

NOTE

all eyes on you

TRAINING BOOK

As we were creating the brand, our first aim was it to be a wholly different brand. With its packaging, formula and sales plan, we aimed to achieve what is never achieved in Turkey. At first, we thought we will have a hard time. What should we do about the brand. How could we surprise the consumers and differentiate our brand. And we did just all those!

Today, we stand in the beginning of a true success story. Together, we are getting ready to launch a cosmetics brand, born in Turkey, going on Global!

BRAND IDENTITY

Alive

Modern

European

Colourful
and
aesthetic

Cool

High
quality

Economic

Reliable

Researcher

Creative
and
dynamic

Innovative

Wide
product
range

CONSUMER PROFILE



- Woman
- Between ages of 15-65
- Who follows the fashion closely and adapts to herself
- Innovative
- Self-confident
- Place emphasis on quality



NOTE^{the} SKIN



NOTE^{the} EYES



NOTE^{the} LIPS



NOTE^{the} NAILS



NOTE^{the} SKIN

all eyes on you

DETOX AND PROTECT FOUNDATION | SPF15

SWEET ALMOND OIL
YEAST EXTRACT
VITAMIN E

- It has anti-aging effect with Vitamin E and Sweet Almond Oil in its content. Moss extract protects skin against sun lights, stress, air pollution etc. that are called as free radicals and cannot be intervened from outside and tries to prevent their harmful effects. Its lasting effect all day long and balancing of skin tone ensures natural appearance in addition to its high protection effect.
- It has 8 colour options.
- It is suitable for all skin types.
- Does not contain paraben.
- Suitable for all skin types.
- Does not contaminate to clothes thanks to its quick drying property.
- Concealer and silky tissue.
- It has been tested dermatologically



DETOX AND PROTECT FOUNDATION

SWEET ALMOND OIL
YEAST EXTRACT
VITAMIN E

SPF15



The common feature of sweet almond oil, yeast extract and Vitamin E that they protect skin against free radicals. As Detox & Protect Foundation contains all these 3 active agents; it gives very good results in make-up as well as it acts as a shield for the skin.

ACTIVE INGREDIENTS

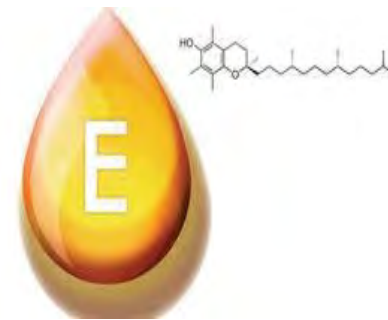
Sweet Almond Oil;
Sweet almond oil, which is rich in ingredients such as Vitamin E and minerals, has anti-aging effect as well as antioxidant feature. It moisturizes the skin, eliminates roughness and gives softness. It helps reduction of wrinkles and sensitivity on skin.



Yeast Extract;
It is a powerful antioxidant. It helps protection of skin against factors such as sun lights, stress and air pollution that are called as free radicals that cannot be prevented from outside.



Vitamin E;
It is the most powerful known antioxidant. It functions as a shield that protects skin against free radicals.



MATTIFYING EXTREME | SPF15 WEAR FOUNDATION

SPIRAEA EXTRACT
CEDAR WOOD OIL

- Cedar wood oil in its content helps prevention of formation of acne and pimples especially on oily skins.
- Spirea extract, by protecting the skin surface, prevents formation of oil on skin.
- Its lasting effect all day long and balancing of skin tone ensures natural appearance in addition to its high protection effect.
- It has a concealing and silky tissue.
- It does not contain Paraben.
- It has been tested dermatologically
- It has 8 colour options. It is suitable for oily skin types.
- Suitable for oily skin types.
- Does not contaminate to clothes thanks to its quick drying property.
- Concealer and silky tissue.



MATTIFYING EXTREME WEAR FOUNDATION

SPIRAEA EXTRACT
CEDAR WOOD OIL

SPF15



While cedar wood oil and Spiraea extract in its content help reducing of sebum production, it ensures concealing and lasting feature as expected from a foundation cream all day long, by giving smooth and matt appearance to skin.

