

EYES

EYE SHADOW

FULL SERVICE PROPOSAL

DESIGNED BY



POSH MATT

MATT LIQUID EYESHADOW

Discover the endless styling possibilities of this highly pigmented, lightweight matte liquid eyeshadow: blend for a soft hint of color, experience its full power for a bold, intense look or use it as an eyeliner to create striking winged looks. Thanks to the ultra-spherical silicas contained, the formula applies and blends easily and effectively, also controlling the oiliness of the eyelid. The pigments adhere perfectly to the skin, ensuring a comfortable and long-lasting application.

HOW TO USE: apply on its own for a quick, effortless look, or pair it with other textures for a flawless result.

**Full covering packaging is recommended.*

***Airtight packaging is recommended.*

ACTIVE INGREDIENTS

- ★ **TAMARIND EXTRACT:** rich in antioxidants and vitamins provides a superior hydration thanks to its high flexibility and water-retention ability.
- ★ **ULTRA SPHERICAL SILICAS:** guarantee high smoothness and sensoriality.
- ★ **SILICON RESIN:** helps the pigments adhere perfectly to the skin, for a homogeneous and long-lasting result.
- ★ **COATED PIGMENTS:** the silicone coating makes the color creamier and improves the comfort during application.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ MATT FINISH
- ♥ SOFT, CREAMY AND LIGHTWEIGHT TEXTURE
- ♥ BUILDABLE LOOK



SILK LAMÉ

LIQUID EYESHADOW

Experience high-impact color and a smooth, luxurious metallic finish with this gel cream eyeshadow. Its lightweight texture reveals a shimmering, multi-faceted effect that adds three-dimensionality to your look, while the film-forming agents guarantee an excellent hold. This creamy formula glides on easily with a bold pay-off and won't drag on eye area. It dries down quickly and comfortably upon application with no fading or fallout throughout the day.

**Airtight packaging is recommended.*

ACTIVE INGREDIENTS

- ★ **VITAMINE E (marketing %):** known for its antioxidant and protective properties.
- ★ **ILLUMINATING MICROSPHERES:** create a velvety, luminous and silky effect.
- ★ **SILICON RESIN:** helps the pigments adhere perfectly to the skin, for a homogeneous and long-lasting result.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ METALLIC FINISH
- ♥ SOFT AND CREAMY TEXTURE
- ♥ BUILDABLE COVERAGE
- ♥ LONG LASTING AND FAST DRYING



SUGGESTED PACKAGING: LIP LOSS MAGIC NIGHTS DELUXE SMALL

GLIMMER BEAT

LIQUID EYESHADOW



This retro-inspired liquid eyeshadow features a ethereal and powdery texture that glides effortlessly onto the eyelids, fading away to reveal a soft veil of multicolored pearls. The comfortable lightweight formula delivers a brilliant, multidimensional finish.

**Airtight packaging is recommended.*

ACTIVE INGREDIENTS

- ★ **QUARTZ WATER:** a luxury and elegant additive has revitalizing, regenerating, protective and re-mineralizing properties.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ METALLIC / PEARLY FINISH
- ♥ LIGHTWEIGHT TEXTURE
- ♥ REVEALS A LUSTROUS VEIL OF PEARLS AFTER APPLICATION



MERMAID

LIQUID EYESHADOW

Mermaid is a long wearing formula for easy and instant make up that conveys optimism, fun and bold self expression, thanks to the superpower of sparkle! Mermaid glides on effortlessly and sets without creasing or fading. The buildable texture comes in shimmer colors to create a light or more intense look, as you prefer. A cascade of "special pearlescent pigments", a creamy and soft texture that can be used as you want: eyeshadow, top coat, highlighter.

AVAILABLE SHADES



CHAMELEON



CELESTIAL



FAIRY DUST



CHAMPAGNE



SPARKLING ROSE

ACTIVE INGREDIENTS

- ★ **PEARLESCENT PIGMENTS WITH MULTICOLOR SPECIAL FLASH EFFECT:** thanks to their particular layered structure, light is reflected at different levels creating a luxurious and super rich effect.
- ★ **POLYMER WITH FILM FORMER PROPERTY:** immediate and soft grip.
- ★ **GLYCOL:** humectant.
- ★ **ASSOCIATION OF PERSIAN SILK TREE EXTRACT WITH SIEGESBECKIA ORIENTALIS IN A GLYCERIN EXCIPIENT:** an active ingredient that lifts the upper eyelid and fades away dark circles and diminishes puffiness.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **DERMATOLOGICALLY TESTED**
- ♥ LONG WEARING
- ♥ LIGHTWEIGHT, CREAMY AND SOFT TEXTURE
- ♥ FREE FROM: PARABENS, PHTHALATES, SULFATES, OIL, SILICON, PALM OIL AND DERIVATES, D5, TALC AND ALCOHOL



