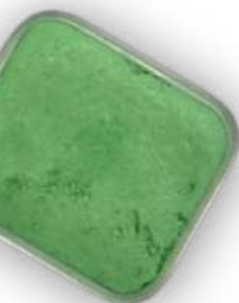




simply earth®

THE BEGINNER'S GUIDE TO

DIY



Natural Makeup



KATIE VELDKAMP

CERTIFIED AROMATHERAPIST



Disclaimer: This guide is for personal use only. No part of this publication may be shared, copied, or reproduced without written permission from Simply Earth®.

The recipes and information in this guide are provided “as-is” for educational purposes only. Simply Earth® and the authors of this guide are not medical professionals, and this content should not be considered medical advice. While we have taken every precaution to ensure accuracy, we cannot guarantee the completeness or reliability of the information. These recipes have not been evaluated by the Food and Drug Administration (FDA) and are not intended to diagnose, treat, cure, or prevent any disease. Additionally, Simply Earth® recipes have not been laboratory tested and may contain ingredients that can cause allergic reactions or skin sensitivities. If you have allergies or concerns about any ingredient, please consult a medical professional before use.

Simply Earth® is not responsible for any adverse reactions, inaccuracies, or damages resulting from the use of this guide. Use it at your own risk.

simply earth®

www.simplyearth.com

Copyright © 2025 Simply Earth® All Rights Reserved.



Meet Your Guide, **KATIE VELDKAMP**

Hey DIY Beauty Enthusiast!

I'm so excited to welcome you to The Beginner's Guide to DIY Natural Makeup! If you're here, it means you're ready to take control of your beauty routine—choosing ingredients that are safer, more natural, and customized just for you.

When I first started making my own makeup, I had so many questions. What ingredients are best? How do I get the right texture and color? Will it actually work? I've been there, and that's why I created this guide—to make your DIY journey easy, fun, and beginner-friendly.

Inside, you'll find everything you need to get started:

- ✓ The best natural ingredients for homemade makeup
- ✓ Common mistakes (and how to avoid them!)
- ✓ Pro tips and tricks for perfecting your recipes
- ✓ Step-by-step tutorials for creating your own blush, eyeshadow, lip balm, and more!

I truly believe that beauty should be simple, natural, and empowering—and that's exactly what this guide is here to help you achieve. Whether you're looking to replace store-bought products with cleaner alternatives or just love the creativity of DIY, you're in the right place.

I can't wait to see what you create! Be sure to share your DIY makeup journey with us—I'd love to hear about your experience.

Happy making!



Katie's Author Bio: Katie Veldkamp is a co-founder of Simply Earth, the pure essential oil company that teaches you how to use essential oils at honest prices. She's a certified aromatherapist and loves teaching people how to make their own products using essential oils. Her super power is cutting through the confusing and overwhelming misinformation about essential oils on the internet. She brings people confidence and clarity on how to use essential oils to make their own products. Her essential oil journey started with trying to solve her stinky feet problem. Now she teaches thousands of people to make their own recipes each month with the Simply Earth Essential Oil Recipe Box, Essential Oil Hero Course, and her Essential Oil Recipe Books.



Instagram

[aromatherapykatie](#)



Facebook

[Aromatherapy Katie](#)



Pinterest

[Aromatherapy Katie](#)



Table of Contents

- Page 5:** What Are Natural Beauty Products?
- Page 7:** Common DIY Mistakes & How to Avoid Them
- Page 9:** The Best Ingredients for DIY Makeup
- Page 13:** Your DIY Makeup Shopping List
- Page 15:** DIY Makeup Recipes
- Page 17:** Shades
- Page 24:** Bonus Tips & Customization Ideas
- Page 27:** #iMadeThis
- Page 28:** Get Everything You Need in One Box
- Page 29:** DIY Beauty Kit Sale Page

What Are Natural Beauty Products?



When you think of makeup, you probably imagine colorful palettes, silky powders, and creamy balms—but have you ever stopped to look at what’s inside them? Many conventional cosmetics rely on synthetic dyes, fillers, and preservatives that can be harsh on your skin. Natural beauty products, on the other hand, are made with simple, skin-friendly ingredients that work in harmony with your body instead of against it.

Making your own natural hair care products means you get to ditch the unnecessary chemicals and replace them with pure, effective, and nourishing ingredients that actually support healthy hair. Plus, it’s easier than you think!

Here’s why you’ll love DIY hair care:

WHY CHOOSE DIY NATURAL MAKEUP?

Switching to DIY natural makeup isn’t just about avoiding harsh chemicals—it’s about creating beauty products that nourish your skin, match your unique style, and give you full control over what you apply daily.



✨ Made with Safer Ingredients

Natural makeup skips the parabens, synthetic fragrances, and questionable additives in favor of gentle, nourishing ingredients.

