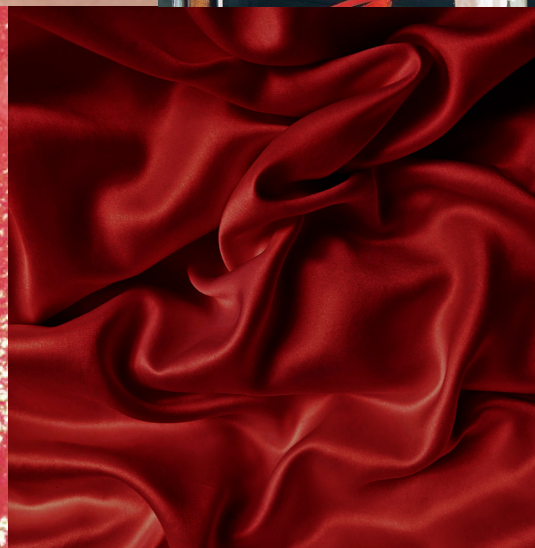
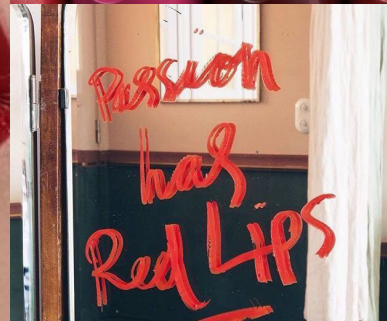


LIPS

# HOT PURED Color & Care

FULL SERVICE  
PROPOSAL

DESIGNED BY  
 **mktg**industry  
CREATING IN BEAUTY



# PRODUCT BENEFIT HIGHLIGHTS

Products grouped by core performance

## MATT



LIP TEASE



MY VELVET

## SHINY



LIP SERUM



PURE BLISS



LIP CODE

## PEARLY



GLAM FEVER



GLOW REVERIE

## EXTRA SHINE & CARE



LIP GLOW



MELTING LIPS



LOVE BOND



# MATT

DESIGNED BY



# LIP TEASE

## MATT LIPSTICK

Lip Tease redefines the matte experience, combining elegance and comfort in one single product. Unlike traditional mattes, the formula feels thin and barely there, yet delivers rich, velvety color with a soft-focus effect. Infused with a high concentration of skin-enhancing elastomers, it glides on effortlessly, ensuring flawless spreadability and a smooth, even finish. Cellulose microspheres fill in the fine lines of lips and work to lock in moisture, providing a hydrating sensation that lasts, as well as a superior sensorial experience. At the heart of the formula, the Blend & Set Complex is the secret to a flawless result. This combination of non-volatile emollients and texturizing powders facilitates a smooth and even application, allowing for effortless blending and excellent adherence.

### ACTIVE INGREDIENTS

- ★ **ELASTOMER SKIN ENHANCER:** a high molecular weight cross linked silicone elastomer. It ensures exceptional sensoriality, spreadability, and a soft-focus velvety effect in the finished product.
- ★ **CELLULOSE MICROSPHERES:** with excellent sensorial properties, they have a high capacity to lock in moisture, providing a hydrating sensation. They ensure the “ball-bearing effect”, which gives finished products an elegant silky texture, enhanced payoff, and improved glide.
- ★ **BLEND & SET COMPLEX:** composed of non volatile silicone and non silicone emollients, along with texturizing powders, it facilitates the even application of the formula, allowing for easy blending and excellent adherence.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ MODERN MATTE FINISH
- ♥ VELVETY AND COMFORTABLE TEXTURE
- ♥ COMFORT & PERFORMANCE
- ♥ FREE FROM: EDTA, PEGs, OILS, PARAFFIN (MINERAL OIL), ETHOXYLATES, PARABENS, CYCLIC SILICONES, PHENOXYETHANOL



# MY VELVET

## MATT LIPSTICK



My Velvet is the ultimate weapon for high seduction lips ultra comfortable formula flows perfectly on the lips giving a satin matt finish It guarantees an extraordinary matt and velvety result and a creamy film and immediate effect. A texture with an extraordinary velvety finish. An elastic formula that faithfully follows the lips in all their expressions thanks to the presence of plastic waxes and silicone cross polymers.

