

FACE



HIGHLIGHTER

FULL SERVICE
PROPOSAL



DESIGNED BY

 **mktg** industry
CREATING IN BEAUTY

LIGHT-UP

PRESSED HIGHLIGHTER



Highlighter to light up your skin. Featuring a high percentage of pearls, it gives instant Jewel-like radiance. An extremely light texture easy to apply with fingers or with a brush by tapping on the points of the face that naturally catch the light, such as the cheekbones, the eyebrow arch and the nose to illuminate the look. This texture ensures good adherence, extreme comfort and light for an amazing glamorous effect.

ACTIVE INGREDIENTS

- ★ **BLEND OF PEARLESCENT PIGMENTS:** elegant luminosity.
- ★ **SPHERICAL POWDER:** provides a silky, smooth and non-sticky feel. soft-focus effect on the skin.
- ★ **CORN STARCH:** emollient and absorbing properties.
- ★ **VEGETABLE SQUALANE:** 100% of vegetable origin it is obtained from the unsaponifiable fraction of olive oil. It limits the trans epidermal water loss and restored the natural softness of the skin. It offers a pleasant and silky texture and a non-greasy touch.
- ★ **EMOLLIENT ESTER:** emollient properties.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ ELEGANT & LUMINOUS FINISH
- ♥ SILKY TEXTURE
- ♥ COMFORTABLE WEARING
- ♥ FREE FROM: TALC, PARABENS, ACRYLATES, MINERAL OIL, PHTHALATES, MICROPLASTICS



PEARL ECLAT

PRESSED HIGHLIGHTER



A compact highlighting powder designed to enhance the natural radiance of the complexion. The lightweight, silky texture blends evenly with the skin, helping to accentuate facial features with a luminous finish. Formulated with soft-focus powders, it helps to visually blur the appearance of imperfections and uneven skin texture, leaving the complexion looking smoother and more radiant.

ACTIVE INGREDIENTS

- ★ **VITAMIN E:** antioxidant properties and anti inflammatory.
- ★ **MICROPLASTIC TEXTURIZER:** for a bouncy and creamy texture.

CLAIMS

- ♥ PEARLY FINISH TEXTURE
- ♥ SOFT FOCUS
- ♥ FREE FROM: TALC



SUGGESTED PACKAGING: COMPACT CRYSTAL SQUARE Ø 42

GALACTIC

BAKED HIGHLIGHTER

Discover our Galactic, the new generation of creamy hybrid powders. Thanks to its advanced technology, the formula enriched with spherical powders and oil-treated mica delivers an exceptionally silky-soft texture, ensuring effortless application and even distribution. The result is a luminous veil that melts seamlessly onto the skin, reflecting light with a fluid pearly radiance and leaving a refined metallic finish. With its extreme softness and sensorial touch, Galactic powders transform make-up into a new tactile experience.

ACTIVE INGREDIENTS

- ★ **SPHERICAL POWDERS:** give a soft and silky feel, facilitating the application of the product on the skin and creating a 'rolling' effect in application.
- ★ **MICA TREATED WITH LAURYL-LYSINE:** improve the sensory qualities of the texture, giving it a soft and silky texture, making the products easier to apply and spread evenly over the skin.
- ★ **OIL-TREATED MICA & PEARLS:** maximize light reflection and radiance, creating a luminous and fluid effect on skin.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ EXTREME SILKY TOUCH
- ♥ PURE LIGHT
- ♥ NEW TACTILE SENSATION
- ♥ REFINED METALLIC FINISH
- ♥ FREE FROM: TALC, PARABENS



SUGGESTED PACKAGING: COMPACT ELITE Ø 42

GALACTIC

BAKED HIGHLIGHTER



ROSE
COD. MK/CN RD.001.0025P



PINK GOLD
COD. MK/CN RD.001.0026Z



SPARKLING ROSÈ
COD. MK/CN RD.001.0023H



CRAZY PINK
COD. MK/CN RD.001.0027P



CHAMPAGNE
COD. MK/CN RD.001.0001W



24K GOLD
COD. MK/CN RD.001.0022Z



STROBE GOLD
COD. MK/CN RD.001.0024Z

GALACTIC MÉLANGE

BAKED HIGHLIGHTER

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- ♥ REFINED METALLIC FINISH
- ♥ FREE FROM: TALC, PARABENS



SUGGESTED PACKAGING:
COMPACT ELITE Ø 42

GALACTIC

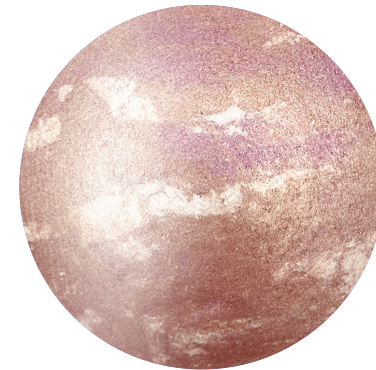
BAKED HIGHLIGHTER MELANGE



ROYAL GOLD
cod. MK/CN-RD.0001.0029H_V3



PURPLE HALO
cod. MK/CN-RD.001.0031W_V3



DIVINE BRONZE
cod. MK/CN-RD.001.0030P_V3

SQUISHY

BOUNCY HIGHLIGHTER & BLUSH



This lightweight, micro-fine shimmer product is designed for both face and body. With its weightless formula, it enhances the skin's natural luminosity, revealing a fresh, healthy radiance that glows from within. Perfect for highlighting the high points of the face, such as the cheekbones, brow bones, and cupid's bow, it also adds a luminous touch to the décolletage and shoulders for an all-over glow. The sparkling highlighter features a unique, fun, gummy texture that delivers a dazzling, diamond-like shine and glittering finish. Whether used for a subtle highlight or a more intense radiant effect, this product brings a captivating, glamorous glow to any look.

