

Boundless Creativity...

Infinite Possibilities...

Expressive Freedom...



Makeup for...

Studio & Stage




 mehron

makes
performance
a reality...

T r a n s f o r m a t i o n s

Just as Picasso's work embodies limitless creativity, **Mehron** represents infinite possibilities for makeup artists and performers everywhere.

We have developed superior tools which allow you to transform all of your visions into reality. Our **state-of-the-art products** will give you the edge in an acutely competitive market. Whether you are creating theatrical magic on the stage or on the screen, **Mehron** has developed the **perfect resource** for your needs. From our inception (over seventy years ago in the heart of Broadway), **Mehron** has meant **innovation** and **unparalleled quality**. We are the oldest, continuously family owned professional makeup manufacturer in America and take great pride in our history of developing products to meet specific market needs.

Our latest success, **Barrier Spray™**, has been recognized as one of the strongest fixer sprays available on the market today. **TouchUp™** is an extraordinary new product which quickly eliminates shine without affecting the makeup.

To answer another critical need in the market, we're proud to introduce our **ProColorRings™** (in **Neutralizer**, **Concealer** and **Bruise**) developed with the invaluable aid of our numerous makeup artist/advisors. We've included tips on how to use these (and other) products throughout our new book.

With the addition of the Olive Series to our revolutionary new **Celebré** line, any skin tone, male or female, can be perfectly matched. Professional makeup artist Ed Gannon sums it up by saying: "**Celebré** provides everything from translucency to complete coverage. It's the closest product to hypo-allergenic and contains no oils. I especially recommend it to people with skin problems."

As always, **Mehron listens** to you and is committed to meeting your makeup challenges head-on. We guarantee **unrivaled service**, **superior quality** and **unparalleled selection**. Thank you for allowing us to continue to play a leading role in your quest for creativity and perfection. We dedicate this new book to the artistry of all makeup professionals and performers — kudos to you all!



Celebré Professional Cream Makeup

Preferred by makeup artists coast-to-coast, **Celebré Professional** is the next generation in foundations. Our high-tech, satin-smooth, micro-processed proprietary formula contains no mineral oil, no bees wax, no Isopropyl myristate and is fragrance-free. Performers love its silky application, long-lasting coverage and natural feel. Because of its flawless finish, **Celebré** is often worn as street makeup. Available in thirty-five pigment-rich colors. Includes two complimentary applicators.

5 oz (142 gm) No. 201

What Makeup Professionals are Saying About Celebré

Craig Reardon, Hollywood Makeup Artist/Sculptor: *"It performs!"* • Joe Rossi, Makeup Artist for *Saturday Night Live*: *"It's unique — nothing else like it exists in the market. Celebré provides great coverage with very little product."* • Monika Boecker, Founder of FaceWear: *"It's not heavy (no "mask-like appearance") and completely evens the skin tone without changing color."* • Kurt Taus, owner of *The Makeup Center*: *"Celebré provides a flawless finish for any professional — it covers any skin tone evenly. We recommend it to major dance companies around the world, including the American Ballet Theater."*

performs under every lighting situation...

StarBlend™ Cake Makeup

• T I P •

Use a natural sponge and apply in a stippling motion (rather than stroking on) to avoid streaking.



StarBlend™ Cake Makeup

Our superior "advanced formula" cake makeup offers impeccable coverage. StarBlend™ is fade-resistant, perspiration-resistant and non-streaking; it performs under every lighting situation. This unique blend provides exceptionally true colors with effortless application, blending easily for shadows, highlights and special effects. Available in over fifty colors.

2 oz (56 gm) No. 110

CreamBlend™ Stick Makeup

stick makeup



. T I P .

The foundation provides the blank canvas for your makeup design. Take your time; always blend base downward to minimize facial hairs. Do the forehead first, then one side of the face, the other side and finally the chin. Apply the setting powder with a velour puff; then remove excess with a large brush.

CreamBlend™ Stick Makeup

CreamBlend™ offers excellent long-lasting coverage and smooth supple texture for easy blending with a non-greasy feel. Our unique combination of highest quality ingredients creates a skin-perfecting finish. Available in over sixty colors. CreamBlend™ comes in an easy-application swivel case.

.75 oz (21 gm) No. 400

smooth supple
texture...



you make me blush

pressed powder blushers

Celebré Pressed Powder Blushers

Celebré Pressed Powder Blushers provide rich vibrant color using very little product—thanks to our highly-concentrated matte pigmentation formulation. May be applied by themselves or with cake or cream makeups.