🌿 Customizable Colors & Formulas

With mica powders and mineral pigments, you can craft makeup that perfectly suits your skin tone and preferences.

💖 Multi-Use & Versatile

Many DIY makeup products serve multiple purposes! A tinted balm can be a blush, lip tint, and even an eyeshadow.

🌍 Sustainable & Eco-Friendly

Store-bought makeup often comes in excess plastic packaging, whereas DIY makeup can be stored in reusable tins and jars.

💰 Budget-Friendly Beauty

A few simple ingredients can be used across multiple DIY products, saving you money in the long run!

HOW DIY MAKEUP WORKS

Rather than relying on artificial dyes and fillers, DIY makeup uses skin-safe pigments and natural binders to achieve beautiful, long-lasting results. Here's how:



✦ Mica Powders & Mineral Pigments

Natural makeup skips the parabens, synthetic fragrances, and questionable additives in favor of gentle, nourishing ingredients.

🌿 Butters & Oils (like Mango Butter & Jojoba Oil)

Give creams and balms their smooth, blendable texture while hydrating the skin.

❤️ Binders & Setting Agents (like Cetyl Alcohol)

Help powders stick together and improve product longevity.

WHAT YOU'LL BE MAKING IN THIS GUIDE

In this guide, you'll learn how to make three natural, beginner-friendly makeup products using simple ingredients and customizable pigments:



📦 DIY Eyeshadow Palette

Create stunning, silky shades using mica powders and lightweight binders for smooth application.

🍑 DIY Blush (Powder & Cream Options)

Whether you love a soft powder or a creamy tint, you'll learn how to create the perfect flush of color.

✦ Dewy Flush Balm

A hydrating, multi-use balm that adds a natural glow to cheeks, lips, and eyelids.

These recipes are designed to be easy, fun, and fully customizable, so you can create makeup that's uniquely yours. Whether you're new to DIY or looking to replace store-bought products with cleaner alternatives, this guide will help you make makeup that's just as effective—without the mystery ingredients.

Let's get started! ❤️

Common DIY Mistakes & How to Avoid Them

Starting your DIY makeup journey is exciting, but like any craft, there are a few common mistakes beginners make. Don't worry—we've got you covered! By learning what to watch out for and how to fix it, you'll be on your way to creating smooth, blendable, and long-lasting makeup with ease.



1. USING THE WRONG RATIOS OF PIGMENTS & BASES

One of the biggest challenges in DIY makeup is getting the right balance between pigment and base ingredients. Too much pigment can make a product patchy or hard to blend, while too little can leave colors looking sheer and uneven.



💡 How to Get It Right:

- ✓ Start with a small amount of pigment and gradually build up until you reach your desired intensity.
- ✓ If a powder product (like blush or eyeshadow) is too chalky, add a tiny bit more binder or oil to help it blend.
- ✓ If a balm or cream product feels too greasy, add a little more pigment or setting agent to adjust the texture.



2. NOT MIXING PROPERLY FOR EVEN COLOR DISTRIBUTION

A well-mixed formula is key to a smooth, streak-free application. Uneven mixing can lead to clumps of pigment, causing spotty color payoff and an unprofessional finish.

💡 How to Get It Right:

- ✓ Use a small sifter or grinder for dry ingredients to evenly disperse the color.
- ✓ For balms and creams, mix thoroughly while the ingredients are still warm to prevent pigment from settling at the bottom.
- ✓ Always test the consistency on your hand or wrist before setting the final product.

3. CHOOSING THE WRONG CARRIER OILS OR BUTTERS FOR DIFFERENT SKIN TYPES

Not all oils and butters work the same for everyone. Using the wrong type for your skin can cause clogged pores (if too heavy) or dryness (if too light), affecting both the feel and performance of your DIY makeup.



💡 How to Get It Right:

- ✓ For oily skin → Use lightweight oils like jojoba or grapeseed oil for a non-greasy finish.
- ✓ For dry skin → Choose mango butter or shea butter to add extra moisture.
- ✓ For balanced skin → Jojoba oil is a great all-around option.
- ✓ Test your formula in small batches to see how it interacts with your skin type before committing to a full recipe.



4. NOT PRESSING OR SETTING POWDERS CORRECTLY

If your DIY blush or eyeshadow doesn't stay on long or feels loose, chances are you're not pressing or setting it correctly. This can lead to fallout, uneven application, and shorter wear time.

💡 How to Get It Right:

- ✓ For powder makeup, use a binding agent like jojoba oil, cetyl alcohol, or glycerin to help hold the formula together.
- ✓ Use a pressing tool (or even the back of a spoon) to firmly pack your eyeshadow or blush into its container.
- ✓ Allow cream and balm products to fully set before closing the container to avoid uneven texture.