ACTIVE INGREDIENTS

Cedar Wood Oil;
Prevents formation of acne and pimples, especially on oily skins.
Contains many vitamins like Vitamin E, Vitamin A and Vitamin B useful for the skin.

Spiraea Extract;
The most important feature of spiraea extract, also known in various names like meadow queen, that it helps smoothening of skin and elimination of pimples. It prevents oil formation by protecting the surface of skin and helps smoothening of skin surface.



LUMINOUS MOISTURIZING FOUNDATION | SPF15

MACADAMIA OIL
SWEET ALMOND OIL

- Sweet Almond oil, rich in Vitamin E, antioxidant and minerals, has anti-aging effect on skin. Thanks to macadamia oil, it helps formation of sebum and moisture balance in normal values. Its lasting effect all day long and balancing of skin tone ensures natural appearance in addition to its high protection effect.
- It does not contaminate to clothes thanks to its quick drying feature.
- It has a concealing and silky tissue.
- It does not contain Paraben.
- It has been tested dermatologically.
- It has 8 colour options.



LUMINOUS MOISTURIZING FOUNDATION

MACADAMIA OIL
SWEET ALMOND OIL

SPF15



Moisturizing Foundation with high protection factor that contains almond oil, rich in powerful antioxidants, and Macadamia oil, rich in important acids.

ACTIVE INGREDIENTS

Sweet Almond oil, rich in vitamin E and minerals, has a characteristic feature for anti-aging as well as anti-oxidant effect. It helps minimizing sensitivity and wrinkles while highly moisturising the skin. Removes complication of skin and keeps it soft.



The biggest property of macadamia oil is to help prevention the loss of a particular acid, which is important for the skin and decreases with aging.

This acid is only available in this oil, which ensures balancing moisture level and controls sebum on the skin.



REJUVENATING FOUNDATION

SPF15

RICE PROTEIN
ARGAN OIL

- Rice protein, rich in anti-aging Vitamin E, helps restructuring of skin cells and reducing of free radical number in skin. Argan oil supports renewal of skin cells and by moisturizing and softening skin, it gives young skin appearance. It is suitable for skin types that need anti-aging care. Its lasting effect all day long and balancing of skin tone ensures natural appearance in addition to its high protection effect.
- It does not contaminate to clothes thanks to its quick drying feature.
- It has a concealing and silky tissue.
- It does not contain Paraben.
- It has been tested dermatologically.
- It has 8 colour options.



REJUVENATING FOUNDATION

RICE PROTEIN
ARGAN OIL

SPF15



While it protects skin with rice protein and argan oil in its content that support restructuring of skin, the perfect concealing feature it has in make-up lasts all day long.

ACTIVE INGREDIENTS

Rice protein has rich content as Vitamin E with anti-aging effect and helps constructing free radicals in skin and reconstruction of skin cells.

Argan oil has a big feature for anti-aging because of containing powerful antioxidants. Helps for renewal of skin cells, keeps skin moisturized and softer feeling result younger look. By helping of Vitamin E, it fights against free radicals.



SUNGLOW FOUNDATION

SPF15

- It provides a natural and healthy glowing tan to your skin with a silky touch. The Vitamin E ingredient helps nourishing the skin. With its 3 different bronze shades, it provides a healthy and sparkling look.
- Does not contain paraben.
- Dermatologically tested.



LUMINOUS SILK COMPACT POWDER

ARGAN OIL

- Argan oil has anti-aging feature thanks to antioxidants in its content. It supports renewal of skin cells and by moisturizing and softening skin, it gives young skin appearance. Thanks to Vitamin E, it fights against free radicals. It helps prevention of redness and irritations on skin. It has high concealing feature in single use.
- It does not contain Paraben.
- It has been tested dermatologically.
- It has 8 colour options.
- It is suitable for skin types.



LUMINOUS SILK COMPACT POWDER

ARGAN OIL



While it ensures high concealing, Argan oil keeps skin moisturized and most importantly, with its anti-aging feature, it protects skin.

