



We would like to take this opportunity to thank you for choosing **Dan Read Cosmetics™**.

Simply put, **Dan Read Cosmetics™**, is the purest and finest product for perfect results. These sensational formulations are designed exclusively for the rigorous demands of film and television makeup artists. We take pride in now offering these innovative products direct to the public, in the firm belief that professional quality need not be limited to professionals.

Proudly made in the U.S.A., **Dan Read Cosmetics™ Silver Screen Series™** is specifically formulated to mimic the undertone and value of living skin. Our 95% oil-free foundation is hypoallergenic, fragrance free, flawlessly matte, lightweight, and breathable.

Due to the high percentage of pigment in our products, we encourage you to play and experiment with them until you become accustomed to the unique consistency and coverage.

We know that you will enjoy the high quality and long-lasting natural finish of our **Silver Screen Series™**. We look forward to your comments and suggestions - we want you to play an important role in keeping **Dan Read Cosmetics™** the perfect choice for perfect results.

If you are interested in becoming a retail outlet for **Dan Read Cosmetics™**, please contact us at 615-431-1565. We also encourage you to visit our website, [www.DanReadCosmetics.com](http://www.DanReadCosmetics.com), and sign up as an affiliate. All you need is a website of your own. Details are included on the website when you follow the links to sign up. You'll also find complete information on our product line, tips and tricks, online ordering and up-to-the-minute news of all that's going on at **DRC™**.



*As Seen on TV*



TALK OF THE TOWN  
NEWS CHANNEL 5

WTVF / CBS  
NASHVILLE, TN

SHOP AT HOME  
NATIONALLY  
SYNDICATED  
SHOPPING NETWORK

FEATURING  
DAN READ  
COSMETICS™  
SILVER SCREEN  
SERIES™



Jonathan Winters touching up make-up artist Byrd Holland.

