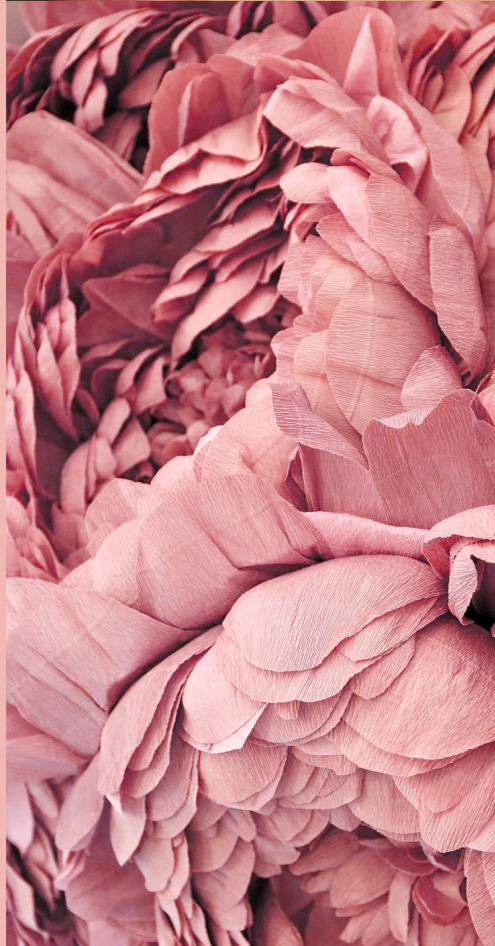
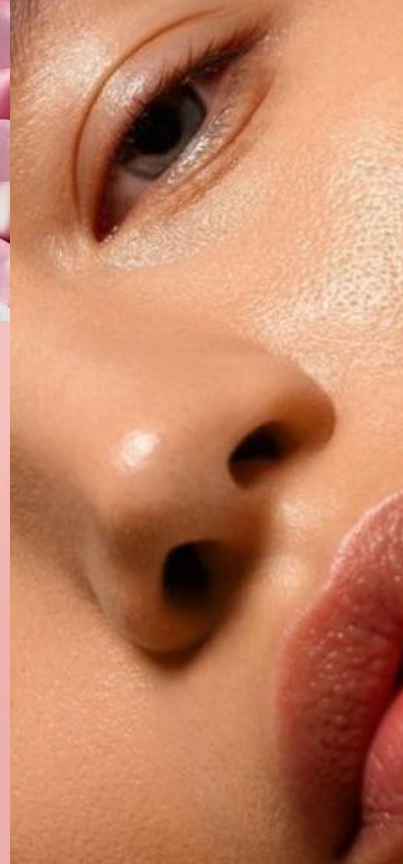


FACE

PRIMIER

FULL SERVICE
PROPOSAL

DESIGNED BY



POREFECTOR

BLURRING PRIMER



Porefector Primer is your instant skin filter, designed for life on the go. This ultra-light, velvety primer smooths the appearance of imperfections, blurs the look of pores, and visibly perfects the complexion, leaving a naturally matte finish without weighing down or drying out the skin. Infused with soft-focus powders and smoothing actives, it helps transform dull-looking skin into a more radiant complexion, creating a fresh, even canvas in one simple swipe. Thanks to velvet-textured elastomers, the formula blends seamlessly into the skin, ensuring long-lasting comfort throughout the day with no unwanted shine. Wear it alone for a “no-makeup makeup” look, or use it as the perfect base to enhance makeup wear, wherever the day takes you.

ACTIVE INGREDIENTS

- ★ **5% NIACINAMIDE (FUNCTIONAL DOSE):** a derivative of Vitamin B3 known for its antioxidant properties. It helps protect the skin from environmental stressors, improves the appearance of pores by refining skin texture, and helps regulate excess sebum, contributing to a more balanced and matte-looking T-zone.
- ★ **SKIN ENHANCER ELASTOMER:** a high molecular weight cross-linked silicone elastomer that delivers exceptional sensoriality and spreadability while providing a soft-focus, velvety finish.
- ★ **TEXTURIZING BEADS:** perfectly smooth spherical beads that enhance sensoriality and ensure effortless spreadability without emphasizing skin texture.
- ★ **LIGHT EMOLLIENTS:** highly volatile emollients that provide a unique, lightweight skin feel without leaving a greasy residue.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ MATTIFYING FINISH
- ♥ BLURRING EFFECT
- ♥ VELVET TOUCH
- ♥ PORE MINIMIZER
- ♥ FORMULATED WITHOUT: EDTA, OILS, PARAFFIN (MINERAL OIL), PARABENS, CYCLIC SILICONES, PHENOXYETHANOL



SUGGESTED PACKAGING: PLASTIC TUBE WITH IDOL PUMP

BLUR ME OUT

BLURRING PRIMER



This blurring primer delivers a soft, velvet-smooth matt finish perfect for prepping the skin and eliminating shine. It creates an invisible, shine-free layer that helps reducing the visibility of fine lines and pores. Its unique formula ensures a long-lasting wear while providing a flawless, smooth texture.