ACTIVE INGREDIENTS

- While highly concealing, this product also keeps skin moisturized thanks to argan oil, which provides anti-aging factor and protection for the skin.
- Fights against free radicals thanks to Vitamin E ingredient.
- Helps prevention of irritations and redness on skin.



TERRACOTTA POWDER

MACADAMIA OIL

- This product is produced with a special technology, and Palmitoleic acid and Macadamia oil in its content, that protects oil and moisture balance of skin, is very important to reinforce and balance this rate that is lost by skin with aging.
- It does not contain Paraben.
- It has been tested dermatologically.
- It is for all skin types
- It has wet and dry use feature that ensures high concealing.
- It does not dry skin and ensures deep moisturizing to skin.
- It ensures perfect concealing with its special formula.
- It can be used for 18 months after it is opened.
- It has 4 colour options.



TERRACOTTA POWDER

MACADAMIA OIL



While it presents more natural colours with its special formula, macadamia oil helps protection of moisture and oil balance of skin.

ACTIVE INGREDIENTS

Macadamia oil that helps protection of oil and moisture balance of skin with palmitoleic acid in its content, is very important to reinforce and balance of this acid rate that is lost by skin with aging.



LUMINOUS SILK CREAM POWDER

CEDAR WOOD OIL

- Cedar wood oil in its content revitalizes skin and has tonic effect and as it is very light, it softens skin without causing oil formation and gives matt appearance to skin. This product that lasts for 10 hours helps prevention of acne and pimples formation on oily skins and ensures dense concealing.
- It does not contain Paraben.
- It has been tested dermatologically.
- It is for all skin types.
- It is easy to apply with its special sponge.
- It is a practical product. Foundation and compact powder; two can be used in one product.
- It can be used for 12 months after it is opened.
- It has 6 options colour.



LUMINOUS SILK CREAM POWDER

CEDAR WOOD OIL



While it ensures dense concealing, it keeps oil rate of skin in balance thanks to cedar wood oil in its content. It helps keeping of skin moisturized.

ACTIVE INGREDIENTS

It prevents formation of acne and pimples especially on oily skins.

It helps sebum production and moisture rate of skin to be kept in balance. It contains many vitamins like Vitamin E, Vitamin A and vitamin B useful for skin.

It helps elimination of redness resulting from sensitivity of skin and calms skin.



BRONZING POWDER

- It provides a natural and healthy glowing tan to your skin with a silky touch. Vitamin E ingredient helps nourishing the skin. Comes in 3 different shade options, this product offers an attractive bronze skin with it's glitter particles.
- Does not contain paraben.
- Dermatologically tested.



LUMINOUS SILK COMPACT BLUSHER

ARGAN OIL

- Argan oil has anti-aging feature thanks to antioxidants in its content. It supports renewal of skin cells and by moisturizing and softening skin, it gives young skin appearance. Thanks to Vitamin E, it fights against free radicals. It helps prevention of redness and irritations on skin. With its formula that prevents moisture loss and skin dryness and different colour options, it reveals cheekbones and gives a natural appearance.
- It does not contain Paraben. It has been tested dermatologically.
- It has 8 colour options.
- It is suitable for all skin types.



LUMINOUS SILK COMPACT BLUSHER

ARGAN OIL



While it ensures a natural appearance on cheeks with its attractive colours, argan oil keeps skin moisturized and most importantly, with its anti-aging feature, it protects skin.

ACTIVE INGREDIENTS

Argan Oil;

While it gives a natural appearance to cheeks thanks to its formula preventing moisture loss and skin dry, argan oil in its content keeps skin moisturized and protects skin with its anti-aging feature.

It contains powerful antioxidants and has anti-aging feature.

It helps renewal of skin cells, moisturizing of skin and by softening skin, it ensures skin to appear young. It fights against free radicals thanks to Vitamin E.

It helps prevention of irritations and redness on skin.



TERRACOTTA BLUSHER

MACADAMIA OIL

- While it presents more natural colours with its special formula, macadamia oil in its content helps protection of moisture and oil balance of skin.
- It has been tested dermatologically.
- It has 4 colour options.
- It is suitable for all skin types.
- It does not contain Paraben.
- It has been tested dermatologically.
- It is for all skin types
- It has a special application brush in its modern packing.
- It can be used for 24 months after it is opened.



