



The Makeup for Life with the
Extension of Skincare

Product Manual



LIPSTICK

- Packed with the antioxidant vitamin E for soothing and healing properties
- Contains natural vanillin extract
- Long-lasting
- Textures in Cream (Smooth & Creamy), Pearlized or Frosted, Hi-Gloss (Super Shiny & Glossy and Lightweight), Super Soft Matte, and Extreme Shine.



EXTREME LIPSTICK

- Extreme pigment for intense color
- Long-lasting
- Full Coverage
- Packed with the antioxidant vitamin E for soothing and healing properties
- Contains natural vanillin extract
- Rich Matte texture



MATTE LIQUID LIPSTICK

- High impact matte finish
- Creamy full coverage and long-wear
- Lightweight texture
- Will not feather



LIP GLOSS

- Slightly tacky texture (designed for long-wear)
- Stays on longer than most other lip glosses and retains its color
- Super pigmented
- Packed with the antioxidant vitamin E for soothing and healing properties
- Contains natural vanillin extract



VINYL LIP LACQUER

- High impact pigments
- More coverage and shine than lip gloss
- Long-wear lip-hybrid formula
- Similar to liquid lipstick with high shine
- Fade proof
- Infused with maximum staining pigments
- Non-drying, stay put finish
- Use with lip liner to prevent feathering



EYE PENCIL

- Soft Creamy Khol formula
- Hypoallergenic formula ideal for sensitive eyes
- Premium quality pencils manufactured in Germany



MECHANICAL EYE PENCIL

- Mechanical roll up liner
- Super creamy texture that is perfect for smokey eyes
- Waterproof formula
- Sponge & sharpener at the bottom
- Keep lid on tight to avoid drying out



GEL EYE PENCIL

- Intensely pigmented formula that glides on creamy smooth
- Dries on and lasts all day
- Unnecessary to reapply
- Special sharpener required



EYE LIQUID LINER

- Long-wear formula
- Quick Drying
- Ink-like formula
- Easy to use marker tip applicator, perfect for unsteady hands



EYE LIQUID LINER DEFINE

- Long-wear formula
- Quick Drying
- Fine tip applicator for detail application



BROW PENCIL

- A slightly harder texture, perfect for feathering effect
- Built in grooming brush on lid
- Use before or after hi-brow shadow
- Made in Germany



BROW DIP LINER

- Developed precisely for the brow liner
- Smooth texture
- Easy to blend
- Natural look
- Smudge free and lasts all day
- Dermatologically and ophthalmologically tested



LIP PENCIL

- Soft, creamy Khol formula
- Hypoallergenic formula perfect for sensitive lips
- Worn alone or under lipstick
- Color stays in place - no feathering or bleeding.
- Made in Germany



MECHANICAL LIP PENCIL

- Creamy, smudge proof formula
- Mini lip brush located at the end of lip pencil
- Mini sharpener located on the other side
- Waterproof formula
- Keep lid on tight to avoid dry out



CLEAR PENCIL DUO FIXX

- Apply before lipstick or lip gloss
- Stops lipstick or lip gloss from feathering or bleeding
- Perfect for any shade of brow
- Keeps brows in place
- Invisible & colorless
- Long-wear and waterproof
- Keep lid on tight to avoid dry out



INTENSE MASCARA

- Curling and volumizing formula
- Contains natural polymers to stretch & hold
- Water resistant (not waterproof)
- Lashes shape for 12 hours
- Increases curl 50%
- Contains vitamin A, C and E
- Perfect for sensitive eyes / contact lens wearers



EYE LIGHT LIQUID SHIMMER

- Shimmer under the brow bone
- Subtle eye-catching hi-lites
- Waterproof
- Smudge proof - dries instantly
- Light reflecting pigments
- Lasts 18 hours



PRIMER

- A makeup base that gives a matte finish
- Silicone based primer
- Apply before foundation on clean skin
- Minimizes fine lines
- Perfect for all skin types
- Helps makeup last all day - flawless



BB CREAM

- Part skincare, part makeup
- Hydrates and protects with sheer, radiant coverage
- Provides superior skin protection that may prevent premature skin aging and darkening
- Produces a very natural, no makeup look



SHEER GLO LOTION

- Use on face or decollete (collar/neck line)
- Gives instant glo to all skin tones
- Wear alone or on top of foundation
- Gorgeous effect if mixed with liquid foundation
- Especially amazing for mature / dry skin
- Replaces youthful glow



BRONZER LOTION

- Silky smooth lotion with a pearl finish
- Instant bronze glow
- Use on face or body
- Can be worn on bare face
- Works on all skin types
- Not to be confused with a self tanner, wash off daily



FLAWLESS FACE FOUNDATION

- Water based liquid foundation
- Light to medium coverage
- Contains antioxidant vitamin E for soothing and healing properties
- Contains wheat germ to improve skin's elasticity
- Perfect for sensitive skins
- Non-Comedogenic (does not cause blocked pores)



MOUSSE FOUNDATION

- Cream to powder
- Light, velvety texture
- Light-medium coverage
- Matte finish
- Visibly reduces appearance of fine lines
- Powder is optional
- Non-Comedogenic (does not cause blocked pores)



MINERAL FOUNDATION (PRESSED COMPACT)

- More matte finish than mineral loose foundation
- Full coverage when applied with sponge or with a brush for a sheer coverage
- Silky smooth feel and application
- Forms a natural protective filter, keeping skin healthy all day
- Does not absorb water which helps prevent bacteria growth and decomposition of the foundation
- Suitable for people with acne



CREAM FOUNDATION (COMPACT)

- Cream based foundation in a compact
- Full coverage
- Matte finish
- For dry skin, recommended to use with camera ready primer to increase slip



DUAL POWDER (COMPACT)

- Foundation and powder all in one
- Medium to full coverage
- Use as a foundation with brush or sponge
- Use for touch ups
- Will not settle into fine lines
- Use on top of any liquid or cream foundation to set or add coverage
- Use dampened sponge for full coverage foundation (for oily skin)



HI-DEF INVISIBLE BLOTTING POWDER TRANSPARENT

- Removes oil and shine with no buildup
- No coverage
- Translucent
- Blots oil without "cakiness"
- Weightless and invisible
- Will not settle into fine lines



BRONZER

- Silky-light mineral based powder
- Delivers a healthy-looking bronzed glow in any season
- All the benefits of mineral foundation
- Glides on evenly with a brush for a healthy & velvety soft glow finish



CONCEALER

- Cream concealer
- Full coverage
- Matte finish
- Set with powder to increase staying power
- Can be layered to cover blemishes, spots, dark circles, enlarged pores or any other skin imperfections



BLUSH / CHEEKS

- Suitable for sensitive, acne prone and mature skin
- Stays fresh and color true for hours
- Oil-free, oil absorbing and moisture balance
- Glides on easily and evenly (with finger or a brush)
- Never looks dry, creating a healthy, natural glow
- Nylon 12 is added soft and silky feel.
- Has a sheer natural finish while providing color and radiance to the skin.



EYE SHADOW

- Enriched with micro bead shimmer to enhance the natural eye color
- Applies smoothly and lasts for hours
- No creasing, pulling, or dragging the delicate eye area.
- Reduces appearance of lines around eyes.
- Achieve eye makeup results from natural to intense
- Safe for contact lens wearers
- Ophthalmologist tested



FACE PIGMENTS

- Ideal for color-intensive, texture-rich looks that need to last
- Allows for easy application, blend ability and flexibility of coverage
- Transfer-resistant finish creates a smooth, crease-free, reflective look
- Designed for sensitive eyes and contact lenses wearers.