

EYES



# MASCARA

FULL SERVICE  
PROPOSAL



DESIGNED BY  
**mktg**industry  
CREATING IN BEAUTY

# THE MASCARA WHEEL

FIND YOUR LASH LOOK

## ULTRA PLUMPING

- ♥ 92% NATURAL ORIGIN INGREDIENTS
- ♥ THICKER AND LONGER LASHES
- ♥ LUMINOUS FINISH
- ✓ VEGAN FORMULA

## LASH CRUSH

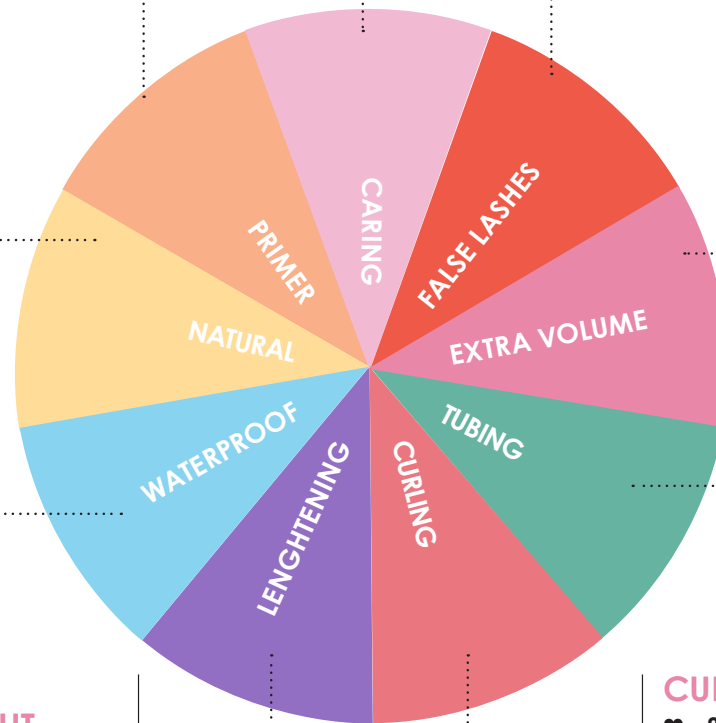
- ♥ 95% NATURAL ORIGIN INGREDIENTS
- ♥ WATER BASED
- ♥ SOFT AND FRESH FORMULA
- ♥ EXTRA LENGTH TESTED
- ♥ OPHTHALMOLOGICALLY TESTED
- ✓ VEGAN FORMULA

## THE OG

- ♥ EXTREME VOLUME & LENGTH
- ♥ FALSE LASHES EFFECT
- ♥ WEIGHTLESS AND SILKY TEXTURE
- ✓ VEGAN FORMULA

## EXAGGERATE LASHES

- ♥ 95% NATURAL ORIGIN INGREDIENTS
- ♥ LONGER, FULLER AND STRONGER LASHES
- ♥ INTENSE BLACK COLOR PAYOFF
- ✓ VEGAN FORMULA



## LASH ELIXIR

- ♥ 85% NATURAL ORIGIN INGREDIENTS
- ♥ LIGHTWEIGHT & BUILDABLE TEXTURE
- ♥ VOLUMIZING & LENGTHENING FORMULA
- ♥ MAKE-UP PERFORMANCE & LASH CARE BENEFITS
- ✓ VEGAN FORMULA

## MIAMI VIBES

- ♥ WATERPROOF TESTED
- ♥ VOLUMIZING EFFECT
- ♥ FLEXIBLE FILM
- ✓ VEGAN FORMULA

## LASH MAKER

- ♥ TUBING TECHNOLOGY
- ♥ NO FLAKING, NO SMUDGE
- ♥ LIFTING & LENGTHENING EFFECT
- ♥ EASY TO REMOVE WITH WARM WATER
- ✓ VEGAN FORMULA