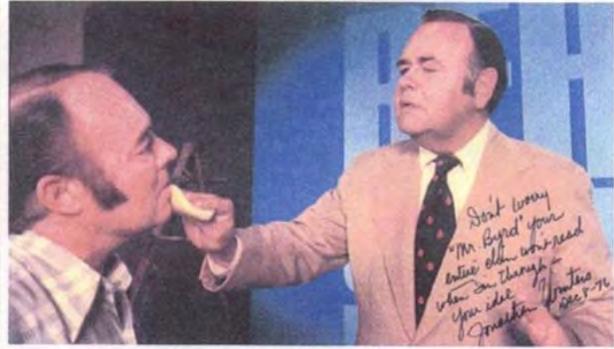
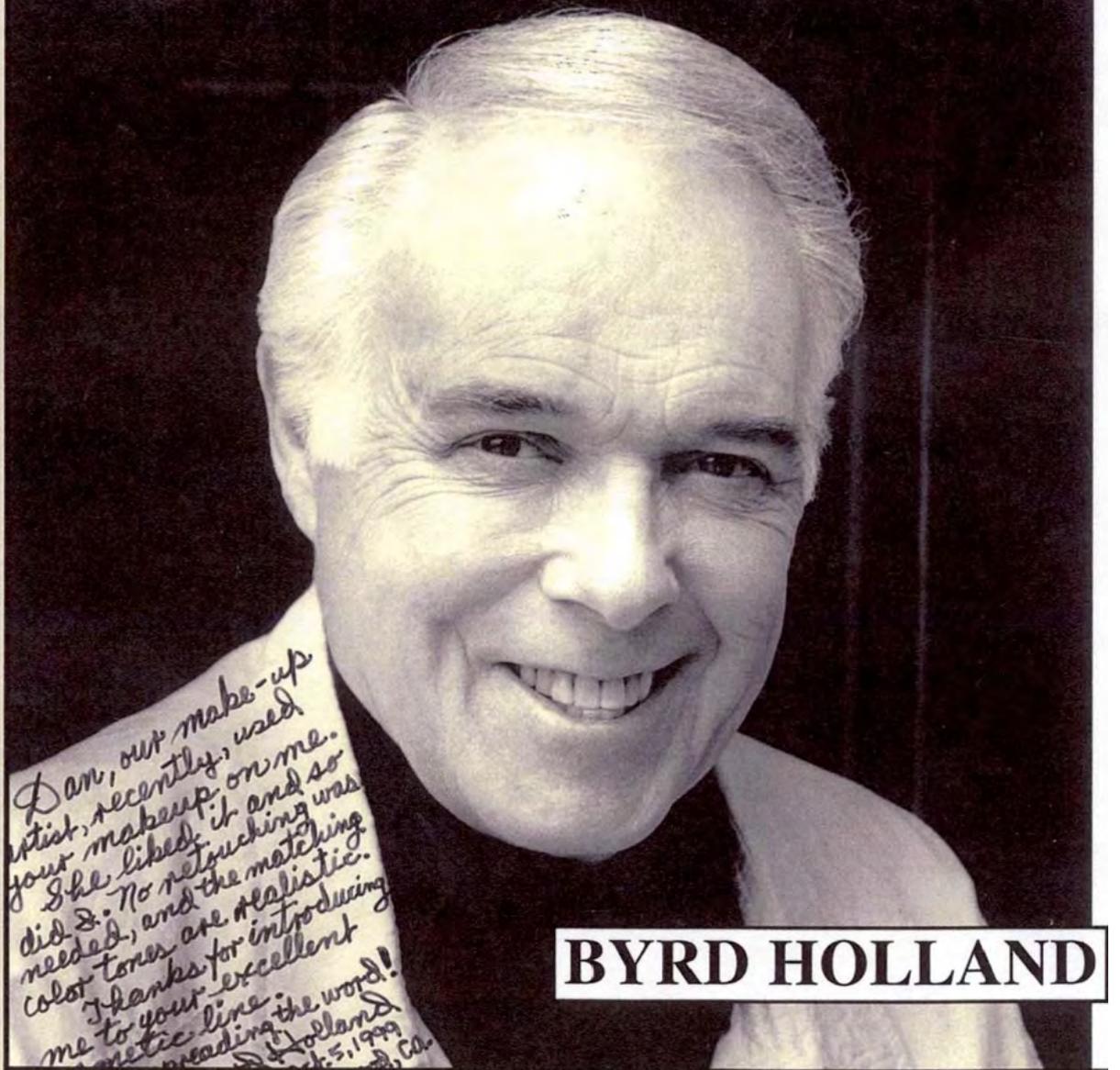
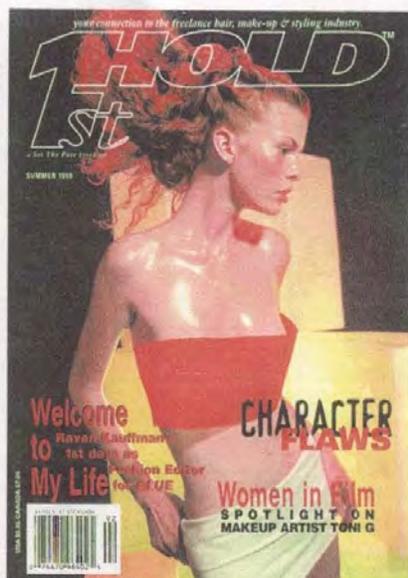


Photo courtesy Makeup Artist Magazine.



## BYRD HOLLAND

Hollywood Makeup Artist  
Hollywood Act



*Dan Read*  
COSMETICS



overstain or cake the skin when applied too heavily.

The line is designed to achieve a lightweight matte look and feel that mimics the rich undertones of living skin. The products are virtually maintenance free, requiring

little or no powder, and minimal touch-ups for long periods of time, and under various temperature conditions.

There is a buzz brewing about Dan Read Cosmetics. The line is designed to provide the completely flawless coverage necessary to effectively camouflage imperfections under the harsh eye of a camera and the beholder.

Their Silver Screen Series, as it is called, boasts foundations and correctives that are formulated with 42% pure pigment, making them one of the most highly pigmented makeup lines available for the professional makeup artist. With an impeccable matte consistency and long-lasting coverage, the line provides substantially more coverage with less product than many retail brands, yet less pigment than other professional brands that tend to

The series consists of a full line of foundations, specialized correctives, cheek, eye and lip colors, all maintain the highest standards that discriminating professionals have come to expect.

10% discount offered to professional makeup artists. (877) 326-7323.

