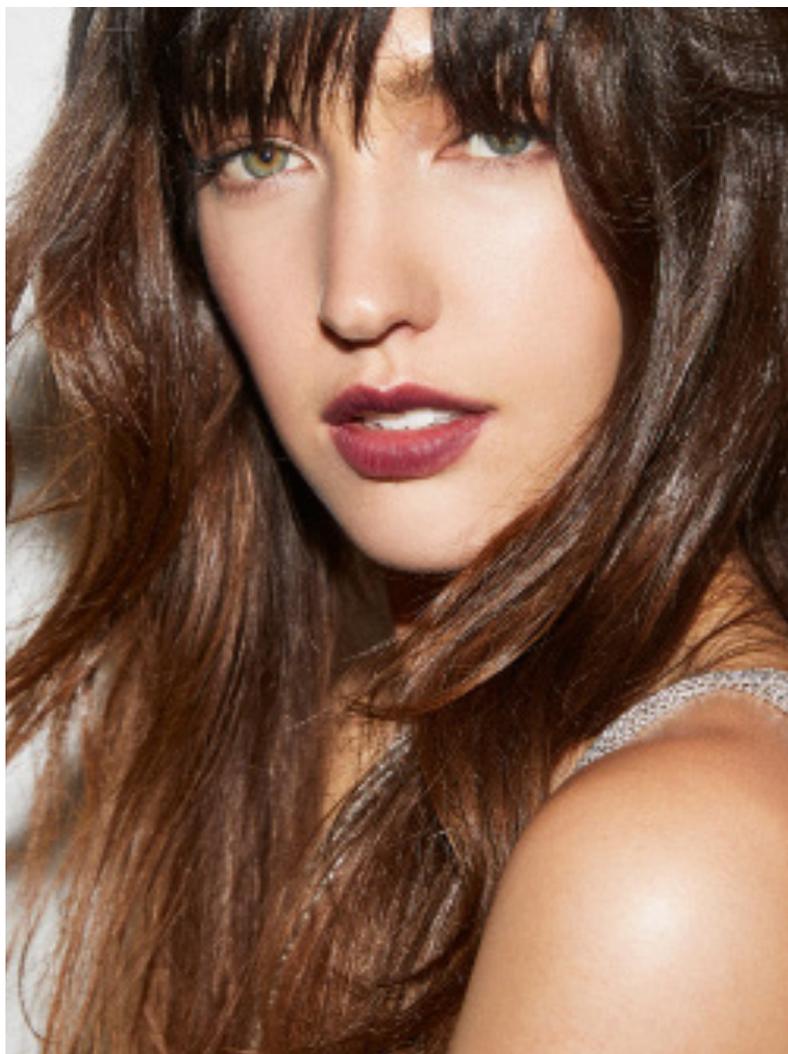




HEIR ATELIER

THE ANTI-PRIMER PRIMER LINE



**ANTI STICKY
ANTI CAKING
ANTI DRYING
ANTI DULLING**

**FORGET EVERYTHING
YOU KNOW ABOUT
PRIMERS**

Heir Atelier is here to elevate your primer experience. Next level primers that enhance and instantly smooth (not mask) the texture of skin + blurs fine lines and pores, so makeup glides on with precision and stays where you put it. Each formula is empowered with skin-perfecting antioxidants and safe synthetics that hydrate and optimize skin tone. The result is effortless, fresh, flawlessly primed skin AKA your new daily obsession.

THE BRAND

Heir Atelier is the first niche brand to focus exclusively on makeup primers, developed & founded by pro makeup artist Kendra Richards.

As an artist known for creating clean flawless glowing skin, Kendra knows achieving that look requires some serious support players, beginning with the right makeup primers.

Her Anti-Primer Primer line is the result of her mission to find the perfect primer. Kendra worked with a chemist who understood her need to create next level primers that enhance and perfect the skin pre-makeup.

This Essential Primer Collection includes innovative + high performance primers for face, eye and lip. Effective high quality skincare ingredients in luxurious lightweight formulations deliver on the makeup primer promise to perfect the look of skin and maintain makeup throughout the day.