\* Wide range of shades available

### ACTIVE INGREDIENTS

- ★ **SILICONIC ELASTOMERS:** gives the lips an extraordinary velvety finish.
- ★ **SHEA BUTTER, SUNFLOWER SEED OIL AND JOJOBA OIL:** provide moisture and comfort to the lips.
- ★ **VITAMIN E AND C:** known for its anti aging and energizing properties.
- ★ **SPHERICAL POWDERS:** for perfect smoothness in application.
- ★ **EMOLLIENT ESTERS:** gives an incomparable feeling of comfort.
- ★ **LOW MELTING WAXES:** gives elasticity and adherence.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ VELVET FINISH
- ♥ MAXIMUM COMFORT
- ♥ MAXIMUM COLOR INTENSITY



# MY VELVET

SOFT MATT LIPSTICK



PEACHY

COD. MK/EF-6885PRD.R08.2



CHARLOTTE NUDE

COD. MK/EF-7008PRD.R08.2



THE NUDE SOUL

COD. MK/EF-6892PRD.R08.2



NEUTRAL NUDE

COD. MK/EF-7011PRD.R08.2



PRIM ROSE

COD. MK/EF-7010PRD.R08.2



INTENSE NUDE

COD. MK/EF-6880PRD.R08.2



ESPRESSO

COD. MK/EF-6887PRD.R08.2



PRALINÉE

COD. MK/EF-7007PRD.R08.2



SWEET PINK

COD. MK/EF-7009PRD.R08.2



RED BRICK

COD. MK/EF-6890PRD.R08.2



PINK ROMANCE

COD. MK/EF-6891PRD.R08.2



CLASSIC RED

COD. MK/EF-6888PRD.R08.2



RED ROSE

COD. MK/EF-6889PRD.R08.2



CLASSY BORDEAUX

COD. MK/EF-6879PRD.R08.2

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# SHINY

DESIGNED BY

 **mktg**industry  
CREATING IN BEAUTY

# LIP SERUM

## SHINY LIPSTICK

This shiny lipstick offers intense color and a glossy finish, with a creamy texture that glides easily over the lips. Enriched with active from maracuja oil, known for its repairing and regenerating properties, it nourishes and soothes damaged lips for a soft and healthy result. Its light enveloping formula gives a brilliant and even color for a luminous look that stands out.

### ACTIVE INGREDIENTS

- ★ **BLEND OF WAXES:** provides a creamy texture with a soft touch, improving product application.
- ★ **EMOLLIENT ESTERS:** comfortable sensation on the lips and easy application.
- ★ **BIODEGRADABLE ESTER:** innovative natural emollient ester obtained by eco-friendly process from renewable EU raw materials respecting Nagoya protocol. Smoothness texture, never sticky or greasy.
- ★ **SPECIAL BLEND OF ESTERS:** provides good water holding capacity as well as glossiness.
- ★ **ROSMARINUS OFFICINALIS LEAF EXTRACT & VEGETABLE VITAMIN E:** antioxidant properties.
- ★ **PASSIFLORA EDULIS SEED OIL (1%):** a premium oily active derived from maracuja oil, sourced sustainably in Peru. It repairs, regenerates, and soothes damaged skin by acting on three skin levels. COSMOS-approved active.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ SHINY FINISH
- ♥ COMFORTABLE WEAR
- ♥ CREAMY TEXTURE
- ♥ INTENSE COLOR RELEASE
- ♥ FREE FROM: PARABENS, TALC, SILICONES, MINERAL OIL, PHTHALATES, ACRYLATES, MICROPLASTIC



SUGGESTED PACKAGING: LIPSTICK CLASSIC CHARM WITH MAGNETIC CLOSURE

# LIPCODE

## LIPSTICK



Highly pigmented and silky lipstick with an extremely creamy bright final effect. This clean formula is enriched with many active ingredients such as jojoba oil that provide an extremely comfortable sensation making this lipstick wearable all day long while intensifying its final performance as well. It has also antiaging properties thanks to bakuchiols inside the formula, a natural active ingredient that stimulates collagen production.