*Dan Read Cosmetics is offering a 30% discount to makeup artists who purchase products at the Int'l Makeup Artists Show in Pasadena, California July 24 & 25. Makeup artists who present them with this issue of 1stHOLD will receive 35% off.*



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## DRC Product Knowledge

Concealing, Clarifying, Comfort Foundations.

**DRC** bases have a unique formulation that is composed of a myriad of color pigments that create a chromatic depth, which produces the most realistic flesh tone color. Most common makeup formulations are limited to brown and white pigments only. This produces an unrealistic, flat, dull finish.

**DAN READ COSMETIC** bases are organic and are the first to utilize an organic preservative, with no parabens. They contain only 5% plant oil. SPF 15 to deter harmful UVA and UVB rays. The bases are highly pigmented, non-greasy, lightweight, consumer friendly, fragrance free and cruelty free (not tested on animals). Being a pigment based makeup; it provides long lasting, perfect tonal coverage with a very thin almost invisible application. They are one of the first HDTV ready foundations and wonderful for everyday use.

**DRC** bases are concealer foundations. They cover under eye circles, appearance of spots due to sun damage and aging and medical conditions i.e.; Rosacea and Psoriasis, Vitiligo, Port wine stain, pregnancy hyper-pigmentation and are safe to use around wounds. Excellent in concealing sunburned skin.

**DRC** bases are waterproof, sweat proof, hot flash proof, humidity proof, and will last 12-24 hours with only one application. Stay there wear transfer resistant.

**DRC** base colors range from the most extreme light to very dark to accommodate all skin tones without mixing.

**DRC** bases come in two formulations, Original and Shimmer. Shimmer foundations contain millions of shiny pearlescent Nano pigments to provide a *shimmer* to your face. Its light reflecting particles add a fresh sun kissed finish for a year round golden glow.

**DAN READ COSMETICS we were green before green was mainstream!**

## SILVER SCREEN SERIES

Most the world's population has an olive complexion. However, the amount of olive undertone in the skin may vary. (i.e. yellow, yellow-gold, yellow-green, etc.) For this reason, **DAN READ** created several series that are based on the degree of olive in the skin tone. Each series are numbered 1 through 3 with 1 being light, 2 being medium, and 3 being dark and only ½ step shade difference per number. Not a full shade jump. Meaning you can be a 2 and wear a 1 and not be too light or wear a 3 and not be too dark.

### SOFT IVORY SERIES

- For very pale to fair Caucasian skin types.
- Suitable for achieving a chic, high fashion porcelain look.
- Common Soft Ivory skin types usually have brown, blonde or red hair, blue or green eyes, have freckles and or burn easily.
- Colors include: Fairest, Soft Ivory - 1, Soft Ivory - 2, Soft Ivory – 3

### NATURAL SERIES

- A beige dominant base with a touch of olive.
- Matches most Caucasians with ruddy undertone skin types, especially those with fair to medium complexions having less yellow undertones.
- Mostly used for Irish, German, Scottish, English, Welsh and for people who burn easily.
- Colors include: Natural - 1, Natural - 2, Natural - 3

### OLIVE FAWN SERIES

- The most popular series. Since this series is the most "olive balanced", a match can be made for most Caucasian people.
- Olive dominant base with slight beige undertone.
- Excellent for Caucasians and light skinned Asians, Hispanics, Latin, Mediterranean, American Indians that tan easily.
- Colors include: Olive Fawn - 1, Olive Fawn - 2, Olive Fawn - 3



#### **FAR EAST SERIES**

- Created especially for those of Asian descent, but also ideal for those of Dark Latin, Middle Eastern, very light and or mixed African American, or Polynesian descent.
- Exceptional for people of color with mixed descent.
- Colors include: Far East - 1, Far East - 2, Far East - 3

#### **GOLD TONE SERIES**

- This is the most olive of all the series, excellent for Chinese.
- This is used for people with very rich golden yellow undertones.
- Colors include: Gold Tone - 1, Gold Tone - 2, Gold Tone - 3

#### **OLIVE SIENNA SERIES**

- This series is excellent for African American men and women of light to coco brown and darker color.
- This series is formulated to have an Olive balance. Since it contains no red undertones, which is typical of other manufacturers, it will NOT appear orange. People of Color will simply be amazed on how well it matches their inherent undertones of their skin.

