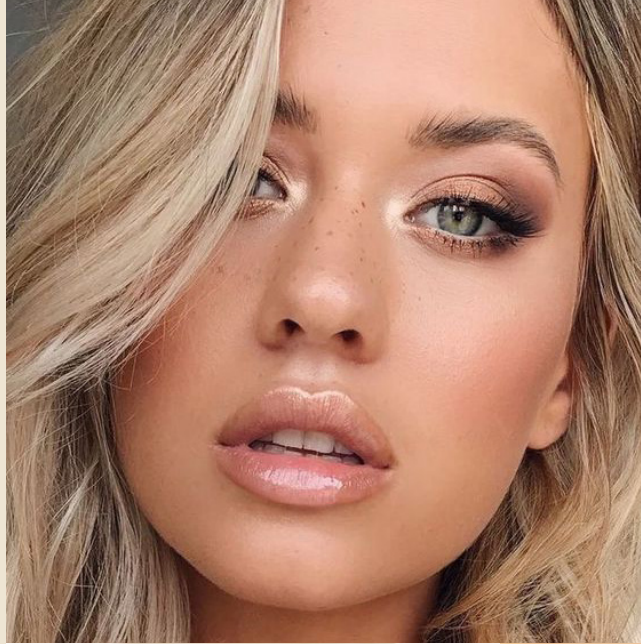


FACE



CONCEALER

FULL SERVICE
PROPOSAL



DESIGNED BY
 **mktg** industry
CREATING IN BEAUTY

LIGHT BOOST

BRIGHTENING CONCEALER

Like a touch of light that instantly awakens the eyes, Light Boost brightens and revives the eye contour, restoring a fresh and luminous look. Its innovative formula is designed to perfect the under-eye area both optically and sensorially, helping to blur signs of fatigue, even out discoloration and smooth small imperfections in a single effortless gesture. Special matte pearls replace traditional pigments, delivering a soft and refined color payoff while subtly illuminating the skin. The result is a naturally radiant finish that enhances the eye contour without looking heavy. The result: eyes appear brighter, smoother and naturally illuminated.

ACTIVE INGREDIENTS

- ★ **GRAPEFRUIT EXTRACT (CITRUS PARADISI):** delivers regenerative, antioxidant, brightening and revitalizing effects, helping to enhance the natural radiance of the eye contour.
- ★ **AGAVE TEQUILANA EXTRACT:** provides hydrating and moisturizing properties while helping to soothe redness and irritation, leaving the skin soft and comfortable.
- ★ **MATTE PEARLS:** special optical pearls that replace traditional pigments, creating a unique color payoff while subtly illuminating and enhancing the complexion.
- ★ **FILM-FORMING POLYMER:** a crosslinked silicone polymer combined with a volatile emollient that forms a protective and long-lasting film on the skin, ensuring durability, water resistance and comfort.
- ★ **SILICONE ELASTOMER:** enhances the sensorial experience and provides a soft-focus, oil-controlling effect, leaving the skin smooth with a refined, powdery after-feel.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ INSTANTLY BRIGHTENS AND REFRESHES THE EYE CONTOUR
- ♥ LIGHT-REFLECTING PEARLS FOR A NATURALLY RADIANT LOOK
- ♥ FORMULATED WITHOUT: EDTA, PARAFFIN (MINERAL OIL), PARABENS, CYCLIC SILICONES, PHENOXYETHANOL

COVERAGE ●●○○○



All the information contained in this marketing sheet is provided for informational purposes only. The descriptive terms used herein are to be understood solely as adjectives referring to the texture and/or the sensorial profile of the formula. We remind you that, in accordance with Regulation (EU) No 655/2013, any claim concerning the characteristics, performance, or properties of a cosmetic product must be supported by adequate and verifiable evidence. Should the client copy, reproduce, or extract claims from this marketing sheet, such action is carried out under the client's sole responsibility. In any case, the client is required to verify and ensure the availability of the necessary supporting documentation in the country where the product will be marketed. Mktg Industry therefore declines any responsibility for the claims made by the client on product packaging, marketing materials, communication tools, or advertising activities, which remain under the sole liability of the client.