### ACTIVE INGREDIENTS

- ★ **VITAMIN E ACETATE (tocopheryl acetate):** against free radicals.
- ★ **JOJOBA OIL (simmondsia chinensis oil):** with emollient properties.
- ★ **OLIVE OIL (olea europaea fruit oil):** with emollient properties.
- ★ **VITAMIN E (tocopherol):** antioxidant and skin conditioning.
- ★ **BAKUCHIOL:** with antiaging properties.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ 94 % OF NATURAL ORIGIN INGREDIENTS
- ♥ HIGHLY PIGMENTED AND SILKY TEXTURE
- ♥ EMOLLIENT AND ANTI-AGING PROPERTIES
- ♥ WEARABLE ALL DAY LONG
- ♥ FREE FROM: ANIMAL ORIGIN INGREDIENTS, OZOKERITE, MINERAL OIL, PETROLATUM, SILICON OILS, VOLATILE SILICONES, PARABENS, TALC



# PURE BLISS

## LIPSTICK SPF 50

This ultra-soft texture melts on the lips during application, enveloping them with an elegant color with a luminous finish. The special formula enriched with Hyaluronic acid, Camellia butter and Vitamin, once applied donate an immediate sensation of pure well-being. Pure Bliss Lipstick is wisely formulated with high SPF protection factor (SPF 50 tested). A creamy lipstick able to create a comfortable and delicate feeling on the lips, without giving up to a deeply intense and glamour touch of color.

### ACTIVE INGREDIENTS

- ★ **WAX with HIGH MELTING POINT:** well structured texture.
- ★ **LIGHT ESTERS:** sliding application.
- ★ **BLEND OF PHYSICAL AND CHEMICAL SUN FILTERS:** SPF 50 tested.
- ★ **HYALURONIC ACID:** leaves lips fully moisturized penetrating the skin and improving their appearance. Lips will appear smoothed and plumped.
- ★ **CAMELLIA BUTTER:** emollient and moisturizing.
- ★ **SPECIAL ACTIVE INGREDIENT:** anti-aging ingredient with hyaluronic acid stimulation and great anti-oxidant properties.
- ★ **VITAMIN E:** antioxidant properties.
- ★ **FRUITY SWEET AROMA**

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **SPF 50 TESTED**
- ♥ SOFT AND GLIDING TEXTURE
- ♥ LUMINOUS FINISH



# PURE BLISS

LIPSTICK



**CHOCO-RUBY**

COD. MK/CC-HS-0018-E-0004 P055



**WARM ROSE**

COD. MK/CC-HS-0018-E-0001 C01N



**MAUVE NUDE**

COD. MK/CC-HS-0018-E-0002 P056

# PEARLY

DESIGNED BY



# GLOW REVERIE

## LIP BALM

Glow Reverie is an innovative 3-in-1 hybrid lip balm: as comforting as a balm, creamy and melting as a butter, and luminous as a gloss. Upon application, lips feel instantly softer and smoother, deeply nourished and repaired throughout the day. Its formula features a refreshing cooling effect, while a delicate aroma subtly unfolds on the lips, enhancing the overall sensory experience. The texture glides effortlessly, leaving a sheer veil of color with a radiant, non-sticky finish for a luminous, comfortable makeup look at any time of day.

### ACTIVE INGREDIENTS

- ★ **BLEND OF WAXES WITH DIFFERENT MELTING POINTS:** creamy texture that instantly melts on the lips.
- ★ **SPECIAL EMOLLIENT ESTER 100% PLANT DERIVED:** lanolin alternative ester has high water holding capability and moisturizing effect, non-greasy feel, good spreadability and good touch.
- ★ **EMOLLIENT VEGETABLE ESTER:** vegetable-based semi-solid emollient lanolin substitute with high water-binding capacity, moisturizing and emollient properties, good adhesion to the skin with comfortable wearing.
- ★ **PURE PIGMENTS:** good color release.
- ★ **PEARLESCENT PIGMENTS:** glamour pearly finish.
- ★ **SENSORY AGENTS:** provides a pleasant refreshing effect on the lips.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ CREAMY & MELTING TEXTURE
- ♥ ULTRA GLOSSY & PEARLY FINISH
- ♥ SPECIAL COOLING EFFECT
- ♥ EXTREME COMFORT ON THE LIPS
- ♥ SENSORIAL TEXTURE
- ♥ FREE FROM: PARABENS, SILICONES, TALC, PHTHALATES, MINERAL OIL, ACRYLATES, MICROPLASTICS



