



This price-per-ounce guide to high-end eye products was compiled and provided by Temptalia.com. We took popular brands and products along with current pricing (as of Fall 2012) and quantity in ounces to come up with price-per-ounce (PPO). This makes it easier to compare pricing across brands.

For example, if you expect to finish a product and/or re-purchase, PPO can be important. If you rarely finish any products and find yourself using a product only a few times before moving on, then the actual price (regardless of how much product you're getting) will be more important.

Product quantities were taken from our product reviews as well as retailer websites. All quantities were rounded to the nearest thousandth (e.g. a product that contains 0.00945 will show as 0.009 oz. but the PPO is calculated using the actual quantity). Many eyeliners range between 0.001 and 0.048, so we felt it important to show the distinction and round further out in this category.

www.temptalia.com

Brows

Brand	Formula	Price	Ounce	PPO
MAC	Brow Set	\$ 16.00	0.280	\$ 57.14
MAC	Penultimate	\$ 18.50	0.030	\$ 616.67
Chantecaille	Brow Definer	\$ 22.00	0.050	\$ 440.00
Giorgio Armani	Defining Pencil	\$ 29.00	0.040	\$ 725.00
Le Metier de Beaute	Brow Bound	\$ 36.00	0.040	\$ 900.00
Chanel	Crayon Sourcils	\$ 29.00	0.030	\$ 966.67
MAC	Eye Brows	\$ 15.00	0.003	\$ 5,000.00

Eyeliner - Gel

Brand	Formula	Price	Ounce	PPO
Sephora	Waterproof Smoky Cream Liner	\$ 12.00	0.150	\$ 80.00
Clinique	Brush-On Cream Liner	\$ 15.00	0.170	\$ 88.24
Stila	Smudge Pots	\$ 20.00	0.140	\$ 142.86
MAC	Fluidline	\$ 15.00	0.100	\$ 150.00
Make Up For Ever	Aqua Creamliner	\$ 22.00	0.140	\$ 157.14
Shiseido	The Makeup Accentuating Cream Eyeliner	\$ 26.00	0.150	\$ 173.33
Lancome	Long Wear Calligraphy	\$ 24.50	0.140	\$ 175.00
MAC	Crème Liner	\$ 15.00	0.080	\$ 187.50
Bobbi Brown	Long-Wear	\$ 22.00	0.100	\$ 220.00
Smashbox	Jet Set Waterproof	\$ 22.00	0.100	\$ 220.00
Buxom	Buxom Lashliner	\$ 16.00	0.070	\$ 228.57
LORAC	PRO Cream Eyeliner	\$ 19.00	0.080	\$ 237.50
YSL	Eyeliernr Effet Faux Cils	\$ 25.00	0.098	\$ 255.10

Eyeliner - Liquid

Brand	Formula	Price	Ounce	PPO
Make Up For Ever	Aquarelle	\$ 21.00	0.330	\$ 63.64
Urban Decay	Heavy Metal Glitter	\$ 18.00	0.250	\$ 72.00
Chantecaille	Luminous	\$ 22.00	0.300	\$ 73.33
Urban Decay	24/7 Waterproof	\$ 19.00	0.254	\$ 74.80
Chantecaille	Le Stylo	\$ 30.00	0.370	\$ 81.08
Tarina Tarantino	Eyelicity Glitter Liner	\$ 16.00	0.170	\$ 94.12
BlinC	Liquid	\$ 26.00	0.210	\$ 123.81
Too Faced	Starry-Eyed	\$ 17.50	0.140	\$ 125.00
Too Faced	Liquif-Eye	\$ 18.00	0.140	\$ 128.57
Kat Von D	Autograph	\$ 16.00	0.110	\$ 145.45
Stila	Glitter	\$ 16.00	0.100	\$ 160.00
EyeKo	Skinny Liquid	\$ 15.00	0.070	\$ 214.29
MAC	Liquid	\$ 18.50	0.084	\$ 220.24
MAC	Liquidlast	\$ 18.50	0.084	\$ 220.24
Benefit	Magic Ink	\$ 20.00	0.080	\$ 250.00
Givenchy	Parad'Eyes Fluid	\$ 30.00	0.100	\$ 300.00
MAC	Superslick	\$ 18.50	0.060	\$ 308.33
YSL	Liquid Eyeliner Moire	\$ 34.00	0.100	\$ 340.00
Make Up For Ever	Aqua Liner	\$ 23.00	0.058	\$ 396.55
Chanel	Ligne Extreme	\$ 32.00	0.080	\$ 400.00
Ellis Faas	Eyeliner	\$ 38.00	0.095	\$ 400.00

