



# BEST COLOR

IL MAKE UP ITALIANO









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## THE HISTORY OF OUR BRAND

A story of intuition, sensitivity and passion since 1997: these are the ingredients of the Best Color recipe, a 100% Made in Italy make-up brand founded by Salvatore Izzo.

The right idea at the right time? Not exactly. Neither are fortuitous astral crossroads. Do you know that moment when you realize you have a packed suitcase to travel wherever, whenever, and however you want?

This was the case for Salvatore Izzo that after ten, very dense years of experience in the beauty field as a representative of make-up products, decided to direct its dreams of entrepreneur toward a destination yet to be constructed, but that he already had in his mind: he established Best Color make-up Best Color make up, an Italian cosmetic brand with its specific products for lips and eyes. The first, iconic ones, but not the only ones. Today the brand has a complete make-up line, with more than 400 products in different shades. And he has a fresh face: that of Serena Izzo, her father's right-hand man, a very young Manager and Marketing Director from whom the best ideas for the stages of product development take shape. The godmother par excellence of the brand's new creatures, shortly.

Behind Best Color make up there is all the Italian quality, the careful study that takes place in the best qualified laboratories to guarantee the highest performance with ultra-advanced products that are dermatologically, ophthalmologically, clinically tested and, last but not least, strictly Cruelty-free.

Best Color has been speaking to all make-up lovers with balanced and affordable prices for 25 years now. Because it intends to accompany anyone in the game of beauty. Best Color believes in the magnetism of uniqueness and enhances it with equally unique products: it follows new trends, but reinterprets them with its very personal, multifaceted point of view. Best Color make-up is the result of an authentic cosmetic research, straight to the substance, straight to the heart.

And it is also an evolving reality. Just like you.

## OUR TEAM

Cutting-edge make-up means ... winning team.

The selection of active ingredients and advanced components of each product are the result of tireless research. Our entire production nucleus works in synergy and with extreme professionalism for results with a high rate of effectiveness. Every choice, from packaging design to product finish, does not escape strict rules, thorough studies, imperative controls, and the desire to satisfy the wishes of so many.

What does this translate into? In the formula we have believed in since our beginnings: to give our best so that others can give their best.

## MADE IN ITALY

You say "Made in Italy," you read "excellence," "deep experience," "high quality of production." Yes, because the taste and the talent strictly Italian emerge from our mission, but they are also seen, felt, and touched in our products, from the selection of raw materials to the textures to the colors and shapes of individual packaging: a mosaic of Italian distinctiveness which is materialized in every single detail of our project, and which we want to enhance and proudly carry across borders.

Then promoting beauty, in all its facets, also means dressing it in timeless prestige. Even better ...color it.





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## “SERENA, CEO AND NEW FACE OF THE BRAND”

Hi! I'm Serena Izzo and I'm living for my dream

I'm the daughter of Salvatore, founder of this made in Italy company. My passion brought me here: behind the choices that today make Best Color make-up a creature with a unique soul, in which careful cosmetic research meets Italian taste and quality. And then creativity, which never has a single direction, but is the sum of many movements. Just like me. I never stop and I want to push myself further. Because they say that "doing" is never enough, but "making the difference" is my mantra.

Every time I work on a new deal, I have a clear vision on how to put an innovative beauty tool into people's hands. I bet on myself, doing my best with all the energy possible, to bring out the best part in others. Of those who look in the mirror and see in make-up a big or small travel friend.

The destination, as I imagine it, is always the same: that place where you can conquer yourself without too much effort, feel good in your own shoes, make peace with your weaknesses and value yourself. That place, for me, is also make-up. With its infinite shades of color, its amazing textures and all those moves that accompany its drafting, which remind us how special we are. How uniquely we can express ourselves.

I'm inside my project until the end. Who better than me could know the details? That's why from behind the scenes, which allowed me to understand the entire beauty universe, to know its techniques, to think about its meanings, I chose to occupy a new place in the company. Which is our own space. Truly shared. I will be there, with the sensitivity and tenacity of always, and you will be there, inspired and full of desires. There will be a desire to experiment, to release our personality traits, to make shine our self-confidence. All of this, for me, means beauty. It means authenticity.

From here on, we'll really look each other in the eye: I'll be an exceptional partner in the special make-up game. No rules. But a lot of awareness. The awareness of have built something great where I want to include a world of new people, ideas and inspirations.





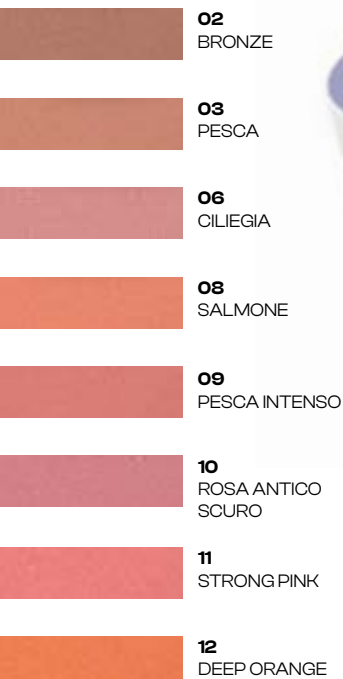
# F A C E



Our face products have been formulated with high quality ingredients in order to guarantee a fresh, luminous and elastic skin. The antioxidants in the formulas helps you to protect your skin from environmental damages, meanwhile the pure pigments and the vegetable emulsifiers contributes to keep the skin healthy.

"YOUR BLUSHES ARE REALLY BEAUTIFUL !! SUPER BLENDABLE AND PIGMENTED, I ALSO LOVED THE PACK WITH THE MIRROR"

- ALEXIA



4018

## COMPACT BLUSH 3D EFFECT

10,00 €

Live your day without the anxiety that the blush suddenly disappears from your face.

How many times did it happens to suddenly find yourself pale? This is why we have created a long-lasting product thanks to a processing of powders and pigments. A face with a healthy complexion that releases brightness, thanks to an almost **three-dimensional effect** due to the particular blend of pigments and pearls.

Ready to start your day and make everyone envy you for your complexion?

- Without added parabens
- Dermatologically tested
- EEC / FDA / JPN approved

**INGREDIENTS:** TALC, MICA, ALUMINUM STARCH OCTENYLSUCCINATE, DIMETHICONE, ISOSTEARYL NEOPENTANOATE, POLYBUTENE, ZINC STEARATE, CAPRYLYL GLYCOL PHENOXYETHANOL, ISOPROPYL ISOSTEARATE, HEXYLENE GLYCOL, DEHYDROACETIC ACID, DISODIUM EDTA, TIN OXIDE, LECITHIN, TOCOPHEROL ASCORBYL PALMITATE, GLYCERYL OLEATE, GLYCERYL STEARATE, CITRIC ACID PUÒ CONTENERE : CI 77891, CI 19140, CI 15850, CI 77491, CI 77499, CI 77492, CI 77742, CI 77007

PAO 18 M 5,5 gr e - 0,18 oz

4019

## COMPACT BRONZER POWDER

12,00 €

Who said that we can have a tanned skin only in summer? With our bronzer powder you can look **naturally tanned** whenever you want, thanks to its light and fresh powder that creates a veil of natural color on the skin. Nobody will discover your little secret, it will remain on your face throughout the day thanks to the use of an ultra-fine talc that improves the **adhesion and hold of the product**. You can count on her!

- Dermatologically tested
- EEC / FDA / JPN approved



**INGREDIENTS:** TALC, MICA, PARAFFINUM LIQUIDUM, LANOLIN OIL, MAGNESIUM STEARATE, METHYL PARABEN, BHT, PARFUM, PROPYL PARABEN, ETHYL PARABEN, BUTYL PARABEN, TIN OXIDE  
+/- **MAY CONTAIN:** CI. 77891, CI. 77491, CI. 77492, CI. 77499, CI. 77288, CI. 15850, CI. 77742, CI. 77007, CI. 15985, CI. 19140

PAO = 24 M 10gr e - 0,35 oz



"SUPER BLENDABLE AND THIN POWDER, I LOVE IT!"

- ROBERTA



"VERY SOFT, SILKY AND PIGMENTED POWDER! REALLY GREAT BLENDABILITY!"

-ELENA



4020

**COMPACT  
POWDER**

12,00 €

Often those with dry skin avoid using face powder ... but what if we told you that ours is able to hydrate it instead?

We have developed a formula with extremely fine particles and a soft and silky texture to the touch, with **high treatment** and moisturizing power.

And that's not all ... our face powder creates a thin, non-occlusive film on the skin that keeps it hydrated for several hours. Dry skin and face powder become allies!

- Dermatologically tested  
- EEC / FDA / JPN approved



**01**  
ALBICOCCA



**02**  
AVORIO ROSATO



**03**  
SABBIA



**04**  
ROSA ANTICO



**05**  
AVORIO



**06**  
SABBIA SCURA

INGREDIENTS: TALC, CAPRYLIC/CAPRIC TRIGLYCERIDE, CYCLOPENTASILOXANE, SILICA, ZINC STEARATE, SORBIC ACID, ETHYLENE BRASSYLATE, PARFUM (FRAGRANCE)

MAY CONTAIN CI 77492 (IRON OXIDES), CI 77491 (IRON OXIDES), CI 77891 (TITANIUM DIOXIDE), CI 19140 (YELLOW 5 LAKE), CI 77499 (IRON OXIDES), CI 77007 (ULTRAMARINES)

PAO: 36 M 10,7 gr e - 0,37 oz

4072

**TRANSLUCENT  
PERFECTION POWDER**

13,00 €

The trick is there ... but you can't see it!

An optical white powder, once applied to the face, is absolutely transparent; the results, however, are clearly visible on your skin, which will have a **velvety and homogeneous appearance**.

