

EYES



# BROWS

FULL SERVICE  
PROPOSAL



DESIGNED BY  
 **mktgindustry**  
CREATING IN BEAUTY

# STYLER GEL

## EYEBROW FIXER



Long-lasting, transparent gel that once applied to the eyebrows, fixes them for a perfect styling. The very long lasting formula has been designed to obtain, with a simple gesture, defined eyebrows throughout the day, without a sticking or drying effect. The gel consistency allows you to dose the right amount of product to easily get a natural and refined look. Its innovative formula contains a fixing polymer that ensures a perfect long lasting result. Formula enriched with arginine, panthenol and an innovative cranberry water obtained by green chemistry processes in compliance with environmental sustainability.

### ACTIVE INGREDIENTS

- ★ **PANTHENOL:** is vitamin B5 that acts as a protective and restructuring of the eyebrows that are fuller and bulky.
- ★ **CRANBERRY EXTRACT:** naturally rich in vitamins. The active has an antioxidant property.
- ★ **ARGININE:** restorative and protective.
- ★ **FILM FORMING AGENT:** ensures a perfect styling of the eyebrows and a good adherence of the product.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ GOOD HOLD
- ♥ FLEXIBLE FILM
- ♥ FREE FROM: OILS, PEGs, PARABENS, ETHOXYLATED, PARAFFIN (MINERAL OIL), SILICONES, CYCLIC SILICONES, PHENOXYETHANOL

### setUP BRUSH

- ★ **Long Bristles**, shape and comb your brows from root to tip.
- ★ **Pro Tip**, the space between them allows to hold the perfect amount of product.
- ★ **Short Bristles** outline and define the arch.



SUGGESTED PACKAGING: EYEBROW GLAMMY WITH SET-UP BRUSH

# BROW GLUE

## BROW LAMINATION GEL



Brow Glue is a long-lasting transparent eyebrow gel that sculpts, fixes, and shapes brows with a sleek laminated effect. Its ultra-resistant formula ensures a flawless and lasting hold with no residue, no stickiness, and full resistance to sweat and transfer. The lightweight, invisible texture sets quickly, keeping brows perfectly lifted, defined, and flexible all day long. Use it alone for a natural, polished look, or layer it with your favorite brow products for added structure and intensity. Brow Glue allows effortless shaping and control for neat, sculpted results but still easy to remove with a simple makeup remover. Genderless, versatile and intuitive, perfect for everyday styling and for expressing your unique brow look.

### ACTIVE INGREDIENTS

- ★ **FILM-FORMING AGENTS:** strong fixing and styling, lasting effect without crumbling and sticky effect.
- ★ **HUMECTANT AGENT:** moisturizing effect.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ SLEEK LAMINATED EFFECT
- ♥ TRANSPARENT FINISH
- ♥ VERY RESISTANT AND LONG LASTING
- ♥ LIFTING, SCULPTING & DEFINITION EFFECT
- ♥ FORMULATED WITHOUT: PARABENS, TALC, SILICONES, PHTHALATES, MINERAL OIL, ACRYLATES, MICROPLASTICS



SUGGESTED PACKAGING: EYEBROW 3:1

# HOW TO ACHIVE THE PERFECT LAMINATED LOOK

## ALL STEPS FOR A PERFECT LAMINATION

### **STEP 1** SCULPT

Apply a small amount of product on the brow arch with the tiny conical applicator and gently brush through in small upward strokes to cover all the hairs.

### **STEP 2** SHAPE

Switch to the comb and go with upward strokes to comb and shape the brows.

### **STEP 3** SET

Gently press down with the brush to set hairs in place all day long.



# BROW CONTROL

## BROW MASCARA

Brow Control envelops each hair of the brows with a thin layer of color, to define their shape and to fill in gaps with a natural tint. It contains a specific polymer with fixative action that gives waterproof properties to the formula. The presence of specific volatile emollients ensures product hold throughout the day, for an impeccable day-to-night look.

### ACTIVE INGREDIENTS

- ★ **JOJOBA OIL:** is composed of a mixture of waxy esters, vitamin E, B-complex vitamins, minerals such as zinc and copper. It is rich in powerful natural antioxidant tocopherols.
- ★ **BAOBAB OIL:** nourishing and restructuring. This oil is obtained by following a sustainable supply chain that combats deforestation.
- ★ **POLYMER WITH FIXING AND FILMING ACTION:** ensures a waterproof effect and helps to discipline the eyebrows.
- ★ **WAXES WITH FIXING ACTION:** guarantee the waterproof effect and good product hold and they help to fix the eyebrows with a flexible film without stiffening them.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **WATERPROOF TESTED**
- ♥ EYEBROW SCULPTING AND DEFINITION
- ♥ LONG LASTING EFFECT
- ♥ FREE FROM: EDTA, PARAFFIN, PARABENS, CYCLIC SILICONES



# BROW CONTROL

TINTED BROW GEL



COD. MK/BC 504-08-003M



COD. MK/BC 504-08-004M



COD. MK/BC 504-08-006M



COD. MK/BC 504-08-008M



COD. MK/BC 504-08-010M



COD. MK/BC 504-08-011M



COD. MK/BC 504-08-013M

# BROW MAKER

## TUBING BROW MASCARA

A tubing formula that creates naturally defined brows with a refreshed, polished look, similar to a one-day hair tint. Its innovative tubing technology wraps each brow hair for a fuller, weightless finish, and at the end of the day, it rinses off effortlessly with just warm water. The result: naturally groomed brows that look perfectly refreshed every day.

### ACTIVE INGREDIENTS

- ★ **FILM FORMER SUITABLE FOR A TUBING EFFECT:** thanks to its flexible and stretchable transparent films, excellent wear properties, and easy removal.
- ★ **CASTOR OIL-DERIVED ESTER:** with a honey-like texture that forms a soft, breathable film, providing comfort, protection, long-lasting wear, and anti-pollution benefits.
- ★ **UPCYCLED POWDER:** rich in calcium and magnesium carbonate, sourced from selected Mediterranean marble quarries, coated with olive oil derivatives; offers a soft, creamy texture with skin-conditioning properties and a unique matte, silica-like finish.
- ★ **INNOVATIVE EMULSIFIER DERIVED FROM OLIVE OIL:** with emollient, skin-conditioning, and antioxidant properties.
- ★ **100% NATURALLY DERIVED TEXTURIZING AGENT:** with a very soft feel that provides structure.
- ★ **WATER-BASED GELLING AGENT:** that imparts softness and a silky touch.
- ★ **Pigment (3.5%)**

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ WRAPPING EFFECT
- ♥ NATURAL DEFINED LOOK
- ♥ EASY TO TAKE-OFF WITH WARM WATER
- ♥ FORMULATED WITHOUT: SILICONES, PEG



SUGGESTED PACKAGING: EYEBROW GLAMMY