Hourglass	Calligraphy	\$ 32.00	0.080	\$ 400.00
Dior	Style Liner	\$ 34.00	0.080	\$ 425.00
Stila	Sparkle Waterproof	\$ 22.00	0.050	\$ 440.00
Illamasqua	Precision Ink	\$ 27.50	0.060	\$ 458.33
Giorgio Armani	Maestro Liquid	\$ 31.00	0.056	\$ 553.57
Lancome	Artlienr	\$ 29.50	0.050	\$ 590.00
MAC	Penultimate	\$ 18.50	0.030	\$ 616.67
Peter Thomas Roth	Lashes to Die For	\$ 28.00	0.040	\$ 700.00
Shiseido	Automatic Fine Eyeliner	\$ 29.00	0.040	\$ 725.00
Bobbi Brown	Ink Liner	\$ 24.00	0.030	\$ 800.00
YSL	Eyeliner Effet Faux Cils Shocking	\$ 32.00	0.040	\$ 800.00
Chanel	Ecriture de Chanel	\$ 34.00	0.040	\$ 850.00
Dior	Liquid	\$ 34.00	0.040	\$ 850.00
Smashbox	Limitless Liquid Liner Pen	\$ 22.00	0.020	\$ 1,100.00
Tarte	MultipleYE Lash Enhancing	\$ 22.00	0.020	\$ 1,100.00
Too Faced	3-Way Lash Lining Tool	\$ 22.00	0.020	\$ 1,100.00
Hourglass	Script Precision	\$ 32.00	0.028	\$ 1,142.86
LORAC	Front of the Line PRO	\$ 23.00	0.020	\$ 1,150.00
Stila	Stay All Day Waterproof	\$ 20.00	0.016	\$ 1,250.00
NARS	Eyeliner Stylo	\$ 27.00	0.020	\$ 1,350.00
Josie Maran	Magic Marker	\$ 22.00	0.016	\$ 1,375.00
Buxom	Buxom Pen & Ink	\$ 20.00	0.010	\$ 2,000.00
Le Metier de Beaute	Precision	\$ 42.00	0.020	\$ 2,100.00

Eyeliner - Pencil

Brand	Formula	Price	Ounce	PPO
Illamasqua	Eyeliner cake	\$ 23.00	0.150	\$ 153.33
Smashbox	Eye Beam Double-Ended Brightener	\$ 22.00	0.112	\$ 196.43
Sephora	Flashy Liner	\$ 8.00	0.040	\$ 200.00
Sephora	Kohl Waterproof	\$ 9.00	0.040	\$ 225.00
Givenchy	Magic Kajal	\$ 22.50	0.090	\$ 250.00
Sephora	Nano Eyeliennr	\$ 5.00	0.020	\$ 250.00
MAC	Eye Pencil	\$ 15.00	0.050	\$ 300.00
MAC	Kohl Power	\$ 15.00	0.050	\$ 300.00
MAC	Eye Kohl	\$ 15.00	0.048	\$ 312.50
Guerlain	Khol Kajal	\$ 36.00	0.100	\$ 360.00
Lancome	Le Crayon Khol	\$ 25.50	0.070	\$ 364.29
bareMinerals	Round the Clock	\$ 15.00	0.040	\$ 375.00
Clinique	Cream Shaper for Eyes	\$ 15.00	0.040	\$ 375.00
MAC	Pearlglide Intense	\$ 15.00	0.040	\$ 375.00
MAC	Powerpoint Eye Pencil	\$ 15.00	0.040	\$ 375.00
Tarina Tarantino	Eye Dream Hyperliner	\$ 15.00	0.040	\$ 375.00
Illamasqua	Medium	\$ 20.00	0.050	\$ 400.00
Too Faced	Lava Gloss Eye Liner	\$ 16.50	0.040	\$ 412.50
Make Up For Ever	Kohl Pencil	\$ 17.00	0.040	\$ 425.00
Chantecaille	Kohl Pencil	\$ 22.00	0.050	\$ 440.00
Laura Mercier	Tightlien Cake Eye Liner	\$ 22.00	0.050	\$ 440.00
Kat Von D	Autograph	\$ 18.00	0.040	\$ 450.00
Make Up For Ever	Aqua Eyes	\$ 18.00	0.040	\$ 450.00
Stila	Kajal	\$ 18.00	0.040	\$ 450.00