HYDRA PRO

CONCEALER

An innovative creamy concealer with a buttery, melting texture that blends seamlessly into the skin. Enriched with selected hydrating ingredients, the formula melts on contact, delivering medium coverage with an ultra-radiant finish. Its lightweight consistency adapts perfectly to the eye area and face, visibly softening the appearance of fine lines and wrinkles while restoring freshness and luminosity, ideal for mature skin. An illuminating active ingredient helps smooth and refine the periorcular area, enhancing the skin's natural light for a luminous, healthy look.

**frosted packaging is strongly suggested.*

ACTIVE INGREDIENTS

- ★ **RADIANT COMPLEXION EXTRACT (func1%)**: Evodia Rutaecarpa Fruit Extract enhances complexion by offering anti-aging, anti-wrinkle, and moisturizing benefits. It promotes skin radiance, reduces microrelief, and boosts micro-circulation, improving skin tone and brightness while minimizing shine.
- ★ **SHEA BUTTER**: a skin super emollient, is well-known for its moisturizing, calming and skin smoothing properties.
- ★ **SILICON ELASTOMER BLEND**: this blend of silicon elastomers dispersed in vegetable oils ensures high sensory performance, enhancing the feel and texture of formulations for a luxurious experience.
- ★ **DIMETHICONE**: features a very high refractive index, delivering exceptional gloss and a radiant finish. Known for its ability to create a pure, luminous shine, it enhances the overall appearance of formulations.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ CREAMY MELTING TEXTURE FOR A LONG-TERM HYDRATION
- ♥ MEDIUM COVERAGE WITH LUMINOUS RADIANT FINISH
- ♥ FORMULATED WITHOUT: MICROPLASTICS, TALC, D5

COVERAGE ●●●○○



SUGGESTED PACKAGING: LIP GLOSS HALO DELUXE

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HOLY GLOWY

CONCEALER

This illuminating concealer delivers a refined three-dimensional optical effect, enhancing the skin with a natural, radiant finish. Its lightweight, sensorial texture ensures smooth and easy application. The formula offers excellent spreadability, a fresh initial touch, and a silky after-feel, making it ideal for precision highlighting on key facial zones such as the undereye area, cheekbones, browbones, bridge of the nose, and cupid's bow.

ACTIVE INGREDIENTS

- ★ **SAFFRON FLOWER EXTRACT:** has antioxidant and anti-aging properties. It is known for being high in calcium, potassium and vitamin D that stimulate cellular turn over and give firmness to the skin.
- ★ **ECO-FRIENDLY SHEA BUTTER ESTER:** offers excellent spreadability and a very light, silky soft skin feel.
- ★ **SERICITE TREATED WITH COCOA BUTTER:** for a luminous finish, it has also emollient effect.
- ★ **NATURAL EMOLLIENT:** with silicon-like sensorial properties

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **95% NATURAL ORIGIN INGREDIENTS**
- ♥ **DERMATOLOGICALLY TESTED** *depending on the color and must be confirmed
- ♥ MEDIUM TO LOW COVERAGE
- ♥ GLOWY FINISH

COVERAGE ●●○○○



SUBLIME

CONCEALER

Highly pigmented concealer that seamlessly melts into the skin without weighing it down, expertly softening and concealing all imperfections. This multi functional product is designed to deliver impeccable results and unparalleled comfort, ensuring a luxurious, cushiony sensation that feels like a second skin. The formula provides buildable coverage, minimizing eye bags, redness, and blemishes while maintaining a demi matte finish that beautifully evens out your complexion.