- It matches 97% of all coco brown undertones perfectly without mixing.
- Colors include: Olive Sienna - 1, Olive Sienna - 2, Olive Sienna - 3

## CORRECTIVE PRODUCTS

### HIGHLIGHTERS

When applied to depressed areas on the face, highlighting will lift the depression giving the illusion of a flatter surface, which produces a more youthful appearance. Highlight under your eyes and in the nasal labial fold (smile line area) to achieve a more vibrant healthy glow. Alleviates under eye circles. Great to use in conjunction with shading for contouring your face.

**CREAM HIGHLIGHT** Should be applied after the base then blend thoroughly with the foundation part of the sponge to make it base tone related and before setting powder is used. These products include:

- **Yellow Highlight** is an all-purpose, universal highlight that is great for concealing under eye discoloration and lifting depressions. Most beneficial for evening wear.
- **Orange Highlight** neutralizes blueness and reduces the appearance of depressions. Excellent for fair complexions and day use.
- **Dark Skin Highlight - 1, 2** is a universal highlight for people of color.

### SHADING

**Shading** is used to contour and alter the appearance of the bone structure. Shading will make a large nose appear smaller, also camouflages and minimizes the appearance of unwanted areas, double chins, jowls and high foreheads, by absorbing light reflecting off the surface. Shading is available in two shades. **Shading** for light to medium colored skin tones and **Dark Skin Shading** for people of color.

### NEUTRALIZERS

**Neutralizers** are base tone related concealers that neutralize minor skin imperfections such as blemishes, bruises, tattoos and other discolorations on your skin. Unlike the other correctives, neutralizers are applied before the base.

- **Blue Neutralizer** conceals blueness without highlighting the area. Good for extreme under eye circles, bruises, beard shadow, and **most excellent for tattoo camouflage**.
- **Red Neutralizers** are used to neutralize redness such as blemishes, broken capillaries, Port wine stain, extreme Rosacea and sunburn.

## POWDERS

Setting powders are available in loose form only. DRC Fine Micro Milled powder is used to set the makeup for all day wear with very minimal touch-ups.

- **Colored Powders** have pigments that help add to the body of the base. It will set and diffuse the makeup creating a satin matte finish. Colors include Light Olive and Dark Olive.

## DAN READ COLOR

### CHEEK COLORS

#### DAN READ Velvet Cheek Color Series

- Dry Blush enhances the cheekbones.
- Highly Pigmented and great as eye colors.

### EYE COLORS

**DAN READ ART DECO EYE COLORS** are highly pigmented professional colors which are unique because they can be applied wet or dry. A wet application will provide a more intense color and a longer lasting finish. It can also be used as eyeliner when a subtle look is desired. With a wide array of matte and pearl colors, the perfect look can be achieved whether it is natural or dramatic.

- Dark colors should be used for shadow and contouring
- Lighter colors would well for highlighting especially on the brow bone and top of eyelids.
- Bright colors are great for accents

### PENCILS

**Pro Lip Pencils** have a velvety soft formula that is long lasting and easy to blend. Lip pencils can be used alone, filling in the entire lip, or as a liner with lip color to create your own unique blended lip color.

**Pro Eye Pencils** are very versatile. They can be utilized for brow coloring, contouring and lining of the eyes. They easily blend for the Smokey look.

**Liquid Eyeliners** one of the few liners you can blend like a pencil without cracking.

**Mascaras** non-waterproof Mascara that thinks it's water proof. Conditions eyelashes. Long lasting wear, will not itch. Great for sensitive eyes. Easy to remove.

## **LIP COLORS**

**DAN READ PRO LIP COLORS** come in a variety of colors and adds dimension to the lips. Today's popular colors have been combined with long lasting and moisturizing formulas.

**DRC** Lip colors do not contain Bromobenzene. The following variety of finishes are available for any desired look:

- Matte Colors provide smooth color with no shine.
- Pearle Colors provide a satin finish.

## **LIP GLOSS**

**Lip Gloss** enhances lip color. Great to use as a highlight by itself, or in conjunction with a lip liner to create your own unique color.

# **PROFESSIONAL TOOLS**

**Professional Brush Kit** best that money can buy USA MADE natural sable 8pc. brush set. Dan spent years searching for the right brushes so he would be proud to put his name on. Will last up to 15 years.