THE FOUNDER

KENDRA RICHARDS

Kendra is an unapologetic fanatic about perfecting the look of skin. The prep and prime steps are the most important for a healthy + glowing finished look. Because makeup only looks as good as the skin you apply it to.

Through her many years working in the entertainment industry, Heir Atelier Founder and professional Makeup Artist Kendra Richards has worked with many of entertainments top names. Her clients expect the best and to deliver just that, she created her own Anti-Primer Primers that ditch the heavy silicone or sticky feeling that most have.

Kendra's non-negotiables: High-performance luxe products that are Vegan, Paraben-free and tested on models and celebrities not on animals!

"I'm inspired by and love the transformational power of makeup and its intimate, creative and collaborative process with everyone who sits in my chair. Helping people feel confident about their appearance is at the heart of what I love to do, and that feeling is what I want to bring every woman who uses Heir Atelier."

– Kendra Richards



THE ANTI-PRIMER FACE PRIMER

DEMI-MATTE HYDRATE + PERFECTS

FEATURES + BENEFITS:

Smoothing, evening, hydrating, long-wearing + youth-boosting

A feather-light breathable formula that injects a boost of hydration + instantly smooths, evens and locks in color for a flawless youth-giving finish that doesn't fade. While optimal on its own, this versatile primer plays well with others when mixed with your foundation for a sheer finish, or your favorite face oil for a precise + perfected glow.

VEGAN. PARABEN FREE.

TESTED ON MODELS + CELEBRITIES, NOT ON ANIMALS.

HOW TO USE:

Apply a generous pearl size amount to clean skin or after your skin care routine with fingertips or sponge. Follow with your makeup or choose to wear alone. Your skin will look like you... only better.





KEY INGREDIENTS: PENTAPEPTIDE-48

Activates skin regeneration and glow. Inspired by epigenetic science, it maximizes youth-giving cellular processes for a firming, brightening and lifting effect.

SODIUM HYLURONATE

A safe and effective moisturizer with the ability to bind and hold 1000x's its weight in water and imparts a skin-plumping effect.

CAESALPINIA SPINOSA FRUIT EXTRACT

A natural film forming ingredient shields skin from environmental toxins and was shown to impart tightening, smoothing and anti-wrinkle effects.

DIMETHICONE + POLYSILICONE-11

Imparts a luxe glide to primer formulations and leaves a powdery after-feel on skin while it promotes a non-oily, non-tacky and smooth finish.



KENDRA'S FACE PRIMER USAGE TIPS

If you choose to layer Heir Atelier over your favorite skin care regime, wait 5-10 minutes after application, followed with the Face Primer as your final step before makeup.

To create a dewy finish add a drop of your favorite facial oil to the Face Primer, followed by foundation application.

For sheer foundation coverage mix the Face Primer with your favorite foundation for a 1-step application.

The Face Primer can be worn alone or mixed with sunscreen for makeup free days.



THE ANTI-PRIMER LIP PRIMER

DEMI-MATTE HYDRATES + ANTI-FEATHERING

FEATURES + BENEFITS:

Anti-feathering, long-wearing, smoothing + hydrating

Ok, we've done it... We've gone beyond our own expectations and finally put the performance in Lip Primer. This (life) and lip-altering hydrating formula helps blur, prevent feathering, extend wear and smooth the lip's surface with just one swipe to minimize the look of cracking, lines + wrinkles.

VEGAN. PARABEN FREE.

TESTED ON MODELS + CELEBRITIES, NOT ON ANIMALS.

HOW TO USE:

Apply to clean lips before lipstick or gloss. Wait 60 seconds before applying lipstick or gloss. Can also be worn alone to hydrate lips.