GLAM THEORY

EYESHADOW



With a surprising cushion-like touch and a delicate powdery finish, this eyeshadow glides effortlessly onto the lids, allowing seamless blending or bold definition while enveloping the eyes in vibrant, luminous color. Its ultra-sensorial formula, enriched with illuminating microspheres and lipo-gelling agents, ensures a smooth and comfortable application. The high concentration of resins and film-forming agents creates a seamless, long-lasting film that delivers flawless wear and keeps the color in place throughout the day.

**Airtight packaging is recommended.*

ACTIVE INGREDIENTS

- ★ **ILLUMINATING MICROSPHERES:** are the perfect choice to create a velvety, luminous, and silky effect thanks to their high purity and exceptional skin feel.
- ★ **FILM-FORMING POLYMER:** consists of a reticulated silicone polymer with high water repellency, forming a film on the skin that ensures protection against external agents and long-lasting product wear. It combines film-forming, protective, and waterproof properties with a lightweight touch.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ PEARLY METALLIC FINISH
- ♥ POWDERY WET TOUCH WITH COOLING FEEL
- ♥ BUILDABLE COLOR
- ♥ LIGHTWEIGHT TEXTURE
- ♥ FORMULATED WITHOUT: EDTA, PEGS, OILS, PARAFFIN (MINERAL OIL), ETHOXYLATES, PARABENS, CYCLIC SILICONES, PHENOXYETHANOL



SUGGESTED PACKAGING: GLASS JAR GLAMMY PLUS 5 ML

EYECONIC

MOUSSE EYESHADOW



This gel-based eyeshadow offers an instant burst of light, color and freshness in every swipe. Its customizable coverage is perfect to recreate any desired look, from a delicate glossy top coat to a bold metallic finish. The silky texture allow the perfect playtime for easy and smooth application. The great blendability allow to obtain both soft gradients and dramatic looks. Its long-lasting, flexible and lightweight formula ensures an exceptional payoff that remains vibrant and fresh all day-long.

**Airtight packaging is recommended.*

ACTIVE INGREDIENTS

- ★ **ILLUMINATING MICROSPHERES:** create a velvety, luminous effect, thanks to their high purity and exceptional skin feel.
- ★ **TRANSFORMING JELLYFING SYSTEM:** create a mousse-like, velvety texture with a frosted effect and provides a gel-to-powder transformation.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **90,8% NATURAL ORIGIN INGREDIENTS**
- ♥ CUSTOMIZABLE COVERAGE
- ♥ EASY AND COMFORTABLE APPLICATION
- ♥ LONG LASTING



FULL GLAM

EYESHADOW STICK

The texture dries within seconds and stays flawless all day long: resistant to water, tears, and sweat. The easiest and most intuitive eyeshadow ever: a must-have you'll always keep on hand to fine-tune or revive your look anytime. Its ultra creamy texture is incredibly easy to apply and blend, allowing you to achieve your preferred finish, from sheer and delicate to bold and daring, while remaining perfect for hours. We selected specific raw materials and combined them to create the perfect balance between creaminess and firmness, blendability and color payoff, lightweight film and oil-absorbing performance. Available in pearlescent and matte shades.

**Airtight packaging is recommended.*

ACTIVE INGREDIENTS

- ★ **BLEND OF MIX OF WAXES AND RESINS:** excellent water resistant and filming properties with no transfer effect.
- ★ **SOFT FOCUS:** minimize all the imperfections.
- ★ **NATURAL PEARLS:** light up the glaze.
- ★ **RICE WAX:** natural wax with soothing and emollient properties.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **VERY WATER RESISTANT TESTED**
- ♥ **LONG LASTING up to 12h - TESTED**
- ♥ **NO TRANSFER TESTED**
- ♥ **ULTRA CREAMY TEXTURE**
- ♥ **VERY EASY TO BLEND**
- ♥ **FULL COLOR RELEASE**
- ♥ **FORMULATED WITHOUT: PARABENS, D4/D5/D6**