## EXTRA CARE & LENGTH

- ♥ 82% NATURAL ORIGIN INGREDIENTS
- ♥ LENGTHENING EFFECT TESTED
- ♥ IMMEDIATE LASH LIFTING EFFECT
- ✓ VEGAN FORMULA

## CUPID BOW

- ♥ 89,05% OF NATURAL ORIGIN INGREDIENTS
- ♥ VOLUMIZING, LENGTHENING & CURLING
- ♥ BUILDABLE
- ♥ DEEP BLACK & GLOSSY EFFECT
- ✓ VEGAN FORMULA

# THE OG

## EXTREME VOLUME MASCARA

Dramatic Volume. Extraordinary Length. Everything you are looking for is right in this OG Mascara! Unleash the power of innovation with THE OG, a mascara designed to deliver bold volume, striking length, and a silky-smooth finish like no other. True to its name, THE OG represents the “real one” able to deliver bold, high-impact lashes.

The result? Lashes that are dramatically volumized, perfectly defined, weightless and never heavy or clumpy. Despite its impressive hold and resistance, the formula can be easily taken-off with any standard eye make up remover, combining high performance with effortless daily wear.

### ACTIVE INGREDIENTS

- ★ **CUTTING-EDGE MICELLE TECHNOLOGY:** through a unique production process, the formula incorporates tiny, perfectly dispersed micelles (drops of soft wax blended with oils) that create a luxuriously creamy texture. Each micelle is coated with a layer of rigid wax, enhancing lash length, definition, and lasting hold.
- ★ **LOW-MELTING-POINT POLYMERS COMBINED WITH SOFT WAX DURING EMULSIFICATION:** elevates the mascara's performance keeping lashes beautifully defined in everyday conditions.
- ★ **PANTHENOL (PRO-VITAMINB5):** the formula helps strengthen, condition, and hydrate lashes, promoting a healthier-looking appearance.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ EXTREME VOLUME & LENGTH
- ♥ FALSE LASHES EFFECT
- ♥ WEIGHTLESS AND SILKY TEXTURE



SUGGESTED PACKAGING: MASCARA SUNSET + QZ54 APPL.



# SPIKE-TECH

## QZ54 APPLICATOR

- ★ **MICRO-SPIKE BRISTLE DESIGN:** evenly spaced short spikes capture and coat each lash for precise definition and clean separation
- ★ **HIGH-DEFINITION APPLICATION:** ensures clump-free results by combing through lashes and distributing the formula evenly from root to tip
- ★ **FLEXIBLE ELASTOMER STRUCTURE:** adapts to the lash line for a smooth, controlled application with enhanced comfort and precision

## DISCOVER THE TRANSFORMATION



# LASH ELIXIR

## VOLUMIZING & LENGTHENING MASCARA

Lash Elixir is a hybrid mascara designed to combine make-up performance with functional care properties. Its formula delivers an intense volumizing and lengthening effect, enhancing lash definition and curl with a lightweight, flexible texture. The product creates a uniform coating around each lash, contributing to a panoramic look with a luminous finish. The texture is buildable and easy to layer, ensuring controlled application and a comfortable wear throughout the day. The formula contains a blend of selected ingredients, including biotechnological extracts, peptides and conditioning agents. These components are known for their potential to support lash vitality, improve lash appearance, and provide conditioning and protective benefits. A film-forming complex helps enhance shine and softness, contributing to an overall improved visual effect over time.

### ACTIVE INGREDIENTS

- ★ **ACETYL TETRAPEPTIDE-3, RED CLOVER EXTRACT:** a synergistic blend of a signal peptide and plant extract that promotes thicker, fuller and more luscious looking lashes.
- ★ **PLANKTON EXTRACT:** obtained by Blue Biotechnology based on a specific microalgae that comes from the natural paradise of Tahiti, it stimulates hair root, strengthens eyelashes and improves their density, enhancing their overall appearance.
- ★ **B-VOLUME ACTIVE: (2%)** gives volumizing, conditioning and protective properties. It creates a protective film on the lashes making them luminous. It is composed by water, glycerin and linden extract that gives volume and hydration to the lashes.
- ★ **PHANTENOL:** gives hydrating and soothing properties