Too Faced	Perfect Eyes Waterproof	\$ 18.00	0.040	\$ 450.00
Smashbox	Limitless	\$ 19.00	0.040	\$ 475.00
Urban Decay	24/7 Glide-On	\$ 19.00	0.040	\$ 475.00
Benefit	BADgal Liner Waterproof	\$ 20.00	0.040	\$ 500.00
Laura Mercier	Eye Pencil	\$ 20.00	0.040	\$ 500.00
Laura Mercier	Kohl	\$ 20.00	0.040	\$ 500.00
Shiseido	Smoothing Eyeliner	\$ 20.00	0.040	\$ 500.00
NARS	Eye Liner Pencil	\$ 22.00	0.040	\$ 550.00
Chanel	Le Crayon Khol	\$ 28.00	0.050	\$ 560.00
Bobbi Brown	Long-Wear Eye Pencil	\$ 24.00	0.040	\$ 600.00
Giorgio Armani	Eyes to Kill Waterproof	\$ 28.00	0.040	\$ 700.00
Chantecaille	Gel Liner Pencil	\$ 33.00	0.046	\$ 717.39
Dior	Crayon	\$ 29.00	0.040	\$ 725.00
Dior	Crayon Kohl	\$ 29.00	0.040	\$ 725.00
YSL	Crayon Yeux Haute Tenue	\$ 29.00	0.040	\$ 725.00
YSL	Dessin du Regard Waterproof	\$ 29.00	0.040	\$ 725.00
Givenchy	Magic Khol	\$ 22.50	0.030	\$ 750.00
Giorgio Armani	Smooth Silk Eye Pencil	\$ 28.00	0.037	\$ 756.76
Tom Ford	Eye Pencil	\$ 35.00	0.040	\$ 875.00
Smashbox	Soft Effects Powder	\$ 22.00	0.025	\$ 880.00
Kat Von D	Tattoo Liner	\$ 18.00	0.020	\$ 900.00
Le Metier de Beaute	Dualistic	\$ 36.00	0.040	\$ 900.00
LORAC	3-in-1 Waterproof	\$ 18.00	0.020	\$ 900.00
Chanel	Le Crayon Yeux	\$ 29.00	0.030	\$ 966.67
Sephora	Retractable Waterproof	\$ 12.00	0.011	\$ 1,090.91
NARS	Larger Than Life Long-Wear	\$ 23.00	0.020	\$ 1,150.00
Guerlain	Terracotta Loose Kohl Liner	\$ 36.00	0.030	\$ 1,200.00
Clinique	Quickliner for Eyes Intense	\$ 15.00	0.012	\$ 1,250.00
MAC	Techankohl	\$ 15.00	0.012	\$ 1,250.00
bareMinerals	Liner Shadow	\$ 14.00	0.010	\$ 1,400.00
Buxom	Insider	\$ 14.00	0.010	\$ 1,400.00
Clinique	Quickliner for Eyes	\$ 15.00	0.010	\$ 1,500.00
Becca	Automatic Fine Eyeliner	\$ 23.00	0.013	\$ 1,769.23
Stila	Smudge Stick Waterproof	\$ 20.00	0.010	\$ 2,000.00
Tarte	EmphasEYES Inner Rim Brightener	\$ 18.00	0.009	\$ 2,000.00
Edward Bess	Defining Eyeliner	\$ 29.00	0.014	\$ 2,071.43
Lancome	Le Stylo Waterproof	\$ 25.50	0.010	\$ 2,550.00
Dior	DiorShow Liner Waterproof	\$ 29.00	0.010	\$ 2,900.00
Chanel	Stylo Yeux Waterproof	\$ 30.00	0.010	\$ 3,000.00
Tarte	EmphasEYES Aqua-Gel	\$ 18.00	0.003	\$ 6,000.00
Tarte	EmphasEYES High Definition	\$ 18.00	0.001	\$ 18,000.00

Eyeshadow - Powder

Brand	Formula	Price	Ounce	PPO
Tarina Tarantino	Eye Dream Highlight Duo	\$ 19.00	0.260	\$ 73.08
Urban Decay	Naked 2 Palette	\$ 50.00	0.600	\$ 83.33
Urban Decay	Naked Palette	\$ 50.00	0.600	\$ 83.33
Kat Von D	True Romance Palette	\$ 36.00	0.400	\$ 90.00
Josie Maran	Argan Beautiful Eyes	\$ 36.00	0.390	\$ 92.31
Too Faced	Box Palettes	\$ 36.00	0.390	\$ 92.31

Buxom	Color Choreography	\$ 36.00	0.260	\$ 138.46
bareMinerals	Ready Eyeshadow 4.0	\$ 30.00	0.200	\$ 150.00
Illamasqua	Liquid Metal Palette	\$ 42.50	0.280	\$ 151.79
theBalm	ShadyLady	\$ 16.00	0.100	\$ 160.00
Benefit	Velvet	\$ 18.00	0.110	\$ 163.64
Stila	Baked Eyeshadow Trio	\$ 28.00	0.170	\$ 164.71
Urban Decay	Stardust	\$ 20.00	0.120	\$ 166.67
Clinique	Color Surge Eyeshadow Quad	\$ 27.00	0.160	\$ 168.75
Sephora	Colorful Mono	\$ 12.00	0.070	\$ 171.43
LORAC	Starry-Eyed Baked Trio	\$ 26.00	0.150	\$ 173.33
Kat Von D	Shade Shifter	\$ 16.00	0.090	\$ 177.78
Chantecaille	Eyeshadow Quad	\$ 82.00	0.460	\$ 178.26
Sunday Riley	Prismasilk Eye Color	\$ 26.00	0.140	\$ 185.71
Hourglass	Visionaire Eyeshadow Duo	\$ 38.00	0.200	\$ 190.00
MAC	Pro Longwear	\$ 21.00	0.110	\$ 190.91
Illamasqua	Quad	\$ 42.50	0.220	\$ 193.18
bareMinerals	Ready Eyeshadow 2.0	\$ 20.00	0.100	\$ 200.00
Lancome	Color Design	\$ 18.00	0.090	\$ 200.00
MAC	Eyeshadow Quad	\$ 40.00	0.200	\$ 200.00
Stila	Eyeshadow	\$ 18.00	0.090	\$ 200.00
YSL	Ombres 5 Lumieres	\$ 58.00	0.290	\$ 200.00
Bobbi Brown	Metallic	\$ 21.00	0.100	\$ 210.00
Giorgio Armani	Eyes to Kill Palette	\$ 59.00	0.280	\$ 210.71
Tom Ford	Eye Color Quad	\$ 75.00	0.350	\$ 214.29
Make Up For Ever	Diamond	\$ 20.00	0.090	\$ 222.22
Make Up For Ever	Star Powder	\$ 20.00	0.090	\$ 222.22
Stila	Eyeshadow Trio	\$ 20.00	0.090	\$ 222.22
Giorgio Armani	Eyes to Kill Intense	\$ 32.00	0.140	\$ 228.57
Le Metier de Beaute	True Colour	\$ 30.00	0.130	\$ 230.77
Clinique	Color Surge Trio	\$ 24.00	0.100	\$ 240.00
MAC	Eyeshadow Refill	\$ 12.00	0.050	\$ 240.00
Chanel	Les 4 Ombres	\$ 58.00	0.240	\$ 241.67
Givenchy	Le Prisme Mono	\$ 29.00	0.120	\$ 241.67
NARS	Duo Eyeshadow	\$ 34.00	0.140	\$ 242.86
Laura Mercier	Eye Colour	\$ 22.00	0.090	\$ 244.44
Guerlain	Ecrin 4 Couleurs	\$ 59.00	0.240	\$ 245.83
Make Up For Ever	Eyeshadow	\$ 20.00	0.080	\$ 250.00
Stila	Jewel	\$ 20.00	0.080	\$ 250.00
Dior	3 Couleurs Smoky Ready-To-Wear	\$ 48.00	0.190	\$ 252.63
Dior	3-Couleurs Glow	\$ 48.00	0.190	\$ 252.63
Bobbi Brown	Eyeshadow	\$ 21.00	0.080	\$ 262.50
Bobbi Brown	Shimmer Wash	\$ 21.00	0.080	\$ 262.50
MAC	Mineralize Eyeshadow Duo	\$ 21.00	0.080	\$ 262.50
NARS	Trio Eyeshadow	\$ 45.00	0.170	\$ 264.71
Laura Mercier	Illuminating Eye Colour	\$ 24.00	0.090	\$ 266.67
MAC	Eyeshadow Duo	\$ 27.50	0.100	\$ 275.00
Dior	5-Colour Eyeshadow	\$ 59.00	0.210	\$ 280.95
Clinique	Color Surge Eyeshadow Duo	\$ 20.00	0.070	\$ 285.71
Illamasqua	Powder	\$ 20.00	0.070	\$ 285.71
MAC	Extra Dimension	\$ 20.00	0.070	\$ 285.71
Smashbox	Photo Op Eyeshadow Trio	\$ 28.00	0.097	\$ 288.66

