

LIPS

LIQUID LIPSTICK

FULL SERVICE
PROPOSAL

DESIGNED BY

 **mktg**industry
CREATING IN BEAUTY



MATTE HERO

LIQUID LIPSTICK

Matte Hero is designed to feel tailor-made, enveloping the lips in intense matte color with a refined, sophisticated touch. Exceptionally lightweight, it glides on like a second skin, delivering rich payoff and forming a smooth, uniform film that enhances the lips with a matte finish. The formula is developed to help minimize transfer and maintain a well-defined look over time, while ensuring an even, effortless color release. The texture sets quickly, leaving the lips comfortably covered in just a few moments. A statement matte: elegant, confident and designed to be worn from day to night.

ACTIVE INGREDIENTS

- ★ **VOLATILE EMOLLIENTS:** contribute to a lightweight feel and support long-lasting wear thanks to their fast-evaporating properties.
- ★ **SPECIAL POLYMER SYSTEM:** enhances adhesion to the lips and helps maintain color definition over time.
- ★ **SILICONE RESIN:** provides water-resistant properties and forms a flexible film that supports durability and even coverage.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ CREAMY TEXTURE
- ♥ RICH COLOR PAY-OFF
- ♥ GOOD SETTING & LASTING
- ♥ MATTE FINISH
- ♥ FORMULATED WITHOUT: PARABENS, TALC, D4, D5.



VELVET CODE

LIQUID LIPSTICK

This creamy liquid lipstick delivers full, intense color from the very first application, combining high performance with exceptional comfort for a refined lip experience. Its smooth, glide-on texture spreads evenly across the lips, visually smoothing the surface and forming a uniform film that helps maintain a defined, long-lasting result. Developed with lip comfort in mind, the lightweight formula remains soft and flexible over time, without feeling dry or rigid. An innovative blend of volatile emollients, flexible film-forming resins and pure pigments promotes optimal adhesion and even coverage, creating a modern matte finish with rich color payoff and lasting wear.

ACTIVE INGREDIENTS

- ★ **LIGHTWEIGHT, FAST-EVAPORATING EMOLLIENTS:** provide a unique sensory feel and contribute to optimal product adherence on the lips thanks to their high volatility. They help create a smooth, comfortable finish while supporting long-lasting wear.
- ★ **FILM-FORMING POLYMER SYSTEM:** based on a crosslinked silicone polymer combined with a volatile emollient, enhances water resistance and forms a flexible film on the lips. This film supports product durability and helps protect against external environmental factors, while maintaining a lightweight, non-heavy touch.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ INTENSE PAY-OFF AT FIRST STROKE
- ♥ LIGHTWEIGHT FLEXIBLE FILM
- ♥ COMFORT-DRIVEN FORMULA
- ♥ FORMULATED WITHOUT: EDTA, PEGS, OILS, PARAFFIN (MINERAL OIL), ETHOXYLATES, PARABENS, SILICONES, CYCLIC SILICONES, PHENOXYETHANOL



SUGGESTED PACKAGING: LIPGLOSS DIVINE

CULT GLAM

LIQUID LIPSTICK

This innovative, pearly formula glides effortlessly onto the skin, delivering a light luminous color with reflections and a smooth, comfortable feel. The creamy, melting texture enhances application, creating a refined make-up look with long-lasting sparkle. A combination of high-tech polymers and silicone elastomers, together with esters characterized by a high refractive index, contributes to the formula's creamy consistency, brilliance and overall comfort during wear.

Richly pigmented, the formula releases vibrant color with just one stroke, creating a subtle pearly finish that adds a touch of sophistication to any look. Perfect for festive occasions or when a radiant effect is desired.

ACTIVE INGREDIENTS

- ★ **VITAMINE (TOCOPHEROL):** known for its antioxidant properties, it helps maintain lip comfort and supports the appearance of softness and suppleness. It also contributes to protecting lipids and preserving the skin's natural moisture balance.
- ★ **ELASTOMER SKIN ENHANCER:** enhances sensoriality and blendability. It helps create a smooth, soft-focus effect while contributing to a velvety feel during application.
- ★ **INNOVATIVE PIGMENT COATING SYSTEM:** enhance color vibrancy and luminosity. Ultra-fine coated pigments provide intense color payoff while maintaining a smooth and refined texture.
- ★ **ULTRA-SHINE SILICONE SKIN ENHANCER:** improves fluidity and spreadability of the formula, contributing to a glossy, lacquer-like finish.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ SUBTLE PEARLY FINISH
- ♥ VIBRANT COLOR PAY-OFF
- ♥ SMOOTH CREAMY TEXTURE
- ♥ FORMULATED WITHOUT: EDTA, PEGS, OILS, PARAFFIN (MINERAL OIL), ETHOXYLATES, PARABENS, CYCLIC SILICONES, PHENOXYETHANOL