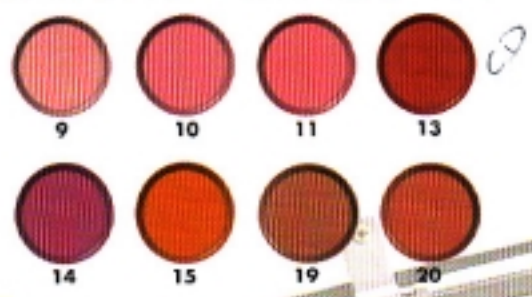
RW *BR* *BD* Rosewood (RW), Tropicoral (TC), Nutberry (NB), Just Peachy (JP), WineBerry (WB), Bronzer (BR), Contour (C) and Bold Red (BD).

.11 oz (3 gm) No. 202



NEW!! Four more natural shades: Arizona (A), Mocha (MC), Mojave (MJ) and Pale Peach (PP)

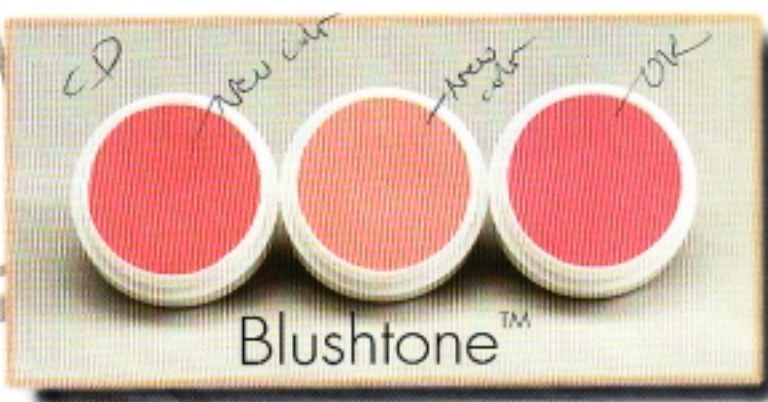
Blushtone™ swatches



Blushtone™

Cream cheek rouge enhances facial features by contouring with contrasting colors. Compatible with any type of makeup base.

.3 oz (8 gm) No. 104



Blushtone™

Shado-Liner™

Shado-Liner™

Our super creamy, concentrated Shado-Liners™ come in a variety of highlighting, shadowing, contouring and lining colors. Shado-Liners™ provide smooth application over cream and cake bases.

.3 oz (8 gm) No. 107



Shadoliner™ swatches



ShadoBlend™

eye! eye! eye!



• T I P •

Never apply shadow directly to eye - it may crease. First, apply concealer to eye area and then top with shadows.

ShadoLites™

Celebré ShadoBlend™ Pressed Powder Eye Shadow

Our velvety-smooth ShadoBlend™ matte eye shadows never cake or crease. Creamy powder blends easily and evenly to create dynamic eyes for stage and screen.

Black Onyx (B), Toffee (T), Cinnamon (CN), Eggplant (E), Espresso (EO), Fawn (F), Cocoa (CO), Merlot (M), Snow White (W), Natural Wheat (NW), Cashew (CW), Adobe (A).

.11 oz (3 gm) No. 207



Celebré ShadoLites™

Shimmery pressed ShadoLites™ create dramatic highlights alone or on top of ShadoBlend Pressed Powder Eye Shadows. Silver Pearl (S), Gold Frost (G) and Opalescent (O).

.11 oz (3 gm) No. 208



Eye Shadow Placement

mascara

• T I P •

Sweep mascara up along lashes for primer coat; then point wand towards eye and thicken each lash individually.

Mascara

Our creamy new formula enhances your lashes without ever clumping or caking. Water resistant to assure long-lasting performance.

Black (B), Blue/Black (BB) and Dark Brown (DB).

.25 fl oz No. 209



kiss me you fool

glosstone

easy

application...

lip and eye liners

• T I P •

Wear Glosstones™ over Lip Rouge or alone.

Glosstone™

For decades, performers and artists have loved our long-lasting, high lustre lip gloss. Use alone for radiant shine or over Lip Rouge for richer color.

