



Welcome to Face Inks Pigments!

Face Inks Pigments are manufactured using the highest quality colorants available in the industry, resulting in excellent color retention and superior results. Face Inks has been streamlined for simplicity, allowing you to achieve any shade with the least amount of color mixing. Each pigment shade has been designed and tested by permanent cosmetic professionals, who collectively have more than 40 years of color knowledge and experience.

The Face Inks color menu describes pigment undertones and refers to the Fitzpatrick Scale to make your pigment selection easy.

Face Inks Pigments are made from iron oxides, which have been used in skin for hundreds of years, making them the safest pigments. Iron oxide pigments are also MRI-safe.



Face Inks Brow Colors



140-Banana Creme - Neutral
Great for lightening any brow shade. A must have!



605-Sandy Blonde - Neutral
For fair blondes with fair complexions. Lighten or warm with Butternut. Use straight for a light taupe shade.
Fitzpatrick 1-2
If color heals too warm, eliminate Butternut. If color heals too cool, add more Butternut.



610-Bamboo Blonde - Neutral
Mid-range dark blonde shade. Lighten or warm with Butternut. For Taupe effect, use straight.
Fitzpatrick 1-3
If color heals too warm, use less Butternut. If color heals too cool, add more Butternut



615-Moccasin - Warm
Mid-range golden brown. Can be used straight on a Fitzpatrick 1-2. To maintain warmth, add 1 to 3 drops of Butternut on a Fitzpatrick 3
Fitzpatrick 1-3
If color heals too warm, use less Butternut. If color heals too cool, add more Butternut.



620-Mesquite - Neutral
Medium neutral brown. Use straight for Taupe. To heal warmer add 1 drop of Butterscotch
Fitzpatrick 2-4
If color heals too warm use less Butterscotch. If color heals too cool, add more Butterscotch.



630-Sandalwood- Warm,
Mid-range red brown. Great for Redheads. For Strawberry Blondes lighten with Butternut. Warm with Butterscotch for olive skin tones.
Fitzpatrick 2-4
If color heals too warm, eliminate Butterscotch and/or reduce Butternut.



680-Nubian - Cool
Darker than Hershey Kiss. To prevent ashy tones warm with Butterscotch. It can be lightened with Bamboo Blonde.
Fitzpatrick 3-6
If color heals too warm, eliminate or reduce Butterscotch. If color heals too cool, increase Butterscotch. Henna or Cocoa can be added if more red tones are desired.



640-Henna - Warm
Light, bright auburn shade. Add to brown shades to create auburn tones. Great correction color for gray or blue. Only use straight over darker gray or blue eyebrows for correction.
Fitzpatrick 1-6
If color heals too warm, use less Henna. If color heals too cool, use more Henna.



650-Soft Ash - Cool
Medium taupe shade. Use straight for true taupe. Mix with Sandy Blonde or Banana Creme to lighten. To heal more neutral, add 1-3 drops of Butternut. Add 1 to 4 drops of Butterscotch for more olive tones.
Fitzpatrick 2-4
If color heals too cool, select or mix with a warmer shade such as Moccasin or Sandalwood and add Butterscotch.



660-Hersheys Kiss - Neutral
A rich neutral brown. Warm it up with Butterscotch. This shade is darker than Chocolate Mousse. To prevent ashy tones on olive skin, do not use without warming it up. Add a few drops of Henna for Dark Auburn.
Fitzpatrick 3-5
If color heals too warm, eliminate or reduce Butterscotch. If color heals too cool, increase Butterscotch. Henna can be added if more red tones are desired

Brow Colors Continued



670-Chocolate Mousse - Neutral

Medium golden brown. Warm it up with Butterscotch. This shade is lighter than Hershey Kiss. Lighten with Sandy Blonde.

Fitzpatrick 2-5

If color heals too warm, use less Butterscotch. If color heals too cool, increase Butterscotch. Henna can be added for more red tones.



690-Cocoa - Warm

Deep Mahogany Auburn that can be added to other browns to create auburn tones.

Fitzpatrick 3-6



700-Coffee Bean - Cool

A deep brown. Warm it up with Butterscotch. It is also a great eyeliner shade.

Fitzpatrick 3-6

If color heals too warm, eliminate or reduce Butterscotch. If color heals too cool, increase Butterscotch. Henna or Cocoa can be added if more red tones are desired.

Brow Warming/Corrective Colors



110-Goldfinch - Cool

Strong Green-yellow base. Choose a brow shade and add 1 to 3 drops of Goldfinch to correct and counter salmon or mauve residuals.