MAC	Eyeshadow	\$ 15.00	0.050	\$ 300.00
Too Faced	Exotic Color Intense	\$ 18.00	0.060	\$ 300.00
YSL	Pure Chromatics	\$ 55.00	0.180	\$ 305.56
Bobbi Brown	Sparkle Eyeshadow	\$ 28.00	0.090	\$ 311.11
Chantecaille	Iridescent Eye Shade Refill	\$ 25.00	0.080	\$ 312.50
Chantecaille	Lasting Eye Shade Refill	\$ 25.00	0.080	\$ 312.50
Chantecaille	Shine Eye Shade Refill	\$ 25.00	0.080	\$ 312.50
Chantecaille	Eyeshadow Trio	\$ 79.00	0.250	\$ 316.00
LORAC	Eyeshadow	\$ 19.00	0.060	\$ 316.67
Shiseido	Luminizing Satin Eye Color Trio	\$ 33.00	0.100	\$ 330.00
Guerlain	Ecrin 6 Couleurs	\$ 85.00	0.250	\$ 340.00
NARS	Eyeshadow	\$ 24.00	0.070	\$ 342.86
Lancome	Color Design 5 Shadow & Liner	\$ 49.00	0.141	\$ 347.52
MAC	Mineralize Eyeshadow	\$ 21.00	0.060	\$ 350.00
Givenchy	L'Ombre Noire Multi-Purpose	\$ 57.00	0.160	\$ 356.25
Shiseido	Luminizing Satin Eye Color	\$ 25.00	0.070	\$ 357.14
Lancome	Sensational Effects Quad	\$ 43.00	0.120	\$ 358.33
Urban Decay	Eyeshadow	\$ 18.00	0.050	\$ 360.00
Laura Mercier	Baked Eye Colour	\$ 22.00	0.060	\$ 366.67
Chantecaille	Iridescent Eye Shade	\$ 30.00	0.080	\$ 375.00
Chantecaille	Lasting Eye Shade	\$ 30.00	0.080	\$ 375.00
Chantecaille	Shine Eye Shade	\$ 30.00	0.080	\$ 375.00
Edward Bess	Eyeshadow Trio	\$ 60.00	0.159	\$ 377.36
Dior	5-Colour Designer	\$ 59.00	0.150	\$ 393.33
Givenchy	Le Prisme Eyeshadow Quartet	\$ 57.00	0.140	\$ 407.14
Dior	1-Colour	\$ 29.00	0.070	\$ 414.29
Givenchy	Le Prisme Yeus Quatuor	\$ 58.00	0.140	\$ 414.29
Edward Bess	Ultra Luminous	\$ 30.00	0.070	\$ 428.57
Shiseido	Makeup Silky Eye Shadow Quad	\$ 37.00	0.080	\$ 462.50
Chanel	Ombres Contraste Duo	\$ 42.00	0.090	\$ 466.67
Illamasqua	Liquid Metal Palette	\$ 26.00	0.050	\$ 520.00
Chanel	Ombre Essentielle / Soft Touch	\$ 28.50	0.050	\$ 570.00
Giorgio Armani	Maestro	\$ 30.00	0.040	\$ 750.00
theBalm	Overshadow	\$ 15.00	0.020	\$ 750.00
Giorgio Armani	Eye Palette	\$ 59.00	0.060	\$ 983.33
Giorgio Armani	Maestro Eyeshadow Quad	\$ 59.00	0.060	\$ 983.33
Anastasia	Illumin8 Eyeshadow Duo	\$ 23.00	0.020	\$ 1,150.00