.3 oz (8 gm) **No. 126** also Pearl Frost **No. 126F** and Gold Frost **No. 126GF**



Lip and Eye Liner Pencils

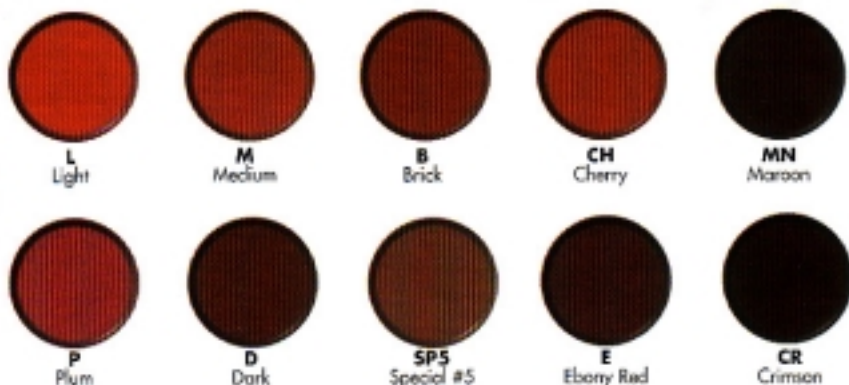
Semi-soft professional pencils for defining lips and eyes, feathering and darkening eyebrows, drawing and outlining designs and creating aging effects. Our rich formula allows easy application.

Auburn (A), Black (B), Blue (BL), Charcoal Gray (GY), Green (G), Lt. Brown (LB), Dk. Brown (DB) and Red (R).

7" **No. 115**



lip rouge swatches



• T I P •

Blot with a single thickness of tissue to set color without removing it.



Lip Rouge

Creamy long-lasting lipstick that is ideal for reshaping and outlining. Lip Rouge retains vibrant color under the harshest stage lighting.

.3 oz (8 gm) **No. 103**

Dual Sharpener

With two sharpening chambers, our stainless steel blades sharpen various sizes of makeup pencils to the perfect point; bonus built-in "cleanout stick".

No. 114DS



• TIP •

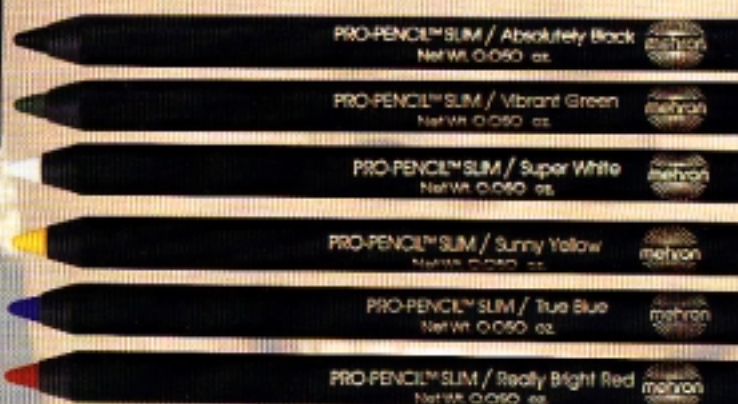
To get a sharp point, place pencils in freezer before sharpening.

ProPencils™

Our soft, ultra-creamy, color-concentrated formula has been judged by many professionals to be the superior offering in the market. Perfect for drawing and outlining face and body designs. **Jumbo:** Really Bright Red (RB), Auguste (A), Super White (W) and Absolutely Black (B). **No. 114J Slim:** Absolutely Black (B), Green (GR), Super White (W), Yellow (Y), True Blue (BL) and Really Bright Red (RB). **No. 114S**



ProPencils™



PRO-PENCIL™ SLIM / Absolutely Black
Net Wt. 0.050 oz.

PRO-PENCIL™ SLIM / Vibrant Green
Net Wt. 0.050 oz.

PRO-PENCIL™ SLIM / Super White
Net Wt. 0.050 oz.

PRO-PENCIL™ SLIM / Sunny Yellow
Net Wt. 0.050 oz.

PRO-PENCIL™ SLIM / True Blue
Net Wt. 0.050 oz.

PRO-PENCIL™ SLIM / Really Bright Red
Net Wt. 0.050 oz.