**Micro Wedge Sponges** quality, long lasting professional micro porous sponges for makeup application. Eight (8) ct. wedge sponges per pack. Best to use with DRC foundations.

**Celebrity Powder Puff washable** and reusable celebrity velour puff to accompany our Finest Setting Powder. For that matte satin finish.

**Dan Read's DVD** Dan Read has over 29 years' experience in the film and television makeup industry. Dan Read brings all this knowledge and experience into your living room as he shares with you the tips and tricks that Hollywood has kept under wraps for decades. Application technique is concise and EASY to follow. Whether you've been wearing makeup for years or just getting started. Now you can have a pro makeup designer right in your own home. Equivalent to taking a Hollywood makeup class for thousands of \$\$\$\$.



## **Resale Policies**

**January 2018**

### ***Requirements to join the Dan Read Cosmetics™ family of retailers:***

- You must submit:
  - ✓ A company profile.
  - ✓ A copy of your business license.
  - ✓ A completed Blanket Certificate of Resale.
  
- Each retailer must purchase at least one of the **Dan Read Cosmetics™** tester units.
  - ✓ Additional units may be purchased.
  - ✓ The purchase of foundation and eyeshadow palettes is strongly recommended.
  
- Retailers are responsible for the care and maintenance of their palettes. It is in their best interest to keep the units clean, and to replace the containers when empty.
  
- All retailers must send at least one representative to the **Dan Read Cosmetics™** facility in Nashville, Tennessee, for one day of in-depth training in product knowledge and makeup application.
  
- All international orders must be prepaid in US funds by cashier's check, international money order, or credit card – VISA or MasterCard. We are unable to ship COD outside the United States.

***Dan Read Cosmetics™***  
*January 2018*

To order **Dan Read Cosmetics™** products:

- You may use one of our order forms or print a purchase order of your own.
    - i) If using your own purchase order, please be sure that all item names and numbers are the same as we use on our order form.
  - Be sure to include the quantity desired of each item.
  - Calculate your total cost of goods based on the most recent Wholesale Price List.
  - There is a \$100 minimum order requirement. Payment may be made by cashier's check, money order, VISA, or MasterCard.
  - International retailers will pay for all shipping charges, including Hazardous Materials fees. This is best handled by opening an account with a shipping company such as UPS, FedEx, DHL, or Airborne Express. You must provide **Dan Read Cosmetics™** with all necessary account information so that we may process the order without delay.
  - Please call your order by calling 615-431-1565 or send it by e-mail to [customerservice@danreadcosmetics.com](mailto:customerservice@danreadcosmetics.com)
  - Your first order must be half (1/2) prepaid by cashier's check, money order, VISA, or MasterCard. The remainder will be due upon receipt. Your order will be shipped C.O.D. To avoid the C.O.D. charges, your order may be prepaid in full.
  - We advise that retailers submit a completed credit application prior to or along with their first order. Upon approval, subsequent orders will be shipped on terms of Net 30.
- 1) Upon receipt of your order, please count all products and compare against the packing slip. Contact us immediately if you find a discrepancy between the packing slip, the order as shipped, and/or the purchase order.
- a) You will need a return authorization to exchange products shipped but not ordered. No returns will be accepted for products that were included on the purchase order. *No cash refunds will be given for products returned.*
- i) Prior to issuing credit for returned products, they will be inspected. They must show no signs of contamination or container/label wear, and are subject to a twenty percent (20%) restocking fee.
  - i) No product will be authorized for return more than forty-five (45) days beyond the original shipping date.

**Dan Read Cosmetics™**  
January 2018

- i) Credit will not be given for products returned without authorization.
- You will be responsible for the shipping cost of all returned goods.
- Products damaged in transit should be brought to the attention of the carrier immediately.
- We try to avoid back orders, but if a product is on backorder, it will be shipped as soon as possible.
- No outlet may retail **Dan Read Cosmetics™** without written authorization from **Dan Read Cosmetics**.
- There will be no exclusive retailers nor geographic exclusivity offered through **Dan Read Cosmetics**.
- **Dan Read Cosmetics** will be the sole distributor of **Dan Read Cosmetics™** within the United States. In the future, we may choose to license one or more distributors to handle foreign markets in accordance to our *Resale Policies*.
- If these policies are updated, you will be notified in writing of the new policies and the date they are to take effect.