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **85% NATURAL ORIGIN INGREDIENTS**
- ♥ LIGHTWEIGHT & BUILDABLE TEXTURE
- ♥ VOLUMIZING & LENGTHENING FORMULA
- ♥ MAKE-UP PERFORMANCE & LASH CARE BENEFITS
- ♥ FORMULATED WITHOUT: EDTA, PARABENS, SILICONES, MINERAL OILS, MICROPLASTICS





# LASH AMPLIFIER

## QZ142 APPLICATOR

- ★ **MULTI-LENGTH BRISTLE DESIGN:** a combination of longer and shorter bristles builds volume while maintaining lash separation for a fanned-out effect
- ★ **HIGH-IMPACT APPLICATION:** deposits the optimal amount of product to enhance lash fullness and intensity from the very first stroke
- ★ **PRECISION TIP DESIGN:** the differentiated tip allows targeted application, reaching inner corners and lower lashes with enhanced accuracy

## DISCOVER THE TRANSFORMATION



# LASH MAKER

## TUBING MASCARA

Lash Maker: where definition meets effortless grace! A refined tubing mascara that defines, lifts, and sculpts each lash with weightless precision. Its innovative formula creates flexible, smudge-proof tubes that enhance length and curl without clumping or flaking. The silky, buildable texture glides effortlessly from root to tip, adapting to every lash type for a naturally elegant look.

Easily removed with warm water: no makeup remover needed.

### ACTIVE INGREDIENTS

- ★ **FILM FORMER:** suitable for tubing effect, thanks to its supple and stretchable transparent films, its good wear properties and its ease-to-remove capabilities.
- ★ **ITALIAN-ORIGIN EMOLLIENT OF BOTANICAL SOURCE:** provides softness and excellent plasticity.
- ★ **CASTOR OIL-DERIVED ESTER:** with a honey-like texture that forms a soft, breathable film, offering comfort, protection, good wear and anti-pollution benefits.
- ★ **UPCYCLED POWDER:** rich in calcium and magnesium carbonate, from selected Mediterranean marble quarries, coated with olive oil derivatives, it offers a soft, creamy texture with skin-conditioning properties and a unique matte, silica-like finish.
- ★ **ARGININE:** a moisturizing amino acid helps repair and condition the skin by retaining water and reducing transepidermal water loss.
- ★ **HIGH PURITY BLACK IRON OXIDE (9%):** a or an intense, deep black hue and exceptional purity.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ NO FLAKING, NO SMUDGE
- ♥ LIFTING & LENGTHENING EFFECT
- ♥ EASY TO REMOVE WITH WARM WATER
- ♥ FREE FROM: SILICONES, PEG



SUGGESTED PACKAGING: MASCARA SUNSET + QZ28 APPL.

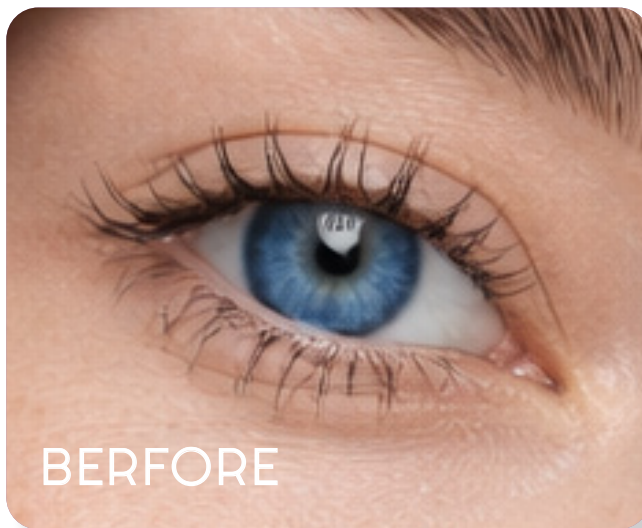


# CAPSULE-SHAPED

## QZ28 APPLICATOR

- ★ **DUAL-LENGTH BRISTLES:** deliver a balanced combination of volume and precision
- ★ **FLEXIBLE ELASTOMER STRUCTURE:** embraces each lash to enhance tubing adhesion
- ★ **MULTI-ZONE APPLICATOR:** captures and coats every lash from root to tip for defined separation and extra length