Eyeshadow - Cream/Gel

Brand	Formula	Price	Ounce	PPO
Charlotte Ronson	Starry Eyes	\$ 18.00	0.250	\$ 72.00
Shiseido	Shimmering Cream Eye Color	\$ 25.00	0.340	\$ 73.53
MAC	Paint	\$ 18.50	0.230	\$ 80.43
Clinique	Lid Smoothie	\$ 19.50	0.240	\$ 81.25
Illamasqua	Cream Pigment	\$ 24.00	0.280	\$ 85.71
Make Up For Ever	Aqua Black Waterproof	\$ 23.00	0.240	\$ 95.83
Becca	Eye Tint	\$ 24.00	0.240	\$ 100.00
theBalm	Batter Up Creaseless	\$ 18.00	0.180	\$ 100.00
MAC	Paint Pot	\$ 18.50	0.170	\$ 108.82
Make Up For Ever	Aqua Creamliner	\$ 23.00	0.210	\$ 109.52

Smashbox	Limitless 15HR Wear	\$ 19.00	0.170	\$ 111.76
Benefit	Creaseless Cream Shadow/Liner	\$ 19.00	0.160	\$ 118.75
Dior	1-Couleur Eye Gloss	\$ 28.00	0.200	\$ 140.00
Buxom	Stay-There	\$ 18.00	0.120	\$ 150.00
MAC	Cream Colour Base	\$ 18.50	0.120	\$ 154.17
bareMinerals	Prime Time Primer Shadow	\$ 18.00	0.100	\$ 180.00
Tarte	Amazonian Clay	\$ 19.00	0.100	\$ 190.00
Givenchy	Ombre A Fleur de Peau	\$ 34.00	0.170	\$ 200.00
Bobbi Brown	Long-Wear Cream Shadow	\$ 24.00	0.120	\$ 200.00
Bobbi Brown	Metallic Long-Wear	\$ 24.00	0.120	\$ 200.00
Chanel	Illusion d'Ombre	\$ 36.00	0.140	\$ 257.14
Tarte	EmphasEYES Waterproof Clay Shadow/Liner	\$ 22.00	0.080	\$ 275.00
Tom Ford	Noir Absolute	\$ 35.00	0.120	\$ 291.67
Clinique	Touch Base for Eyes	\$ 15.00	0.045	\$ 333.33
Ellis Faas	Milky Eyes	\$ 36.00	0.095	\$ 378.95
Ellis Faas	Creamy Eyes	\$ 36.00	0.085	\$ 423.53
Ellis Faas	Light	\$ 42.00	0.085	\$ 494.12

Eyeshadow - Loose

Brand	Formula	Price	Ounce	PPO
Make Up For Ever	Diamond Powder	\$ 25.00	0.700	\$ 35.71
Make Up For Ever	Glitter	\$ 14.00	0.200	\$ 70.00
MAC	Pigment	\$ 21.00	0.150	\$ 140.00
bareMinerals	High Shine Eyecolor	\$ 12.00	0.050	\$ 240.00
Make Up For Ever	Metal Powder	\$ 23.00	0.090	\$ 255.56
bareMinerals	Eyecolor	\$ 14.00	0.040	\$ 350.00
Illamasqua	Pure Pigments	\$ 24.00	0.040	\$ 600.00
Make Up For Ever	Pure Pigments	\$ 20.00	0.030	\$ 666.67

Eyeshadow - Jumbo Pencil

Brand	Formula	Price	Ounce	PPO
Sephora	Jumbo Liner 12HR Wear	\$ 12.00	0.100	\$ 120.00
Make Up For Ever	Aqua Shadow	\$ 20.00	0.140	\$ 142.86
NARS	Soft Touch Shadow Pencil	\$ 24.00	0.140	\$ 171.43
Urban Decay	24/7 Glide-On	\$ 20.00	0.100	\$ 200.00
Smashbox	Waterproof Shadow Liner	\$ 22.00	0.094	\$ 234.04
Tarte	SmolderEyes Amazonian Clay	\$ 25.00	0.056	\$ 446.43
Laura Mercier	Caviar Stick	\$ 24.00	0.050	\$ 480.00
Stila	Smudge Crayon	\$ 22.00	0.040	\$ 550.00
Buxom	Waterproof Smoky Eye Stick	\$ 19.00	0.030	\$ 633.33
Stila	Convertible Eye Color	\$ 20.00	0.010	\$ 2,000.00

Eyeshadow - Primer/Base

Brand	Formula	Price	Ounce	PPO
Urban Decay	Original (Tube)	\$ 30.00	0.850	\$ 35.29
Sephora	Perfecting	\$ 14.00	0.350	\$ 40.00
LORAC	Behind the Scenes	\$ 21.00	0.470	\$ 44.68
Tarte	Clean Slate 360	\$ 19.00	0.390	\$ 48.72

