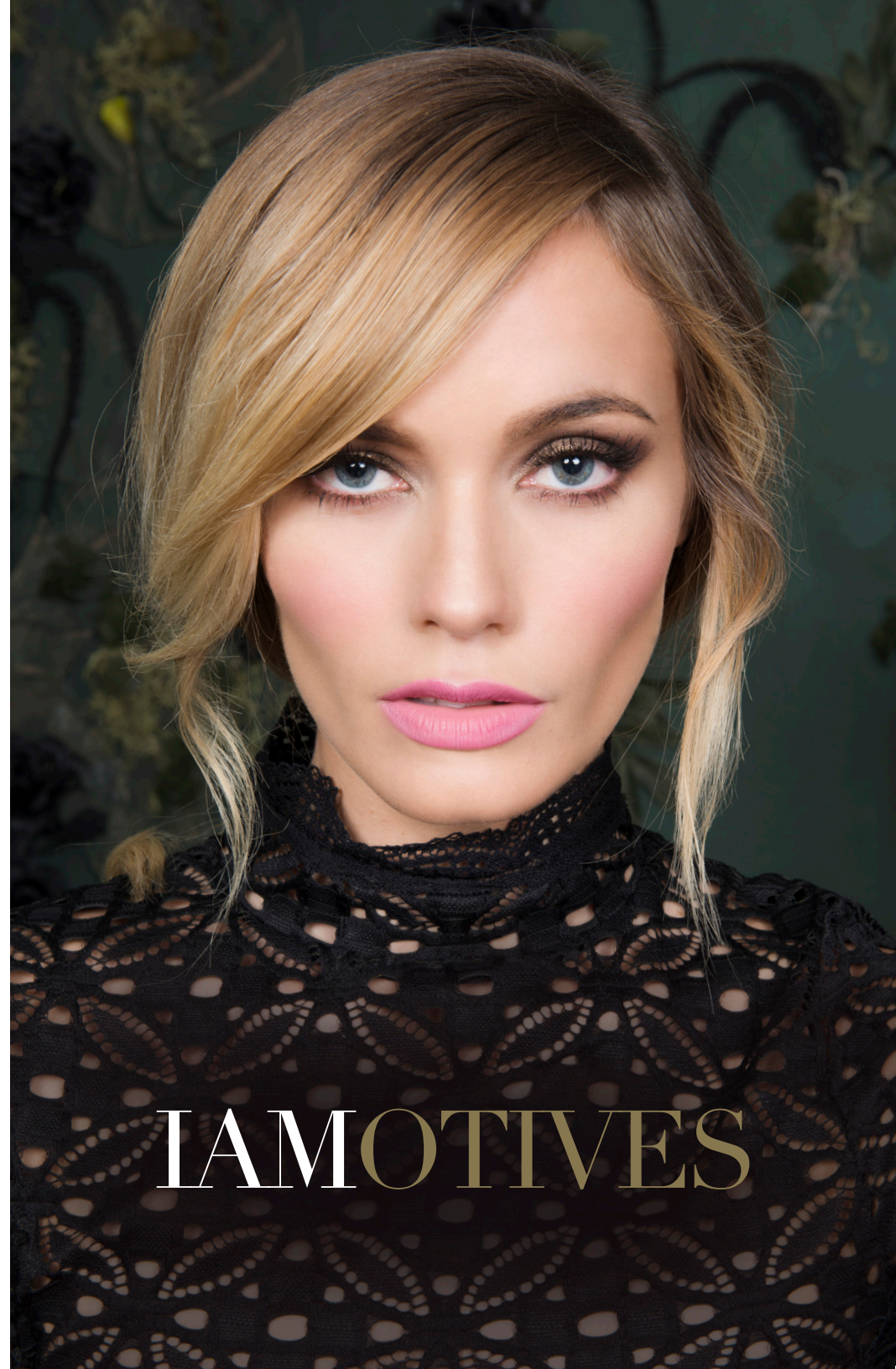
Vogue, Haute Living and more have recognized her as one of fashion and beauty's most influential people, and internet mogul Loren Ridinger continues to set trends. Her vision to create the highest-quality beauty and skincare products for every woman and budget has launched some of the most successful brands in the world, including the award-winning Motives® by Loren Ridinger. In addition, her expert opinions on Loren's World, My Fashion Cents and The Huffington Post have made her one of the web's most prominent authorities on fashion, culture and business.



LA LA ANTHONY

ENTERTAINER & STAR OF VH1'S TV SERIES,
"LA LA'S FULL COURT LIFE"

Motives for La La, an extension of the award-winning Motives by Loren Ridinger cosmetics brand, includes mineral-based lipsticks, blushes, lip shines and eye shadows that not only showcase La La's distinct style, but complement the full line of Motives cosmetics. Motives for La La is a perfect blend of runway and everyday styles with products uniquely formulated for every shade of today's modern woman.



I AM MOTIVES

MOTIVES
LOREN RIDINGER

MOTIVES
for *La La*

*Let your makeup do the talking
with Motives Autumn/Winter
2016 Collection. This season
is about taking risks, being
confident in your own skin and
believing that your diversity
makes you beautiful. Discover
the look that defines you
**POWERFUL, BEAUTIFUL,
UNIQUE.***



MOTIVES NEW PRODUCTS

MOTIVES EYE ILLUSIONS



Perception | 109MEIS



Limitless | 110MEIS

New bold, beautiful Eye Illusion shades to lust over this season. These creamy, deep, metallic hues are ideal for any fall inspired look that speaks to you. Wear your Motives with confidence.