## DISCOVER THE TRANSFORMATION



# CUPID BOW

## MASCARA

Inject your lashes with extra volume for extreme results thanks to Volume Shot Mascara. Its intense color shapes, lengthens and volumizes the lashes with a spectacular effect for a magnetic and amplified gaze. The creamy formula is flexible and easy to work when applied, combining both an immediate and buildable volume in application. The volume effect is provided by cellulose microspheres with filling effect that provides lashes with a 3D volume. Formulated with enveloping waxes and fixing polymers, it envelops the lashes with a flexible film that guarantees a comfortable and even effect without clumps nor smudges. The blend of glossing emollients combined with the intense black pigment provide an intense black and glossy finish.

### ACTIVE INGREDIENTS

- ★ **TAMARIND EXTRACT:** naturally rich in antioxidants and vitamins, it is used as gelling film-forming agent thanks to its high flexibility and water-retention ability.
- ★ **CELLULOSE MICROSPHERES:** that act as fibers, guaranteeing a uniforming, filling and volumizing effect. Also, they increase the gliding of the mascara on the lashes
- ★ **MIX OF 100% NATURAL ORIGIN POLIGLICERIDE:** a plant-based alternative to lanolin that envelops the lashes and protects them, providing a glossy finish to the mascara.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **89% NATURAL ORIGIN INGREDIENTS**
- ♥ DEEP BLACK GLOSSY FINISH
- ♥ VOLUMIZING, LENGTHENING & CURLING
- ♥ BUILDABLE
- ♥ FREE FROM: EDTA, OILS, PARAFFIN (MINERAL OIL), PARABENS, SILICONES, CYCLIC SILICONES





# BOW WOW

## QZ91 APPLICATOR

- ★ High release of formula and great volume on the lashes
- ★ The **“bow” shape** helps to precisely curve and settle the lashes
- ★ The **rigid bristles** made in silicone help to perfectly define and comb the lashes

## DISCOVER THE TRANSFORMATION



# EXTRA CARE & LENGHT

## MASCARA

Extra Care & Length Mascara is a high-performance formula designed to enhance lashes with volume, definition and care. A balanced blend of high and low melting waxes ensures smooth application and optimal lash performance, while the slightly drier texture helps lift lashes instantly, delivering effortless volume and an intense ultra-black payoff for a bold, dramatic look. The formula also provides excellent lash separation for a wide, panoramic definition.

### ACTIVE INGREDIENTS

- ★ **WIDELASH (FUNCTIONAL %):** Active complex of Biotinoyl Tripeptide-1 and Panthenol that helps lashes appear longer, fuller and stronger by supporting keratinocyte proliferation in the hair bulb and improving lash anchoring through enhanced synthesis of adhesion molecules such as laminin-5 and collagen IV.
- ★ **BLEND OF HIGH AND LOW MELTING WAXES:** A carefully balanced combination of waxes that enhances the lightweight texture while ensuring optimal product release without weighing lashes down.
- ★ **SENSORIAL EMOLLIENT:** Improves payoff and enhances smoothness during application for a more comfortable sensory experience.
- ★ **VITAMIN B5:** Helps improve lash texture while adding volume and natural shine.
- ★ **CORNFLOWER WATER:** Provides soothing properties for gentle eye area application.
- ★ **FILM FORMING AGENTS:** Contribute to volume, structure and long-lasting performance.

### CLAIMS

- ♥ **82% NATURAL ORIGIN INGREDIENTS**
- ♥ **LENGHTENING EFFECT TESTED:** +3% increase in the average eyelash length after 28 days of use
- ♥ **IMMEDIATE LASH LIFTING EFFECT**
- ♥ **FORMULATED WITHOUT:** TALC, PARABENS, MINERAL OIL, SILICONES, BHT, BHA





# LIFTER

## QZ154 APPLICATOR

- ★ Made by 12 reservoirs, designed to load **big amount of product**.  
High release of formula and great **length** and **volume** on the lashes
- ★ The **rigid, slim and long bristles** made in silicone help to **define** and **comb** the lashes

## DISCOVER THE TRANSFORMATION



# MIAMI VIBES

## WATERPROOF MASCARA

This waterproof mascara is designed to envelop each lash, creating a refined and elegant look. It enhances the eyes with depth and definition, wrapping lashes from root to tip in an intense, deep color. The water-resistant formula forms a flexible, high-performance film that helps maintain flawless wear throughout the day. Its smooth, buildable texture allows for customizable volume, delivering fuller-looking lashes while ensuring lightweight comfort.