SUGGESTED PACKAGING: STYLO K-POP

# GLAM FEVER

## PEARLY LIPSTICK

Its exclusive formula, enriched with luminous emollients, offers more than just color it delivers a truly sensorial experience, leaving the lips irresistibly soft, hydrated and comfortable all day long. Illuminating pearlescent pigments reflect light with a refined glow, enhancing the lips and adding dimension with every movement. Thanks to advanced luminous polymers, delivers a long lasting, three-dimensional finish that's rich in color, never sticky, and always in place. Its satin sheen carries just the right touch of retro glamour for looks that always hit the right note.

### ACTIVE INGREDIENTS

- ★ **VITAMIN E (Marketing dose):** when applied to the skin, it improves the condition of the skin's surface, maintaining its elasticity, softness and firmness. It protects lipids and helps preserve proper hydration.
- ★ **HYALURONIC ACID MICROSPHERES (Marketing dose):** dehydrated spheres made of hyaluronic acid that rehydrate upon contact with the moisture of the lips. They act as fillers for fine dehydration lines, delivering a plumping effect.
- ★ **ILLUMINATING PEARLESCENT PIGMENTS:** are the ideal solution for giving the lips a velvety, radiant and silky finish. Thanks to their high purity and ultra fine texture, they offer exceptional sensoriality and ensure even light diffusion, enhancing the lips with a natural and sophisticated glow.
- ★ **LUMINOUS POLYMERS:** provide a long lasting, three-dimensional glow.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ SATIN METALLIC FINISH
- ♥ SUBTLE LUMINOUS EFFECT
- ♥ SMOOTH APPLICATION
- ♥ FREE FROM: EDTA, PEGs, PARAFFIN (MINERAL OIL), PARABENS, ETHOXYLATED, SILICONES, CYCLIC SILICONES, PHENOXYETHANOL



SUGGESTED PACKAGING: LIPSTICK CELEBRITY WIRTH MAGNETIC CLOSURE



# EXTRA SHINE & CARE

DESIGNED BY

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CREATING IN BEAUTY

# LIP GLOW

## LIP BALM

A new-generation product that combines the best of three worlds: designed like a lip balm, creamy and melting like a butter, and colored and glossy like a lip gloss. Upon application, lips instantly feel softer, smoother, nourished, and repaired throughout the day. Its unique formula blends waxes to deliver a structured yet creamy texture that melts on contact, glides effortlessly, and provides extreme glossy finish and lasting comfort.

### ACTIVE INGREDIENTS

- ★ **EMOLLIENT VEGETABLE ESTERS:** vegetable-based emollient lanolin substitutes with moisturizing and emollient properties and glossy properties.
- ★ **NATURALLY DERIVED ESTER:** soft, buttery emollient that melts in contact with the lips.
- ★ **BLEND OF EMOLLIENT ESTERS:** emollient and moisturizing; it gives soft and glossy texture, soft cushiony feel and excellent spreadability on the lips.
- ★ **VEGETABLE BUTTER:** it has a melting point close to skin temperature and delicately melts on the skin, offering comfort, softness, and a unique sensorial experience.
- ★ **SOFT EMOLLIENT BY SHEA BUTTER UNSAPONIFIABLES:** provides a softening effect on the lips; its good water binding capacity increases the moisture.
- ★ **SPECIAL ACTIVE INGREDIENT:** improves the lip texture increasing lip volume, hydration and softness; anti-aging and anti-sagging effects.
- ★ **INDIAN GENTIAN EXTRACT:** bioactive molecule extracted from Indian gentian leaves, a traditional Ayurvedic herb native to Himalayas with many therapeutic properties, including wound healing. It helps to reduce the volume of vertical wrinkles and enhances the lip contour.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ CREAMY & MELTING TEXTURE
- ♥ ULTRA GLOSSY FINISH
- ♥ DELICATE COLOR RELEASE
- ♥ EXTREME COMFORT ON THE LIPS
- ♥ BLEND OF CARING INGREDIENTS
- ♥ FORMULATED WITHOUT: PARABENS, TALC, SILICONES, PHTHALATES, MINERAL OIL, ACRYLATES, MICROPLASTICS