**Enlarged pores and small imperfections will no longer be your problem**, this product will be able to minimize their visibility. Suitable for combination or oily skin, thanks to the presence of a light talc which guarantees a matte effect.

-Dermatologically tested  
-EEC / FDA / JPN approved



"THIS POWDER HAS BECOME MY FAVORITE OUT OF MY ENTIRE MAKEUP COLLECTION, I'VE FOUND THAT IT SETS ME WELL WITHOUT "CAKE EFFECT" AND IT SMOOTHS MY PORES"

-GIUSY

INGREDIENTS: TALC, ZEA MAYS STARCH (ZEA MAYS (CORN) STARCH), SILICA, PENTAERYTHRITYL TETRAISOSTEARATE, OCTYLDODECYL STEAROYL STEARATE, MICA, ZINC STEARATE, ISOPROPYL ISOSTEARATE, SORBIC ACID, SODIUM DEHYDROACETATE CI 77891 (TITANIUM DIOXIDE)

PAO: 36 M 9,5 gr e - 0,33 oz



"THIS CONCEALER IS FANTASTIC, I HIGHLY RECOMMEND IT. IT DOESN'T DRY OUT THE EYE CONTOUR, IT'S SUPER OPAQUE AND BLENDS LIKE A DREAM"

-SARA

01  
SABBIA

02  
ALBICOCCA

03  
BRONZE



## 4017 STICK CONCEALER

9,50 €

Olive oil, vitamin and acetate ... why do you need skincare products if the concealer can take care of your skin?

These are some of the amazing ingredients that you'll find in this product; olive oil has **moisturizing, protective and emollient properties** while vitamin and acetate have an **antioxidant action**.

Suitable for women looking for a **medium coverage result**, which spreads out and adapts easily to the face, becoming like a second skin.

- Dermatologically tested
- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** ISONONYL ISONONANOATE, OCTYLDODECANOL, POLYETHYLENE, CERA ALBA (BEESWAX), GLYCERYL ETHYLHEXANOATE/STEARATE/ADIPATE, COPERNICIA CERIFERA CERA (COPERNICIA CERIFERA (CARNAUBA) WAX), MICA, POLYAMIDE-5, CERA MICROCRISTALLINA (MICROCRYSTALLINE WAX), ALOE BARBADENSIS LEAF EXTRACT, HELIANTHUS ANNUUS SEED OIL (HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL), BISABOLOL, CITRUS AURANTIUM AMARA FLOWER EXTRACT (CITRUS AURANTIUM AMARA (BITTER ORANGE) FLOWER EXTRACT), OLEA EUROPAEA FRUIT OIL (OLEA EUROPAEA (OLIVE) FRUIT OIL), TOCOPHERYL ACETATE, TALC, ALUMINA, MAGNESIUM OXIDE, PENTYLENE GLYCOL, POLYMETHYL METHACRYLATE, PHENOXYETHANOL, BHA, BHT

**MAY CONTAIN (+/-):** CI 19140 (YELLOW 5 LAKE), CI 42090 (BLUE 1 LAKE), CI 75470 (CARMINE), CI 77007 (ULTRAMARINES), CI 77288 (CHROMIUM OXIDE GREENS), CI 77289 (CHROMIUM HYDROXIDE GREEN), CI 77491 (IRON OXIDES), CI 77492 (IRON OXIDES), CI 77499 (IRON OXIDES), CI 77510 (FERRIC AMMONIUM FERROCYANIDE), CI 77742 (MANGANESE VIOLET), CI 77891 (TITANIUM DIOXIDE) PAO 12M 4,8gr e - 0,17 oz.

## 4027 CREAM CONCEALER

10,00 €

Definition of concealer : the only friend who " will cover you " and keep your secrets!

And ours knows how to do it very well, it has a **high coverage** formula thanks to the presence of treated pigments that improve adhesion and coverage.

And that's not all ... even the sun's rays will no longer be a problem for your skin, this is thanks to the formula which contains an **SPF 35 \***.

Enriched with glycerin which retains water inside the skin, **deeply hydrating it**.

- Without added parabens
- Dermatologically tested
- EEC / FDA / JPN approved

**INGREDIENTS:** AQUA (WATER), CYCLOPENTASILOXANE, PEG-10 DIMETHICONE, CETEARYL ETHYLHEXANOATE, ETHYLHEXYL PALMITATE, ETHYLHEXYL METHOXYCINNAMATE, GLYCERIN, SODIUM CHLORIDE, DISTEARDIMONIUM HECTORITE, PHENOXYETHANOL, METHICONE, ETHYLHEXYLGLYCERIN, CETYL PEG/PPG-10/1 DIMETHICONE, POLYMETHYLSILSESQUIOXANE, SODIUM BENZOATE, POTASSIUM SORBATE, BUTYL METHOXYDIBENZOYL METHANE, TALC, BHT.

**+/- (MAY CONTAIN):** CI 77891 (TITANIUM OXIDE), CI 77491, CI 77499, CI 77492 (IRON OXIDES).

PAO 6M 5,50 ml e 0,18 fl.oz

A01  
VANIGLIA

01  
SABBIA

02  
ALBICOCCA

03  
PESCA

04  
AVORIO

05  
ROSA  
ANTICO



"SINCE I TRIED THIS CONCEALER, I HAVEN'T USED ANYONE ELSE! IT MANAGES TO PERFECTLY COVER ALL THE BLEMISHES ON MY FACE BUT WITHOUT CREATING THE "MASK" EFFECT

-GIULIA



"THIS COMPACT FOUNDATION HAS A CRAZY FORMULA, HIGH COVERAGE BUT ALMOST IMPERCEPTIBLE ON THE SKIN"

- SOPHIA

01  
BEIGE CHIARO

02  
BEIGE DORATO

03  
MIELE INTENSO

05  
SABBIA

06  
CAMOSCIO

07  
BEIGE SCURO



4023

## THE PERFECT CREAM FOUNDATION

17,00 €

(COMPACT FOUNDATION)

Tired of bulky sponges that take up space inside your beauty case? Here is the solution for you!

Unlike all the others on the market, our compact foundation has a **unique packaging**, it has an automatic mechanism thanks to which the sponge comes out to apply the product. Hide discoloration and imperfections of the skin thanks to the **high coverage** formula.

It can also accompany you during physical activity thanks to its formula that is completely **resistant to water**, and therefore to sweat.

- Dermatologically tested
- EEC / FDA / JPN approved

**INGREDIENTS:**TALC, DICAPRYLYL ETHER, PHENYL TRIMETHICONE, POLY-METHYL METHACRYLATE, CERA ALBA (BEESWAX), HYDROGENATED COCONUT OIL, CAPRYLIC/CAPRIC TRIGLYCERIDE, MYRISTYL LACTATE, RICINUS COMMUNIS SEED OIL (RICINUS COMMUNIS (CASTOR) SEED OIL), ZINC OXIDE, ETHYLHEXYL METHOXYCINNAMATE, MYRISTYL ALCOHOL, HYDROGENATED CASTOR OIL, PARFUM (FRAGRANCE), BUTYL METHOXYDIBENZOYLMETHANE, PIROCTONE OLAMINE, PROPYLPARABEN, TOCOPHERYL ACETATE, RETINYL PALMITATE, BISABOLOL, TOCOPHEROL, LECITHIN, ASCORBYL PALMITATE, GLYCERYL OLEATE, GLYCERYL STEARATE, FARNESOL, BHT, CITRIC ACID  
**MAY CONTAIN** CI 77891 (TITANIUM DIOXIDE), CI 77492 (IRON OXIDES), CI 77491 (IRON OXIDES), CI 77499 (IRON OXIDES)

PAO : 36 M 9,3 ml e 0,31 fl.oz





*The*  
**PERFECT Cream**  
FOUNDATION

 **bestcolor**  
il make up italiano

"EVEN IF MY SKIN IS OILY, THIS FOUNDATION CREATES A PERFECT BASE THAT DOESN'T CREATES MASK EFFECT"

-LAURA



**A01**  
CREMA



**A02**  
VANIGLIA



**01**  
AVORIO



**02**  
BEIGE CHIARO



**03**  
BEIGE NATURALE



**04**  
CARAMELLO

4026

## STICK FOUNDATION

12,00 €

Contour with passion, or don't do it at all!

This foundation is perfect for **contouring**, thanks to its stick shape it is extremely easy to apply.

We have added a unique ingredient inside, namely a **horse chestnut extract**, which has a **decongestant action** for your skin. Also there is the presence of **vitamin E** with **antioxidant properties**. Another very important feature is the presence in the formula of a "soft focus" powder, which helps to **minimize facial lines**.

Matt finish and high coverage.

Your curative contouring routine is waiting for you!

- Dermatologically tested
- EEC / FDA / JPN approved

**INGREDIENTS:** TOCOPHEROL, AESCULUS HIPPOCASTANUM SEED EXTRACT (AESCULUS HIPPOCASTANUM (HORSE CHESTNUT) SEED EXTRACT), POLYETHYLENE, ISODECYL NEOPENTANOATE GLYCERYL OLEATE, C12-15 ALKYL BENZOATE, ISOCETYL STEARATE, MICA, SILICA, CI 77492 OXIDES), VP/EICOSENE COPOLYMER, SYNTHETIC FLUORPHLOGOPITE CI 77491 (IRON OXIDES), CAPRYLYL GLYCOL, CI 77891 (TITANIUM DIOXIDE), PROPYLENE GLYCOL, DICAPRYLATE/DICAPRATE, TALC, ORYZANOL, TOCOPHERYL ACETATE, CI 77499 (IRON OXIDES), LECITHIN, ASCORBYL PALMITATE, ETHYLHEXYL PALMITATE, GLYCERYL STEARATE, CITRIC ACID

PAO: 18 M | 8ML e - 0,27 FL OZ







A01  
VANILLA



01  
ALMOND



02  
CREME CARAMEL



03  
MOCHA COFFEE



4074

## MARSHAMALLOW FOUNDATION

17,50 €

Do you have too many foundations in your beauty case because you change one for every need and/or season?