So resistant it keeps lashes perfectly in place even through the wildest summer moments: from pool parties to boat days under the Miami sun. Lashes appear defined, intensified, and perfectly coated for a long-lasting, sophisticated finish.

### ACTIVE INGREDIENTS

- ★ **FORTIFYING AND VOLUMIZING COMPLEX (Functional dose):** helps prevent the aging of the hair follicle, strengthens the lashes, and promotes their growth.
- ★ **FILLING POWDERS:** help achieve a volumizing effect.
- ★ **HIGH SHINE POLYMER:** ensures a luminous gel-like effect, flexibility, and smooth application.
- ★ **BLEND OF NATURAL AND SYNTHETIC WAXES:** provides a film-forming, volumizing, and long-lasting effect.
- ★ **FILM-FORMING POLYMERS:** help pigments adhere perfectly to the lashes for an even, long-lasting result.
- ★ **MINERAL PIGMENTS:** create a rich and intense color.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **WATERPROOF TESTED**
- ♥ BUILDABLE VOLUMIZING EFFECT
- ♥ FLEXIBLE FILM
- ♥ FORMULATED WITHOUT: EDTA, PARAFFIN(MINERALOIL), PARABENS, CYCLICSILICONES, PHENOXYETHANOL



SUGGESTED PACKAGING: MASCARA SUNSET + QZ76 APPL.

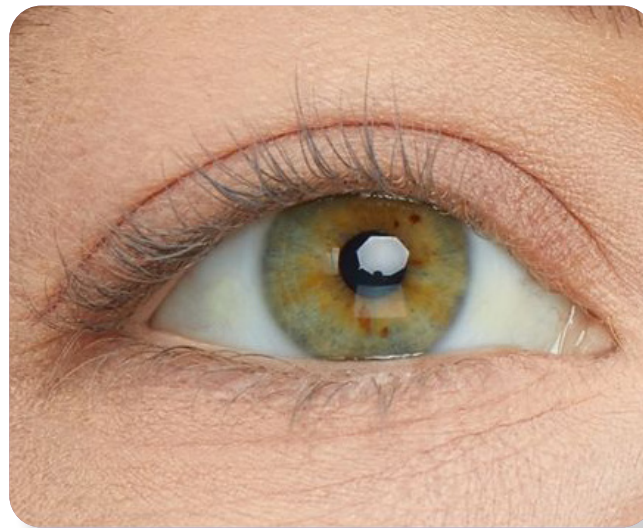


# ALL IN ONE

## QZ76 APPLICATOR

- ★ **BLANK SPACE:** 2 reservoirs to load big amount of product for full & thick effect
- ★ **FLAT SIDE:** to separate & define for lengthening effect
- ★ **WAVE SIDE:** to curve & shape for curling effect

## DISCOVER THE TRANSFORMATION



# EXAGERATE LASHES

## NATURAL MASCARA

A unique formula enriched with selected active ingredients that help lashes appear longer, fuller, and stronger with continued use, enhancing their natural volume. Halfway between treatment and makeup, this formula helps enhance the natural beauty of the lashes while providing visible definition and volume.

### ACTIVE INGREDIENTS

- ★ **BIOTINOYL-GHK:** strenghtens and gives lenght.
- ★ **PANTHENOL:** gives strenght and repares the lashes.
- ★ **REDENSYL™ (0,05% MKTG DOSE):** is an advanced hair care active designed to target hair follicle stem cells and dermal papilla fibroblasts, key elements involved in the hair growth cycle. By reactivating follicle activity, it helps stimulate new hair growth while reducing hair loss.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **95% NATURAL ORIGIN INGREDIENTS**
- ♥ LASHES APPEAR LONGER, FULLER AND STRONGER
- ♥ INTENSE BLACK COLOR PAYOFF
- ♥ FORMULATED WITHOUT: ANIMAL-DERIVED INGREDIENTS, MINERAL OILS, PETROLATUM, SILICONES, PHENOXYETHANOL, PARABENS



SUGGESTED PACKAGING: MASCARA SUNSET + M051H APPL.