Too Faced	Shadow Insurance	\$ 18.00	0.350	\$ 51.43
Too Faced	Shadow Insurance Candlelight	\$ 18.00	0.350	\$ 51.43
Too Faced	Shadow Insurance Glitter Glue	\$ 18.00	0.350	\$ 51.43
Too Faced	Shadow Insurance Lemon Drop	\$ 18.00	0.350	\$ 51.43
Urban Decay	Eden	\$ 20.00	0.370	\$ 54.05
Urban Decay	Greed	\$ 20.00	0.370	\$ 54.05
Urban Decay	Original (Tube)	\$ 20.00	0.370	\$ 54.05
Urban Decay	Sin	\$ 20.00	0.370	\$ 54.05
Cover FX	Eye Prep	\$ 43.00	0.670	\$ 64.18
Benefit	Stay Don't Stray	\$ 26.00	0.330	\$ 78.79
Smashbox	Photo Finish Hydrating	\$ 29.00	0.330	\$ 87.88
NARS	Smudge Proof Eyeshadow Base	\$ 24.00	0.260	\$ 92.31
MAC	Prep + Prime Eye	\$ 18.50	0.170	\$ 108.82
Make Up For Ever	Eye Prime	\$ 22.00	0.180	\$ 122.22
Kat Von D	High Voltage	\$ 15.00	0.120	\$ 125.00
Laura Mercier	Eye Basics	\$ 24.00	0.180	\$ 133.33
Stila	Prime Pot	\$ 20.00	0.140	\$ 142.86
Korres	Quercetin & Oak	\$ 21.00	0.140	\$ 150.00
Perfekt	Eye Perfection Gel	\$ 45.00	0.300	\$ 150.00
Laura Mercier	Eye Canvas	\$ 26.00	0.160	\$ 162.50
bareMinerals	Prime Time Eyelid Primer	\$ 18.00	0.100	\$ 180.00
Lancome	Aquatique	\$ 25.50	0.140	\$ 182.14
Benefit	Lemon-Aid	\$ 20.00	0.090	\$ 222.22
Buxom	Stick Around	\$ 20.00	0.080	\$ 250.00
Edward Bess	Illuminating	\$ 30.00	0.120	\$ 250.00
Smashbox	Photo Finish Lid Primer	\$ 20.00	0.080	\$ 250.00
Clarins	Instant Light Eye Perfecting Base	\$ 24.50	0.070	\$ 350.00
Benefit	Eye Bright	\$ 20.00	0.050	\$ 400.00
Guerlain	Ombre Eclat	\$ 37.00	0.080	\$ 462.50
Murad	Eye Lift Perfector	\$ 35.00	0.060	\$ 583.33

Mascara

Brand	Formula	Price	Ounce	PPO
Sephora	Lash Plumper	\$ 12.00	0.400	\$ 30.00
Sephora	Atomic Volume	\$ 15.00	0.500	\$ 30.00
Sephora	Full Action Extreme Effect	\$ 15.00	0.470	\$ 31.91
Urban Decay	Big Fatty	\$ 20.00	0.510	\$ 39.22
Tarina Tarantino	Fleur de Lash	\$ 19.00	0.470	\$ 40.43
Too Faced	Size Queen	\$ 21.00	0.500	\$ 42.00
MAC	Opulash	\$ 16.00	0.380	\$ 42.11
MAC	Opulash Optimum Black	\$ 16.00	0.380	\$ 42.11
Too Faced	Lash Injection	\$ 21.00	0.490	\$ 42.86
Clinique	High Impact Curling	\$ 16.00	0.340	\$ 47.06
Urban Decay	Skyscraper	\$ 20.00	0.410	\$ 48.78
Smashbox	Full Exposure	\$ 19.00	0.380	\$ 50.00
LORAC	Multiplex 3D Lashes	\$ 22.00	0.430	\$ 51.16
Buxom	Buxom Lash	\$ 19.00	0.370	\$ 51.35
Buxom	Buxom Lash Waterproof	\$ 19.00	0.370	\$ 51.35
MAC	Plush Lash	\$ 16.00	0.310	\$ 51.61
MAC	Splashproof Lash	\$ 16.00	0.310	\$ 51.61