720 Sandburg Place  
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[www.DanReadCosmetics.com](http://www.DanReadCosmetics.com)

## DOMESTIC RETAILER POLICIES

### **I. BECOMING AN AUTHORIZED RETAILER:**

- A. RETAILERS must submit a current copy of their resale certificate (seller's permit) and a current copy of their business license. These must be on a file before DAN READ COSMETICS can begin business. When these documents expire, the RETAILER must provide renewed documents immediately.
- B. RETAILERS must submit a completed Blanket Certificate of Resale Form to DAN READ COSMETICS.
- C. DAN READ COSMETICS must receive photographs of both the interior and the exterior of the RETAILER'S establishment(s). In which DAN READ COSMETICS products will be retailed. Photos must show the street address affixed to the building.
- D. DAN READ COSMETICS must be notified by the RETAILER at least thirty (30) days in advance of any store relocation change of ownership, or any significant changes of management or policy.
- E. DAN READ COSMETICS reserves the right to inspect the retail outlet during normal business hours.
- F. RETAILERS must purchase an authorized DAN READ SILVER SCREEN SERIES two palette combo for \$999. With a \$500.00 deposit, you will then be able to choose your own selection of makeup foundations.
- G. DAN READ COSMETICS strongly urges the RETAILER to sell its products at the DAN READ COSMETICS SUGGESTED RETAIL PRICES OR HIGHER.

## **II. DISPLAY UNIT**

- A. Silver Screen Series Foundations Display pallet contains eighteen DRC foundations, seven correctives, and six velvet cheek colors; giving you the ability to match all skin tones perfectly without the trouble of mixing products.
- B. No part of the DRC Foundation pallet, can be returned for credit or refund.
- C. Retailers shall be responsible for the cleanliness, care and proper maintenance of their pallet.

## **III. PAYMENT**

- A. Until terms are granted, RETAILERS' orders shall be prepaid (including shipping charges). Shipping charges are based on product weights and vary accordingly.
- B. Orders may be prepaid with Visa, MasterCard, Discover, American Express, or a comparable Worldwide accepted card, cashier's check or money order. DAN READ COSMETICS does not accept C.O.D. for product or shipping charges. If RETAILERS pay by check, they must provide the name, location and telephone number of the acceptable bank in addition to a driver's license number.
- C. NET 15 payment terms may be granted upon completion of no less than six (6) months of continued business with DAN READ COSMETICS and satisfactory credit reference. A credit application must be completed by the RETAILER and returned to DAN READ COSMETICS. DAN READ COSMETICS requires ten (10) business days to process a credit application. If a satisfactory credit reference is received, the RETAILER will be notified that credit terms are granted.
- D. NET 30 payment terms may be granted upon completion of no less than one (1) year of continued business with DAN READ COSMETICS and a satisfactory credit reference. A credit application must be completed by the RETAILER and returned to DAN READ COSMETICS. DAN READ COSMETICS requires ten (10) business days to process a credit application. If a satisfactory credit reference is received, the RETAILER will be notified that credit terms are granted.
- E. For each check returned for nonsufficient funds, RETAILERS will incur a thirty (30) dollar NSF fee, in addition to a suspension for credit terms for six months. All orders made during suspension must be prepaid by cashier's check or money order only.

#### **IV. ORDERING, SHIPMENT AND INVENTORY**

PLACING AN ORDER: Fill out the Order Form in its entirety. Orders must be accompanied with payment if prepaid. Changes to an order will require a complete re-submission of the original order. Telephone, scan to email or mail orders to:

DAN READ COSMETICS  
720 Sandburg Place  
Nashville, TN 37214  
615-431-1565

[www.DanReadCosmetics.com](http://www.DanReadCosmetics.com)

All orders are shipped Federal Express Economy or USPS, unless the RETAILER specifies otherwise. RETAILERS may choose their own shipping carrier, but must notify DAN READ COSMETICS in writing prior to the placement of any order.

Delivery time varies and is generally between seven (7) to nine (9) business days.

Upon receipts of each order, RETAILERS are responsible for the inventorying of all products to determine if there are any errors or omissions. The shipper is not responsible for errors or omissions if not reported in writing within three (3) business days or receipt by the RETAILER.