115-Butternut - Warm

1 to 4 drops can be used to either lighten or warm light to medium brow shades and prevent ash. To correct light gray eyebrows choose a shade and add Butternut. It is a great anti-graying formula with more gold and less orange than Butterscotch.



120-Butterscotch - Warm

1 to 4 drops can be used to either lighten or warm medium to darker brow shades. To correct dark gray eyebrows choose a brow shade and add Butterscotch. Butterscotch is more orange than Butternut.



125-Pumpkin - Warm

Pumpkin is a great orange shade to add for insurance against ash or bluing. It's also a great corrective color for blue in lips or black eyebrows.



640-Henna - Warm

Light, bright auburn shade. Add to brown shades to create auburn tones. Great correction color for dark gray or blue eyebrows. Only use straight over darker gray or blue eyebrows for correction.

Fitzpatrick 1-6



650-Soft Ash - Cool

Medium taupe shade without warmth. Great for cooling down orange, coral or shrimpy eyebrows.



Warm Lip Colors



125-Pumpkin - Warm

A great orange shade to add for insurance against bluing in lips. Can be used straight to correct blue lips or black eyebrows.

Fitzpatrick 1-4



130-Mandarin - Warm

Has more red than Pumpkin. It is great when used straight or added both cool and warm colors to brighten. If natural lips have a lot of blue add a few drops of Pumpkin as well.

Fitzpatrick 1-4

If color heals too warm, use less Pumpkin. If color heals too cool, add more Pumpkin.

Warm Lip Colors Continued



135-Creme Parfait - Warm

Warm shade with opacity that can be added to both warm and cool lip shades to tone them down and soften them without making them go toward the cool side. A few drops will mute and soften the color but not darken it. Do not use straight!



230-Orange Crush - Warm

A light, bright Orange that can be added to most formulations to brighten them and to prevent bluing. Can be used straight.

Fitzpatrick 1-4



260-Peach - Warm/Neutral

Peach is a neutral shade that flatters most women. Lighten with Nearly Nude or Rose. Soften with Crème Parfait. Add 1 to 5 drops of Pumpkin to prevent bluing.

Fitzpatrick 1-4

If color heals too warm, use less Pumpkin. If color heals too cool, add more Pumpkin.



270-Apricot Creme - Warm/Neutral

Great shade for fair blondes and older women with warm complexions.

Fitzpatrick 1-3

If color heals too cool, add 1 to 3 drops of Pumpkin.



340-Cayenne - Warm/Neutral

Intense, deep shade. Use with caution! Add to Peach, Nearly Nude, Rose, Tropical Punch, or Mauvelous to deepen them. Add Orange Crush or Pumpkin to prevent bluing.

Fitzpatrick 1-4

If color heals too cool, use less Cayenne and more Orange Crush or Pumpkin.

Neutral Lip Colors



200-Nearly Nude - Neutral

A natural lip shade that can be used straight, warmed up with Crème Parfait, Orange Crush or Pumpkin. Can be added to other shades to lend a soft, muted effect.

Fitzpatrick 1-3

If color heals too warm, eliminate or use less Crème Parfait, Orange Crush or Pumpkin.

If color heals too cool, use more Crème Parfait, Orange Crush or Pumpkin.



210-Rosé - Neutral

A soft brown mauve. Add a few drops of Orange Crush for a light, neutral shade or add to other lip shades to soften them.

Fitzpatrick 1-3



240-Portabella - Neutral/Cool

Portabella is a neutral brown with a gold and red base. Add 1 or more drops of it to most other shades to create more earthy tones. Add Pumpkin to it to prevent bluing. It can be used alone on lighter lips.



245-Mocha Mauve - Neutral

A soft brown mauve that is quite neutral. Mix with Pumpkin for a warmer effect and Crème Parfait for a softer effect.

Fitzpatrick 1-4

If color heals too warm, use less Crème Parfait or Pumpkin. If color heals too cool, use more Pumpkin.

Cool and Cool/Neutral Lip Colors



215-Pastel Pink - Cool

A soft natural pink

Fitzpatrick 1-3

If color heals too cool, add Crème Parfait or a drop of Pumpkin.



220-Mauve-lous - Cool/Neutral

A brownish-mauve. Darken with Merlot or lighten with Nearly Nude or Rosé. Soften with Crème Parfait. Add Pumpkin to reduce any chance of bluing

Fitzpatrick 1-4

If color heals too cool, increase the Crème Parfait or Pumpkin.



225-Wine Cooler - Cool

A beautiful soft mauve that can be warmed with Pumpkin or Crème Parfait. This is a shade that works on many complexions.