ACTIVE INGREDIENTS

- ★ **SOFT FOCUS SPHERICAL PARTICLES:** minimize small wrinkles and signs of aging.
- ★ **HYBRID SILICONE POWDER:** it combines the softness of a silicone rubber and the smoothness of a resin for a natural look.

CLAIMS

- ♥ SMOOTH MATT FINISH
- ♥ REDUCES FINE LINES AND PORES
- ♥ SHINE-FREE
- ♥ EASY TO BLEND



HYDRA SMOOTH 2.0

PRIMER

A smoothing and mattifying base that prepares the skin to the make-up, increasing its lasting. Its transparent gel texture smoothes the skin, mattifies complexion and fixes make-up. Complexion is uniformed, pores are minimized and the make-up lasting is extended with a matte finish. Its texture fits all complexions, reduces the shiny skin effect with a velvety touch.

ACTIVE INGREDIENTS

- ★ **SILICA:** Mattifying and blurring agent that helps absorb excess sebum and minimize the appearance of pores for a smooth, soft-focus finish.
- ★ **CUCUMIS SATIVUS (CUCUMBER) FRUIT EXTRACT:** Natural extract known for its soothing, refreshing and hydrating properties. It helps calm and tone the skin while providing purifying benefits, leaving the skin feeling fresh and revitalized.
- ★ **MULTI-MOLECULAR HYALURONIC ACID COMPLEX:** A blend of different molecular forms of hyaluronic acid (Sodium Hyaluronate, Sodium Hyaluronate Crosspolymer, Hydrolyzed Sodium Hyaluronate and Sodium Acetylated Hyaluronate) that provides multi-level hydration, helping improve skin comfort and maintain a smoother, plumper appearance.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ SMOOTHING
- ♥ EASY APPLICATION
- ♥ SHINE CONTROL
- ♥ MINIMIZES PORES
- ♥ DERMATOLOGICALLY TESTED
- ♥ FORMULATED WITHOUT PARABEN, SILICON, SLES/SLS, TRICLOSAN, DEA/TEA, MINERAL OIL, PARAFFIN & EDTA



SKIN-GEMS

GLOWING PRIMER

A high-performance texture infused with micro-gems, designed to melt seamlessly into the skin. Inspired by the brilliance of precious gems, these delicate spheres transform upon application, blending effortlessly to reveal a natural, fresh complexion with a soft luminous glow. Like tiny skin jewels, suspended within a clear gel base, the pearls release subtle glow during application, merging perfectly with the transparent gel. Its ultra-light, refreshing touch glides smoothly over the skin and enhance the complexion, helping the skin appear more even, radiant and naturally illuminated. For optimal results, apply using a flat brush, gently blending the formula so the pigment pearls can break and merge perfectly with the skin. A delicate white-flower bouquet fragrance gently envelops the senses, creating an immediate feeling of well-being.

ACTIVE INGREDIENTS

- ★ **GLYCERIN:** a well-known humectant with excellent moisturizing properties. It helps attract and retain moisture, keeping it feeling soft, smooth, and comfortable throughout the day. Glycerin contributes to maintaining skin hydration and helps preserve the product's pleasant wear without leaving the skin feeling dry over time.
- ★ **VITAMIN B3 (NIACINAMIDE):** known for its ability to enhance the appearance of a more even and radiant-looking complexion, helping the skin appear smoother and more luminous.
- ★ **MULTI-MOLECULAR HYALURONIC ACID COMPLEX (7 FORMS):** a powerful humectant complex designed to support skin hydration. These different molecular forms help maintain moisture on the skin surface while contributing to a plump, smooth, and healthy-looking appearance. The complex helps the skin feel hydrated and comfortable, enhancing its natural softness and suppleness.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ MICRO-GEMS THAT MELTS INTO RADIANT SKIN
- ♥ INSTANT GLOW WITH A FRESH, NATURAL-LOOKING FINISH
- ♥ HYDRATING COMFORT WITH LIGHTWEIGHT FEEL



UV DEFENCE

SPF 50 PRIMER



A special formulation that combines SPF 50 and UVA protection with skincare and make up properties for an all in one product that protects skin. A featherweight texture, extremely light and melting in application, that easily becomes one with the skin leaving a glowy finish and granting an excellent grip of the make up to the skin. It gives a younger and more radiant appearance, protecting from external harmful factors throughout the day. Formulated with broad spectrum sunscreens, it guarantees protection and prevents photo ageing.