MAC	Zoom Fast Black Lash	\$ 16.00	0.310	\$ 51.61
Sephora	Advanced Lash Booster	\$ 12.00	0.230	\$ 52.17
Too Faced	Lashgasm	\$ 21.00	0.400	\$ 52.50
Urban Decay	Canonball Ultra Waterproof	\$ 20.00	0.370	\$ 54.05
bareMinerals	Flawless Definition	\$ 18.00	0.330	\$ 54.55
bareMinerals	Flawless Definition Curl & Lengthen	\$ 18.00	0.330	\$ 54.55
bareMinerals	Flawless Definition Volumizing	\$ 18.00	0.330	\$ 54.55
bareMinerals	Flawless Definition Waterproof	\$ 18.00	0.330	\$ 54.55
Korres	Volcanic Minerals Volumizing	\$ 15.00	0.270	\$ 55.56
Clinique	High Impact	\$ 16.00	0.280	\$ 57.14
Clinique	Lash Doubling	\$ 16.00	0.280	\$ 57.14
MAC	Zoom Lash	\$ 16.00	0.280	\$ 57.14
MAC	Zoom Waterfast Lash	\$ 16.00	0.280	\$ 57.14
Buxom	Buxom Sculpted Lash	\$ 19.00	0.330	\$ 57.58
Stila	MAJOR Major Lash	\$ 22.00	0.380	\$ 57.89
Urban Decay	Lush Lash	\$ 20.00	0.340	\$ 58.82
Clinique	High Impact Extreme Volume	\$ 19.50	0.330	\$ 59.09
Smashbox	Bionic	\$ 19.00	0.320	\$ 59.38
Korres	Deep Colour	\$ 18.00	0.300	\$ 60.00
Laura Mercier	Full Blown Volume Lash Building	\$ 24.00	0.400	\$ 60.00
LORAC	Visual Effects	\$ 20.00	0.330	\$ 60.61
Perfekt	Lash Perfection Gel	\$ 28.50	0.450	\$ 63.33
Benefit	BADgal Lash	\$ 19.00	0.300	\$ 63.33
MAC	Haute & Naughty Lash	\$ 20.00	0.310	\$ 64.52
Laura Mercier	Long Lash	\$ 24.00	0.370	\$ 64.86
Eyekeo	Curvy Brush	\$ 19.00	0.290	\$ 65.52
Eyekeo	Eyekeo Skinny Brush	\$ 19.00	0.290	\$ 65.52
LORAC	Special Effects	\$ 23.00	0.350	\$ 65.71
Dior	DiorShow	\$ 25.00	0.380	\$ 65.79
Dior	DiorShow Waterproof	\$ 25.00	0.380	\$ 65.79
Clinique	High Definition Lashes	\$ 16.00	0.240	\$ 66.67
Clinique	High Lengths	\$ 16.00	0.240	\$ 66.67
Laura Mercier	Faux Lash	\$ 24.00	0.360	\$ 66.67
MAC	Studio Fix Boldblack Lash	\$ 16.00	0.240	\$ 66.67
MAC	Studio Fix Lash	\$ 16.00	0.240	\$ 66.67
Urban Decay	Supercurl Curling	\$ 20.00	0.300	\$ 66.67
Illamasqua	Masquara	\$ 23.00	0.340	\$ 67.65
Amazing Cosmetics	Mascara	\$ 22.00	0.310	\$ 70.97
MAC	False Lashes	\$ 20.00	0.280	\$ 71.43
MAC	False Lashes Extreme Black	\$ 20.00	0.280	\$ 71.43
Edward Bess	Bess-Lash Designer Volumizing	\$ 30.00	0.420	\$ 71.43
Smashbox	Hyperlash	\$ 22.00	0.300	\$ 73.33
Dior	DiorShow Black Out	\$ 25.00	0.330	\$ 75.76
Dior	Diorshow Black Out Waterproof	\$ 25.00	0.330	\$ 75.76
DJV Beautenizer	Fiberwig LX	\$ 22.00	0.290	\$ 75.86
Stila	Glamoureyes	\$ 22.00	0.290	\$ 75.86
Clinique	Lash Power	\$ 16.00	0.210	\$ 76.19
Benefit	They're Real	\$ 23.00	0.300	\$ 76.67
Stila	Stay All Day Waterproof	\$ 22.00	0.280	\$ 78.57
Tarte	Gifted Amazonian Clay Smart	\$ 19.00	0.240	\$ 79.17
Tarte	Lights, Camera, Lashes!	\$ 19.00	0.240	\$ 79.17

