

# AYURVEDIC COUTURE™



## HERBAL KOHL EYELINER

Legend has it that kohl was an important ingredient in Cleopatra's beauty kit. It was a cosmetic custom of her era, applied in powder form (with difficulty) using a bronze stick. Now kohl on the go is easier than ever before—with **DALiA™ 'eyestick' liner**, formulated with ancient elixirs of beauty. DALiA™ Herbal Kohl Eyeliner is different in that it is completely authentic and contains classically used natural ingredients for Ayurvedic eye care. Packaged like an ornate lipstick, once opened it reveals a sleek glide-on *eye-stick* and compact mirror. The jewel adorned case resembles stylish antique cosmetic accessories, reminiscent of your finest jewelry. Simply slide off the cap to release a mini pop-up mirror and a smooth, sultry, easy to apply smoky eye is possible within seconds. While the creamy and perfectly pointed stick is just right for rimming the inner corners of the eyes, it can also double as an eye shadow. Best of all, it doesn't irritate the eyes or fade so the color stays true all day. It never needs to be sharpened either. At first contact, eyes are immediately defined, highlighted and hydrated. Over time eyelashes appear thicker, fuller, longer and stronger. The herbal ingredients help to tone and refresh eyes while they pamper delicate skin.



- 100% NATURAL FORMULA
- NO PARABENS
- NO PHTHALATES
- NO SILICONE
- NO SYNTHETIC PRESERVATIVES
- NO ANIMAL TESTING
- NO PETRO CHEMICALS
- NO SHARPENER NEEDED
- NO MESSY PENCIL SHAVINGS
- Ingredients obtained from plant kernels, beans, seeds, leaves, bark, fruits and minerals

RETAIL PRICE: \$28.00

Dalia Monasebian, the founder of DALiA, developed the concept of Ayurvedic Couture™ by combining modern science, the latest in cosmetic fashion and Ayurveda - an herbal health tradition used in eastern medicine for over 5,000 years. Ayurveda and couture fashion is the premise behind her entire product collection.

Monasebian formulated her herbal makeup range with a panel of cosmetic chemists. Her Herbal Kohl Eyeliner was originally developed by a family of Vaidyas (Ayurvedic Doctors) over four generations. DALiA worked closely with this family of cosmetic chemists to transform it into high performance, traditional kohl with a modern twist.

Botanical oils of almond and castor bean provide hydration to nourish thick, lustrous lashes, naturally. Pure emollient plant waxes and butters are obtained from pods and seeds since they are stable sources of natural antioxidants that give it a long shelf life. The rich properties of cacao bean butter and almonds have also been used for centuries to heal and moisturize skin that has been exposed to the elements. Brassica nigra (Black mustard) HERBAL KOHL/KAJAL is self-generated carbon collected from the traditional Ayurvedic processing of the Brassica nigra plant. Mustard plant derived charcoal helps draw impurities out of the eyes. Cinnamomum camphora bark contains volatile oils which have antimicrobial and anti-inflammatory properties.

### Full Ingredient List:

Prunus amygdalis (sweet almond)  
Cera alba (beeswax)  
Theobroma cacao seed butter (chocolate pod)  
Euphorbia cerifera (candelilla) wax  
Copernica cerifera (carnauba) wax  
Cinnamomum camphora (camphor) bark oil  
Glycerine

Ricinus communis (castor) bean oil  
Capric/Caprylic Tri Glyceride  
Black liner contains Brassica nigra carbon (from black mustard plant)  
Color liners contain minerals: Titanium dioxide, Mica, Iron oxides

# AYURVEDIC COUTURE™

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## Available in five colors:

- Starlight Silver
- Cleopatra Black
- Persian Gold
- Bronze Age Beauty (Green Cardamom)
- Chocolate Almond (Copper Brown).

These five colors represent the five core elements in Ayurveda: Ether, Air, Fire, Water and Earth. The highly pigmented formula allows you to intensify colors into rich, smoky, or shimmering hues.

## Method of Use

Apply above or below lashes (inner or outer eyelid). Does not require sharpening (no messy pencil shavings), it sharpens itself as it's used on an angle. Use the product on its side so it will wear down while keeping the cone shaped tip (even when you get to the base of the stick). The Brown liner contains iron oxide, a natural mineral that makes the product firmer - the benefit is it doesn't smudge as easily. Some customers prefer this texture. Clean the surface with alcohol and a paper towel/sterile gauze to freshen and soften it up - it will apply more smoothly on your skin (don't use cotton because it will stick). Just make sure the alcohol evaporates fully before applying near eyes. Those with a tendency for smudging should avoid oily eye creams, use eye primer before and invisible setting powder around eyes afterwards.

Try Persian Gold & Starlight Silver to reflect light into eyes and as highlight sticks!

## History of Kohl

Women first began wearing eyeliner in the Bronze Age (more than 5,000 years ago) when Ayurvedic medicine is said to have developed. In Eastern civilizations, Kajal (Kohl/Surmeh) was the preferred eyeliner which made its mark as one of the longest used herbal makeup creations in existence. For centuries, queens and princesses of ancient times used herbal Kajal to line and define the eyes and since it has benefits it was considered holy.

DALiiA Kohl was designed to make every modern woman feel like a queen while doing something meaningful for herself every day. With every application you are performing an ancient health and beauty ritual. Now looking fabulous has deeper meaning.

DALiiA™ is a thriving cosmetic couture lifestyle brand with products being sold at fashionable boutiques and cosmetic stores nationwide including Whole Body (Whole Foods cosmetics department) and select beauty shops. Find DALiiA™ products online at [www.amazon.com](http://www.amazon.com) or [www.premanaturals.com](http://www.premanaturals.com).

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