Brushes/Sponges/Applicators

A. Powder/Complexion Brush: Large fluffy brush for applying dry blush, powder, and highlights or for delicately removing excess setting powder. **No. 304**

B. Jumbo Powder Brush: Luxuriously large professional quality duster brush. **No. 305**

C. Eyebrow Brush: A stiff brush to shape and define the eyebrows. May be used to apply Hair White or Hair Silver to small areas of hair and wigs. **No. 137**

D. Fan Duster: A feather fine duster to gently remove excess setting powder or to soften the edges on makeup design. **No. 330**

E. StageLine Brushes: The finest "Golden Nylon" bristles provide excellent resiliency and super control. Left to right:
(1) 3/8" Flat **No. 320** (5) 3/16" Flat **No. 314**
(2) 5/16" Flat **No. 318** (6) 1/4" Angled **No. 313**
(3) 1/4" Flat **No. 316** (7) 1/8" Flat **No. 312**
(4) 5/16" Angled **No. 315** (8) Fine Point **No. 310**

F. Brush Cleaner: Keep your natural and synthetic brushes clean, deodorized and "sanitized". 4.5 fl. oz. (135 ml) **No. 300**

• TIP •

Clean your brushes with cleaner often to keep your makeup pure.

Double Point Cotton Swabs:
10 pack. **No. 125**

sponges

Hydra Foam Applicator Sponge: Our improved foam applicator sponge is perfect for applying Mehron Liquid Makeup. Clean with soap and water. **No. 122**

Stipple Sponge: Open weave sponge for creating a "five o'clock shadow" beard, old age spots, bruises and other stippling effects. **No. 124**

Latex Foam Sponge: A smooth, closed cell foam sponge for applying cream makeup smoothly and evenly. Package of 6 disposable wedges. **No. 121L**

Natural Sea Sponge: A reusable sponge that is great for Starblend™ Cake Makeup applications. Prevents streaking. Clean with soap and water. **No. 122**

Powder Puff: Highest quality velvet puff for application of Colorset or other loose powders. **No. 123**



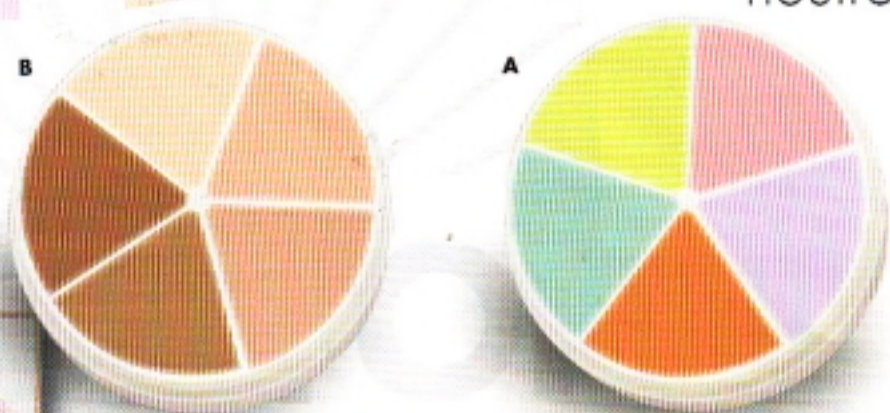
F

nobody's perfect

NEW!! ProColorRings™

neutralizer

concealer



Nobody's perfect, but that doesn't matter anymore. Thanks to Mehron's newly developed ProColorRings™, anyone can now boast a flawless, even skin tone.

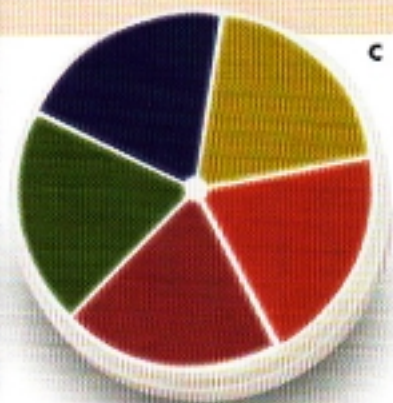
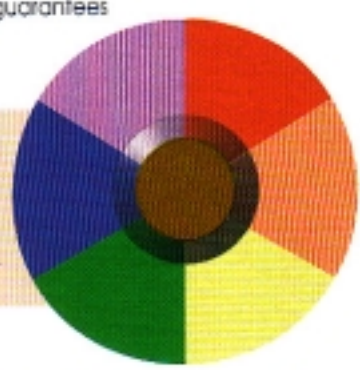


concealer application points

- A.** Created to meet our rigorous standards and your artistic demands, the ProColorRing™ Neutralizer offers consistent, creamy coverage. Based on the color wheel principle, any underlying skin tones or discolorations can be neutralized using these five colors: Lilac Suede, Mint Buff, Tawny Amber, Soft Peach and Fawn Pink. Unlike traditional neutralizing products, we have used skin tones in our formulation to avoid whiteness in the base. 1 oz. **No. 505N**
- B.** Mehron's ProColorRing™ Concealer corrects any shadows or dark circles on the face. Simply apply to the points shown in the illustration. Our creamy formula guarantees maximum coverage; the five new colors can be blended to accommodate every skin tone. 1 oz. **No. 505C**