With him it will no longer be necessary!

Compared to the foundations currently on the market, we have chosen a versatile and newly designed texture due to the "build up" concept that offers the possibility of "building" the desired coverage result.

**Matte finish and long-lasting effect** obtained thanks to a highly absorbent texturizer and a particularly targeted powder, selected during the formulation phase.

But that's not all, this formula is particularly **rich in raw materials with beneficial powers**; emulsifier completely of vegetable origin, humectant, mixture of waxes, vitamin E, all with different moisturizing, emollient and antioxidant properties capable of making the skin soft and supple.

- Dermatologically tested
- EEC / FDA / JPN approved

**INGREDIENTS:** GLYCERIN, AQUA (WATER), SYNTHETIC FLUORPHLOGOPITE, CAPRYLIC/CAPRIC TRIGLYCERIDE, ALMOND OIL/POLYGLYCERYL-10 ESTERS, HDI/TRIMETHYLOL HEXYLLACTONE CROSSPOLYMER, POLYMETHYL METHACRYLATE, GLYCERYL STEARATE, CETEARYL ALCOHOL, POTASSIUM OLIVOYL HYDROLYZED OAT PROTEIN, SYNTHETIC WAX, SYNTHETIC BEESWAX, CAPRYLYL GLYCOL, TOCOPHERYL ACETATE, GLYCERYL OLEATE, POLYGLYCERYL-4 PUNICATE, CAPRYLHYDROXAMIC ACID, PARFUM (FRAGRANCE), SODIUM BENZOATE, BENZYL ALCOHOL, POTASSIUM SORBATE, KAOLIN, ALUMINA, MAGNESIUM OXIDE, CI 77007 (ULTRAMARINES), CI 77491 (IRON OXIDES), CI 77492 (IRON OXIDES), CI 77499 (IRON OXIDES), CI 77891 (TITANIUM DIOXIDE) **PAO 12M | 30 ml e - 1 fl.oz**

"VERY COVERING AND MOISTURIZING, THEREFORE PERFECT FOR MY SKIN, I LOVED THE TEXTURE"

- GIADA





"I HAVE DRY SKIN AND I FIND THIS FOUNDATION PERFECT BECAUSE IT DOESN'T MARK AND IT'S SUPER LIGHT"

-FRANCESCA



4021

## FLUID FOUNDATION AQUAFEEL

11,00 €

Light and fresh like water ... the perfect ally for dry skin.

The texture with a **high concentration of water** is fluid and fresh in application for a pleasant and lasting sensation of lightness. The selected emulsifier, of **vegetable origin**, has made it possible to obtain this fresh, emollient and easy-to-apply texture.

Particularly suitable for skin sensitive to external factors, thanks to the **eudermic pH** which keeps the balance of the skin intact.

- Without added parabens
- Dermatologically tested
- EEC / FDA / JPN approved

**INGREDIENTS:** AQUA (WATER),CAPRYLIC/CAPRIC TRIGLYCERIDE,GLYCERIN,GLYCERYL STEARATE SE,SORBITAN STEARATE,CETYL ALCOHOL,TRIMETHYLSILOXYPHENYL DIMETHICONE,PHENOXYETHANOL,MICROCRYSTALLINE CELLULOSE,GLYCERYL ISOSTEARATE,GLYCERYL STEARATE,PROPYLENE GLYCOL ISOSTEARATE,PROPYLENE GLYCOL STEARATE,PEG-26-PPG-30 PHOSPHATE,CETETH-25,OLETH-25,SODIUM DEHYDROACETATE,CELLULOSE GUM,DISODIUM EDTA,TROPOLONE  
**MAY CONTAIN:** CI 77891 (TITANIUM DIOXIDE),CI 77492 (IRON OXIDES),CI 77491 (IRON OXIDES),CI 77499 (IRON OXIDES)

PAO: 6 M 30ml e - 1Fl. oz

4024

## FLUID FOUNDATION OIL FREE

10,50 €

Combination to oily skin... I've been waiting for you.

Skin that produces excess sebum, you have found the right **oil-free** product for you.

But, as we all know, even oily skin needs hydration; that's why the formula has been enriched with a **natural moisturizing factor (NMF)** with high moisturizing and nourishing power. Formula enriched with chamomile extract with high **decongestant power**, and with **light coverage** for a natural effect.

- Dermatologically tested
- EEC / FDA / JPN approved

**INGREDIENTS:** AQUA (WATER),CYCLOPENTASILOXANE,TALC,ISONONYL ISONONANOATE,BUTYLENE GLYCOL,BEHENYL DIMETHICONE,CETYL PEG/PPG-10/1 DIMETHICONE,OCTYLDODECANOL,DISTEARDIMONIUM HECTORITE,PHENOXYETHANOL, HYDROGEN DIMETHICONE,SODIUM DEHYDROACETATE,GLYCERIN,PENTYLENE GLYCOL,ALUMINUM HYDROXIDE,DISODIUM EDTA, TRIETHOXYCAPRYLYLSILANE,CITRIC ACID,FRUCTOSE,SODIUM HYDROXIDE,UREA,ALLANTOIN,MALTOSE,SODIUM CHLORIDE,SODIUM LACTATE,SODIUM PCA,TREHALOSE,TROPOLONE,GLUCOSE,SODIUM HYALURONATE  
**MAY CONTAIN** CI 77891 (TITANIUM DIOXIDE),CI 77492 (IRON OXIDES),CI 77491 (IRON OXIDES),CI 77499 (IRON OXIDES)

PAO 12M 30ml e - 1Fl.oz



"THANKS TO HIM MY OILY SKIN NO LONGER FEARS THE SHINY EFFECT"

- MARTA





# L I P S



Our lips products are formulated with the latest generation ingredients to guarantee seductive lips and also healthy and protected in the meantime.



"I AM MADLY IN LOVE WITH THIS LIPSTICK, IT HAS A UNIQUE CREAMINESS AND HAS A CRAZY COLOR RELEASE, ALREADY WITH THE FIRST SWIPE MY LIPS ARE COMPLETELY FULL OF COLOR"

-FABRIZIA



4010

**LIPSTICK  
RICH CREAM**

10,00 €

Are you looking for a lipstick that, in addition to making your lips super rich in color, also takes care of them? Then this is the right product for you.

We have included a particular selection of raw materials with an emollient and regenerating action; but among the most important we find **vitamin A + E** which have an antioxidant, regenerating, anti-aging, moisturizing and anti-free radical action. In addition, the texture is rich and creamy when applied with the unexpected release of a thin and compact film, almost weightless, which adapts perfectly to the movement of the lips for rich and well-defined lips. **An excellent payoff for an extremely smooth, slightly shiny finish.**

- Dermatologically tested

- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** PENTAERYTHRITYL TETRAISOSTEARATE, BIS-DIGLYCERYL POLYACYLADIPATE-2, ETHYLHEXYL PALMITATE, HYDROGENATED POLYDECENE, POLYETHYLENE, CANDELILLA CERA (EUPHORBIA CERIFERA (CANDELILLA) WAX), ISONONYL ISONONANOATE, MICA, CAPRYLIC/CAPRIC TRIGLYCERIDE, OCTYLDODECANOL, TALC, POLYMETHYL METHACRYLATE, SILICA, RICINUS COMMUNIS SEED OIL (RICINUS COMMUNIS (CASTOR) SEED OIL), CERA MICROCRISTALLINA (MICROCRYSTALLINE WAX), TOCOPHERYL ACETATE, PROPYLPARABEN, RETINYL PALMITATE, CALCIUM SODIUM BOROSILICATE, HELIANTHUS ANNUUS SEED OIL (HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL), AROMA (FLAVOR), BHT, TIN OXIDE, TOCOPHEROL, ANISE ALCOHOL, SYNTHETIC FLUORPHLOGOPITE, COBALT TITANIUM OXIDE

**MAY CONTAIN +/-:** CI 77891 (TITANIUM DIOXIDE), CI 15850 (RED 7 LAKE), CI 77491 (IRON OXIDES), CI 45410 (RED 28 LAKE), CI 15850 (RED 6), CI 77492 (IRON OXIDES), CI 15850 (RED 6 LAKE), CI 19140 (YELLOW 5), CI 77499 (IRON OXIDES), CI 42090 (BLUE 1 LAKE), CI 45410 (RED 27 LAKE), CI 75470 (CARMINE)

PAO 12M 3,5ml e - 0,11 fl.oz





## LIPS

'FROM THE FIRST SWATCH I'M REALLY IMPRESSED. UNIFORM APPLICATION AND FULL COLOR IN BOTH LIGHTER AND DARKER COLORS. I HAVE TRIED SO MANY LIQUID LIPSTICKS AND FROM VARIOUS BRANDS, EVEN VERY EXPENSIVE... AND FINDING A DARK LIQUID LIPSTICK THAT APPLIES PERFECTLY, TRUST ME, IS VERY HARD. FURTHERMORE, THEY REALLY LAST A LONG TIME, DESPITE THE MASK AND ALL THE MEALS MADE DURING THE DAY'.

-LETIZIA



4071

### INVINCIBLE MATTE LIQUID LIPSTICK

13,50 €

Our liquid lipstick is "approved by boyfriends" ... you're wondering why? Guess what?!

That's right, our men won't end up with lips full of lipstick after kissing them.

A unique and versatile texture: creamy in application, once dry it transforms into a **matte and velvety** veil of color, giving an impeccable and intense finish that **lasts all day**.