TERRACOTTA BLUSHER

MACADAMIA OIL



While it presents more natural colours with its special formula, macadamia oil in its content helps protection of moisture and oil balance on skin.

ACTIVE INGREDIENTS

Macadamia Oil;

Macadamia oil that helps protection of oil and moisture balance of skin with palmitoleic acid in its content, is very important to reinforce and balance of this acid rate that is lost by skin with aging.





NOTE^{The}EYES

all eyes on you

LONG LASH MASCARA

SWEET ALMOND OIL
VITAMIN E

- Sweet almond oil, rich in Vitamin E, antioxidants and minerals, has anti-aging feature. It moistures eyelash roots, revitalizes eyelashes and even helps them to grow. It helps reducing of sensitivity on eye contour such as watering and itching. It moisturizes and nourishes eyelashes and eyelash roots for flexible appearance.
- It does not contain Paraben. It has been tested dermatologically.
- It reveals longer, more distinctive eyelashes separated from each other.
- It gives a volume to eyelashes by surrounding them in single application.
- It ensures equal thickness and length on each eyelash.
- It ensures maximum result with its special wide and round brush.



PERFECT LASH MASCARA

SWEET ALMOND OIL
VITAMIN E

- Sweet almond oil, rich in Vitamin E, antioxidants and minerals, has anti-aging feature. It moistures eyelash roots, revitalizes eyelashes and even helps them to grow. It helps reducing of sensitivity on eye contour such as watering and itching. It moisturizes and nourishes eyelashes and eyelash roots for flexible appearance.
- It does not contain Paraben.
- It has been tested dermatologically.
- It ensures perfect long and voluminous eyelashes.
- It provides deeper looks to eyelashes with its wide brush.
- It gives extra volume to eyelashes with its denser structure and reinforces moisture for flexibility of eyelashes.
- It has also curling up feature, in addition to its feature being a long lash mascara.



ULTRA VOLUME MASCARA

SWEET ALMOND OIL
VITAMIN E

- Sweet almond oil, rich in Vitamin E, antioxidants and minerals, has anti-aging feature. It moistures eyelash roots, revitalizes eyelashes and even helps them to grow. It helps reducing of sensitivity on eye contour such as watering and itching. It moisturizes and nourishes eyelashes and eyelash roots for flexible appearance.
- It does not contain Paraben.
- It has been tested dermatologically.
- Longer, voluminous and more apparent eyelashes.
- With its special flexible brush, it surrounds eyelashes in 2 coats without formation of lumps and curls them up.



DEEP BLACK MASCARA

SWEET ALMOND OIL
VITAMIN E

- Sweet almond oil, rich in Vitamin E, antioxidants and minerals, has anti-aging feature. It moistures eyelash roots, revitalizes eyelashes and even helps them to grow. It helps reducing of sensitivity on eye contour such as watering and itching. It moisturizes and nourishes eyelashes and eyelash roots for flexible appearance.
- It does not contain Paraben.
- It has been tested dermatologically.
- With its conic brush, it gives volume to even shortest and weakest eyelashes with its saturated and dense formula and has extra curling up feature by giving a perfect volume.



While it makes eyelashes apparent with its 4 different brushes, with almond oil and vitamin E in its content, it ensures double-sided protection



FULL COVERAGE LIQUID CONCEALER

ARGAN OIL

SOY PROTEIN

- It helps renewal of cell metabolism by stimulating and actuating it. It strengthens skin structure by increasing collagen and hyaluronic acid level. It ensures more revitalized and firmer skin appearance. It has a high moisture-retaining feature. It helps elimination of tone differences on eye contour and as well as elimination of wrinkles and spots on skin. It lasts all day long thanks to its high concealing feature and special formula that prevents dryness.
- It does not contain Paraben and perfume.
- It has been tested dermatologically.
- It has 4 colour options.
- It is suitable for all skin types.



FULL COVERAGE LIQUID CONCEALER

ARGAN OIL
SOY PROTEIN



Argan oil and soya protein in its content protects eye contour and supports skin care and ensures you to look beautiful as well.