# LOVE BOND

## DUAL-CORE LIP BALM

A nourishing lip balm designed to combine daily care and luminous beauty in one gesture. Its innovative dual-core structure merges treatment and sensoriality, delivering comfort, hydration, and a radiant finish. The formula deeply nourish the lips while supporting their natural protective barrier, keeping them soft, smooth, and protected from external aggressors. At the heart of the formula lies a red fruit-infused core that contributes to an extra boost of care and freshness during application. This cherry core provides deep moisture showing a visible increase in lip hydration after application (tested). With regular use, lips appear softer, smoother, and perfectly moisturized.

### ACTIVE INGREDIENTS

- ★ **CASTOR OIL:** emollient properties, it helps maintain lips soft and supple.
- ★ **SHEA BUTTER:** nourishing and moisturizing, it helps restore comfort to dry lips and supports the skin's natural protective barrier.
- ★ **SWEET ALMOND OIL:** it provides nourishing and conditioning benefits, helping to keep lips smooth.
- ★ **BITTER CHERRY FRUIT EXTRACT (PRUNUS CERASUS):** known for its antioxidant properties. It helps protect the lips from oxidative stress and contributes to maintaining a healthy, youthful appearance.
- ★ **BLACKBERRY EXTRACT (RUBUS FRUTICOSUS):** rich in polyphenols, flavonoids, anthocyanins, and naturally occurring salicylic acid, this extract is known for its antioxidant, anti-inflammatory, and anti-aging benefits.
- ★ **VITAMIN E DERIVATIVE:** provides antioxidant protection, helping to defend the lips against external aggressors.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **97% NATURAL ORIGIN INGREDIENTS** \*Depending on colors
- ♥ DUAL CORE BALM
- ♥ HYDRATING PROPERTIES
- ♥ SHINY RADIANT FINISH
- ♥ FORMULATED WITHOUT: PARABENS, SILICONES, ACRYLATES, TALC, PHTHALATES, MINERAL OIL, MICROPLASTICS



# MELTING LIPS

## LIP BALM

A hydrating plumping and smoothing lip treatment with an amazing juicy and melting texture that provides an extraordinary cozy pleasant feeling during application. A creamy formula with mirror-shine finish that allows buildable glossiness, as you desire. This ultra-comfortable texture feels like a balm on your lips, providing color, high-shine and intense hydration at the same time. An extraordinary lip treatment formulated with pleasant vanilla scent that instantly gives volume and smoothness for plump looking lips.

## ACTIVE INGREDIENTS

- ★ **PEPTIDES:** known to help fight the visible signs of aging and strengthen the skin barrier.
- ★ **GRAPE SEED EXTRACT:** rich in proanthocyanidins, grape seed extract is a powerful antioxidant that helps protect collagen and elastin fibers in the skin, thus improving elasticity.

## CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ HYDRATING, PLUMPING AND SMOOTHING EFFECT
- ♥ JUICY AND MELTING TEXTURE
- ♥ ULTRA GLOSSY FINISH
- ♥ BUILDABLE COLOR



SUGGESTED PACKAGING: CLICK PEN

# LIP ARCHITECT

## LIP LINER



Lip Architect is a versatile lip pencil designed to define, shape and enhance the lips, creating the perfect base for any lipstick or gloss combination. Its smooth, blendable texture glides on effortlessly, making it ideal for soft contours or seamless lip looks across different finishes. The formula features a balanced blend of waxes and film-forming agents, ensuring precise application, flexibility and lasting comfort throughout the day.

## ACTIVE INGREDIENTS

- ★ **BALANCED BLEND OF WAXES:** for optimal structure and smooth glide.
- ★ **FILM-FORMING SYSTEM:** for enhanced adherence and long-lasting wear.

## CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ SMOOTH, PRECISE APPLICATION
- ♥ LONG-LASTING, COMFORTABLE WEAR
- ♥ EFFORTLESS GLIDE AND BLENDABILITY
- ♥ ENHANCED ADHERENCE FOR ALL-DAY DEFINITION
- ♥ FORMULATED WITHOUT: MICROPLASTICS



PACKAGING: CHUBBY SLIM