• T I P •

- Always apply color opposites on the color wheel to neutralize tones.
- To correct redness, apply mint buff
 - To correct sallow or yellow undertones, use lilac suede.
 - To neutralize blue and blue/red complexions, apply tawny amber.



- C.** Mehron's ProColorRing™ Bruise is an essential tool for creating bruise effects. Bruises change color gradually; initially they are very red. Our palette covers all the stages of a healing bruise: Bloody Rose, Midnight Sky, Burnt Maroon, Spanish Olive and Maize Yellow.

1 oz. **No. 505B**

powders

Colorset™ Powder
Our traditional Colorset Setting Powder has a super absorbent, neutral, translucent formula perfect for setting any cream makeup. Use liberally to absorb excess oils, then remove excess with a Powder Brush. 1 oz bottle (28 gm) **No. 135** (also .25 oz)

Ultrafine Powder Shaker
Retain the smoothness of your makeup with our finely-processed, clump-free, anti-perspirant powder. Convenient shaker allows maximum control. Neutral/Translucent (T), Soft Beige (F) and Ultra White (W).
1 oz (28 gm) **No. 136** (also 2 oz)



keep it all on

NEW!!

barrier spray



Barrier Spray™

Originally developed as an underbase for 3-D gelatin appliances to increase durability, this "wonder spray" also works to insulate sensitive skin from harsh adhesives; may be misted on top of finished powder makeup to set and preserve. **Barrier Spray™** can be used under makeup to stop sweat or over makeup to set it after applying **Colorset Powder**.

2 fl oz pump bottle (60 ml) **No. 145**
9 fl oz refill (270 ml) **No. 145-9**

Sweat & Tears

When the mood's not there, **Sweat & Tears** will emote for you.

1 oz (30 ml) **No. 154** 4 oz (120 ml) **No. 154-4**



TouchUp™ (Shine Corrector)

Keep your makeup matte with our incredible new **TouchUp™** which removes shine instantly. Just a dab will do the trick. Not a concealer, our translucent formula is perfect for an on-camera performance. Light, medium and dark tints.

5 oz (14 gm) **No. 134**



Fixative "A"™

Clear liquid plastic sealer forms a protective surface over **Modeling Wax** and **Modeling**

Putty/Wax constructions before applying makeup. **Fixative "A"™** is great for sealing intricate makeup designs, making them appear like tattoos.

1 fl oz (28 ml) **No. 144** .25 fl oz (7 ml) **No. 144A**

take it all off

Makeup Removers

A. Mehron "E"nriched Cold Cream: A unique vitamin E-enriched cold cream that removes cream and grease makeup and simultaneously moisturizes, softens and soothes your skin.

4 oz (112 gm) **No. 100**
16 oz (448 gm) **No. 100-16**

B. Makeup Remover Cream: A fine cleansing cream with quick penetrating properties for fast removal of cream and grease-paint makeup.

4 oz (112 gm) **No. 101**

C. Makeup Remover Lotion: A silky-smooth lotion that breaks down and lifts cream and grease makeup quickly and easily, leaving skin feeling incredibly soft.

1 fl oz (30 ml) **No. 99P**
4.5 fl oz (135 ml) **No. 99**



makeup removers

hair today...
gone tomorrow

hair white



hair silver

Hair Silver

Water-based hair color to add silver streaks to the hair. Can be put on light colored hair for the silver-grey look or over **Hair White** to give silver highlights.

1 fl oz (30 ml) **No. 119S**
(also 4.5 and 9 fl oz)

Hair White

Water-washable liquid for greying hair of all types.

1 fl oz (30 ml) **No. 119** (also 4.5, 9 and 16 fl oz)

Crepe Hair

12" tightly woven braids of wool used to create beards, mustaches, sideburns and special effects. **Crepe Hair** is applied with **Spirit Gum** or **Latex** and can be "painted" with **Liquid Makeup** or **Hair White**.

