





BALMTOO /

Metamorphosis complete.
A squeezable, vegan, *true* balm (*no water or hydrogenated 'butters'*) that melts into skin and absorbs quickly.

BALMTOO is not a lotion; just a smidge is all you need for anywhere application: face, fingers, neck, toes... It's like nothing else out there!

Pure, solvent-free essential oils are used to scent each of these balms.

Packaged in 100% recyclable aluminum tubes and sustainably boxed to look beautiful on the shelf.

BALMTOO /

Use on hands, face, feet ...
anywhere!

We developed BALMTOO as a product to be used for deep moisture anywhere the body requires! Super thick, rich and ultra creamy; BALMTOO is becoming a cult favorite.

This is green beauty at its finest with 100% natural food-based ingredients and pure solvent-free essential oils. Made fresh in small batches; an exceptionally high quality balm.

30ml / 1 floz

Aluminum:

In our efforts to reduce plastic, we chose 100% recyclable aluminum!



Jasmine Vanilla BALMTOO

The 8th continent shines bright in this Madagascar's delight! Jasmine, vetiver, vanilla seeds and earthy tamanu mix with the warm tropical notes of raw coconut oil.

Macadamia seed oil: Delicious nuts make a super rich and moisturizing oil.

Kukui seed oil: High levels of essential fatty acids with superior emollience.

Foraha fruit oil: Thick, green, earthy and medicinal, also known as tamanu.

Ingredients (INCI): Carthamus tinctorius (safflower) seed oil*, Cocos nucifera (coconut) oil*, Macadamia ternifolia (macadamia nut) seed oil*, Euphorbia cerifera cera (candelilla) wax, Ricinus communis (castor) seed oil*, Jojoba esters, Aleurites moluccana (kukui) seed oil, Vetiveria zizanioides (vetiver) root oil, Citrus limon (lemon) peel oil*, Calophyllum inophyllum (foraha) fruit oil*, Jasminum grandiflorum (jasmine) flower extract (non-solvent), Cananga odorata (ylang ylang) flower oil, Vanilla planifolia (vanilla) seed*





Neroli Almond BALMTOO

Orange blossom lingers as skin rejoices in deeply hydrating moisture. Nutty undertones from almond, marula and argan oils will ground your higher self!

Argan kernel oil: An oil superstar. Hydrating, nourishing with quick absorption.

Marula seed oil: Pressed fruit kernels yield a rich oil loaded with antioxidants and sterols.

Indian almond oil: Liquid marzipan; it's that amazing. Vitamins a and e pack a nourishing punch.

Ingredients (INCI): Carthamus tinctorius (safflower) seed oil*, Cocos nucifera (coconut) oil*, Euphorbia cerifera cera (candelilla) wax, Prunus amygdalus dulcis (sweet almond) oil*, Ricinus communis (castor) seed oil*, Argania spinosa (argan) kernel oil*, Jojoba esters, Sclerocarya birrea (marula) seed oil*, Citrus aurantium dulcis (sweet orange) peel oil, Citrus aurantium amara (neroli) flower oil, Pogostemon cablin (patchouli) leaf oil



Lemon Balm Coconut Pulp BALMTOO

Captivating and coco-nutty with a calming uplift from lemon balm. Rich avocado and enzyme-packed papaya seed oils to soak your skin in!

Primrose seed oil: A delicate flower that only parties at night. Loaded with gamma-linolenic acid.

Papaya seed oil: Blush orange and naturally enhanced with the papain enzyme and vitamin A.

Avocado fruit oil: Thick, rich and straight from the pit...er, pulp. Avocado oil rules.

Ingredients (INCI): Carthamus tinctorius (safflower) seed oil*, Cocos nucifera (coconut) oil*, Euphorbia cerifera cera (candelilla) wax, Persea gratissima (avocado) fruit oil*, Ricinus communis (castor) seed oil*, Carica papaya (papaya) seed oil, Jojoba esters, Cocos nucifera (coconut pulp) fruit extract*, Oenothera biennis (evening primrose) seed oil*, Elettaria cardamomum (cardamom) seed oil*, Melissa officinalis (lemonbalm) leaf oil*





Sandalwood Fir BALMTOO

Earthy, sweet with a hint of fir. Moringa dances with sachu inchi for a rich recital! The sandalwood oil we use is precious and rare but sustainably harvested in New Caledonia so fret-not friends! (But of course, use wisely).

Moringa seed oil: Excellent emollient; moisturizing with anti-inflammatory properties.