ACTIVE INGREDIENTS

- ★ **COMPLEX BASED ON RICE OIL, LYCOPENE AND XANTHOPHYLLE** (Marketing dose): prevents skin aging caused by blue light and oxidation.
- ★ **VITAMIN E (Marketing dose)**: improves the condition of the skin surface, maintaining its elasticity, softness and tone. It protects lipids and helps maintain the right hydration.
- ★ **SILICONE SKIN ENHANCER**: gives the product unique properties linked to fluidity, blendability and adherence to the skin. It allows the creation of comfortable and sensorial textures, guaranteeing high performance.
- ★ **COATED PIGMENTS**: the specific silicone coating makes the color creamier and improves the comfort of the product on the skin.
- ★ **TEXTURIZING SPHERIC POWDER**: gives to the final product a “cushion” effect and a silky texture, improving the application. It also has a soft focus action on the skin.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ CREAMY TEXTURE
- ♥ MEDIUM-HIGH COVERAGE (BUILDABLE)
- ♥ DEMI-MATTE FINISH
- ♥ UNIFORM COMPLEXION
- ♥ FREE FROM: PARAFFIN (MINERAL OIL), PARABENS, CYCLIC SILICONES



SUGGESTED PACKAGING: LIP GLOSS CELEBRITY XL WITH MEGA FLOCK APPLICATOR

NYNFA

CONCEALER



This illuminating concealer delivers a refined three-dimensional optical effect, enhancing the skin with a natural, radiant finish. Its lightweight, sensorial texture ensures smooth and easy application. The formula offers excellent spreadability, a fresh initial touch, and a silky after-feel, making it ideal for precision highlighting on key facial zones such as the undereye area, cheekbones, browbones, bridge of the nose, and cupid's bow.

ACTIVE INGREDIENTS

- ★ **SILICONE TREATED PIGMENTS**
- ★ **CHAMOMILE FLOWER WATER:** it maintains the good condition of the skin and gives calming and anti inflammatory properties perfect for sensitive and delicate skins.
- ★ **EVODIA RUTAECARPA FRUIT EXTRACT:** it boosts skin microcirculation, fights dullness, enhances skin radiance and luminosity. It also improves fineness of skin texture.
- ★ **MALTOSE SODIUM PCA TREHALOSE ALLANTOIN SODIUM HYALURONATE GLUCOSE**
- ★ **UREA:** it captures and retains moisture on the surface of the skin and prevent from evaporation and desiccation.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **DERMATOLOGICALLY TESTED** *depending on the color and must be confirmed
- ♥ MEDIUM TO HIGH COVERAGE
- ♥ CREAMY TEXTURE
- ♥ NATURAL FINISH
- ♥ FORMULATED WITH INGREDIENTS THAT HELP MANTAIN SKIN HYDRATION



SUGGESTED PACKAGING: LIP GLOSS ELITE

CAMOU CARE

STICK CONCEALER

High-performance stick concealer ensures excellent coverage and natural finish. Soft texture that melts in contact with the skin releasing the perfect amount of product. Once applied the product is extremely easy to blend, perfectly hides every imperfections with a natural finish. This special product takes care of the skin thanks to the addition in formulation of Vitamin E and Vitamin C, known for their antioxidant properties and an extract of Centella asiatica, known for its soothing and anti-aging properties. The ultra-creamy texture offers buildable coverage, covers and hides imperfections for a perfectly natural look. The stick format makes the product perfect for an on-the-go application and touch-ups!

ACTIVE INGREDIENTS

- ★ **EMOLLIENT ESTERS:** with a thin and comfortable film for a velvety finish.
- ★ **MIX OF WAXES:** well-structured texture with creamy comfortable touch.
- ★ **TEXTURIZING AGENTS:** absorbent properties to provide a matte finish.
- ★ **VITAMIN E:** with antioxidant properties.
- ★ **VITAMIN C:** which gives the product antioxidant, anti-wrinkle and anti-inflammatory properties.
- ★ **CENTELLA ASIAN EXTRACT (FUNCTIONAL %):** known for its soothing properties which, by strengthening the hydrolipidic barrier, decreases the possibility of entry to oxidizing agents which, penetrating inside, favor skin aging.
- ★ **POWDERY PIGMENTS:** excellent coverage.
- ★ **SPECIAL PEARLESCENT PIGMENTS:** which, thanks to its rather intense interference color, visually reduce any skin redness.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ CREAMY TEXTURE
- ♥ BUILDABLE COVERAGE
- ♥ DEMI-MATT FINISH
- ♥ FREE FROM: PARABENS, SILICONES, PHTHALATES, MINERAL OIL AND ACRYLATES

