

Youngblood mineral cosmetics: The foundation of beauty

Our products are completely paraben free, talc free, fragrance free, oil free and most importantly cruelty free. There is also a variety of vegan products for you to choose from.

We are proud to say that we use the first rate ingredients in our luxurious formulas, which were founded and created by Pauline Youngblood; one try of our fabulous light weight mineral foundation is all it takes to see and also feel the difference between our products and your everyday makeup. Our products are used at some of the world's most upscale med-spas and skin care clinics, originated in America it is carried by some of New York's finest boutiques; it is also the preferred choice of some of the most professional makeup artists because not only does it look good on, it is also good for your skin, adding radiance and a wonderful finish with the such natural products.

Skin care

Minerals in the mist

Give skin a moisture boost with these facial mists. Infused with pure essential oils and vitamins to protect and hydrate the skin. Use after cleansing to lock in moisture and after makeup application to set foundation. This is available in four blends

Relax: lavender and vanilla

Restore: grapefruit, lime and rosemary

Refresh: tangerine and grapefruit

Recharge: mint and ginger

Mineral primer

This colourless base helps enhance the performance of makeup throughout the day. The lightweight, silky formula smoothes the appearance of fine lines and pores, creating an even surface for foundation. Packed with minerals and vitamins to protect skin from environmental damage.

Anti-shine mattifier

The multi functional formula works to absorb excess surface oil, while releasing Nigella and Pumpkin Seed oils to purify and balance the skin. This process provides an immediate and long-lasting mattifying effect. Suitable for all skin types; especially for those with oily skin, but may also be used by normal skin types to treat oily T-zones. Start with clean, toned and moisturised skin before applying our Anti-Shine Mattifier. For optimal oil control, use in conjunction with our Mineral Rice Setting Powder before applying your foundation

Eye impact quick recovery eye cream

Tired of looking tired? Give eyes a wakeup call with our hydrating, illuminating eye cream. It instantly reduces the signs of fatigue with a combination of powerful ingredients (including antioxidants, peptides and caffeine) for revived, fresher-looking eyes.

Ultimate concealer

Take dark circles, discoloration and blemishes under cover with this light-reflecting concealing cream. The emollient formula won't settle into fine lines, while vitamins soothe and brighten the delicate eye area.

Mineral rice setting powder

This light-as-air, sheer setting powder is your best defence against shine. It creates a flawless, matte finish, thanks to a special blend of rice starch, corn-starch and skin-nourishing minerals. Best of all, it's 100% talc-free. Also available in pressed.

Hi-definition hydrating mineral perfecting powder

Whether skin's under the HD spotlight or regular daylight, help it look flawlessly airbrushed and naturally radiant with this sheer finishing powder! The advanced formula absorbs excess oil to keep makeup looking fresh for hours, and locks in moisture for a hydrated feel all day. Its ultra-fine, super-soft texture leaves a cooling, soothing sensation upon contact.

The foundations

Natural mineral foundation

Create the naturally flawless look you've always coveted with this ultra fine, luxurious powder. The lightweight formula provides buildable coverage and a soft radiance, without any glitter or shimmer. Its exclusively designed container dispenses the precise amount of powder.

Pressed mineral foundation

Minerals and rice starch work together to give this pressed powder superior concealing and oil-controlling properties. Fine lines and pores are softened with a smooth, matte finish. Wear alone or as a touch-up over loose foundation, liquid foundation or tinted moisturizer.

Mineral radiance crème powder foundation

This 2-in-1 foundation glides on smoothly with a creamy feel and sets to a luminous, powdery finish. The nutrient-rich formula helps soothe redness and keeps skin hydrated and supple. Provides even, natural coverage for a radiant, flawless appearance.

Liquid mineral foundation

Say goodbye to dry! Our Deep Sea Hydrating Complex quenches parched skin for a healthy radiance. A special blend of rare Reduced Salt Deep Sea Water, botanicals and more than 20 ocean minerals soothes and revitalizes skin. The pore-free finish wears for hours.

Mineral radiance moisture tint

This lightweight moisturizer does triple duty! It leaves skin comfortably hydrated, provides sheer, even-toned coverage and shields skin from environmental damage. The nourishing formula glides on

smoothly for a healthy, dewy glow. Available in five skin-perfecting shades and a golden luminizer for added sheen.