SUGGESTED PACKAGING: LIPGLOSS DIVINE

STAIN ON ME

LIP OIL STAIN



Introducing our revolutionary Stain On Me, a cutting-edge fusion of hydrating lip oil and long-wear lip tint. Immerse your lips in the perfect balance of comfort and vibrancy with this trend-setting formula that glides on effortlessly, delivering a luxurious and moisturizing feel while leaving behind a flawless, lasting veil of colour. Just enjoy your impeccable lips that stay vibrant and nourished throughout the day!

* Full covering packaging is recommended.

** Mix well before use.

ACTIVE INGREDIENTS

- ★ **JOJOBA OIL:** moisturizing properties.
- ★ **ARGAN OIL & GLYCERIN:** emollient properties.
- ★ **MENTHYL NICOTINATE & MENTHOL:** cooling agents for a pleasant refreshing feeling.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ A FUSION OF LIP OIL AND LIP TINT
- ♥ SOFT SHINY FINISH
- ♥ HYDRATION AND COMFORT
- ♥ VIBRANT VEIL OF COLOR



STAIN ON ME

LIP OIL STAIN



POPPY RED
COD. MK/IT LOS 007



DARK MAUVE
COD. MK/IT LOS 008



DARK CHERRY
COD. MK/IT LOS 006



RED BRICK
COD. MK/IT LOS 004



SPICY RED
COD. MK/IT LOS 010



HOT RED
COD. MK/IT LOS 009

K-BLUR

CREAMY LIP & CHEEK



This ultra-light, buildable creamy lip & cheek color blends seamlessly into the skin, creating a soft, natural flush with a blurring velvety finish. Designed for both lips and cheeks, it delivers sheer, buildable coverage that enhances the natural tone of the skin with a smooth, diffused effect. The texture melts effortlessly upon application, helping to visually smooth the skin for a soft-focus result inspired by the Korean beauty look. Suitable for all skin types, the comfortable formula provides a fresh touch of color ideal for everyday wear. Easy to apply and blend, it leaves lips and cheeks looking naturally soft and perfected. The emollient texture ensures lasting comfort throughout the day without a greasy or heavy feel.

*Shake well before use.

ACTIVE INGREDIENTS

- ★ **SILICONE VOLATILE:** thin film and long-lasting properties.
- ★ **SILICONE ELASTOMER:** bouncy touch.
- ★ **LAURYL LISINE:** e gives creaminess to the texture.
- ★ **SWEET ALMOND OIL BIO:** emollient.
- ★ **VITAMIN E:** contains anti-oxidant properties.
- ★ **MICROINCAPSULATED HYALURONIC ACID:** moisturizing properties.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ SOFT-FOCUS BLURRING EFFECT
- ♥ SHEER BUILDABLE COLOR
- ♥ COMFORTABLE WEAR
- ♥ DIFFUSED EFFECT ON LIP&CHEEK



PEEL 2 REVEAL

PEEL-OFF LIP TINT



Peel the film. Reveal the color!

Discover a vibrant, persistent color that goes beyond the ordinary. Our innovative formula creates a flexible peel-off film that delivers an intense hyper-stain effect, revealing fresh, radiant color that lasts all day while keeping lips soft and comfortable. Available in both natural tints and bold shades, the formula is designed to ensure long-wearing flawless color that stays put for hours without drying the lips. Simply apply a layer of product and allow it to set. Once the film has formed, gently lift it from the corner of the lips and peel it away to reveal a vibrant, perfectly even stain underneath.

**Full covering packaging is recommended.*

CLAIMS

- ♥ VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS
- ♥ PEEL-OFF LIP TINT
- ♥ REVEALS AN INTENSE STAIN EFFECT ON THE LIPS
- ♥ DOESN'T DRY
- ♥ PLAYFULL APPLICATION
- ♥ FORMULATED WITHOUT: MINERAL OILS, PARABENS, MICROPLASTICS, PETROLATUM.



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