5. NOT TESTING THE COLOR ON SKIN BEFORE FINALIZING

One of the most exciting parts of DIY makeup is customizing your own shades—but what looks perfect in the jar might look too light, too dark, or too sheer once applied to your skin. Since mica powders and mineral pigments can appear different on skin than in the container, skipping a swatch test can lead to unexpected results.



💡 How to Get It Right:

- ✓ Always test small amounts on your wrist or jawline before setting the final recipe.
- ✓ Keep in mind that powders often look lighter in the pan than on the skin, while balms and creams may appear more sheer when blended out.
- ✓ If your color is too light, add a pinch more pigment. If it's too dark, mix in a little more base powder or balm to tone it down.
- ✓ Consider how the shade looks in different lighting (natural daylight vs. indoor lighting) to ensure it's what you want.

The Best Ingredients for DIY Makeup



The beauty of making your own makeup is that you get to control the ingredients—choosing high-quality, natural components that work for your skin and style. Whether you're crafting a blush, eyeshadow, or moisturizing glow balm, the right ingredients will help you achieve the perfect color, texture, and longevity.

Here's a breakdown of the must-have ingredients for DIY makeup, featuring Simply Earth's high-quality mica powders, mineral pigments, bases, and nourishing oils.

1. MICA POWDERS & MINERAL PIGMENTS – SAFE, VIBRANT COLOR

Color is the heart of any makeup product, and mica powders and mineral pigments are the safest, most natural way to create beautiful, vibrant shades.

Simply Earth's Mica Powders & Pigment

Powders provide a range of rich hues that can be mixed and blended to create customized eyeshadows, blushes, and tints



How They Work:

- ✓ Mica powders add a soft shimmer and light-reflecting glow.
- ✓ Mineral pigments provide rich, matte colors for a bold or natural finish.
- ✓ Blend different shades to create your perfect custom colors!
- ◆ Tip: To get deeper, more intense color, combine pigment powders with a touch of oil or wax to help them bind.

2. BASES & BINDERS – CREATING THE PERFECT TEXTURE

Every DIY makeup product needs a base ingredient to give it the right feel, blendability, and application. The type of base or binder you choose determines whether your product is a pressed powder, cream, or balm.

Simply Earth's Mineral Makeup Base

A ready-to-use base that makes creating powder formulas easy! Perfect for eyeshadow, blush, and setting powders.



BEST NATURAL OILS & BUTTERS FOR DIY MAKEUP:

✓ JOJOBA OIL

A lightweight, skin-balancing oil that improves blendability and mimics skin's natural oils.



✓ MANGO BUTTER

A soft, nourishing butter that gives balms and cream blushes a smooth, silky texture.

✓ ALMOND OIL

A deeply moisturizing oil that keeps makeup from feeling dry or flaky.



BEST WAXES & SOLID BINDERS:

✓ BEESWAX

Helps set balms and cream formulas while providing a slight natural hold.



✓ CETYL ALCOHOL

Adds a silky, lightweight feel to cream and balm products, helping them glide on smoothly.

◆ Tip: The more butter you use, the creamier your product will be! If you want a lighter, more spreadable finish, increase oils. If you need a firmer texture, add more wax for stability.

3. SETTING AGENTS – MAKING MAKEUP LAST LONGER

DIY makeup products need a little help staying put throughout the day. Setting agents improve adhesion, wear time, and blendability while ensuring your powders don't fall apart and your balms don't smudge too quickly.

✓ JOJOBA OIL & CETYL ALCOHOL

Help pigments stick to the skin without feeling greasy.



✓ BEESWAX

Adds a natural grip and staying power to balms and cream products.



✓ SIMPLY EARTH'S MINERAL MAKEUP BASE

A pre-blended base that contains setting agents to help makeup stay put longer.

◆ Tip: If your powder makeup isn't pressing well, try adding a drop of jojoba oil to bind the pigments together.

4. ESSENTIAL OILS – ADDING SCENT & SKIN BENEFITS

While essential oils aren't necessary for color or texture, they can add skincare benefits and a lovely natural scent to your DIY beauty products. However, essential oils should not be used in the eye area—avoid using them in eyeshadow or anything that goes near the eyes.



BEST ESSENTIAL OILS FOR DIY MAKEUP:

🌸 Beauty Within Blend

A nourishing blend that promotes healthy, radiant skin—perfect for cream blushes and glow balms.

🍌 Resilience Blend

A grounding, skin-supporting blend that helps balance and soothe skin.

🍊 Grapefruit (Pink) Essential Oil

Adds a fresh, uplifting scent with a touch of brightening properties.

🌲 Cedarwood (Himalayan) Essential Oil

A calming, earthy oil known for its skin-soothing properties.

Other great options:

🌿 Lavender Essential Oil

Gentle and soothing, great for balms and sensitive skin products.

🍊 Sweet Orange Essential Oil

A cheerful, bright scent that pairs well with citrus-inspired shades.