Olive fruit oil: Tiny giants offer their gorgeous green oil; amazingly hydrating.

Sachu inchi seed oil: A perfect balance of omega 3 and 6. Great internally, great externally.

Ingredients (INCI): Carthamus tinctorius (safflower) seed oil*, Cocos nucifera (coconut) oil*, Euphorbia cerifera cera (candelilla) wax, Moringa oleifera (moringa) seed oil*, Ricinus communis (castor) seed oil*, Olea europaea (olive) fruit oil*, Plukenetia volubilis (sachu inchi) seed oil*, Jojoba esters, Santalum austrocaledonicum (sandalwood) wood oil, Citrus bergamia (bergamot) peel oil*, Abies balsamea (fir) needle oil



Lavender Rose BALMTOO

Wild lavender, rose, borage, chamomile and rosehips will brighten your senses. Super moisturizing and not granny at all. A magical blend of flower power awaits you!

Rosehip seed oil: Autumn-red oil with a plethora of essential fatty acids, beta carotene and vitamin C.

Apricot kernel oil: Perfect for sensitive skin and emollient to the max.

Borage seed oil: Star flower, Star power. Delicate yet very high in gamma-linolenic acid.

Ingredients (INCI): Carthamus tinctorius (safflower) seed oil*, Cocos nucifera (coconut) oil*, Euphorbia cerifera cera (candelilla) wax, Rosa moschata (rosehip) seed oil*, Ricinus communis (castor) seed oil*, Prunus americana (apricot) kernel oil, Jojoba esters, Borage officinalis (borage) seed oil*, Lavandula angustifolia (lavender) oil, Pimpinella anisum (anise) seed oil, Anthemis nobilis (roman chamomile) flower oil, Rosa damascena (rose) flower oil

*2019 Best Seller!





Unscented BALMT00

Chia makes her debut! We didn't stray far from our unscented lip balm formula. Exceptionally hydrating and a barely there natural scent.

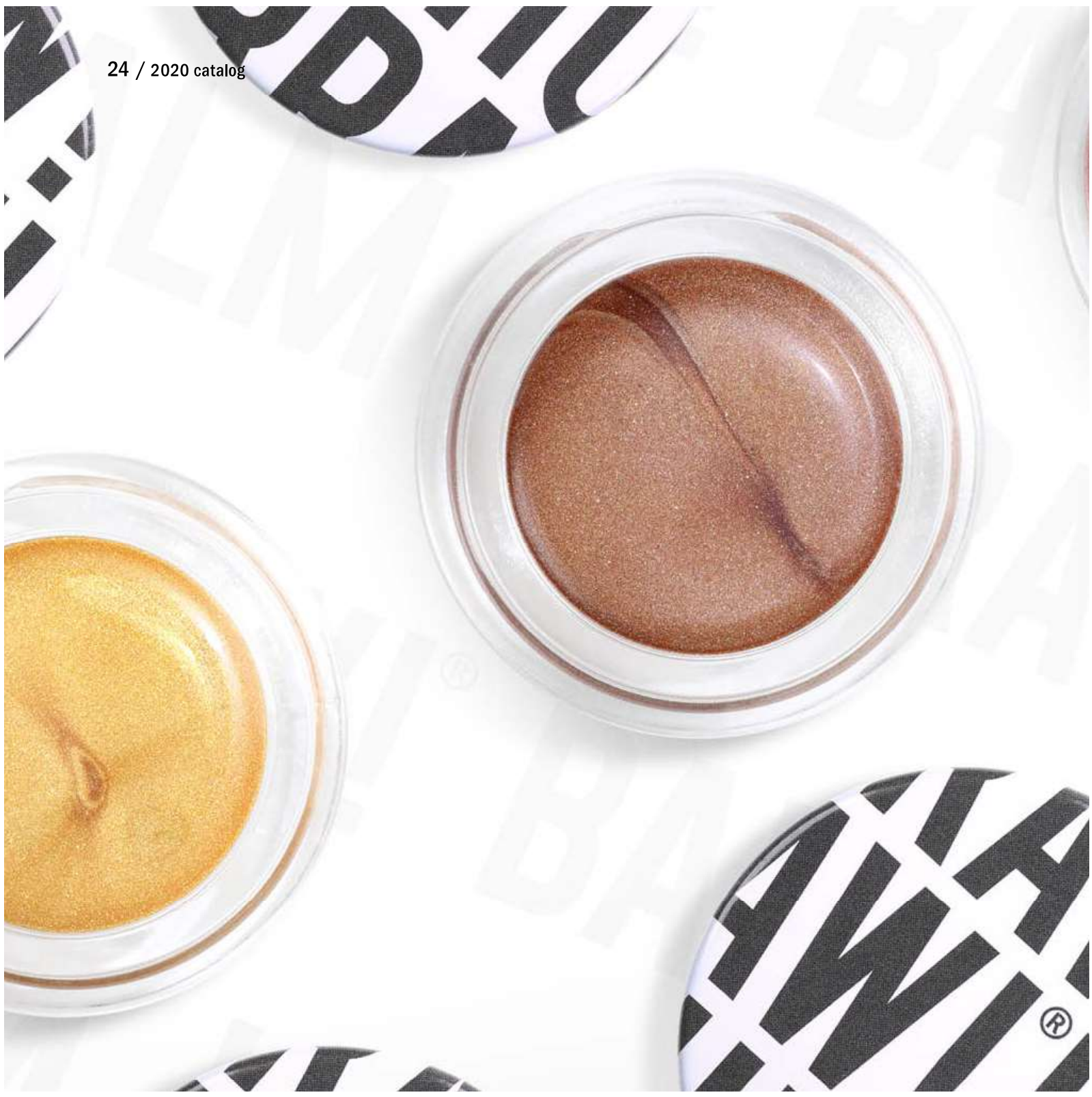
Meadowfoam seed oil: Skin softening, super stable and high in antioxidants.