ACTIVE INGREDIENTS

- ★ **HYALURONIC ACID (EFFICACY DOSE):** is a naturally occurring polysaccharide found in connective, epithelial, and neural tissues, where it plays a key role in cell proliferation and migration as part of the extracellular matrix. Known by its INCI name, Sodium Hyaluronate, it is highly valued for its exceptional moisture-retaining properties, helping to attract and retain water within the skin. Widely used in cosmetic formulations, it provides intense hydration, supports the skin barrier, and contributes to a smoother, plumper-looking complexion.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ FUN BOUNCY TEXTURE
- ♥ SHIMMERING FINISH
- ♥ ALL OVER USE
- ♥ FREE FROM: TALC, PARABENS, MINERAL OILS, PEG, BHT, BHA, PMMA, D4/D5/D6, FRAGRANCE



SUGGESTED PACKAGING: COMPACT ELITE Ø 42

SUNSET GLOW

LIQUID HIGHLIGHTER



Play with Sunset Glow to give new luminosity to your skin. Thanks to the easy to blend and buildable texture you can adjust the intensity as you desire. It dries quickly but stays cool all day long for a radiant look! Sunset Glow it's a creamy and bright texture that defines the features of the face for a naturally glam look. Thanks to its innovative formulation, it flows easily on the skin giving a really light sensation and a cushion effect. It's enriched by texturizing agents that, together with a mix of hydro and lipo resins, give the texture a long lasting effect. It also contains a sunscreen agent that protects the skin from sunlight. No doubt, you will fall in love with this product!

ACTIVE INGREDIENTS

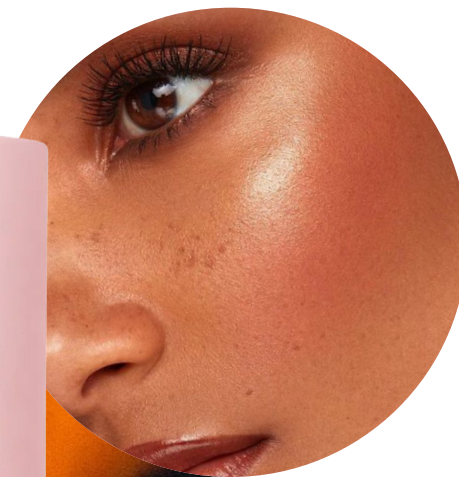
- ★ **HYALURONIC ACID:** it counteract skin aging, with moisturizing properties.
- ★ **VITAMIN E:** anti-oxidant properties.
- ★ **MIX OF HYDRO, LIPO RESINS AND TEXTURIZING:** long lasting effect.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ CREAMY & BRIGHT TEXTURE
- ♥ CUSHION EFFECT
- ♥ LONG LASTING EFFECT
- ♥ MOISTURIZING PROPERTIES
- ♥ CONTAINS SUNSCREEN AGENTS

MEGA FLOCK

Mega Flock applicator is designed with a small reservoir to collect the perfect amount of product, for an easy and enjoyable application.



SUGGESTED PACKAGING: LIP GLOSS IDOL

TRIO CONTOURING

HOW TO PERFECTLY SCULPT YOUR FACE



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.

GLOW-BIZ

STICK HIGHLIGHTER



A high-performance stick highlighter designed to enhance your glow and vitality. Its soft, creamy texture effortlessly adheres to the skin, delivering a radiant finish with excellent color payoff and seamless blendability. The formula provides a smooth, pleasant touch and allows for easy, precise application, creating the perfect highlight thanks to its high concentration of luminous pearls.

ACTIVE INGREDIENTS

- ★ **EMOLLIENT INGREDIENTS:** emollient properties, they give a comfortable sensation on the skin and easy application.
- ★ **BLEND OF WAXES:** well-structured texture.
- ★ **TEXTURIZING POWDER:** spherical shaped powder that gives silky texture, increased payoff and promotes better blendability. It is also able to scatter light to improve the look of fine lines, while giving natural glow to the skin.
- ★ **SPECIAL EMOLLIENT ESTERS 100% PLANT DERIVED:** lanolin alternative ester has high water holding capability and moisturizing effect, non-greasy feel and good spreadability.
- ★ **PEARLESCENT PIGMENTS:** iridescent effect for glamorous brilliant color.