It has a unique packaging, characterized by a high neck and an ergonomically shaped applicator.

The choice of the high collar is due to ensure better product flow, while the ergonomically shaped sponge applicator adapts to the lips ensuring **perfect and precise application without smudging**. The tip allows you to define the corners of the mouth and cupid's bow, while the wider part ensures an excellent release of color allowing a **uniform and homogeneous application**.

- Without preservatives or parabens

- Dermatologically tested

- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** ISODODECANE, ISOCETYL STEARATE, DIMETHICONE, TRIMETHYLSILOXYSILICATE, ISOHEXADECANE, KAOLIN, DISTEARDIMONIUM HECTORITE, POLYBUTENE, PROPYLENE CARBONATE, AROMA (FLAVOR), CERA ALBA (BEESWAX), SILICA DIMETHYL SILYLATE, PPG-15 STEARYL ETHER, GLYCERYL BEHENATE/EICOSADIOATE.

+/- (MAY CONTAIN): CI 15850 (RED 7 LAKE)(RED 6), CI 77891 (TITANIUM DIOXIDE), CI 77491, CI 77492, CI 77499 (IRON OXIDES), CI 19140 (YELLOW 5 LAKE), CI 45410 (RED 27 LAKE), CI 42090 (BLUE 1 LAKE).

**PAO 18M 4,0 ml e - 0,13 fl.oz**









"REALLY REALLY BEAUTIFUL,  
THESE LIP PENCILS BLEND EA-  
SILY AND ALLOW A PRECISE LIP  
CONTOUR"

-SIMONE



4076

## LIPS GAME LIP PENCIL

9,50 €

Precise application for a high definition contour. Its vegan formula contains only the most modern ingredients, all compliant with the "clean beauty" norms.

Thanks to the predominance of jojoba oil, our lip pencil is extremely soft but precise.

Lasting tested up to 13 hours, strictly water- and smudge-proof. Highly pigmented for an high color pay-off which guarantees a full coverage.

Our Lips Game lip pencil represents the perfect 2-in-1 solution for lining and filling the lips.

This formula is free from BHT, D5, PMMA and Nylon.

Why you'll love it:

- Lasting tested up to 13 hours
- Smudge-proof
- Waterproof
- Intense color pay-off
- 2-in-1 for lining and filling the lips

- Dermatologically tested
- Vegan
- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** ISODODECANE, MICA, SYNTHETIC WAX, POLYBUTENE, TRIMETHYLSILOXYSILICATE, ISOAMYL LAURATE, SILICA, SUCROSE TETRAACETATE, HYDROGENATED JOJOBA OIL, CETEARYL BEHENATE, PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROXYHYDROCINNAMATE, SYNTHETIC FLUORPHLOGOPITE, +/- : CI77891 (TITANIUM DIOXIDE), CI77491-CI77492 -CI77499 (IRON OXIDES), CI77742 (MANGANESE VIOLET).

PAO 24M Net.wt. 1,20g 0,042 oz

4011

## LIP PENCIL

5,75 €

Do you know that you can use the pencil to improve the hold of your lipstick?

how to do it?! Using the pencil as a base on all lips before applying the lipstick.

Also, if you have irregular lips, you can use it to **perfectly define the contour** thanks to its extra precise tip.

- Dermatologically tested
- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** HYDROGENATED COCO-GLYCERIDES SIMMONDSIA CHINENSIS SEED OIL, CI 77891 CANDELILLA CERA, CERA ALBA, COPERNICIA CERIFERA CERA, CI 77491, CI 77492, CI 77499, LANOLIN, METHYLPARABEN, LECITHIN, PROPYLPARABEN, TOCOPHEROL, GLYCERYL STEARATE, ASCORBYL PALMITATE, GLYCERYL OLEATE, CITRIC ACID

PAO 36M 1,6 gr. e - 0,06 oz







4016

## LIP GLOSS COLLAGEN SIMULATOR 11,00 €

Irresistible gloss that gives an extreme volume, a soft sensation and a delicate long-lasting refreshing effect.

Our lipgloss, completely cruelty free, is a sophisticated lip product formulated with vegetal collagen, a volumizing active contained in high percentage which stimulates collagen synthesis, helping the lips to appear more hydrated and compact, also defining their curvature and contour.

Its refreshing agent will make you forget those annoying tingles caused by traditional plumpers!

This formula rich in active ingredients will give you a progressive lip volume and above all lasting over time.

The texture is enriched with a derivate of E vitamin, known for its antioxidant properties, with F vitamin, known for its regenerating, emollient and elasticising properties, and with a mixture of three waxes: mimosa, jojoba and sunflower, to turn this product into a real elixir for your lips.

- Without added parabens
- Dermatologically tested
- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** POLYBUTEN, PENTAERYTHRITYL TETRAISOSTEARATE, OCTYLDODECYL STEAROYL STEARATE, SILICA, TRIETHYLHEXANOIN, TRIISODECYL TRIMELLITATE, DIISOSTEARYL MALATE, ISOCETYL STEARATE, OCTYLDODECANOL, MENTHYL PCA, PHENYLPROPYLDIMETHYLSILOXYSILICATE, ETHYLHEXYL PALMITATE, MICA, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL, SYNTHETIC FLUORPHLOGOPITE, JOJOBA ESTERS, DISTEARDIMONIUM HEctorite, AROMA (FLAVOR), TRIBEHENIN, HELIANTHUS ANNUUS SEED CERA (HELIANTHUS ANNUUS (SUNFLOWER) SEED WAX), HELIANTHUS ANNUUS SEED OIL (HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL), LINSEED ACID ACACIA SEYAL GUM, PROPYLENE CARBONATE, ROSMARINUS OFFICINALIS LEAF EXTRACT (ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT) TOCOPHERYL ACETATE, SORBITAN ISOSTEARATE, POLYGLYCERIN-3, ACACIA DECURRENS FLOWER CERA (ACACIA DECURRENS FLOWER WAX), CI 77491 (IRON OXIDES), TIN OXIDE, PALMITOYL TRIPEPTIDE-1 MAY CONTAIN (+/-): CI 77891 (TITANIUM DIOXIDE), CI 77499 (IRON OXIDES), CI 77492 (IRON OXIDES), CI 45410 (RED 28 LAKE), CI 15850 (RED 7 LAKE) CI 19140 (YELLOW 5 LAKE), CI 15850 (RED 6), CI 77491 (IRON OXIDES) CI 42090 (BLUE 1 LAKE)

PAO 24M 7ml e - 0,06 oz



"I ALWAYS CARRY IT IN MY BAG WITH ME TO GIVE A TOUCH OF BRIGHTNESS TO MY LIPS, IT'S REALLY VERY BRIGHT AND COMFORTABLE"

- GRETA



## 4016 LIP GLOSS

9,00 €

Looking for lips that are brighter than the stars? Try me!

Lip gloss with **high adherence and comfort formula**, which helps to reduce fine lines on the lips; enriched with vitamin E, emollient oils, natural gelling waxes that guarantee a **protective, emollient and nourishing effect for your lips**.

You can use it in two ways: over a matte lipstick to make it shiny (but at the same time not lose its long-lasting hold) or directly on the lips to make them super bright.

- Dermatologically tested

- Approved by EEC / FDA / JPN legislation

**INGREDIENTS: MAY CONTAIN:** POLYBUTENE, OCTYLDODECANOL, PARFUM, AROMA, METIYL PARABEN, BHT, ALPHASOMETINIL IONONE, BENZYL BENZOATE, CITRAL, SILICA DIMETHYL SILYLATE, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL, AROMA (FLAVOR), PENTAERYTHRITYL TETRA-DL- T-BUTYL HYDROXYHYDROCINNAMATE, MICA, CL 15850 (REO 7 LAKE), CL 77891 (TITANIUM DIOXIDE), CL 77491 (IRON OXIDE), CL 77499 (IRON OXIDE), CL 19140 (YELLOW 5 LAKE), CL 5410 (REO 28 LAKE), CL 77492 (IRON OXIDE), CL 15850 (REO 6), CL 77891 (TITANIUM DIOXIDE), CL 77491 (IRON OXIDE), CL 15850 (REO 7 LAKE), CL 42090 (BLUE 1 LAKE), CL 77499 (IRON OXIDE), CL 77492 (IRON OXIDE), CL 75470 (CARMINE), CL 45410 (REO 28 LAKE)

PAO 24M 7ml e - 0,24 fl.oz

## 4016 LIP GLOSS VYNIL EFFECT

11,00 €

Transparent gloss with extra shiny finish: the light texture gives comfort and is not sticky on the lips, covering them with an almost glass-like layer that makes them naturally juicy. Formulated with particular adherent and resistant polymers, this gloss guarantees perfect adhesion and a shiny, brilliant finish.

Say bye to your old sticky lipgloss and discover our extremely comfortable and ultra-gliding texture! Our transparent gloss envelops the lips, guaranteeing an immediate sensation of comfort and a plumping effect.

Apply it to enhance your lips effortlessly, giving them a refined vinyl effect.

- Dermatologically tested

- Without added parabens

- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** POLYBUTENE, OCTYLDODECANOL, DIBUTYL LAUROYL GLUTAMIDE, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL, AROMA (FLAVOR)

PAO 24M 7ml e 0,24 fl.oz









# EYES



Take care of your eye look with our high performance textures, creamy and easy to blend. We know how much the eyes can communicate and we want you to always be at your best.

## EYES

"I LOVE IT SO MUCH THAT I FINISHED IT! THE TIP IS PRECISE AND YOU CAN DRAW THE "HAIR" EFFECT WELL AND IN ADDITION IT IS ONE OF THE FEW WRITING PENCILS EVEN OVER FIXING GELS"

- MARIKA



4046

### EYE BROWS PENCIL

7,50 €

Definition of eyebrows : the only thing you can keep fit without exercising.