Joboba seed oil: Light in feel yet deeply moisturizing; a golden beauty classic grown in Arizona.

Chia seed oil: Super to eat but the oil is incredible too; skin guzzles it in.

Ingredients (INCI): Carthamus tinctorius (safflower) seed oil*, Cocos nucifera (coconut) oil*, Euphorbia cerifera cera (candelilla) wax, Simmondsia chinensis (jojoba) seed oil*, Ricinus communis (castor) seed oil*, Limnanthes alba (meadowfoam) seed oil, Jojoba esters, Salvia hispanica (chia) seed oil*







AURA /

Illuminate with our coconut-based Aura accent balms.

Loaded with shimmer; one dab will emanate your inner glow!
Not glittery and not greasy, these balms glide on the skin with a silky, feather-light feel.

AURA / Accent Balms

Use on cheeks, brow ridge, collarbones
... anywhere!

Why it sparkles:

We use a synthetic mica in our Aura balms. In this case, synthetic means the “sparkles” are made in a laboratory from natural minerals vs. mined from the earth.

Why that matters:

We stubbornly refuse to use mined micas in our Aura balms due to contamination, heavy metals, and hushed child labor practices.

Importantly, synthetic mica is third party tested to be free of heavy metals often found in mined micas. It is also rigorously safety tested for human use.

Traceability, transparency and safety are imperative when manufacturing cosmetics. Hurraw! can trace our ingredients to the gram because we make it ourselves (no contract manufacturing).

5.8g / 0.2oz

Ingredients (INCI): Cocos nucifera (coconut) oil*, Ricinus communis (castor) seed oil*, Euphorbia cerifera cera (candelilla) wax, Theobroma cacao (cacao) seed butter*, Jojoba esters, Hydrogenated olive oil, Olea europaea (olive) fruit oil*, Olea europaea oil unsaponifiables, Synthetic fluorophlogopite +/- CI 77891 (titanium dioxide), CI 77491 / CI 77492 / CI 77499 (iron oxides), Tin oxide

* certified organic ingredients.
Hurraw Balm is certified organic by the Montana Department of Agriculture.

Although you will see “tin oxide” and “iron oxide” on the ingredient list, they are found at less than <1% in the synthetic micas we use in Aura Copper and Aura Bronze.

Glass & Tin

In our efforts to reduce plastic, we chose glass and tin.
Aura’s glass jar and tin lid are 100% recyclable.



Gold Aura Balm

Gold Aura highlights skin with warm, sunny tones.



Silver Aura Balm

Silver Aura highlights skin with bright top notes.





Bronze Aura Balm

Bronze Aura offers earthy, warm tones.



Copper Aura Balm

Copper Aura highlights skin with red and golden notes.

*2019 Best Seller!



Pearl Aura Balm

Pearl Aura highlights skin with a soft peachy glow.



AURA / Crimson Accent Balm

Get a little cheeky with our coconut-based Crimson Aura accent balm.