CLAIMS

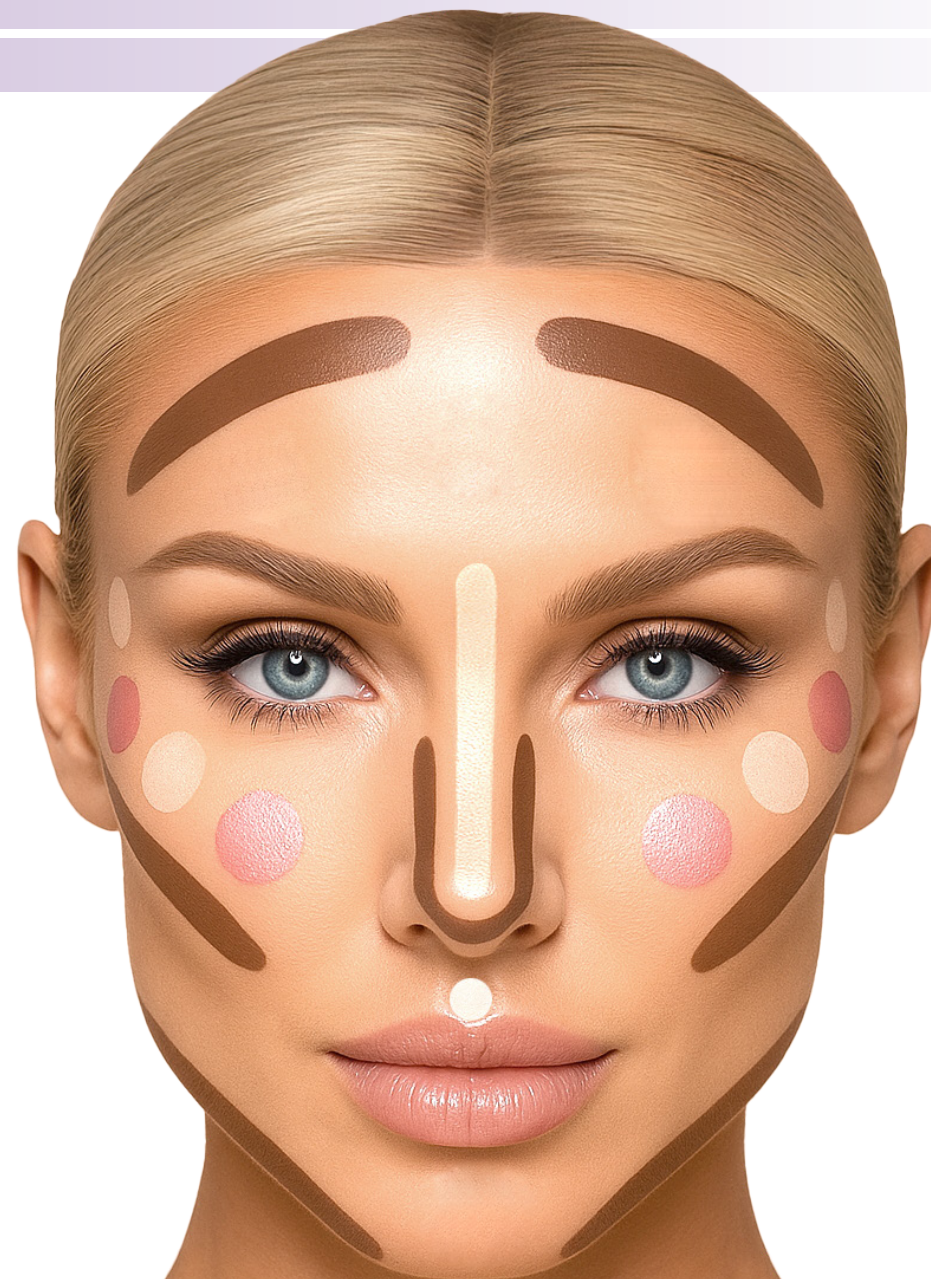
- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ LUMINOUS GLAM FINISH
- ♥ SUPER GLIDING TEXTURE
- ♥ EXTREME COMFORT
- ♥ CREAMY FORMULA
- ♥ FREE FROM: PARABENS, ACRYLATES, PHTHALATES, SILICONES, MINERAL OILS, MICROPLASTICS



SUGGESTED PACKAGING: STICK CELEBRITY

TRIO CONTOURING

HOW TO PERFECTLY SCULPT YOUR FACE



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ICY GLOW

STICK HIGHLIGHTER



Discover this innovative highlighter that will revolutionize your beauty routine. With its unique gel texture, Icy Glow Highlighter glides on smoothly and blends effortlessly, giving your skin a shimmer glow. Long-lasting formula. Perfect for quick, brush-free makeup. Suitable for cheeks, lips, and eyelids. Ideal for dry, combination, and oily skin.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ GEL TEXTURE
- ♥ SHIMMER GLOW
- ♥ GLIDES ON SMOOTHLY
- ♥ FREE FROM: ANIMAL ORIGIN INGREDIENTS, MINERAL OILS, PETROLATUM, VOLATILE SILICONES, PARABENS



SUGGESTED PACKAGING: STICK POP