ACTIVE INGREDIENTS

- ★ **UVA/UVB FILTERS:** chemical sunscreens to ensure high sun protection against UVA/UVB radiations and to prevent sunburns and long term damage to the skin tissue with consequent skin aging.
- ★ **COMPLEX BASED ON GINGER EXTRACT:** with antioxidant and anti inflammatory effect.
- ★ **BISABOLOL:** that guarantees a soothing effect and calms irritation.
- ★ **LACTOBACILLUS FERMENT:** probiotic that restructures and soothes the skin, increases the natural skin defenses by regulating its microbiome and strengthening the barrier function.
- ★ **HYALURONIC ACID:** with high molecular weight and high degree of purity. Thanks to its ability to retain water, it creates a non occlusive film on the skin that works as a water reserve, limiting transcutaneous water loss and protecting against external aggressions.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **SPF 50 TESTED** ♥ LUMINOUS FINISH ♥ MOISTURIZING EFFECT
- ♥ FREE FROM: EDTA, PARAFFIN (MINERAL OIL), PARABENS, SILICONES, CYCLIC SILICONES



REDNESS CORRECTOR 2.0

ANTI-REDNESS PRIMER



Redness Corrector green primer is the best base to apply before foundation to conceal small imperfections, such as redness and skin discolorations. This primer, with its talk-like and salty notes, evens out complexion and gives luminosity thanks to the game of complementary colours. The application of this primer allows to harmonise the skin, aiming to improve make-up, making it even and long-lasting.

HOW TO USE

Apply with circular motions all over the face if redness is overall or locally if redness is in certain areas.

ACTIVE INGREDIENTS

- ★ **PEARLS WITH GREEN REFLECTIONS:** they help concealing imperfections and improving complexion.
- ★ **HYALURONIC ACID:** it helps reducing skin aging, protecting the most superficial layer of the skin.
- ★ **ALUMINUM STARCH OCTENYLSUCCINATE:** it helps reducing the excess of oiliness, leaving the skin soft.
- ★ **VITAMIN E ACETATE:** it helps reducing the loss of elasticity and premature aging.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ CONCEALS SMALL IMPERFECTIONS
- ♥ COLOR CORRECTING FORMULA



SERIAL CHILLER

INSTANT REFRESHING PRIMER



Give your skin an instant chill and revive tired-looking skin in one swipe! Serial Chiller is a refreshing primer stick with a water-based texture that delivers an instant sensation of freshness and vitality to the skin. Upon application, it provides an immediate cooling and soothing effect, offering a quick boost of hydration and freshness whenever the skin needs it. Applied in the morning as part of your skincare routine, it helps awaken the complexion and gives the skin an instant tonifying effect. Use it alone for a fresh, natural look, as a primer before makeup, or throughout the day to refresh and revitalize the skin. It can also be gently applied to the under-eye area during the day to restore freshness and help revive the look of tired eyes.

ACTIVE INGREDIENTS

- ★ **HIGH % OF ORGANIC CORNFLOWER DISTILLED WATER:** provides an immediate sensation of freshness during application while offering refreshing and soothing properties for the skin.
- ★ **HUMECTANT AGENT:** helps attract and retain moisture, contributing to improved skin hydration.
- ★ **SODIUM HYALURONATE (functional %):** delivers moisturizing benefits and forms a thin, invisible film on the skin, helping to improve smoothness and skin comfort.
- ★ **AR-MO ACTIVE (functional %):** a plant extract derived from Arnica Montana flower. It improves skin firmness and elasticity while supporting a smoother, more revitalized appearance. It contributes to a plumping effect that helps enhance skin radiance and improve the look of fine lines and expression lines.

CLAIMS

- ♥ **VEGAN FRIENDLY - NO INGREDIENTS SOURCED OR DERIVED FROM ANIMALS**
- ♥ **80% NATURAL ORIGIN INGREDIENTS**
- ♥ WATER-BASE FORMULA
- ♥ IMMEDIATE FRESHNESS
- ♥ COOLING & TONING EFFECT
- ♥ FORMULATED WITHOUT: PARABENS, TALC, PHTHALATES, MINERAL OIL, ACRYLATES, SILICONES, MICROPLASTICS