As long as you choose the right product; we have developed a **waterproof and long-lasting formula (6h)**, to meet the needs of women who do not want to suddenly find those annoying " holes " on the eyebrows.

Moreover, thanks to the thin tip, you can recreate the hairs with a **super natural effect**; the cap is equipped with a special separator comb to blend the color.

Formula based on wax, without preservatives, and with a high content of ingredients of plant origin.

- Dermatologically tested

- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** CI 77891 CI 77492 CI 77499 MICA CI 77491 HYDROGENATED VEGETABLE OIL PENTAERYTHRITYL TETRAISOSTEARATE CERESIN HYDROGENATED COTTONSEED OIL TALC SILICA SORBITAN STEARATE TOCOPHEROL POLYSORBATE 60 ASCORBYL PALMITATE  
**PAO 24M 1,14gr e - 0,04 oz**

4031

### KAJAL EYE PENCIL

7,00 €

The Kajal... from the time of Cleopatra until today.

A makeup product that never dies, one of the most used cosmetics in the ancient east.

Ours has a **high release of color** and a brilliant finish, which resists in the inner rim of the eye for up to **6 hours**.

**Non-greasy formula**, which avoids unwanted accumulation of product on the application area.

-Ophthalmologically tested

-Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** HYDROGENATED COCO-GLYCERIDES OLUS OIL HYDROGENATED CASTOR OIL PARAFFIN CI 77266 CI 77499 COPERNICIA CERIFERA CERA CANDELILLA CERA CI 77510 METHYLPARABEN PROPYLPARABEN LECITHIN TOCOPHEROL ASCORBYL PALMITATE GLYCERYL STEARATE GLYCERYL OLEATE CITRIC ACID  
**PAO : 36 M 1,6gr. e - 0,06 oz**



"THIS PENCIL IS SO SOFT THAT IT LOOKS LIKE BUTTER, I LOVE IT! I LOVE IT! I LOVE IT!"

- PAMELA

"I'VE NEVER FOUND A PENCIL THAT BLENDS SO WELL, I ALWAYS USE IT INSTEAD OF EYELINER AND BLEND IT WITH A BRUSH"

-REBECCA



01  
NERO

02  
MARRONE

03  
GRIGIO SCURO

05  
BRONZO

08  
VERDONE

09  
TURCHESE

10  
GRIGIO CHIARO



4012

EYE PENCIL

7,00€

Blending make-up is our favorite sport and we bet it's yours too! Our eye contour pencil is perfect for this activity, it has a **super soft formula**, very easy to blend and therefore perfect for creating effects such as smoky eyes; this thanks to the presence of mineral-based powders, such as zeolite.

Full color from the first application and **long lasting**, up to 8 hours.

-Dermatologically tested  
-Approved by EEC / FDA / JPN legislation

INGREDIENTS: CI 77499 MICA CI 77266 (NANO), ETHYLHEXYL PALMITATE SYNTHETIC WAX ZEOLITE STEARYL DIMETHICONE BIS-DIGLYCERYL POLYACYLADIPATE-2-HYDROGENATED POLYDICYCLOPENTADIENE POLYETHYLENE DIISOSTEARYL MALATE OCTADECENE PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROXYHYDROCINNAMATE PROPYL PARABEN  
PAO : 24 M 1,14gr e - 0,04 oz

4047

EYE PENCIL  
LONG LASTING

7,50 €

Watery eyes and pencil that disappears?

Here is the solution for you: our semi-permanent eye pencil guarantees a duration of **12 hours** and is **resistant to water and sweat**.

It can be used both as an eye contour and in the inner rim ensuring maximum adherence and unrivaled comfort thanks to its soft and creamy texture. **High color release** already in the first pass.

Equipped with a special hermetic cap that avoids the dispersion of the volatile ingredients present in the formula.

- Dermatologically tested  
- Approved by EEC / FDA / JPN legislation

INGREDIENTS: ISODODECANE GLYCERYL PALMITATE/STEARATE HYDROGENATED MICROCRYSTALLINE CI 77499 PARAFFINUM LIQUIDUM CERA ALBA SUCROSE TETRASTEARATE TRIACETATE MICA CI 77891 METHYL PARABEN PROPYL PARABEN LECITHIN TOCOPHEROL ASCORBYL PALMITATE GLYCERYL STEARATE GLYCERYL OLEATE CITRIC ACID  
PAO 12 M 1,4gr e - 0,05 oz



02  
MARRONE BRUCIATO

03  
MOSTO SCURO

04  
PETROLIO

05  
AZZURRO BRILLANTE

05  
ARGENTO PLATINO

"CRAZY, THE TIP IS VERY SOFT AND VERY PIGMENTED"

-PATRIZIA



4075

**STAY FOREVER  
EYE PENCIL****9,50 €**

If you're looking for a long-lasting eyepencil, our Stay Forever is everything you could wish for.

The high concentration of pigments creates an intense color pay-off. Synthetic hydrocarbon polymers, such as Polybutene, support its double use as a waterliner and eyeliner: you can apply the eyeliner as close to the lash line as possible for a precise liner or blend it out for a smokey look.

These polymers create a water resistant film which works in combination with a volatile, the Isododecane, for an outstanding lasting effect up to 16 hours, and a water- and smudge-proof formula.

Our Stay Forever eye pencil is a vegan and clean product, free from BHT, Paraffins, Animal derived materials, Preservatives, Microcrystalline Wax, Ozokerite, Ceresin, D5/D6.

Why you'll love it:

- Lasting tested up to 16 hours
- Waterproof
- Smudge-proof
- Intense color payoff
- Soft, yet precise tip
- 2in1 eyeliner and kajal

- Without added parabens
- Dermatologically tested
- EEC / FDA / JPN approved
- Vegan

**INGREDIENTS:** HYDROGENATED POLYISOBUTENE, ISODODECANE, SYNTHETIC WAX, POLYMETHYLSILSESQUIOXANE, SILICA, POLYBUTENE, HYDROGENATED POLYDICYCLOPENTADIENE, ORYZA SATIVA CERA, HYDROGENATED CASTOR OIL, SYNTHETIC BEESWAX, MICA, ETHYLENE/PROPYLENE COPOLYMER, PENTAERYTHRITYL TETRA-DI-T-BUTYL HYDROXYHYDROCINNAMATE, BUTYROSPERMUM PARKII BUTTER. +/- : CI7749 (IRON OXIDES), CI77510 (FERRIC FERROCYANIDE), CI77266 (NANO) (BLACK2).

PAO 24M 1,20g e - 0,042 oz



'THIS PENCIL IS MY SALVATION  
!!! I'M TERRIBLE AT EYESHA-  
DOWS AND HE MAKES MY LIFE  
SO MUCH EASIER, I'LL NEVER  
LEAVE HIM!'

-FABRIZIA



01  
NERO

02  
NUDE

03  
ARGENTO BRILLANTE

04  
BLU NOTTE

05  
VERDE CHIARISSIMO

06  
ROSA



4035

## EYESHADOW/KAJAL JUMBO PENCIL

8,00 €

Are you impractical in applying eye shadows? No problem!  
Our eyeshadow pencil comes to your rescue... **super easy application**, just pass the pencil over your eyelid and blend it lightly with your fingertips; it will give your eyes an **extra luminous effect**.

Super creamy and comfortable formula, to be used also as a point of light in the inner corner of the eye.

- Dermatologically tested
- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** TRIDECYL TRIMELLITATE CI 77499 ETHYLHEXYL PALMITATE COPERNICIA CERIFERA CERA HYDROGENATED MICROCRYSTALLINE WAX HYDROGENATED PALM KERNEL OIL CERA ALBA CANDELILLA CERA CI 77510 METHYLPARABEN AROMA PROPYLPARABEN TOCOPHEROL LECITHIN GLYCERYL STEARATE ASCORBYL PALMITATE GLYCERYL OLEATE CITRIC ACID **PAO 36M - 1,6gr. - 0,06 oz**

4037

## BAKED EYESHADOW WET & DRY

10,50 €

Two products in one, you can decide the effect you want to achieve.

This fantastic eyeshadow can be applied both **dry**, for a light touch of brightness, and **wet** for a more intense and full of color effect. **Highly pigmented formula**, with a creamy touch and a truly surprising color release, thanks to the presence of corn starch and a particular binder.

- Without added parabens
- Dermatologically tested
- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** TALC, MICA, ZEA MAYS STARCH (ZEA MAYS (CORN) STARCH), PARAFFINUM LIQUIDUM (MINERAL OIL), OCTYLDODECANOL, HYDROXYLATED LANOLIN, DIMETHICONE, AQUA (WATER), MAGNESIUM ALUMINUM SILICATE, SYNTHETIC FLUORPHLOGOPITE, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL, DISODIUM EDTA, ETHYLHEXYL METHOXYCINNAMATE, COBALT TITANIUM OXIDE, HELIANTHUS ANNUUS SEED OIL (HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL), ROSMARINUS OFFICINALIS LEAF EXTRACT (ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT), TIN OXIDE, ETHYLHEXYL SALICYLATE, BUTYL METHOXYDIBENZOYL METHANE, LACTIC ACID, TROPOLONE, BHT **MAY CONTAIN +/-:** CI 77891 (TITANIUM DIOXIDE), CI 77491 (IRON OXIDES), CI 77007 (ULTRAMARINES), CI 77499 (IRON OXIDES), CI 15850 (RED 7 LAKE), CI 42090 (BLUE 1 LAKE), CI 77492 (IRON OXIDES), CI 77510 (FERRIC FERROCYNANIDE), CI 77266 (NANO) (BLACK 2), CI 75470 (CARMINE), CI 77289 (CHROMIUM HYDROXIDE GREEN), CI 15850 (RED 6 LAKE), CI 19140 (YELLOW 5) **PAO 12 M 2gr e - 0,07 oz**



01  
BIANCO PERLA

02  
TOCCO DORATO

03  
POLVERE DI STELLE

04  
PIETRA VULCANICA

05  
TERRA BRUCIATA

06  
TURCHESE MARE

07  
BLUE JEANS

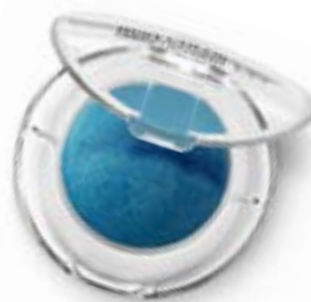
08  
ACQUA MARINA

09  
VERDE FORESTA

10  
ROSA BAMBOLINA

11  
GLICINE

12  
MOSTO



'THE COLORS ARE INSANE AND  
GIVE AN INSANE SHINE TO THE  
EYES, PHENOMENAL PIGMENTA-  
TION!!!'