◆ Tip: Use only 1-2 drops per recipe to avoid overpowering the formula. Never use essential oils in eye makeup!



BRINGING IT ALL TOGETHER

By using the right combination of mica powders, mineral pigments, nourishing oils, and setting agents, you can create high-performing, all-natural DIY makeup that's safe, effective, and completely customizable. Whether you're making a soft blush, a glowing balm, or a custom eyeshadow palette, these ingredients will help you achieve the perfect color, texture, and longevity.

At Simply Earth, we believe that natural beauty starts with the best ingredients. That's why we carefully source high-quality, ethically harvested mica powders, mineral pigments, nourishing oils, and essential oils—so you can feel confident that your DIY makeup is as pure and skin-loving as possible.

Now that you know the best ingredients for DIY makeup, let's get your supplies ready! In the next section, we'll walk through a shopping list to ensure you have everything you need to start creating.



Your DIY Makeup Shopping List

To create your own natural, high-quality makeup, you need pure ingredients that provide vibrant color, smooth textures, and long-lasting wear. This shopping list includes everything you need, whether you're following the recipes in this guide or customizing your own creations!



💡 Want an Easy Way to Get Everything?

- ✓ The Simply Earth Recipe Box – Get a curated selection of ingredients to create stunning DIY makeup at home.
- ✓ The DIY Blush & Eyeshadow Palette Kit – Everything you need to make your own blush, eyeshadow, and glow balm—all in one kit!



✨ Color & Pigments (Create custom shades!)

- ✓ Simply Earth Mica Powder Sample Kit – A range of shimmery, skin-safe pigments for natural, buildable color.
- ✓ Simply Earth Pigment Sample Kit – Perfect for deep, matte shades in eyeshadow and blush.
- ◆ Pro Tip: Mix different mica powders & pigments to create a shade that perfectly suits your skin tone!

❤️ Bases & Binders (The foundation of great DIY makeup!)

- ✓ Simply Earth Mineral Makeup Base – The easiest way to make silky smooth powder makeup!
- ✓ Mango Butter – Nourishes skin while giving balms and creams a luxurious feel.
- ✓ Almond Oil – A lightweight oil that helps powders and balms blend beautifully.
- ✓ Cetyl Alcohol – Gives cream products a smooth, non-greasy texture.
- ✓ Beeswax (Optional, for firmer balms)
- ◆ Pro Tip: Want a hydrating balm that doesn't feel greasy? Cetyl alcohol + mango butter + almond oil is the perfect combo!



🌿 Essential Oils for Skin Benefits & Scent



(Not for eye makeup—best for blush & balms!)

- ✓ Beauty Within Essential Oil Blend – Adds a subtle scent while promoting healthy, glowing skin.
- ✓ Resilience Essential Oil Blend – A grounding oil that nourishes and protects the skin.
- ✓ Grapefruit (Pink) Essential Oil – Uplifting and brightening for radiant skin.
- ✓ Cedarwood (Himalayan) Essential Oil – A calming, earthy scent perfect for balms and blush.
- ✓ Cardamom Essential Oil – A warm, slightly spicy scent that adds a unique touch to lip and cheek balms.
- ◆ Pro Tip: Mix different mica powders & pigments to create a shade that perfectly suits your skin tone!

🔧 Tools & Packaging (Store & apply your creations!)

- ✓ Makeup Compact – Perfect for pressed eyeshadow & blush.
- ✓ Rectangle Cosmetic Tins (2 pcs) – Great for balms & custom cream blushes.
- ✓ Square Cosmetic Tins (4 pcs) – Ideal for multi-use products & travel-friendly makeup.
- ✓ Cosmetic Tin (square) (2 extra pcs) – For extra storage & custom blends!



◆ Pro Tip: Want to create your own personalized makeup palette? Our compact has a magnetic base, so your cosmetic tins stay securely in place—and you can easily swap them out anytime! The cosmetic tins are magnetic inside a compact!

💡 Why Buy from Simply Earth?

At Simply Earth, we believe in natural beauty that's safe, sustainable, and affordable. That's why we source our mica powders, pigments, oils, and essential oils with the highest quality standards—so you can feel confident in what you're putting on your skin.

- 🌿 Pure, ethically sourced ingredients
- 💰 Affordable without compromising quality
- 🌍 Eco-friendly packaging & sustainable sourcing
- 🛒 Easy, all-in-one kits to simplify DIY beauty!

Want everything in one easy kit? Grab the Simply Earth Recipe Box or the DIY Natural Makeup Kit today and start creating your own clean beauty essentials!