The eyes

Crushed mineral eyeshadow

Made from 100% pure minerals, these loose shadows give eyes an instant dose of colour and brightness. Use them dry for a subtly elegant look, or wet for a boldly radiant effect. Concentrated so a little sprinkle goes a long way!

Pressed individual eyeshadow

Just like our loose version, these pressed shadows are made from 100% minerals to keep colours hypoallergenic. The long-wearing formula feels creamy and buttery, and comes in a convenient mirrored compact

Pressed mineral eyeshadow quad

Use your eye-magination! Four complementary shades come in a sleek, mirrored compact for limitless looks. The formula sweeps on like silk and wears for hours. Each compact includes matte, pearl and shimmery finishes that blend together easily.

Incredible wear gel liner

Our intensely coloured, long-wearing formula glides on smoothly like a liquid liner with the precision of an eye pencil. Very water-resistant for budge-proof glamour!

Eye liner pencil

Define those lash lines with these cream-textured pencils. The rich, long-lasting colour won't tug or irritate. Sharpens to a fine point for complete precision, or smudges for a sultry, smoky look.

Mineral lash prime

This nourishing formula works under mascara to create visibly fuller and thicker lashes after the first coat of mascara, also helps extend the wear of mascara. With protein and nut oils to prevent breakage. Flash more lash

Brow artiste

This handy kit contains everything you need for perfectly groomed arches: two shades of pressed brow powder, a lightly tinted wax, a dual-ended brow brush and our premium tweezers.

Outrageous lashes mineral lengthening mascara

Just what lashes are longing for? A conditioning and volumizing formula that creates noticeably longer, fuller, defined fringe. The exclusively designed brush lifts and separates each lash. Long-wearing, non-flaking and smudge-proof.

Eye – luminating duo

This dual-ended multi-purpose pencil is designed to brighten, reflect light and accentuate. The creamy formula's two shades spark up eyes and brow bones for a variety of effects.

The cheeks

Luminous crème blush

Give cheeks a burst of colour and radiance with this cream-textured blush. The oil-free formula combines a shimmering glow with sheer, long-wearing colour. Wear as a cheek colour or highlighter, or layer with powder blushes for extra vibrancy.

Mineral blush

Crushed - Give cheeks, temples, eyes or even lips a healthy, natural glow! Highly pigmented minerals provide buildable coverage for a natural-looking flush. The specially designed sifter makes dispensing easy and precise.

Pressed - Enjoy the convenience of our mineral-based cheek colour with our sleek, magnetic-closure compact. Great for touch-ups anytime!

Mineral radiance

Show off a healthy summer glow all year long with our mineral bronzer. You will love its mélange of colours that are reminiscent of a tropical vacation; use them together on your face and body, or individually as a blush, highlighter or contour.

Bronzers

Lunar dust

Light-reflecting minerals add shimmering highlights or a sun-kissed finish to face, legs, shoulders and décolleté. Gives skin the right amount of glimmer so you won't look shiny, but as if you belong in the spotlight.

Mineral illuminating tint – body

Enhance a Summer glow all year long with this non-streaking, luminous body tint. The highly moisturizing formula is packed with natural oils and antioxidants to do wonders for dry skin, while the soft bronze tint helps even out skin tone. With the indulgent scent of Shea Butter and Coconut Oils.

The lips

Lipstick

Get gorgeous lips with our colourful range of luxurious lipsticks. The lanolin-free formula contains a special blend of natural oils and vitamins. Stays fresh-looking for hours.

Lip liner pencil

Lightly outline lips. Use the Luxurious Retractable Lip Brush to blend. Can be used alone, under Lipstick or with Lip gloss.

Lip gloss

Add long-wearing colour and shine to lips, while keeping them soft and supple. Plumping shades provide noticeable results without tingling or irritation. Contains natural oils and vitamins to condition and care for lips. Non-sticky.

Mighty shiny lip gel

Indulge lips with high shine, slick colour and a light vanilla scent. Loaded with antioxidants and naturally nourishing oils to quench dryness and protect against the elements. Non-sticky.

Hydrating lip crème SPF 15

With a smooth finish and an indulgent scent of lemon verbena, our new Hydrating Lip Crème SPF 15 is ultra-glamorous.

Perfect for wearing alone or layering, our luxurious lip treatment works on contact; with a combination of Jojoba, Sunflower and Avocado oils, it helps heal dryness and soften roughness, while a built-in SPF 15 helps keep lips protected from harmful UVA and UVB rays. In an instant, lips are smoothed, protected and revitalized.