- RACHELE





"THEY ARE REALLY GOOD! I DIDN'T EXPECT SO MUCH PIGMENTATION FROM EYESHADOWS! SENSATIONAL"

-ANNY



4015

## COMPACT EYESHADOW

9,50 €

How many times has it happened to you to buy an eyeshadow palette and use only few colors of those present? Such a pity!

That's why we offer our eyeshadows in single packs, with more than 20 shades available.

A particularly **smooth and easy to blend** formula that gives high color intensity and excellent adhesion, both in opaque and shimmer shades.

Use of emollient oils of recognized safety that ensure a **soft and pleasant application**.

-Dermatologically tested

-Approved by EEC / FDA / JPN legislation

INGREDIENTS: TALC, MICA, OCTYLDODECYL STEAROYL STEARATE, ZINC STEARATE, DIMETHICONE, ISOSTEARYL NEOPENTANOATE, CAPRYLIC/CAPRIC TRIGLYCERIDE, METHYL PARABEN, ETHYL PARABEN, DIETHYLHEXYL SYRINGYLIDENEMALONATE, PROPYL PARABEN, BUTYL PARABEN, TIN OXIDE  
MAY CONTAIN +/- C.I. 19140 - C.I. 15985 - C.I. 47005 - C.I. 15850 - C.I. 45410 - C.I. 75470 - C.I. 16035 - C.I. 42090 - C.I. 77510 - C.I. 77007 - C.I. 77742 - C.I. 77288 - C.I. 77891 - C.I. 77163 - C.I. 77491 - C.I. 77492 - C.I. 77499  
PAO = 18M 3gr. e - 0,10 oz



01  
BIANCO SETA



02  
BRONZO



03  
GRIGIO INTENSO



07  
BEIGE DORATO



09  
INTENSO



12  
VERDE BOSCO



14  
CELESTE CIELO



16  
CHAMPAGNE



20  
VIOLA CHIARO



21  
MARRONE RAMATO



22  
NERO INTENSO



23  
ROSA ANTICO



24  
ROSA CHIARO



25  
FUCSIA



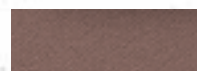
26  
VERDE ACQUA



27  
CELESTE INTENSO



29  
VERDE ACIDO



30  
MARRONE



31  
GRIGIO SCURO



32  
PESCA



33  
SALMONE



34  
BLUE



35  
NERO



36  
GIALLO





## EYES

"THE MASCARA IS TOP! FABULOUS! MY FAVORITE! I'M LITERALLY RUNNING OUT OF IT, IT'S BECOME MY LASH SAVER MASCARA!! I HAVE AT LEAST 10/12 MASCARAS IN MY DRAWER AND HE BEATS THEM ALL"

-IRENE



4073

### DEVIL LASHES MASCARA

13,50 €

Extra volume and extra length that last all day... does it sound too good to be true?

That's true, with our devil lashes mascara it's possible! For this formula we have selected many specific ingredients, such as carnuba wax, which will allow you to achieve the **volume and length you have always wanted.**

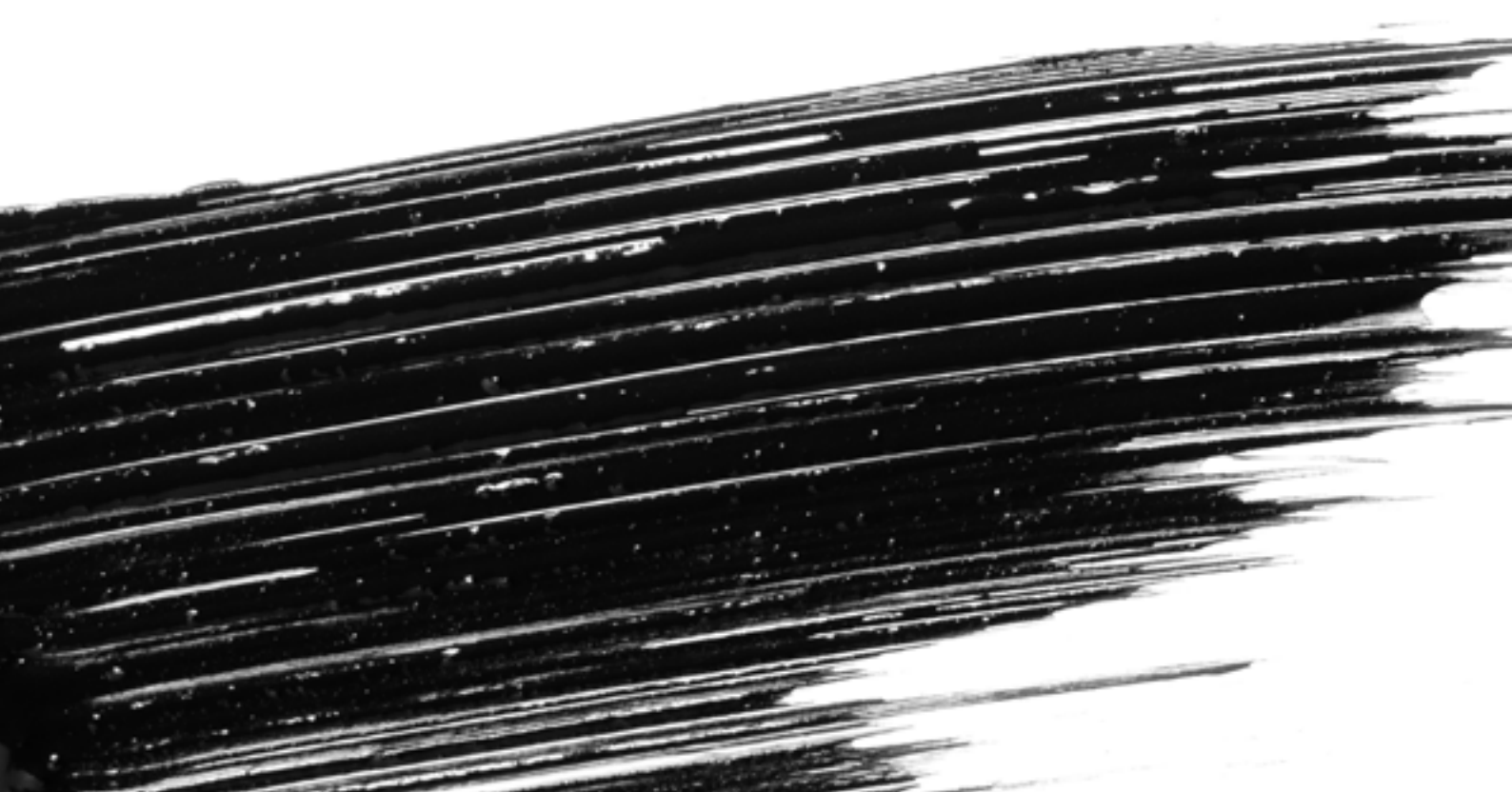
You will not need touch-ups during the day, as we have inserted polymers inside that will contribute to the **excellent lasting** of the mascara.

The brush has a curved profile that makes the **application ergonomic**, following the natural curve of the lashes; the thin shape and the slightly pointed tip allow you to capture your lashes from the base and "build" your make-up.

In addition, the short fibers of the brush ensure that the lashes come into contact with the bulk deposited in the inner part of the applicator. This is in order to release a greater amount of product on the lashes.

- Without added parabens
- Ophthalmologically tested
- Approved by EEC / FDA / JPN legislation

**INGREDIENTS:** AQUA, CI 77499, CERA ALBA, PARAFFIN, GLYCERYL STEARATE, ORYZA SATIVA CERA, BUTYLENE GLYCOL, PALMITIC ACID, ACACIA SENEGAL GUM, POLYBUTENE, COPERNICIA CERIFERA CERA, AMINOMETHYL PROPANOL, STEARIC ACID, VP/EICOSENE COPOLYMER, PHENOXYETHANOL, HYDROXYETHYLCELLULOSE, POTASSIUM SORBATE, DIMETHICONE, POLYESTER-4 ETHYLHEXYLGLYCERIN, SODIUM NITRATE, GLYOXAL, TOCOPHEROL  
**PAO 6 M 7.5 ml e - 0,25 oz**









01  
BLONDE



02  
LIGHT BROWN



03  
STRONG BROWN



4077

**YOUR EYEBROW'S BFF** 15,00 €

(EYEBROW'S PEN TATTOO)

SHALL WE BET I'LL BE YOUR EYEBROW'S BEST FRIEND?

Welcome to the world of perfect eyebrows with 'YOUR EYEBROW'S BFF'!