DIY Makeup Recipes



Now that you know the best ingredients for natural, high-performing makeup, it's time to bring everything together and start creating! The recipes in this section are designed to be beginner-friendly, customizable, and fun—allowing you to craft makeup that suits your skin, your style, and your needs. Each recipe will guide you step-by-step through the process of blending pigments, choosing the right texture, and achieving the perfect color payoff. Whether you're making a soft, buildable blush, a hydrating glow balm, or a silky eyeshadow palette, you'll learn how to:

- ✓ Mix and blend mica powders & mineral pigments for the perfect shade
- ✓ Choose oils, butters, and binders for a smooth, skin-loving texture
- ✓ Create long-lasting, wearable makeup—all from natural ingredients

💡 **Pro Tip:** The beauty of DIY makeup is that it's completely customizable! Feel free to adjust colors, textures, or essential oils to make each product uniquely yours.





DIY Blush Palette



From Simply Earth

- 1 tsp DIY Mineral Makeup Base
- Pigments & Mica Powders (see shades)
- ½ tsp Almond Oil
- ½ Tbsp Mango Butter
- ½ tsp Cetyl Alcohol
- 3 drops Beauty Within Essential Oil Blend (optional)
- Rectangle Cosmetic Tin



From Your Home

- Mini measuring spoons
- Mortar and pestle, coffee grinder, or silicone spatula
- Face mask*

- 1 Choose the shade that you would like to make. Thoroughly blend the DIY Mineral Makeup Base, Pigments, and Mica Powders using a silicone spatula, mortar and pestle, or a DIY-designed coffee grinder.*
- 2 To use as a loose powder, pour mixture into a Cosmetic Tin. Dip a makeup brush into the powder, tap the brush to remove excess powder, then apply to the cheeks. To create a pressed powder, add the Almond Oil to the powders and stir thoroughly. Firmly press the mixture into the Cosmetic Tin. To use, apply to cheeks with a clean finger or makeup brush.
- 3 To create a cream-based blush, melt together Almond Oil, Mango Butter, and Cetyl Alcohol. Once just melted, add the essential oil and stir. Add oil mixture to the powders and stir until thoroughly combined. Pour into the Cosmetic Tin and gently tap the tin against the counter to release air bubbles. Allow it to cool completely. To use, apply to cheeks (and lips if desired) with a clean finger or makeup brush.

***This recipe involves working with fine powders that can go airborne as you blend them; wear a face mask while crafting to avoid inhalation.**

TIPS & TRICKS

- Pigments tend to clump so you'll need to be persistent in your blending.
- Feel free to adjust the shades by changing up the amounts of pigments and mica powders. Keep in mind a small adjustment can make a big difference in color.

Blush Shades

Shade 1: Pink Punch



Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Rose Red Mica	$\frac{1}{4}$ tsp
Fuchsia Mica Powder	$\frac{1}{4}$ tsp
Yellow Gold Mica Powder	$\frac{1}{16}$ tsp

Shade 2: Pink Lemonade



Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Red Iron Oxide	$\frac{1}{64}$ tsp
Yellow Iron Oxide	$\frac{1}{64}$ tsp
Fuchsia Mica Powder	$\frac{1}{16}$ tsp

Shade 3: Wild Orchid



Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Fuchsia Mica Powder	$\frac{1}{2}$ tsp
Red Iron Oxide	$\frac{2}{64}$ tsp
Brown Iron Oxide	$\frac{1}{64}$ tsp

Shade 4: Coral



Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Rose Red Mica Powder	$\frac{1}{4}$ tsp
Tiger Orange Mica Powder	$\frac{1}{4}$ tsp
Yellow Gold Mica Powder	$\frac{1}{16}$ tsp



DIY Eyeshadow Palette

From Simply Earth

- 1 tsp DIY Mineral Makeup Base
- 3/4 tsp Mango Butter
- 1/4 tsp Cetyl Alcohol
- Pigments & Mica Powders (see shades)
- Square Cosmetic Tin
- 1/16 - 1/4 tsp Almond Oil (see recipe)

From Your Home

- Mini measuring spoons
- Mortar and pestle, coffee grinder, or silicone spatula
- Face mask*

1

Choose the shade that you would like to make. Thoroughly blend the DIY Mineral Makeup Base, Pigments, and Mica Powders using a silicone spatula, pestle and mortar, or DIY-

2

designated coffee grinder.*

To use as a loose powder, pour mixture into a Cosmetic Tin. Dip a makeup brush into the powder. Tap the brush to remove excess powder and apply to the cheeks. To create a pressed powder, add 1/8 tsp Almond Oil to the powders and stir thoroughly. Pour the mixture into the tin and firmly press it down into the tin using a clean finger or back of a spoon. Use a makeup brush or a clean finger to apply to eyelid.

3

To create a cream-based eye shadow, melt together 1/4 tsp Almond Oil, the Mango Butter, and Cetyl Alcohol and stir to mix. Add oil mixture to the powders and stir until thoroughly combined. Pour into the tin and gently tap the tin against the counter to release air bubbles. Allow it to cool completely. To use, apply to eyelid with a clean finger or makeup brush.

4

Repeat to create four shades.