Lt. Brown (**LB**), Med. Brown (**MB**), Dk. Brown (**DB**), White (**W**), Black (**B**), Auburn (**A**), Blonde (**BD**), Lt. Grey (**LG**), Med. Grey (**MG**) and Dark Grey (**DG**).

No. 120



crepe hair

mask cover makeup

Mask Cover Makeup

Mehron **Mask Cover** is the premier choice of professional special effects artists for its incredible effectiveness in covering latex and rubber prosthetics, bald caps, etc. Provides complete coverage and easy blending necessary for realistic results.

Light Olive (**OS2**), Mid-Lite Olive (**OS4**),
Medium Olive (**OS6**), Mid-Dark Olive (**OS8**),
Dark Olive (**OS10**), Soft Beige (**TV4**), Light Tan (**TV6**), Bronze Tan (**TV10**), Oriental (**16B**),
Ebony (**10C**), Black (**B**), Nat. Beige Blush (**25A**), Lt. Cinnamon (**28A**), Ruddy Bronze (**30A**), American Indian (**10B**), White (**W**),
Green (**G**), Yellow (**Y**), Red (**R**), Blue (**BL**)
and Monster Grey (**18B**).

1 oz (28 gm) **No. 102LM**

Mask Cover Palette

Contains 15 of the most useful shades of **Mask Cover**.
3.75 oz (105 gm) **No. 102LMP**

Liquid Makeup**(Water Soluble Body & Hair Paint)**

A thick, rich water-based liquid which is widely acknowledged as the best product of its kind on the market. Ease of application, excellent coverage and soap and water removal make our alcohol-free liquid makeup the perfect choice for body makeup for choruses, crowd scenes and large-scale productions. Colors can be blended to create "custom" colors when required and may be used in the hair for a fantasy look. Over two dozen colors.

1 fl oz (30 ml) w/brush **No. 111-1**
(also 4.5 and 16 fl oz)



liquid makeup

metallic powder

Mixing Liquid

Liquid makeup base for use with **Metallic Powders** and other dry pigment. Dries completely. Washes off easily with soap and water. 4.5 fl oz (135 ml)

No. 129M**Metallic Powder**

Ultra-fine **Silver** and **Gold Metallic Powder** allows you to create dramatic designs or characters. Use dry or combine with **Mixing Liquid** to form a water-based metallic liquid makeup. Mix only as needed to assure freshness.

.5 oz (14 gm) Silver **No. 129S**
1 oz (28 gm) Gold **No. 129G**

easy application...

H
Holographic SilverGR
Shamrock GreenG
18 Karat GoldF
Prickles FuchsiaBL
Ocean BlueW
Opalescent WhiteP
Mardi Gras PurpleR
Dynamic Red**GlitterDust & GlitterWear**

The finest glitter (smallest particle size) available on the market. **GlitterDust** is a loose glitter powder .25 oz (7 gm) **No. 127** • **GlitterWear** is a paint-on gel .5 oz (14 gm)

No. 128

specialty products

Latex Liquid

Liquid adhesive is used to apply **Crepe Hair** and prosthetics or to create unusual skin textures. Colorless when dry; may be covered with **Mask Cover** to design a character. Requires no remover; simply peel cured latex from the skin. Avoid getting latex into hair or clothes. To protect sensitive skin, use **Barrier Spray™** under latex.

Caution: Do not freeze latex or expose to direct sunlight.

1 fl oz (30 ml) w/ brush **No. 117** (also 4.5, 9 and 16 fl oz)

latex liquid



specialty powders



Tinted Latex

Light Flesh "Soft Beige" **No. 117L**

Dark Flesh "Sable" **No. 117D**

1 fl oz (30 ml) w/ brush

(also 4.5, and 9 fl oz)

Specialty Powders

An ultra-fine loose powder to use as a cosmetic dirt or ash.

Texas Dirt (**P**), Trail Dust (**D**) or Charred Ash (**A**). 4 oz (112 gm) **No. 105**

spirit gum



NEW!! (not shown)

Matte Spirit Gum:

Spirit Gum which dries to a matte finish.

1 fl oz (30 ml)

No. 118M (or 9 fl oz)

Spirit Gum Remover

A specially-developed solvent for removal of **Spirit Gum**. Gentler to the skin than most other removers.