An incredible tattoo pen, it's the ally you've always wanted to achieve flawless eyebrows that withstand everything. Thanks to its microblading effect applicator, 'YOUR EYEBROW'S BFF' creates a natural hair-like effect that seamlessly blends with your eyebrows, giving them a defined and well-groomed look that lasts up to 10 hours without the need for touch-ups.

Its innovative formula uses water-soluble pigments that penetrate the lower layer of the epidermis, ensuring impressive hold without smudging and without unwanted transfers; you can be sure that 'YOUR EYEBROW'S BFF' will stay in place even during the busiest days.

With its water resistance, you can tackle any daily challenge without worrying about makeup; whether you're at the gym, at the beach, or on a night out, your eyebrows will always be impeccable and in line with your dynamic lifestyle.

Forget about eyebrow products that disappoint your expectations, with 'YOUR EYEBROW'S BFF' you'll finally have the perfect companion to enhance your beauty and make your eyebrows the center of attention, always and everywhere.

- Without added parabens
- Ophthalmologically tested
- Vegan
- EEC / FDA / JPN approved

**INGREDIENTS:** AQUA (WATER), BUTYLENE GLYCOL, PENTYLENE GLYCOL, POLYACRYLATE-21, ACACIA SENEGAL GUM, TRIDECETH-6 PHOSPHATE, CAPRYLYL GLYCOL, DIPROPYLENE GLYCOL, GLYCERYL CAPRYLATE, +/- (MAY CONTAIN): CI 19140 (YELLOW 5), CI 17200 (RED 33), CI 42090 (BLUE 1), CI 15985 (YELLOW 6)









4078

**LOYAL LINER****13,00 €****(WATERPROOF EYELINER PEN)**

An extremely pigmented, deep black, long-lasting and water-proof eyeliner... all this is our Loyal Liner.

A matte finish that completes any type of look, from the most minimal to the boldest.

Thanks to the constant release of product, the coverage results ultra-precise and uniform. We have included selected film-forming products that make this eyeliner highly performing and water resistant, allowing a duration of up to 24 hours. The soft applicator allows to obtain different types of lines, from the thickest to the finest, thanks to its conical shape with an extremely thin tip.

This product is free from BHT, EDTA, Parabens and Animal derived raw materials.

Why you'll love it:

- Lasting tested up to 24 hours
- Waterproof
- Ultra-intense black and matte finish
- Smudge-proof

- Without added parabens
- Dermatologically and ophthalmologically tested
- Vegan
- EEC / FDA / JPN approved

**INGREDIENTS:** AQUA (WATER), METHYLPROPANEDIOL, CI 77266 (NANO) (BLACK 2), STYRENE/ACRYLATES COPOLYMER, STYRENE/ACRYLATES/AMMONIUM METHACRYLATE COPOLYMER, CELLULOSE, PEG-60 HYDROGENATED CASTOR OIL, COCO-GLUCOSIDE, POLOXAMER 188, CITRIC ACID, PHENYLPROPANOL, CAPRYLYL GLYCOL, SODIUM LAURETH-12 SULFATE, SODIUM LAURYL SULFATE, PHENOXYETHANOL, POTASSIUM SORBATE, SODIUM BENZOATE, SODIUM DEHYDROACETATE

**PAO 6M 1,1ml e - 0,037 fl.oz**





4014

## LIQUID EYELINER

10,00 €

SHAKE ME!

Shake well before use ... for a WOW result.

Liquid eyeliner with excellent color release, for a **super intense black with a matt finish.**Formulated with water-based pigments that allow perfect application and excellent adhesion, for a **long-lasting result.**

Particularly suitable for sensitive eyes that tend to water.

- Dermatologically and ophthalmologically tested
- Approved by EEC / FDA / JPN legislation

INGREDIENTS: AQUA, PROPYLENE GLYCOL, TRIMETHAMINE, CITRIC ACID, OLEYL ALCOHOL, MAGNESIUM ALUMINUM SILICATE, STEARIC ACID, GLYCERIL STEARATE, CELLULOSE, HECTORITE, XANTHAN GUM, ACRYLATES / CLO-30, ALKYL ACRYLATE CROSSPOLYMER, ISOPROPYL PARABEN, BUTYL PARABEN, ISOBUTYL PARABEN **PAO 9M 2,5 ml e - 0,08 fl.oz**



**01**  
NERO



**02**  
MARRONE SCURO



**03**  
RAMATO

'SUPER BLACK AND MATTE EYELINER THE WAY I LIKE IT, SO I'M USING IT AND LOVING IT SO MUCH!'

- ROBERTA







# NAILS



Our nails products has been developed to take care of your nails and don't damage it as the uv gel products do.





## NAILS

4049

### NAIL POLISH GET LOOK

5,00 €

The gel effect Nail Polish has been designed for women with a passionate and expansive personality.

The formula of new conception allows, already at the first application, a bright result and of great impact thanks to the glossy and intense color. Without using the harmful UV lamps, it reproduces the effect of the professional gel nail polish. Easy and fast application thanks to the new Big Brush applicator, designed with a longer and thicker brush, which allows you to take more product allowing a precise and fast application. The enamels are made without substances harmful to health

**- Dermatologically tested**

**- Approved by CEE/FDA/JPN legislation**

**INGREDIENTS:** MAY CONTAIN: BUTYL ACETATE ETHYL ACETATE NITROCELLULOSE ACETYL TRIBUTYL CITRATE ISOPROPYL ALCOHOL ADIPIC ACID/ NEOPENTYL GLYCOL/TRIMELLITIC ANHYDRIDE COPOLYMER STYRENE/ ACRYLATES COPOLYMER STEARALKONIUM BENTONITE SILICA N-BUTYL ALCOHOL BENZOPHENONE-1 DIACETONE ALCOHOL TRIMETHYLPENTANE-DIYL DIBENZOATE POLYETHYLENE PHOSPHORIC ACID. TITANIUM DIOXIDE CI 77891 RED 6 LAKE CI 15850 RED 7 LAKE CI 15850 RED 34 LAKE CI 15880 YELLOW 5 LAKE CI 19140 ULTRAMARINES CI 77007  
**PAO 24 M - 7,5ml e - 0,26 fl.oz**



**01**  
ROSA INTENSO



**02**  
BLU ELETTRICO



**03**  
VIOLA INTENSO



**04**  
BLU NOTTE



**05**  
ROSA VIVACE



**06**  
VERDE MILITARE



**07**  
FANGO ROSATO



**08**  
FUCSIA SHOCK



**09**  
ROSSO BORDEAUX



**10**  
ROSSO GERANIO



**11**  
ROSSO PURO



**12**  
GLICINE



4022

## NAIL POLISH

5,00 €

The Nail Polish comes from a new exclusive formula that guarantees a high performance of the product, a protective and curative effect. Our new formula allows an easy and light application that gives extreme shine and coverage for bright and seductive nails. Our nail polishes are free from harmful substances.

- Dermatologically tested

- Approved by CEE/FDA/JPN legislation

**INGREDIENTS:** MAY CONTAIN: BUTYL ACETATE, ETHYL ACETATE, NITROCELLULOSE, ADIPIC ACID/NEOPENTYL GLYCOL/TRIMELLITIC ANHYDRIDE COPOLYMER, ACETYL TRIBUTYL CITRATE, ISOPROPYL ALCOHOL, STEARALKONIUM BENTONITE, ACRYLATES COPOLYMER, STYRENE/ACRYLATES COPOLYMER, N-BUTYL ALCOHOL, SILICA, BENZOPHENONE-1, MAY CONTAIN, ALGAE EXTRACT, ALUMINUM HYDROXIDE, ALUMINUM POWDER CI 77000, BISMUTH OXYCHLORIDE, CI 77163, BLACK 2 CI 77266 [NANO], BLACK IRON OXIDE CI 77499, CALCIUM ALUMINUM BOROSILICATE, CALCIUM SODIUM BOROSILICATE, FERRIC AMMONIUM FERROCYANIDE CI 77510, MANGANESE VIOLET CI 77742, METHICONE, MICA, POLYETHYLENETEREPHTHALATE, RED 34 LAKE CI 15880, RED 6 LAKE CI 15850, RED 7 LAKE CI 15850, RED IRON OXIDE CI 77491, SYNTHETIC FLUORPHLOGOPITE, TIN OXIDE, TITANIUM DIOXIDE CI 77891 [NANO], TITANIUM DIOXIDE CI 77891, ULTRAMARINES CI 77007, VIOLET 2 CI 60725, YELLOW 5 LAKE CI 19140

**PAO 24m 10ml e - 0,33 fl.oz**



**01**  
PERLATO  
MADREPERLA



**04**  
NUDE



**06**  
PERLATO ROSA



**12**  
LACCATO RUBINO



**13**  
PERLATO BEIGE  
CHIARO



**15**  
PERLATO  
AMARANTO



**18**  
PERLATO MAUVE



**21**  
PERLATO SALMONE



**26**  
LACCATO BIANCO  
FRENCH



**27**  
GLITTER ACQUA DI  
ROSA



**28**  
PERLATO SABBIA  
DORATA



**30**  
PERLATO MOSTO



**31**  
GLITTER MALVA  
CANGIANTE



**36**  
PERLATO ROSA  
DORATO



**40**  
PERLATO ROSA  
METALLICO



**41**  
GLITTER PERLA



**43**  
GLITTER PIETRA  
VULCANICA



**44**  
LACCATO  
BORDEAUX



**45**  
GLITTER SCHEGGIE  
DI LUCE



**46**  
GLITTER FATINA



**48**  
LACCATO  
MELENZANA



**49**  
PERLATO BLU  
NOTTE



**50**  
LACCATO FRAGOLA



**51**  
LACCATO PORPORA



**52**  
LACCATO VIOLETTA



**53**  
LACCATO GLICINE



**54**  
LACCATO DOUBLE  
PINK



**55**  
LACCATO STRONG  
PINK



**56**  
LACCATO FUCSIA



**58**  
GLITTER VINO  
FRIZZANTE



**59**  
GLITTER PEONIA



**60**  
LACCATO GERANIO

## NAILS



**03**  
MOISTURIZING  
HEALING



**34**  
NUTRIENT CURING



**33**  
HEALING  
INVIGORATING



**32**  
MOISTURIZING  
HEALING

4022

### NAIL POLISH CURATIVE

6,00 €

**N°32\_Moisturizing healing:** improves the elasticity of the nails by protecting them • Day after day strengthens and invigorates the connective tissue. Contains vitamin A-E-B5 and Argan Oil.