Fitzpatrick 1-4

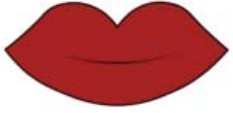
If color heals too cool, increase the Crème Parfait or Pumpkin.

Cool and Cool/Neutral Lip Colors Continued



280-Pink Orchid - Cool

A light, bright and beautiful pink. Mix with Crème Parfait to prevent bluing and soften with Rosé.
Fitzpatrick 1-4
If color heals too cool, add Crème Parfait.



290-Valentine - Cool

A Pink-Red that is deeper than Pink Orchid. Add Mauvelous to deepen, Mandarin or Pumpkin to brighten. Add Portabella to lend a fleshy tone and Crème Parfait to soften.
Fitzpatrick 1-4
If color heals too cool, increase the Crème Parfait or Pumpkin.



295-Tropical Punch - Cool

A lively pink/red with a hint of mauve.
Add Pumpkin to brighten and Crème Parfait to soften and create an earthy tone.
Fitzpatrick 1-4
If color heals too cool, increase the Crème Parfait or Pumpkin.



300-Starwberry Shortcake - Cool

A Red-Pink that is bright and deep, not light. This shade is intense and beautiful. Add Pumpkin to brighten and Crème Parfait to soften or prevent bluing.
Fitzpatrick 1-4
If color heals too cool, add Crème Parfait or Pumpkin.



320-So Red - Cool

A bright, clear fashion red. Add Pumpkin to maintain brightness and Crème Parfait to soften
Fitzpatrick 1-4
If color heals too cool, add Pumpkin.



330-Merlot - Cool

Deep Mauve Do not use straight! Use in drops only to deepen color.
Fitzpatrick 1-4
If color heals too cool, add Pumpkin.



Eyeliner Colors



390-Moss Green - Neutral

A soft, neutral green that compliments every eye shade and every complexion. When Onyx or Rainforest are too strong or dark, especially for bottom eyeliner, Moss Green is a great pick. Stay away from browns on bottom lids since they can create a pinkish rim or "Rabbit Eye" and go with Rainforest or Moss.



400-Rainforest - Neutral

Rainforest is a fabulous alternative to brown eyeliner, which makes the mucosa around the eyes to appear pinkish. Rainforest is gorgeous and looks beautiful on both warm and cool complexions.



445-Flagstone - Cool/Neutral

Flagstone is a charcoal gray color that is great for silver-hair women or fair, cool blondes.



460-Almost Black - Cool/Neutral

Almost Black is a brown black that tends to heal as a soft black.



470-Onyx Black - Cool/Neutral

Our blackest black.



Areola Colors



A-1-Areola Light #1



A-2-Areola Light #2



A-3-Areola Light #3



A-4-Areola Light #4



A-5-Areola Light #5



A-6-Areola Light #6



AD-1-Areola Dark #1



AD-2-Areola Dark #2



AD-3-Areola Dark #3



AD-4-Areola Dark #4

The Fitzpatrick Scale (1-6) of Sun-Reactive Skin Types



1. - White: Always burns, never tans

Favorite Formulas

Eyebrows: Bamboo Blonde + 2-3 drops Henna

Eyeliner: Rainforest on top, Rainforest between lashes shaded with Moss Green on bottom

Lips: Apricot Creme



2. - White: Usually burns, tans less than average

Favorite Formulas

Eyebrows: Nubian + 1-2 drops Butterscotch

Eyeliner: Almost Black

Lips: Peach + Mandarin 1/2 + 1/2



3. - White: Sometimes a mild burn, tans about average

Favorite Formulas

Eyebrows: Chocolate Mousse + 2-3 drops Cocoa

Eyeliner: Onyx in the lash-line and Coffee Bean shaded above it

Lips: Pastel Pink + 2 drops Ceyenne



4. - White: Rarely burns, tans more than average

Favorite Formulas

Eyebrows: Coffee Bean + 2 drops Butterscotch

Eyeliner: Onyx

Lips: Tropical Punch + 1 drop Pumpkin



5. - Brown: Rarely burns, tans profusely

Favorite Formulas

Eyebrows: Nubian + 1 drop Butterscotch

Eyeliner: Onyx

Lip liner only: Portabello + Cocoa



6 - Dark Brown: Never burns, deeply pigmented

Favorite Formulas

Eyebrows: Almost Black + 3-4 drops of Pumpkin

Eyeliner: Onyx

Lip liner only: Cocoa + Coffee Bean



Call Us for More of Our Favorite Formulas
and Place Your Order Today.

Private Label and Custom
Colors Available!