Crimson Aura was specifically formulated to give your cheeks a pinch of color and shimmer without staining, feeling greasy or being too sparkly. Yes, you can use on lips too ;)

A root infusion mixed with anthocyanin rich purple carrot extract offers a gorgeous sheer crimson hue. Note: this product has slightly less shimmer than our other Aura Accent Balms.

100% plant based colors; no iron/tin oxides (metal), carmine (cochineal insect) or synthetic FD&C and D&C dyes and lakes (petroleum).

5.8g / 0.2oz

Ingredients (INCI): Cocos nucifera (coconut) oil*, Ricinus communis (castor) seed oil*, Euphorbia cerifera cera (candelilla) wax, Theobroma cacao (cacao) seed butter*, Jojoba esters, Maltodextrin (apioca), Hydrogenated olive oil, Daucus carota sativa (Carrot) root extract, Synthetic fluorophlogopite*, Olea europaea (olive fruit) oil*, Alkanna tinctoria root extract, Olea europaea oil unsaponifiables, Citric acid (citrus), CI 77491 (iron oxide)

*certified organic ingredients.
Hurraw Balm is certified organic by the Montana Department of Agriculture.

Although you will see "tin oxide" and "iron oxide" on the ingredient list, they are found at less than <1% in the synthetic micas we use in Aura Copper and Aura Bronze.



Crimson Aura Balm



AURA / Display

Ten AURA Accent Balms in a recycled paper-board display box.

Each AURA Balm display comes with an in-store tester.
Display : 23_H, 17_W, 14_D cm (9_H, 6.5_W, 5.5_D in)

Showcase one or all six AURA Balms!



30 / 2020 catalog

GWYNETH ON HEALTH, HAPPINESS & CHRIS

GET YOUR BEST BROWS

Lip Service GORGEOUS PINKS & REDS

KASANTHA SIMON Jan 14, 2020 @ 10:03 PM
When a product earns Gwyneth Paltrow's stamp of approval, it's a seal of approval. And while the wellness guru shares many top picks to dive deeper into what really ranks highest on her list, Paltrow for our February cover shoot—during which she asked the star to spill on her all-time favorite things learned:

Wardrobe-wise, Paltrow's most coveted style staples are a few designs from her recently-launched Gwyneth fashion faves, the Juice Beauty creative director's complexion (face oil from Vintner's Daughter), not on a cleanse, of course, and her go-to fitness instructor (personal trainer).

Scroll down for all of Paltrow's picks, and for more on newstands and available for digital.

Lip Product I Love

"Hurraw! Coconut Lip Balm."

Available at hurrawbalm.com \$4



Click to read



SPRING FLINGS!

Some editors share what they pack for trips around the world.

Lanai
Alan Pincus, managing editor, shares his must-haves for Lanai, a Hawaiian island that takes time by its own rules. His items range from all-terrain shoes to a portable coffee maker, and more. (page 103)



What's new BEAUTIFUL?

Raw TALENT

The skin-care using unprocessed ingredients to pack a potent punch.



LA BELLEZA DEL FUTURO

CREMAS COACH AQUA RUNNING

#FREETHENIPPLE (LIBERA EL PEZON) ¿TE APUNTAS?

DETOX TRAS LA NOCHE LOCA, LOCA



Hurraw! Balm
For people, the answer to super-hydrating lips can be found in the premium lip balm. Created out of a deep, rich, natural wax, the perfect lip balm for the people who love to protect and all-natural balm that's packed with a superior blend of ingredients and a superior blend that's good for you and the planet. Made in the USA and not too sticky or greasy. It's the perfect lip balm for all times of the day. Pick up your copy for a limited time. Hurraw! Balm. Cherry for a sweet, natural, and healthy lip balm. Hurraw! Balm. Blueberry for a natural, and healthy lip balm. Hurraw! Balm. Strawberry for a natural, and healthy lip balm. Hurraw! Balm. Raspberry for a natural, and healthy lip balm. Hurraw! Balm. Peach for a natural, and healthy lip balm. Hurraw! Balm. Orange for a natural, and healthy lip balm. Hurraw! Balm. Lemon for a natural, and healthy lip balm. Hurraw! Balm. Lime for a natural, and healthy lip balm. Hurraw! Balm. Grapefruit for a natural, and healthy lip balm. Hurraw! Balm. Tangerine for a natural, and healthy lip balm. Hurraw! Balm. Mandarin for a natural, and healthy lip balm. Hurraw! Balm. Clementine for a natural, and healthy lip balm. Hurraw! Balm. Blood Orange for a natural, and healthy lip balm. Hurraw! Balm. Pink Grapefruit for a natural, and healthy lip balm. Hurraw! Balm. Sweet Orange for a natural, and healthy lip balm. Hurraw! Balm. Valencia for a natural, and healthy lip balm. Hurraw! Balm. Cara Cara for a natural, and healthy lip balm. Hurraw! Balm. Tangerine for a natural, and healthy lip balm. Hurraw! Balm. Mandarin for a natural, and healthy lip balm. Hurraw! Balm. Clementine for a natural, and healthy lip balm. Hurraw! Balm. Blood Orange for a natural, and healthy lip balm. Hurraw! Balm. Pink Grapefruit for a natural, and healthy lip balm. Hurraw! Balm. Sweet Orange for a natural, and healthy lip balm. Hurraw! Balm. Valencia for a natural, and healthy lip balm. Hurraw! Balm. Cara Cara for a natural, and healthy lip balm.