KEY INGREDIENTS: VITAMIN E

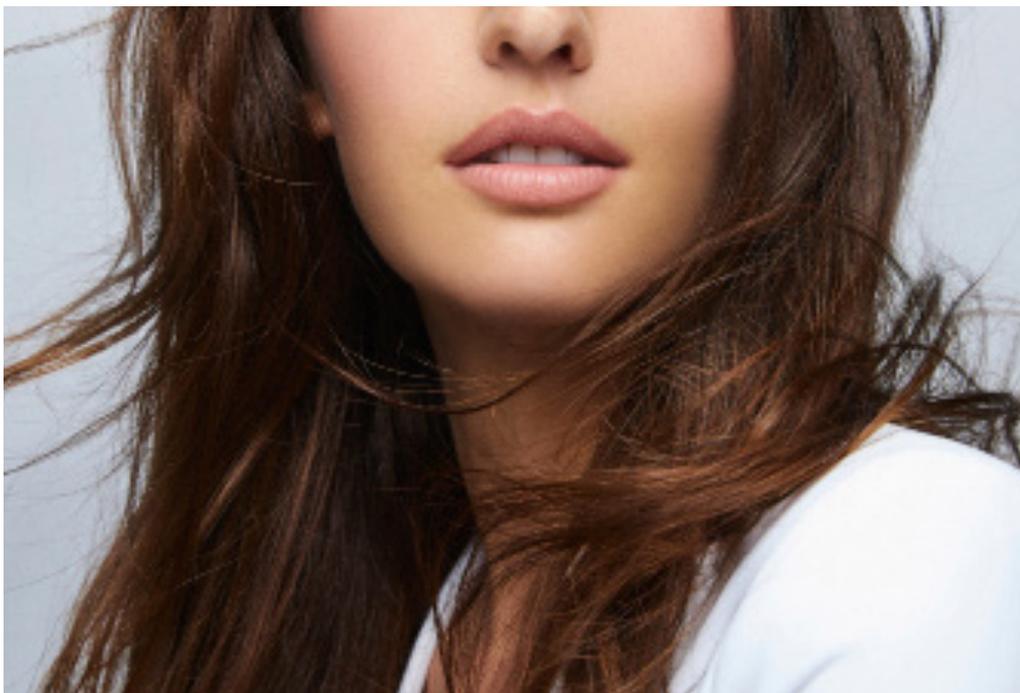
Powerful antioxidant with skin softening and moisturizing properties.

CARNAUBA WAX

A plant-based wax that is extracted from the Brazilian Tropical Palm Tree. Carnauba Wax works as a natural moisturizer for the lips, while providing a smooth application in lip products.

SILICA

Helps with skin repair and regeneration.



KENDRA'S LIP PRIMER USAGE TIPS

For added staying power use a lip pencil to frame and fill in clean lips, followed by Lip Primer, finish with lipstick or gloss. (Red Carpet pro tip)

For softer, smoother lips wear Lip Primer overnight for hydration benefits.



THE ANTI-PRIMER EYE PRIMER

CREASE-FREE COLOR LOCK

FEATURES + BENEFITS:

Lightweight, oil-absorbing, color-locking + smoothing

Cake-proof, crease-proof + fool-proof, this high-performance eye primer infused with skin-loving antioxidants creates the ideal smoothing effect on contact. It's next-level texture + perfected universal peach tint instantly locks in color then seamlessly disappears onto all skin tones for a coveted brightening effect, with or without shadow and liner.

VEGAN. PARABEN FREE.

TESTED ON MODELS + CELEBRITIES, NOT ON ANIMALS.

HOW TO USE:

Apply to clean lid and blend with finger or your applicator of choice before applying eye shadow or eyeliner.





KEY INGREDIENTS:

CARNAUBA WAX

A plant-based wax that is extracted from the Brazilian Tropical Palm Tree. Carnauba Wax works as a natural moisturizer for the lips, while providing a smooth application in eye products.

POLYMETHYLSILSESQUOXANE

A high-performing spherical powder, this ingredient provides enhanced aesthetics to formulations. Creating a non-thickening effect, it has excellent water-repellency and resistance.

DIMETHICONE + POLYSILICONE-11

Imparts a luxe glide to primer formulations while it promotes a non-oily, non-tacky and smooth finish.



KENDRA'S EYE PRIMER USAGE TIPS

To create more intensity with your eyeshadow color coat your brush with Eye Primer before dipping it into your eyeshadow palette and apply directly to the eye.

If choosing to wear eyeliner alone, the Eye Primer helps control sebum on the eyelid, and locks in eyeliner color.



HEIR ATELIER
beauty *inherited*