



BeauInks® Pigments Color Guide



Easy to use, predictable and dependable! Perfect for all PMU techniques

The Beau Inks pigment collection has been developed by one of the industry's leading experts on color theory and has been a top pigment line for the past 15 years. This pigment lines **has been designed for ease in color selection**. Beau Inks pigments use the highest quality colorants available, **ensuring excellent color retention** and **optimal results**. They are gamma sterilized and safe to use manufactured entirely in the USA.

In addition, they come with a highly detailed, easy-to-use color chart that takes undertones and the Fitzpatrick scale into effect. These pigments are streamlined for simplicity — meaning you can create the perfect shade for your client using the least amount of mixing or none at all.

Color Selection Made Easier than Ever!

This Beau Inks by Beau color chart has been designed for ease and clarity. Simply hold the **actual pigment colors** alongside your clients face and you can **instantly see the colors that work in harmony with your client's complexion**.

To Warm Your Color

Add a drop or more of a warming color, such as Sunflower or Butterscotch to your lighter colors and Cocoa or Henna to your deeper colors.

Help from Dr. Fitzpatrick

A great tool to use for selecting pigment colors is the **Fitzpatrick Scale**. This scale describes the **depth of color or melanin** in the skin, ranging from #1 being the lightest and #6, the darkest.

Example: Nicole Kidman is a Fitzpatrick #1, Whoopie Goldberg is a #6.

Eyebrow Colors - (M = Great color for Microblading) ✓ = Top Seller

Taupe Shades (lightest to darkest)

Shade Name	Base	Description	Fitz	Swatch
Sandy Blonde \$34.95	Neutral	• Light, warm brown with both gold and red tones. Can be used straight on Fitzpatrick 1-2.	1	
✓ Biscotti \$34.95	Neutral	• Light taupe for blondes, with a hint of gold but darker than Sandy Blonde.	1-2	
✓ Bamboo Blonde \$34.95 M	Cool	• Great for mid-range blondes and grey haired clients Warm with a drop or two of Butterscotch or Sunflower	1-3	
✓ Soft Ash \$34.95 M	Neutral/ Cool	• Great for mid-range brunettes, Asians, light olive skin, salt & pepper hair • To warm, add Sunflower	2-4	
Chocolate Mousse \$34.95	Neutral	• Medium, neutral brown. Warm with 1 to 3 drops of Sunflower or Goldfinch	2-5	
Chocolate Fudge \$34.95 M	Neutral	• Neutral, taupe undertone. Warm with Sunflower or Cocoa	2-4	
✓ Coffee Bean \$34.95	Cool	• Our deepest cool brown. Warm with Cocoa, Blue/Black Corrector, Cherry Cola, or Henna. • Mix half and half with Cocoa for darker complexions.	3-6	

Warm Shades (lightest to darkest)

Shade Name	Base	Description	Fitz	Swatch
✓ Moccasin \$34.95	Warm	• Light, warm brown with both gold and red tones. Can be used straight on Fitzpatrick 1-2.	1-2	
✓ Milk Chocolate \$34.95 M	Warm/ Neutral	Our biggest seller!!! • A mid-range brown with some gold tones. • Warm with small drops of Butterscotch or Sunflower.	1-3	
✓ Sandalwood \$34.95 M	Warm	• Mid-range warm brown with both gold and red tones. • Great for warm brunettes and redheads. • Warm with Henna, Cherry Cola, or Cocoa	2-4	
Cocoa \$34.95	Warm	• Deep Auburn that can be added to other browns to create auburn tones.	3-6	
✓ Cherry Cola \$34.95 M	Warm	• Medium warm-based brown. • Warm with Cocoa or Henna • If used straight, it will heal with more taupe and less red.	2-4	
✓ Truffle \$34.95 M	Warm	• Deepest warm-based brown. • Warm with Cocoa or Henna to maintain warmth. • If used straight, it will heal with more taupe.	3-6	

Corrective Colors - (M = Great color for Microblading) ✓ = Top Seller

When correcting eyebrows, we recommend a 5 Shader .30mm to tattoo the corrective color.

Lip color corrections, we recommend a 7 Shader .30mm, 7 magnum .30 mm or 9 magnum .30 mm.

For eyeliner, we recommend a 3 Round Liner .30mm needle. If eyeliner is blue, use New Pumpkin to neutralize.

Be sure to not place the color too deeply, or you will not see the full benefits of the correction.

Remember to smear the corrective formula over the area you are correcting or camouflaging and allow it to dry.

Shade Name	Base	Description	Swatch
✓ Goldfinch \$34.95	Cool Strong Green- Yellow Base	• Use straight to correct mauve, purples & salmon or • Choose a taupe brow shade and add 1 to 3 drops of Goldfinch to correct & neutralize salmon or mauve residuals.	
Sunflower \$34.95 M	Warm	• Lightens and warms most Beau Inks brow shades. • Will lighten and warm dark hair strokes made by machine or microblade.	
Purple Neutralizer \$34.95	Warm	• Can be used straight or added to brow colors. • Can correct and prevent the return of purple or mauve brows.	
✓ Butternut \$34.95	Warm	• Use 1 to 4 drops to lighten or warm light to medium brow shades • To correct light gray eyebrows, choose a warm brow shade and add Butternut. • For darker gray eyebrows, mix with Butterscotch.	
✓ Butterscotch \$34.95	Warm	• Use 1 to 4 drops to lighten or warm medium to darker brow shades.	
✓ Henna \$34.95	Warm	• For color correction, Henna can be used straight or mixed with Butterscotch to lighten and warm dark brows.	
Blue/Black Corrector \$34.95	Warm	• Lightens and corrects jet black brows and eyeliners that have turned blue and turns them brown.	
✓ Pumpkin \$34.95	Warm	• Great corrective color for blue, purple, or black lips. • Can be used as a straight color for beautiful pumpkin lips.	
✓ New Pumpkin \$34.95	Warm	• A corrector for blue, purple, or black lips.	