**N°33\_Healing Invigorating:** Stimulates Keratin Formation • Strengthening and hardening action • Limits the color fading and yellowing of the nail. Excellent as a base before applying the nail polish.

**N°34\_Nutrient curing:** Strong and flexible film • Patented plasticizer for easy application. Thanks to the action of wheat proteins and magnesium you get an antioxidant and nutritional effect.

- Approved by CEE/FDA/JPN Legislation
- Dermatologically Tested

**INGREDIENTS:** MAY CONTAIN: ETHYL ACETATE, BUTYL ACETATE, NITROCELLULOSE, ISOBUTYL ACETATE, ACETYL TRIBUTYL CITRATE, ISOPROPYL ALCOHOL, ADIPIC ACID/NEOPENTYL GLYCOL/TRIMELLITIC ANHYDRIDE COPOLYMER, ACRYLATES COPOLYMER, PEG-8/SMDI COPOLYMER, TOSYLAMIDE/EPOXY RESIN, BENZOPHENONE-3, TRIMETHYLPENTANEDIOL, DIBENZOATE, POLYVINYL BUTYRAL, DIMETHYL OXOBENZO, DIOXASILANE, HYDROLYZED WHEAT PROTEIN, RED17, MAGNESIUM ASCORBYL PHOSPHATE, RED 6 LAKE, YELLOW 11, VIOLET 2, ARGANIA SPINOSA (ARGAN), KERNEL OIL, CL 15850, CL 47000, CL 60725, CL 77510, CL 26100, CL 60725  
**PAO 24M 10 ml e - 0,33 fl.oz**

4048

### NAIL POLISH TOP COAT

5,00 €

We propose a product that guarantees an extraordinary mirror effect, very similar to the finish used in the gel reconstruction. The product can be applied either after the drying of the nail polish to polish and protect the color, making it extremely bright, or even alone, on natural nails, to emphasize them and make them extra shiny, so they look manicured even naked. The texture used allows to obtain a "filler" effect thanks to the particular gel formula that instantly volumizes even the thinnest and most fragile nails.

- Dermatologically tested
- Approved by CEE/FDA/JPN legislation

**INGREDIENTS:** MAY CONTAIN: BUTYL ACETATE, ETHYL ACETATE, NITROCELLULOSE, ADIPIC ACID/NEOPENTYL GLYCOL/TRIMELLITIC ANHYDRIDE COPOLYMER, ACETYL TRIBUTYL CITRATE, ISOPROPYL ALCOHOL, STEARALKONIUM BENTONITE, ACRYLATES COPOLYMER, STYRENE/ACRYLATES COPOLYMER, N-BUTYL ALCOHOL, SILICA, BENZOPHENONE-1, MAY CONTAIN, ALGAE EXTRACT, ALUMINUM HYDROXIDE, ALUMINUM POWDER CI 77000, BISMUTH OXYCHLORIDE, CI 77163, BLACK 2 CI 77266 [NANO], BLACK IRON OXIDE CI 77499, CALCIUM ALUMINUM BOROSILICATE, CALCIUM SODIUM BOROSILICATE, FERRIC AMMONIUM FERROCYANIDE CI 77510, MANGANESE VIOLET CI 77742, METHICONE, MICA, POLYETHYLENETEREPHTHALATE, RED 34 LAKE CI 15880, RED 6 LAKE CI 15850, RED 7 LAKE CI 15850, RED IRON OXIDE CI 77491, SYNTHETIC FLUOROPHLOGOPITE, TIN OXIDE, TITANIUM DIOXIDE CI 77891 [NANO], TITANIUM DIOXIDE CI 77891, ULTRAMARINES CI 77007, VIOLET 2 CI 60725, YELLOW 5 LAKE CI 19140

**PAO 24M 7,5 ml e - 0,26 fl.oz**







4075

## OVAL BRUSHES SET

45,00 €

The success of our make-up depends not only on the quality of the products we use to make it, but also and above all on the tools we use for the application.

A set composed of five brushes of the latest generation, defined for this reason it is 'the revolution in the application of make-up'. They guarantee a simple, fast and precise application of make-up thanks to the particular ergonomic shape that allows a comfortable and targeted use.

They are characterized by synthetic fiber bristles, suitable for retaining and applying both powder and fluid products or cream. There are a total of five oval brushes, one linear measure, one circle and three ovals:

Oval 1: the largest of the range, it is an oval brush 'multipurpose', since it can be used both for the application of foundation, both for fixing the makeup base with the use of powder.

Oval 2: the second medium-sized oval brush, also this multi-purpose, perfect for application on the area of the cheekbones of blush and earth; also great for blending.

Oval 3: the third, and last oval brush, the smallest of the three, is suitable for both the application and the shading of eye shadows and correctors that are powder or cream even in the most difficult to reach areas of the eye with larger brushes.

Linear: of linear shape and rather elongated, is designed to be 'multifunction' with regard to the areas of the face that require greater precision and minuteness. In fact, it is suitable for applying eyeliner to define the lip contour and for contouring.

Circle: The circle brush has a rather small surface. It is round section and suitable for very precise applications on particularly small areas of the face. Especially useful for applying lipstick, both liquid and stick.





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4042

**BRUSH HAND  
BAG**

5,00 €

The Mini Handbag Brush is comfortable, you can always carry it with you for any quick touch-up of your make-up.

Made with **natural bristles**, it is equipped with a retractable closing mechanism that protects the bristles from contact with external agents and at the same time reduces their size. Only 7.5 cm high, it is **practical and easy to handle**.



4038

**DOUBLE  
SHARPNER**

3,50 €

Our double sharpener made of high quality plastic material and equipped with a **super-quality German-made blade** to sharpen pencils and jumbo pencils both in wood and PVC. The ivory double adapter is designed for **4 different pencil diameters**: 6 (six) mm, 8 (eight) mm, 10 (ten) mm and 12 (twelve) mm.

It is equipped with a special blade net ideal for cleaning and allows you to always have a perfectly tempered pencil.

It is also equipped with a transparent gouache compartment that retains the residues created in sharpening the pencil inside, allowing at the same time to be able to see when the compartment is full.





## ACCESSORIES



4070

### NAIL POLISH REMOVER

7,50 €

Modern nail polish lever that does not come out and does not get dirty. It does not contain acetone. It helps to preserve the integrity of the nails. It easily removes any trace of nail polish even from the most difficult areas. To the scent of mardorla.

4040

### LATEX SPONGE

3,00 €

The pure natural latex sponge will make applying the foundation on your face even easier and more professional.

Made of **natural pink latex**, it is designed for a long life, its 10 mm thickness and shape ensure easy of use, avoiding thickening and absorption of material.

It does not redden or irritate the skin, giving it a healthy and radiant appearance.



### BIG BRUSH

8,00 €

The extreme softness of the hair together with the rounded and compact shape of the tuft allow for optimal application of the product, **avoiding the risk of excessive color deposits** only in certain areas.

#### FEATURES:

- Methacrylate handle
- Ring in satin silver anodized aluminum
- Super-quality black goat hair
- Soft and compact tuft with a rounded shape





## STAND



### STAND SELF SERVICE

Exhibitor of the latest generation, containing large spaces for communication; in addition to presenting all the testers in our product range, also includes products for sale. Composed of 6 shelves containing about 24 couvettes. Made of wood, metal and plexiglass.

**Measures : 140x36x195 (h) cm**

### STAND GENERAL TESTER

Exhibitor of the latest generation, containing large spaces for communication; presents all the testers in our product range, including all the color variations of each product. Divided into three parts : column, horizontal display panel and vertical display panel. Column made of metal and display panels made of metal and plexiglass.

**Measures : 75x67x150(h) cm**





## STAND EYEBROW PEN TATTOO

Single-product counter display made of plexiglass and forex. Includes 36 pieces of product for sale (12 pieces for 3 colors) + 3 pieces of testers (1 for 3 colors)

Measures : 18x10x30h cm



## STAND MASCARA DEVIL LASHES

Single-product counter display made in cardboard. Includes 36 pieces of mascara for sale + 1 tester

Measures : 20x20x30cm





## STAND COLLAGEN STIMULATOR LIPGLOSS

Single product counter display made of plexiglass and forex. Includes 72 pieces of product for sale (6 pieces for 12 colors) + 12 testers (1 for 12 colors)

Measures: base diameter 30 cm x shoulder height 20 cm

## STAND LIQUID LIPSTICK

Single product counter display made of plexiglass and forex. Includes 72 pieces of product for sale (6 pieces for 12 colors) + 12 testers (1 for 12 colors)

Measures: base diameter 30 cm x shoulder height 20 cm



## STAND MARSHMALLOW FOUNDATION AND TRANSLUCENT

Single product counter display made of plexiglass and forex. Includes 12 pieces of product for the sale of foundation (3 pieces for 4 colors) + 6 pieces of product for sale of translucent powder + 5 testers (1 for 4 colors of foundation + powder pod)

Measures: base diameter 30 cm x shoulder height 20 cm











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