# VELUM

## MØ51H APPLICATOR

- ★ **WAVE-SHAPED:** the sail structure captures and releases the optimal amount of product, enhancing curling effect with each stroke
- ★ **HIGH-DENSITY FIBER BRISTLES:** ensure rich product pickup and full lash coating for a bold, intensified look
- ★ **FANNED-OUT LASH EFFECT:** the curved, flowing shape helps spread lashes evenly, creating a wide, open-eye effect.

## DISCOVER THE TRANSFORMATION



# ULTRA PLUMPING

## MASCARA PRIMER

An ultra plumping lash primer that maximizes the benefits of your favorite mascara for a false-lash look! Enriched with a blend of powerful ingredients that provides nourishment to the lashes preparing them before mascara application, bringing softness and repairing, protecting and moisturizing action to dry or damaged lashes. The formula provides thicker and longer lashes. Additionally, Ultra Plumping primer contains fibers to guarantees an extra volume effect.

### ACTIVE INGREDIENTS

- ★ **JOJOBA ESTERS (AND) HELIANTHUS ANNUUS (SUNFLOWER) SEED WAX (AND)**
- ★ **ACACIA DECURRENS FLOWER WAX (AND) POLYGLYCERIN-3:** a natural, active texture agent based on Jojoba, Mimosa, and Sunflower waxes. It acts as an emollient, bringing softness to the lashes, and as an active, repairing, protecting, and moisturizing dry, damaged lashes.
- ★ **HIGH AND LOW MELTING POINT WAXES (Carnauba wax)**
- ★ **PEPTIDES and PROVITAMIN B5**
- ★ **FILM FORMING AGENT:** guarantees the long-lasting effect on the lashes.
- ★ **FIBERS**

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **92% OF NATURAL ORIGIN INGREDIENTS**
- ♥ THICKER AND LONGER LASHES
- ♥ FREE FROM: TEA, PHENOXYETHANOL





# LIFTER

## QZ154 APPLICATOR

- ★ Made by 12 reservoirs, designed to load **big amount of product**  
High release of formula and great **length** and **volume** on the lashes
- ★ The **rigid, slim and long bristles** made in silicone help to **define** and **comb** the lashes

## DISCOVER THE TRANSFORMATION



# LASH CRUSH

## LENGHTENING SERUM

Longer eyelashes in just 28 days with the Lash Crush it's now possible. This serum is the perfect product that completes the most demanding skin care routines. Apply it before going to sleep or during your make up free days, but also before applying the mascara. Its clear gel formula, extremely soft and fresh, wraps the eyelashes without hardening and packaging them for a comfortable result guaranteed by the testers.

The formula is infused with a GHK tripeptide and panthenol complex that provides extra length after 4 weeks of treatment.

*\*covering pack is suggested*

### ACTIVE INGREDIENTS

- ★ **LENGHTENING COMPLEX BASED ON THE GHK TRIPEPTIDE AND PANTHENOL:**  
it acts preventing the aging of the hair follicle , helping to strengthen the eyelashes increasing their growth. This valuable complex stimulates the synthesis and organization of laminin 5 and collagen IV, important molecules for the eyelashes well being.

### CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **95% OF NATURAL ORIGIN INGREDIENTS**
- ♥ **OPHTHALMOLOGICALLY TESTED**
- ♥ WATER BASED
- ♥ SOFT AND FRESH FORMULA
- ♥ EXTRA LENGTH TESTED





# DOUBLE PRECISION

## SLØ22 APPLICATOR

- ★ **HAIR BRUSH TIP:** use the hair tip to sweep the formula across the lash line
- ★ **SILICONE BRUSH:** use the brush to apply in upward strokes and comb through the eyebrows and on the lashes length

## DISCOVER THE TRANSFORMATION