- A. Products damaged during shipment should be brought to the attention of the shipping carrier immediately.
- B. DAN READ COSMETICS does not provide personnel for inventory purposes. RETAILERS are responsible for the inventory of their products.

#### **V. RETURNS AND ACCOUNT CREDIT**

- A. DAN READ COSMETICS does not permit cash refunds.
- B. Product can be returned for credit within ninety (90) days from the date of purchase. Products must not show signs of label wear or contamination and are subject to a 30% restocking fee. RETAILERS must provide an invoice number to show proof of purchase within ninety (90) days. RETAILERS must obtain an assigned Return Authorization Number (RA#) prior to returning products. Return Authorization Number can be obtained by contacting Customer Service/Order Department at 615-431-1565..
- C. There is no credit or exchange given for previously purchased foundation / eye pallets.

#### **VI. RETAIL RESTRICTIONS**

- A. Domestic RETAILERS shall not sell DAN READ COSMETICS products outside the Continental United States. No DAN READ RETAILER may use the internet for sale of DAN READ COSMETICS products. The fact that the DAN READ

COSMETICS products are sold through RETAILERS' establishment may be displayed on their Internet Website. However, this is permitted only for advertising. No orders from product may be taken via the Internet. Internet sales are the reserved right of DAN READ COSMETICS.

- B. DAN READ COSMETICS is the sole domestic distributor of its products and no authorization of any kind will be given to the RETAILER to act as a distributor of DAN READ COSMETICS to any other RETAILER. A violation of this policy will subject the RETAILER to immediate of RETAILER status.

The above policies shall deem completely null and void all previous (prior to the date of this document) policies issued and/or instituted by DAN READ or DAN READ COSMETICS. No actions and/or assumptions shall be made by the retailer concerning the sale and marketing of DAN READ COSMETICS products, unless the said actions and assumption comply entirely with the policies established in and by this document.



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## Purchasing Policies

1. Requirements will be sent once acceptance as a retailer has been established.
2. Future re-ordering instructions are included in attached retailer's policy.
3. There are no exclusive retailers or specific exclusive geographic areas offered through Dan Read Cosmetics.
4. There are no distributors for Dan Read Cosmetics. Dan Read Cosmetics is its own distributor and ships directly to its authorized retailers.
5. Damaged products due to shipment of goods should be brought to the attention of the carrier.
6. All sales are final. There are no cash refunds.
7. All orders, including shipping, must be prepaid.
8. Please allow 2-4 weeks for delivery of the tester unit and backup products from the date we receive your order.
9. No returns beyond 90 days of shipment date.



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### **SUGGESTED RETAIL PRICE LIST**

|                                  |          |
|----------------------------------|----------|
| SILVER SCREEN BASE -----         | \$33.50  |
| SILVER SCREEN SHIMMER BASE ----- | \$43.50  |
| HIGHLIGHT & SHADING -----        | \$17.00  |
| NEUTRALIZER -----                | \$17.00  |
| VELVET CHEEK COLOR -----         | \$21.50  |
| FINEST SETTING POWDER -----      | \$21.50  |
| ART DECO EYESHADOW -----         | \$16.25  |
| PRO EYE PENCIL -----             | \$ 12.75 |

LIPSTICK ----- \$16.00

LIP GLOSS ----- \$9.75

LIP PENCIL ----- \$12.75

SPONGES ----- \$7.00

VELOUR PUFF ----- \$6.50

MASCARA ----- \$12.75



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**WHOLESALE PRICE LIST 50%**

SILVER SCREEN BASE ----- \$16.75 US

SILVER SCREEN SHIMMER BASE ----- \$21.75 US

HIGHLIGHT & SHADING ----- \$8.50 US

NEUTRALIZER ----- \$8.50 US

VELVET CHEEK COLOR ----- \$10.75 US

FINEST SETTING POWDER ----- \$10.75 US

ART DECO EYESHADOW ----- \$8.13 US

PRO EYE PENCIL ----- \$6.38 US

LIP COLOR ----- \$8.00 US

LIP GLOSS ----- \$4.88 US

LIP PENCIL ----- \$6.38 US

SPONGES ----- \$3.50 US

VELOUR PUFF ----- \$3.25 US

MASCARA ----- \$6.38 US