Soft Ash \$34.95	Cool	• Can be used for neutralizing orange, coral, or shrimp-colored brows.	
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Lip Colors - ✓ = Top Seller

Beau Inks has created a Beau Blue Indicator Scale (BBI) for Lips that simply ranges from 1-6 much like the Fitzpatrick Scale.

Beau Blue Indicator Scale (BBI)

BBI-1	very pale lips
BBI-2	light pink lip
BBI-3	medium pink or red lips that have a great deal of color
BBI-4	redder, some purple and brown tones, resembling a rare steak.
BBI-5	a lot of purple and brown tones, resembling calf's liver.
BBI-6	very deep brown color

Remember to always view lips separately from one's complexion.

A woman's complexion may be a #1 on the Fitzpatrick Scale but her lips can be a deep BBI 4 or greater, having a great degree of blue.


The BBI describes the degree of blue in the lips.

Add New Pumpkin when using any deep shade or when lips are a BBI 3 or greater.



Always spread your selection over the lips and wait for it to dry. This allows you to see how your color will mix with the degree of blue in the lips and prompt you on how much New Pumpkin or Pumpkin to add.

New Pumpkin or Pumpkin are recommended to warm the deeper, earthy shades since they are much more intense.




Tropical Lip Shades

Shade Name	Base	Description	BBI	Swatch
✓ Hibiscus \$34.95	Cool/ Neutral	<ul style="list-style-type: none"> • Bright magenta pink that works well on complexions ranging from fair to olive. • Can be added to the Roses and Reds to brighten them. 	1-4	

Pink Lip Shades

Shade Name	Base	Description	BBI	Swatch
✓ In The Pink \$34.95	Cool/ Neutral	<ul style="list-style-type: none"> • A gorgeous pink used on both warm and cool complexions. • Perfect for the gal that wants that light and natural pink. 	1-3	
Coral Sunrise NEW \$34.95	Cool/ Neutral	<ul style="list-style-type: none"> • New Lip Color 2023 • An earthy pink with high opacity. 	1-3	

Warm Lip Shades

Shade Name	Base	Description	BBI	Swatch
✓ Cayenne \$34.95	Warm/ Neutral	<ul style="list-style-type: none"> • Intense, deep shade so work caution but gorgeous! • Add New Pumpkin or Pumpkin to prevent bluing if BBI is closer to 4. 	2-4	
Peach \$34.95	Warm/ Neutral	<ul style="list-style-type: none"> • Neutral shade that flatters most women. 	1-3	
✓ Apricot Crème \$34.95	Warm/ Neutral	<ul style="list-style-type: none"> • Great shade for fair blondes and older women with warm complexions. 	1-3	

Mauve Lip Shades

Shade Name	Base	Description	BBI	Swatch
✓ Mauve-lous \$34.95	Cool/ Neutral	• A browny-mauve.	1-3	
Merlot \$34.95	Cool	• Deep Mauve that is beautiful but use with caution. • Add Naked or Pumpkin to reduce risk of bluing in BBI-3	1-3	

Rose & Red Lip Shades

Shade Name	Base	Description	BBI	Swatch
✓ Vintage Rose \$34.95	Cool/ Neutral	• A gently muted Rose shade heals with intensity and depth. Fabulous on cool or warm skin tones.	1-3	
Rosa Red \$34.95	Cool/ Neutral	• A bright pinkish red that can be used on warm and cool skin tones.	1-3	

Neutral/Earthy Lip Shades

Shade Name	Base	Description	BBI	Swatch
✓ Naked \$34.95	Neutral	• An earthy, nude shade...perfect for a soft, natural look. Can be used on both warm and cool complexions.	1-3	
✓ Nearly Nude \$34.95	Neutral	• A natural lip shade that can be used straight on BBI • On darker lips, warm with Naked or Pumpkin.	1-3	

Eyeliner Colors - ✓ = Top Seller

Shade Name	Description	Swatch
✓ Almost Black \$34.95	• Almost Black is a soft black heals with blue undertones. Great for fair blue-eyed women.	
✓ Black Noir \$34.95	• It is a thinner consistency and therefore it slips into the skin easily. • It heals with less blue, due to its warm base. Longevity is greatly improved with Black Noir. Very popular for SMP.	
Onyx Black \$34.95	• A softer black with a strong blue undertone. Great for fair blue-eyed women.	
✓ Onyx Black C \$39.95	• Straight carbon. If using straight, use <i>only</i> between lashes on upper eyends. • A drop can be added to our other eyeliner pigments to deepen.	
✓ Flagstone \$34.95	• Flagstone is a charcoal gray color that is great for silver-hair women or fair, cool blondes.	
Purple Rain \$34.95	• A soft beautiful purple eyeliner shade that works great with brown eyes, Asian and Mediterranean skin tones.	
✓ Rainforest \$34.95	• Rainforest is a fabulous alternative to brown eyeliner. Rainforest is gorgeous and looks beautiful on both warm and cool complexions.	
Palm \$34.95	• Palm is a bit greener and bolder than Rainforest	

NEW PRODUCTS

Beau Ink Away <i>Saline Gel Remover. Our all-natural, thickened, formula has been developed for easier use in lightening permanent cosmetics.</i> \$25	Beau Inks Pigment Sealer <i>Enhances your procedures by nourishing and moisturizing the skin for better color retention.</i> \$23	Beau Inks Pigment Hydrator <i>No need to throw away your pigment when it begins to thicken. A drop or two of our Hydrator will extend the life of your pigments!</i> \$15
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