1 fl oz (30 ml) **No. 143P** (or 9 fl oz)



Spirit Gum

An amber colored, alcohol/resin liquid adhesive for applying **Crepe Hair** mustaches and beards, wigs, fake noses and bald caps. Remove with **Spirit Gum Remover**. 1 fl oz (30 ml) w/brush **No. 118** (.25, 4.5, 9 and 16 fl oz available)

stage bloods

flesh & blood



Digestible Blood Capsules • (not shown) 12 pack • No. 152 CAP

Stage Bloods

A. Stage Blood (Arterial): A viscous, lifelike, nearly opaque liquid that is non-toxic and so safe it's even edible. Can be used in and around the mouth. Washes off skin easily with soap and water. (Test for staining on clothing.)
1 fl oz (30 ml) w/brush **No. 152** (also .5, 4.5, 9 and 16 fl oz)

a. Dark Blood (Venous): Now available in dark venous color.
1 fl oz (30 ml) **No. 152D** (also .5, 4.5, 9 and 16 fl oz)

c. Squir Blood: A water-based (not syrup) blood in venous and arterial colors to be used in tubing or appliances. Great for gushing blood effects.
.5 fl oz (15 ml) **No. 150**
Dark Squir Blood **No. 150D** (also 2 and 9 fl oz)

d. Coagulated Blood Gel: Thick blood which truly stays in place. Perfect for simulating coagulated cuts and gashes or disaster drills. Includes spatula for easy application.
1 fl oz (30 ml) **No. 151**

tooth f/x



Tooth F/X

Safe, non-toxic paint-on tooth color.
White (W), Nicotine/Decay (N), Gold (G) and Black (B).
.25 fl oz (7 ml) **No. TFX**

putty/wax

3-D Gel

The most ghoulish effects are achieved with 3-D Gel. Heat to a liquid form, brush on, allow to cure, carve it up to your delight. No adhesive needed. Removes from skin and hair with warm water. May be used as a substitute for latex on children.
2 fl oz (60 ml)
Flesh: **No. 142**
Blood Red: **No. 142-R**



Modeling Wax

A soft, supple wax for smoothing the edges on prosthetic pieces, building up facial areas and blocking out eyebrows.
1 oz (28 gm) **No. 139**

Modeling Putty/Wax

Create 3-dimensional facial features. For extra adhesion, apply Spirit Gum first. Seal with Fixative "A" before applying makeup.
1 oz (28 gm) **No. 140** (also 8 oz)

flesh

Extra Flesh

Easy to use: just rip off a chunk, dab it on and blend it out.
.3 oz (8 gm) **No. 141**

rigid collodion

Rigid Collodion (scarring liquid)

A clear solution used to create scarring effects when applied directly to dry skin. When painted onto a small area, it wrinkles the skin as it dries. Repeated applications will deepen the effect. Collodion is removed by peeling off. Spot test a small area on the skin; do not use in the area of the eye.
2.5 fl oz (7 ml) w/brush **No. 204RA** (also 1 fl oz)

mehron performs...



What top makeup professionals say about Mehron:

Victor Callegari:

**Metropolitan Opera Makeup
Department Head:** "For over 25 years,
I've gotten the best overall results with
Mehron makeup. They have consistently
delivered special projects quickly and
achieve good results for performers with
sensitive skin."

Craig Reardon:

Hollywood Makeup Artist/Sculptor:
"Mehron really listens to customers and
is small enough to respond with
solutions."

Marvin Westmore:

**Renowned Makeup Artist, Founder of the
Westmore Academy of Makeup:**
"Quality products for today's budget-
conscious features."

Joe Rossi:

**Master Teacher/Makeup Artist for
Saturday Night Live:** "Mehron's very
customer-conscious. Whenever I need
special products or custom-blends, they
bend over backwards to help."

Special thanks to

Art Resource, N.Y., Marvin Westmore, Dick Smith, Barry Koper, Craig Reardon,
Joe Rossi, Victor Callegari, Ed Gannon, Monika Boecker, Kurt Tauss, Michael Marino,
Gene Flaherty and to Heidi Schimmeyer for her illustrations and guidance.

Makeup cases courtesy of Japonisque.

Cover Art: Picasso, Pablo [1881-1973]. *Woman in Red and Green-Striped Beret*. 1937.

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studio... stage... everyday.