***This recipe involves working with fine powders that can go airborne as you blend them; wear a face mask while crafting to avoid inhalation.**

Eyeshadow Shades

Earth Tones Series

Love natural earthy tones? Start with these shades and build up your pallet from there!



Shade 1: Sand

Cool, dusty beige

Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Yellow Iron Oxide	1/32 tsp
Brown Iron Oxide	1/32 tsp

Shade 2: Forest

Strong, cool green

Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Chromium Oxide Green	1/8 tsp
Brown Iron Oxide	1/32 tsp

Shade 3: Mountain

Pale, cool gray

Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Black Iron Oxide	1/8 tsp
Brown Iron Oxide	1/8 tsp

Shade 4: Deep Water

Deep, warm

Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Brown Iron Oxide	1/16 tsp
Blue Ultramarine	1/8 tsp

Bold & Vibrant Series

Love bright and bold makeup? Start with these shades and adjust them to match you and your personality!

Shade 1: Gold Sunshine

Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Yellow Gold Mica Powder	$\frac{1}{8}$ tsp
Yellow Iron Oxide	$\frac{1}{16}$ tsp

Shade 2: Pink Bubble Gum

Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Fuchsia Mica Powder	$\frac{1}{4}$ tsp
Violet Mica Powder	$\frac{1}{64}$ tsp
Red Iron Oxide	$\frac{1}{64}$ tsp

Shade 3: Starry Sky Blue

Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Green Chromium Oxide	$\frac{1}{16}$ tsp
Yellow Iron Oxide	$\frac{1}{64}$ tsp
Pearl Mica powder	$\frac{1}{2}$ tsp
Blue Ultramarine	$\frac{1}{8}$ tsp

Shade 4: Sparkling Emerald

Ingredient	Amount
DIY Mineral Makeup Base	1 tsp
Green Chromium Oxide	$\frac{1}{4}$ tsp
Lime Green Mica Powder	$\frac{1}{2}$ tsp



Moisturizing Glow Balm



From Simply Earth



From Your Home

- ½ Tbsp Mango Butter
- ½ tsp Cetyl Alcohol
- ½ tsp Almond Oil
- 1/32 tsp Pearl Mica Powder
- 2 drops Resilience Essential Oil Blend
- Rectangle Cosmetic Tin
- Mini measuring spoons
- Face mask*

- 1 In a double boiler (or in the microwave using short intervals), melt the Cetyl Alcohol, Mango Butter, and Almond Oil.
- 2 Once the mixture is melted, remove from heat. Add essential oil, mica powder, and stir.
- 3 Pour mixture into tin and allow it to cool completely. To use, apply to face and lips, spreading it around with clean fingers (avoiding the eyes) to moisturize and create glowing skin. Spreading the balm around will likely cause temporary redness in the skin which will subside within a few minutes. This balm is a great base for your DIY makeup.

**This recipe involves working with fine powders that can go airborne as you blend them; wear a face mask while crafting to avoid inhalation.*





Grapefruit Beauty Balm



From Simply Earth

- ½ tsp DIY Mineral Makeup Base
- ⅛ tsp Fuchsia Mica Powder
- 1 half smidgen (1/64 tsp) Red Iron Oxide
- ¼ tsp Fractionated Coconut Oil
- 1 tsp Coconut Oil (Solid)
- ¼ tsp Beeswax
- 1 drop Grapefruit (Pink) Essential Oil
- Square Cosmetic Tin

From Your Home

- Face mask*

- 1 In a small bowl, thoroughly blend together the Mineral Makeup Base, Mica Powder, and Red Iron Oxide until you reach one uniform color with no clumps*. Wear a face mask during this step to avoid inhaling any airborne particles while mixing.
- 2 In a double boiler (or in the microwave using short intervals), melt together the Fractionated Coconut Oil, Coconut Oil (Solid), and Beeswax. Stir intermittently.
- 3 Once just melted, add the essential oil and stir.
- 4 Add the pigment mixture to the oil mixture. Stir until thoroughly combined.
- 5 Pour mixture into the tin (reheat the mixture if necessary to pour smoothly) and allow it to cool completely.
- 5 To use, apply to lips and cheeks and blend into the skin for a beautiful and natural-looking blush.

**Tip: If you love making DIY makeup, I recommend investing in an inexpensive coffee grinder and using that to blend your makeup bases. A mortar and pestle or a silicone spatula in a bowl also work to thoroughly mix your pigments and powders.*

TIPS & TRICKS

- There are mini measuring spoons that can be used to measure out volumes like “smidge” and “pinch” that I like to use rather than estimating when making DIY makeup.
- Grapefruit Essential Oil can make your skin more sensitive to sunlight but is unlikely to have this effect at the dilution rate we use in this recipe.