Tarte	Lights, Camera, Splashes!	\$ 19.00	0.240	\$ 79.17
Clinique	Naturally Glossy	\$ 16.00	0.200	\$ 80.00
Hourglass	Film Noir Full Spectrum	\$ 28.00	0.350	\$ 80.00
MAC	Extended Play Lash	\$ 16.00	0.200	\$ 80.00
Too Faced	Lashlight	\$ 25.00	0.310	\$ 80.65
Peter Thomas Roth	Lashes to Die For	\$ 22.00	0.270	\$ 81.48
Shiseido	Perfect Mascara Full Definition	\$ 24.00	0.290	\$ 82.76
Dior	DiorShow Extase	\$ 28.50	0.330	\$ 86.36
Dior	DiorShow Iconic	\$ 28.50	0.330	\$ 86.36
Dior	DiorShow New Look	\$ 28.50	0.330	\$ 86.36
Sunday Riley	The Influencer	\$ 30.00	0.340	\$ 88.24
Becca	Ultimate	\$ 24.00	0.270	\$ 88.89
Kat Von D	Sin-Full Lash	\$ 19.00	0.210	\$ 90.48
Stila	Forever Your Curl	\$ 22.00	0.240	\$ 91.67
Hourglass	Superficial	\$ 26.00	0.280	\$ 92.86
Shiseido	Perfect Mascara Defining	\$ 24.00	0.250	\$ 96.00
Giorgio Armani	Maestro	\$ 28.00	0.290	\$ 96.55
Benefit	BADgal Waterproof	\$ 19.00	0.190	\$ 100.00
Bobbi Brown	Intensifying Long-Wear	\$ 24.00	0.240	\$ 100.00
Bobbi Brown	Lash Glamour Extreme Lengthening	\$ 24.00	0.240	\$ 100.00
Buxom	Amplified Lash	\$ 22.00	0.220	\$ 100.00
Fresh	Supernova	\$ 25.00	0.250	\$ 100.00
Make Up For Ever	Aqua Smoky Lash	\$ 23.00	0.230	\$ 100.00
Make Up For Ever	Smoky Lash	\$ 23.00	0.230	\$ 100.00
Shiseido	Nourishing Mascara Base	\$ 24.00	0.230	\$ 104.35
Dior	DiorShow Iconic Extreme Waterproof	\$ 28.50	0.270	\$ 105.56
Bobbi Brown	No Smudge	\$ 24.00	0.220	\$ 109.09
Chantecaille	Mascara Noir	\$ 36.00	0.320	\$ 112.50
Lancome	Definicils	\$ 26.00	0.230	\$ 113.04
Lancome	Hypnose Doll Lashes	\$ 26.00	0.230	\$ 113.04
Lancome	Virtuose Black Carat	\$ 26.00	0.230	\$ 113.04
Givenchy	Noir Couture 4 in 1	\$ 32.00	0.280	\$ 114.29
Bobbi Brown	Extreme Party	\$ 24.00	0.210	\$ 114.29
Guerlain	Noir G de Guerlain Refill	\$ 26.00	0.220	\$ 118.18
Lancome	Hypnose Custom Volume	\$ 26.00	0.220	\$ 118.18
Lancome	Hypnose Drama	\$ 26.00	0.220	\$ 118.18
Lancome	Hypnose Drama Waterproof	\$ 26.00	0.220	\$ 118.18
Lancome	Hypnose Waterproof Custom Volume	\$ 26.00	0.220	\$ 118.18
NARS	Larger Than Life	\$ 25.00	0.210	\$ 119.05
NARS	Larger Than Life Lengthening	\$ 25.00	0.210	\$ 119.05
Bobbi Brown	Everything	\$ 24.00	0.200	\$ 120.00
Ellis Faas	Mascara	\$ 34.00	0.277	\$ 122.74
Blerc	Blerc	\$ 26.00	0.210	\$ 123.81
Givenchy	Phenomen'Eyes Effet Extension	\$ 30.00	0.240	\$ 125.00
Givenchy	Phenomen'Eyes Mascara	\$ 30.00	0.240	\$ 125.00
Givenchy	Phenomen'Eyes Mascara Waterproof	\$ 30.00	0.240	\$ 125.00
Lancome	Hypnose Star	\$ 28.00	0.220	\$ 127.27
Lancome	Oscillation	\$ 35.00	0.270	\$ 129.63
Lancome	Oscillation Intensity	\$ 35.00	0.270	\$ 129.63
Giorgio Armani	Eyes to Kill	\$ 30.00	0.230	\$ 130.43
Giorgio Armani	Eyes to Kill Excess	\$ 30.00	0.230	\$ 130.43

Giorgio Armani	Eyes to Kill Stretch	\$ 30.00	0.230	\$ 130.43
Giorgio Armani	Eyes to Kill Waterproof	\$ 30.00	0.230	\$ 130.43
YSL	Mascara Volume Effet Faux Cils Waterproof	\$ 30.00	0.230	\$ 130.43
Chantecaille	Faux Cils	\$ 42.00	0.320	\$ 131.25
Givenchy	Eye Fly Lash Extender	\$ 28.00	0.210	\$ 133.33
YSL	Mascara Singulier Waterproof	\$ 30.00	0.220	\$ 136.36
Guerlain	Noir G Mascara + Refill	\$ 61.00	0.440	\$ 138.64
Clinique	Bottom Lash	\$ 10.00	0.070	\$ 142.86
Chanel	Beaute des Cils	\$ 30.00	0.210	\$ 142.86
Chanel	Inimitable	\$ 30.00	0.210	\$ 142.86
Chanel	Inimitable Intense	\$ 30.00	0.210	\$ 142.86
Chanel	Inimitable Waterproof	\$ 30.00	0.210	\$ 142.86
Lancome	L'Extreme	\$ 26.00	0.180	\$ 144.44
Lancome	L'Extreme Waterproof	\$ 26.00	0.180	\$ 144.44
Giorgio Armani	Soft Lash	\$ 29.00	0.200	\$ 145.00
YSL	Mascara Volume Effet Faux Cils	\$ 30.00	0.200	\$ 150.00
YSL	Mascara Volume Effet Faux Cils Shocking	\$ 30.00	0.200	\$ 150.00
Tom Ford	Extreme	\$ 42.00	0.270	\$ 155.56
Lancome	Definicils Waterproof	\$ 26.00	0.160	\$ 162.50
Hourglass	Film Noir Lash Lacquer	\$ 28.00	0.170	\$ 164.71
Le Metier de Beaute	Anamorphic Lash	\$ 34.00	0.200	\$ 170.00
Chantecaille	Faux Cils + Growth Serum	\$ 70.00	0.320	\$ 218.75
Guerlain	Noir G de Guerlain Exceptional Complete	\$ 49.00	0.220	\$ 222.73
Guerlain	Le 2 de Guerlain	\$ 36.00	0.160	\$ 225.00
LORAC	PRO	\$ 23.00	0.080	\$ 287.50