MOTIVES ALL DAY LIQUID MATTES



Concord | 109DLS



Blackberry | 110DLS



Dragon Fruit | 111DLS



Guava | 112DLS

Our fan favorite All Day Liquid Sticks with a BOLD matte twist. The creamy formula gives you a rich, kissable matte color that lasts for hours. From fierce to tender, these trend-setting colors offer a look that Motives has never seen before. Find the shade that speaks to you.



MOTIVES NEW PRODUCTS

MOTIVES SHIMMER POWDER



Rose Diamond | 200GSP



Starshine | 201GSP



Goddess | 202GSP



Bombshell | 203GSP

An ultra-fine silky powder enriched with pressed pearls designed to reflect light for a shimmering, glam look. This glam collection of gorgeous shades adjust to your skin's natural undertone, creating a sought-after glow that beautifully highlights your natural features.

MOTIVES NEW PRODUCTS

MOTIVES FIBER LUSH MASCARA



Black

Get the look of false lashes without the work. Fiber Lush Mascara is formulated with fibers that adhere to your lashes, making them look longer, fuller and drop-dead luscious. This one-step formula has been perfectly paired with a brush designed for flawless application that resists smudging, clumping and flaking all day.

MOTIVES NEW PRODUCTS

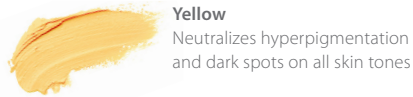
MOTIVES COLOR CORRECTION QUAD



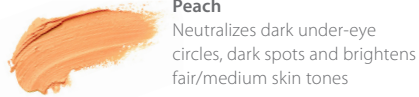
No. 1 (Light to Medium) | 200CCW



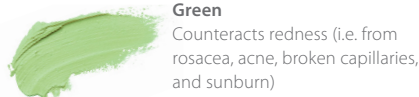
No. 2 (Tan to Deep) | 201CCW



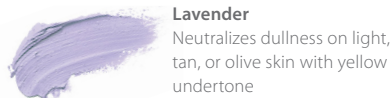
Yellow
Neutralizes hyperpigmentation and dark spots on all skin tones



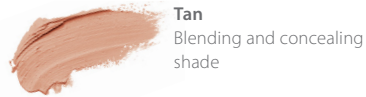
Peach
Neutralizes dark under-eye circles, dark spots and brightens fair/medium skin tones



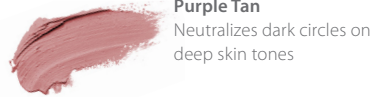
Green
Counteracts redness (i.e. from rosacea, acne, broken capillaries, and sunburn)



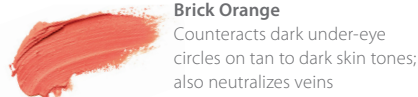
Lavender
Neutralizes dullness on light, tan, or olive skin with yellow undertone



Tan
Blending and concealing shade



Purple Tan
Neutralizes dark circles on deep skin tones



Brick Orange
Counteracts dark under-eye circles on tan to dark skin tones; also neutralizes veins



Yellow
Neutralizes hyperpigmentation and dark spots on all skin tones

Don't just cover your imperfections, correct them! Eliminate your complexion concerns with this 4-in-1 color correction quad. Whether it's dark undereye circles, redness, dark spots, or dullness, Motives has you covered (and corrected). With our simple Color Correction Guide you will be a color correcting pro in no time!

MOTIVES NEW PRODUCTS

MOTIVES KHOL EYELINER



Bare | 45MEP

A new must-have shade of the Khol Eyeliner that you love – Bare, a multitasking shade, is perfect for applying to the waterline and inner corners to create a wide-awake effect, or highlighting the brow bone.

MOTIVES LASH ADHESIVE



105MLG

Packaged in five small, needle-nose tubes that can be resealed, precise application is accomplished with ease. Create luscious, volumized lashes without the application drama.

MOTIVES CRÈME CONCEALER



Peach | 005MC

A long-wearing concealer that diminishes the appearance of redness, blemishes and dark, under eye circles. Covers blemishes and problem areas for beautiful skin that looks flawless.

MOTIVES FEATURED PRODUCTS

MOTIVES PRESSED EYE SHADOW



Timeless | 220MES

MOTIVES MY PARTY WEAPON



PRESH8

Party Weapon's Moodlight and Pressed Eye Shadow in Timeless are featured in the Motives Autumn/Winter 2016 Collection.





MOTIVES
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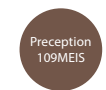
MOTIVES
for L.A. *L.A.*

REMEMBER YOUR FAVORITES FROM #MAIC2016



Use the heart symbol below each shade to swatch your favorites or add a check mark inside so you remember what you loved so you can easily purchase online! XOXO

MOTIVES EYE ILLUSIONS



MOTIVES ALL DAY LIQUID MATTES



MOTIVES SHIMMER POWDER



MOTIVES COLOR CORRECTION QUAD



No. 1 (Light to Medium)
200CCW



No. 2 (Tan to Deep)
201CCW



MOTIVES KHOL EYELINER



MOTIVES CRÈME CONCEALER

MOTIVES