Wineberry Glow Balm

From Simply Earth

- ½ tsp DIY Mineral Makeup Base
- ⅛ tsp Fuchsia Mica Powder
- 1/16 tsp Red Iron Oxide
- ¼ tsp Fractionated Coconut Oil
- 1 tsp Coconut Oil (solid)
- ¼ tsp Beeswax
- 1 drop Beauty Within Essential Oil Blend
- 1 drop Cedarwood (Himalayan) Essential Oil
- Square Cosmetic Tin

From Your Home

- Face mask*

- 1 In a small bowl, thoroughly blend together the Mineral Makeup Base, Mica Powder, and Red Iron Oxide until you reach one uniform color with no clumps*. Wear a face mask during this step to avoid inhaling any airborne particles while mixing.
- 2 In a double boiler (or in the microwave using short intervals), melt together the Fractionated Coconut Oil, Coconut Oil (Solid), and Beeswax. Stir intermittently.
- 3 Once just melted, add the essential oil and stir.
- 4 Add the pigment mixture to the oil mixture. Stir until thoroughly combined.
- 5 Pour mixture into the tin (reheat the mixture if necessary to pour smoothly) and allow it to cool completely.
- 5 To use, apply to lips and cheeks and blend into the skin for a beautiful and natural-looking blush.

**Tip: If you love making DIY makeup, I recommend investing in an inexpensive coffee grinder and using that to blend your makeup bases. A mortar and pestle or a silicone spatula in a bowl also work to thoroughly mix your pigments and powders.*

Bonus Tips & Customization Ideas

One of the best things about DIY makeup is that you're in control! Whether you want a bolder color, a softer texture, or a longer-lasting formula, these simple customization tips will help you make each product truly your own.



🎨 ADJUSTING COLORS TO MATCH YOUR SKIN TONE

Not every shade works for every skin tone—but the beauty of DIY is that you can custom-blend your perfect match!

- ✓ For a warmer tone: Add a pinch of Tiger Orange or Yellow Gold Mica Powder to give your shade a sun-kissed effect.
- ✓ For a cooler tone: Use Violet or Rose Red Mica Powder for a pinker flush.
- ✓ For a deeper shade: Increase Red Iron Oxide or add a hint of Indigo Blue Mica Powder to neutralize overly warm tones.
- ✓ For a sheer, softer effect: Mix in more Simply Earth's Mineral Makeup Base to lighten the intensity.
- ◆ Pro Tip: Swatch your formula on your wrist or jawline before finalizing your shade—it may look different on your skin than in the jar!



✨ SHIMMER OR MATTE? YOU DECIDE!

Want to create a glowing, luminous finish or keep things soft and natural? Adjusting shimmer is easy!

- ✓ For a matte finish: Stick to mineral pigment powders without mica.
- ✓ For a soft glow: Use just a touch of Yellow Gold or Rose Red Mica Powder to add warmth.
- ✓ For a high-shine effect: Add extra Yellow Gold or Violet Mica Powder for an illuminating finish.
- ◆ Pro Tip: Shimmery shades work great for highlighting areas like cheekbones & eyelids!

📌 CUSTOMIZING TEXTURE & FORMULA

Every skin type is different, so adjusting the formula helps you create a product that feels great on your skin!

- ✓ For a more creamy, hydrating texture – Add a touch more mango butter or almond oil.
- ✓ For a firmer balm or longer wear time – Increase the cetyl alcohol or beeswax slightly.
- ✓ For a silkier powder – Use Simply Earth's Mineral Makeup Base to soften texture & improve blendability.
- ◆ Pro Tip: If a balm or cream is too soft, pop it in the fridge for 10 minutes to firm it up before use.



🌿 SCENT & SKINCARE BENEFITS WITH ESSENTIAL OILS

Want to add a natural fragrance or skincare benefits to your makeup? Essential oils can enhance blushes and balms—but remember, they should not be used in eye makeup.

- 🌸 For a skin-loving, floral touch → Beauty Within Blend
- 💪 For a grounding, protective feel → Resilience Blend
- 🍊 For a bright, uplifting scent → Grapefruit (Pink) Essential Oil
- 🌲 For an earthy, calming effect → Cedarwood (Himalayan) Essential Oil
- 🔥 For a warm, slightly spicy twist → Cardamom Essential Oil
- ◆ Pro Tip: Use only 1-2 drops per recipe to keep the scent subtle and skin-safe!

🚀 MULTI-USE MAKEUP HACKS (MAKE THE MOST OF YOUR DIY PRODUCTS!)

- ✓ Blush as Lip Tint? Yes! Cream blush formulas work beautifully as lip stains.
- ✓ Glow Balm as Highlighter? Dab it on cheekbones & collarbones for a natural glow.
- ✓ Deep eyeshadow as brow powder? Use a matte brown pigment for a natural brow fill-in.
- ✓ Lighter eyeshadow shades as a setting powder? A neutral or light pink-toned mica can double as a soft-setting highlight!
- ◆ Pro Tip: Your DIY makeup isn't just for one use—get creative and make the most out of every product!