Plus
Naila Bender
Libby Hillington
Bridgette Ippert Sorensen
Tykka May Anders
Rebecca Wedell
Wendy Hobbie
Tessa Baker Frithberg
H.K.H. Knapstein
Frederik

SAVE
mode & renhed



We Couldn't Put Down!

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Smooth Operator
The deeply hydrating balm is infused with essential vitamins and all-natural ingredients to help soothe and protect your lips. Hurraw! Balm. Cherry for a sweet, natural, and healthy lip balm. Hurraw! Balm. Blueberry for a natural, and healthy lip balm. Hurraw! Balm. Strawberry for a natural, and healthy lip balm. Hurraw! Balm. Raspberry for a natural, and healthy lip balm. Hurraw! Balm. Peach for a natural, and healthy lip balm. Hurraw! Balm. Orange for a natural, and healthy lip balm. Hurraw! Balm. Lemon for a natural, and healthy lip balm. Hurraw! Balm. Lime for a natural, and healthy lip balm. Hurraw! Balm. Grapefruit for a natural, and healthy lip balm. Hurraw! Balm. Tangerine for a natural, and healthy lip balm. Hurraw! Balm. Mandarin for a natural, and healthy lip balm. Hurraw! Balm. Clementine for a natural, and healthy lip balm. Hurraw! Balm. Blood Orange for a natural, and healthy lip balm. Hurraw! Balm. Pink Grapefruit for a natural, and healthy lip balm. Hurraw! Balm. Sweet Orange for a natural, and healthy lip balm. Hurraw! Balm. Valencia for a natural, and healthy lip balm. Hurraw! Balm. Cara Cara for a natural, and healthy lip balm.



Norma Kamali



Q

Q: With \$20 jeans and \$150 supplement sets, the wellness world can feel intimidating. How do you stay motivated?
A: Absolutely, but every person can lead a healthy lifestyle. Stay in tune. If you have a...

O

How far would you go for someone?



Hide

Extreme Survival
Could you endure the Zombie Olympics?

Back + Easy
Summer Adventures Starts Here



BARE REPUBLIC

MINERAL SUNSCREEN SPRAY

SPORT

HURRAW!



Made go!

INSTRUCTIONS FOR EVERYDAY LIFE

Worth \$1,600
Covers/Ink Store
Shipping (per item)
over \$24

LIVE!



“The holy trinity of lip balm is elusive: shiny, but not gluey or waxy. Hurraw! Balm meets these requirements, plus it’s tasty” - **The Washington Post** “Hurray for Hurraw! Balm! This Yummy new line of lip balms is just plain wonderful: all-natural, organic, fair-trade, vegan, and oh yes, did I mention yummy?” - **Teen VOGUE** “Not sure what we love more; the organic, raw, cruelty-free ingredients or the delightful flavors” - **Oprah Magazine** “... the tastiest and smoothest-feeling cure for chapped lips we’ve tried...” - **Backpacker** “... pucker up, baby. Offering a dozen flavors that make our mouths water, Hurraw! lip balms rock our world.” - **Healthy Bitch Daily** “Hurraw! lip balms ... include no petroleum jelly ... not too draggy, too glossy or too reminiscent of 8th grade balms with cloying fruity aromas.” - **The New York Times** Hurraw! Balms “come in playful flavors and go on luxuriously smooth” - **Sunset** “Get your kisser ready, a new line of moisturizers ... raw, vegan, not too sticky, & pretty much perfect.” - **Daily Candy** “enough variety to stash one in every pair of pants you own... they make us say-you guessed it- Hurraw!” - **Veg News**