Final Thoughts

With these bonus tips and customizations, you can fine-tune your DIY makeup to match your style, skin tone, and preferences. The best part? There are no rules! Experiment, mix, and have fun creating your perfect natural beauty products.

Now that you've mastered the art of DIY makeup, it's time to take things even further. Join our workshop, share your creations, and explore more DIY beauty adventures!





#IMadeThis - Share Your DIY Makeup & Win!

We love seeing your DIY creations! Show off your handmade blush, eyeshadow, or glow balm and get a chance to win a \$5 Simply Earth gift card!

How to Enter:

- ✓ Take a photo or video of your DIY makeup creation.
- ✓ Tag @SimplyEarth and use #IMadeThis in your post on Instagram, Facebook, or TikTok.
- ✓ Each month, we'll randomly select a winner to receive a \$5 Simply Earth gift card!

💡 Pro Tip: Share your customized colors, favorite ingredient combos, or makeup swatches for a better chance to be featured on our page!

Let's build a community of DIY beauty lovers—one handmade product at a time!

📺 Join Our Live Workshop on YouTube!

Want to see these DIY makeup recipes come to life? Join our Live Workshop on YouTube, where we'll walk you through everything in this guide—step by step!

What You'll Learn in the Live Workshop:

- ✓ How to mix pigments & mica powders for the perfect shade
- ✓ Tips for customizing texture for different skin types
- ✓ How to make DIY blush, eyeshadow, and glow balm
- ✓ Live Q&A – Ask your DIY makeup questions!

📅 When? May 15, 2025 at 2:00 CST (replay available!)

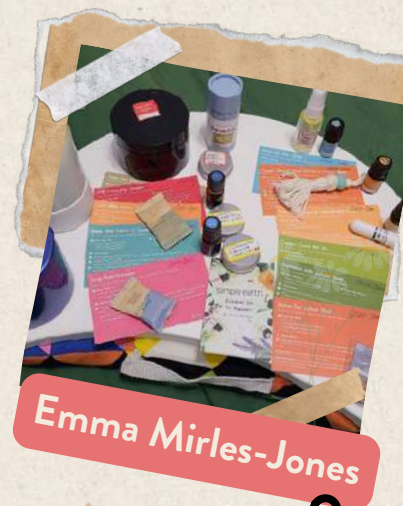
📍 Where? Simply Earth's YouTube Channel

💡 Don't forget to bring your Simply Earth Recipe Box or DIY Makeup Kit so you can make your products with us live!

🔔 Set a reminder & subscribe to our channel so you don't miss it!



Christine Kramer



Emma Mirles-Jones



Wanda Biernat
Heit



Tonia N Michael Gillette



Michelle Paulhus

Want a DIY Adventure?

Check out Simply Earth's Recipe Box

12+ months of different Natural DIY products + access to that topic's Hero Course!



simply earth®

DIY Hair Care

WHAT'S INSIDE?

- ✓ Beauty Within Essential Oil Blend
- ✓ Cardamom Essential Oil
- ✓ Grapefruit (Pink) Essential Oil
- ✓ Cedarwood (Himalayan) Essential Oil

EXTRAS:

- ✓ DIY Mineral Makeup Base
- ✓ Red Iron Oxide
- ✓ Cosmetic Tin
- ✓ Fuchsia Mica Powder
- ✓ Sustainable Lip Balm Container

FREE BIG BONUS BOX

- ✓ Beauty Within Solid Serum
- ✓ Wineberry Glow Balm
- ✓ Grapefruit Beauty Balm
- ✓ Wild Berry Kiss Lip Paint
- ✓ Forest Guardian Roll-On
- ✓ Morning Burst Diffuser Blend

Over \$212+ value for only **\$44.99!**

★★★★★ (5.0)

BONUS: You get 16 FREE items
when you subscribe today!



Scan the Code
for More Info!!

Make Your Own Blush & Eyeshadow Palette !!!



simply earth.®

DIY Natural Make Up Kit

Natural, Fast, and Easy to Make

WHAT'S INSIDE?

- ✓ Resilience Essential Oil Blend
- ✓ Beauty Within Essential Oil Blend

EXTRAS:

- ✓ Almond Oil
- ✓ Cosmetic Tins
- ✓ DIY Blush Palette
- ✓ DIY Eyeshadow Palette
- ✓ DIY Mineral Makeup Base
- ✓ Makeup Compact
- ✓ Mango Butter
- ✓ Mica Powder Sample Pack
- ✓ Pigment Sample Kit

RECIPE

- ✓ DIY Blush Palette
- ✓ DIY Eyeshadow Palette
- ✓ Moisturizing Glow Balm

Over \$90+ value
for only **\$49.99!**



Scan the Code
for More Info!!