ACTIVE INGREDIENTS

Argan Oil;

It helps tightening of skin by reducing under eye wrinkles.

It contains a dense vitamin E.

It moisturizes skin and helps renewal of skin cells. It has protection feature against free radicals resulting from hazardous UV lights of sun, stress, smoking, air pollution etc. not preventable from outside.

It makes skin smooth, soft and silky and helps it to remain revitalized.



Soya Protein;

It helps stimulation and activation of cell metabolism that slows down on eye contour. It helps strengthening of skin structure by increasing collagenous and hyaluronic acid level. It ensures more alive and firm skin appearance.

It has a high moisture retaining feature.

It helps elimination of tone differences on eye contour and as well as elimination of spots and wrinkles.



FULL COVERAGE STICK CONCEALER

ARGAN OIL
SOY PROTEIN

- It helps renewal of cell metabolism by stimulating and actuating it thanks to soya protein and argan oil in its content. It strengthens skin structure by increasing collagen and hyaluronic acid level. It ensures more revitalized and firmer skin appearance. It has a high moisture-retaining feature. It helps elimination of tone differences on eye contour and as well as elimination of wrinkles and spots on skin. It lasts all day long thanks to its high concealing feature and special formula that prevents dryness.
- It does not contain Paraben and perfume.
- It has been tested dermatologically.
- It has 4 colour options.
- It is suitable for all skin types.



FULL COVERAGE STICK CONCEALER

ARGAN OIL
SOY PROTEIN



Argan oil and soya protein in its content protects eye contour and supports skin care and ensures you to look beautiful as well.

ACTIVE INGREDIENTS

Argan Oil;

It helps tightening of skin by reducing under eye wrinkles.

It contains a dense vitamin E.

It moisturizes skin and helps renewal of skin cells.

It has protection feature against free radicals resulting from hazardous UV lights of sun, stress, smoking, air pollution etc. not preventable from outside.

It makes skin smooth, soft and silky and helps it to remain revitalized.



Soya Protein;

It helps stimulation and activation of cell metabolism that slows down on eye contour. It helps strengthening of skin structure by increasing collagenous and hyaluronic acid level. It ensures more alive and firm skin appearance.

It has a high moisture retaining feature.

It helps elimination of tone differences on eye contour and as well as elimination of spots and wrinkles



ULTRA COVERAGE CONCEALER

- The concealer has homogenous formula, which helps moisturizing under eyes, and creamy pattern provides uniform look.
- This intensely moisturizing concealer does not need a sharpener.
- Ensures high concealing for purple spots and signs on eye area with one application.
- Does not contain paraben and perfume.



ULTRA BLACK DIPLINER

SWEET ALMOND OIL
VITAMIN E

- Sweet almond oil, rich in Vitamin E, antioxidants and minerals, has anti-aging feature. It moistures eyelash roots and keeps them soft. It helps reducing of sensitivity on eye contour such as watering and itching. It nourishes eyelashes roots.
- It does not contain Paraben and perfume.
- It has been tested dermatologically.
- It is suitable for all skin types including sensitive eye contours.
- It is easy to use with its liquid structure and flexible pencil end with short holding distance.
- It has immediate drying feature.



ULTRA BLACK DIPLINER

SWEET ALMOND OIL
VITAMIN E



While sweet almond oil in its content nourishes eyelash roots, helps them to grow.

ACTIVE INGREDIENTS

Sweet Almond Oil;

Sweet almond oil, rich in Vitamin E and minerals, has anti-aging effect with its antioxidant feature.

It moisturizes eye lash roots and keep them soft.

It helps decreasing of sensitivity on eye contour such as watering and itching. It is nutritious for eye lash roots.

Vitamin E;

It is the most powerful known antioxidant. It protects eye contour that has a very thin skin structure against free radicals.



ULTRA BLACK EYELINER

SWEET ALMOND OIL
VITAMIN E

- Sweet almond oil, rich in Vitamin E, antioxidants and minerals, has anti-aging feature. It moistures eyelash roots and keeps them soft. It helps reducing of sensitivity on eye contour such as watering and itching. It nourishes eyelashes roots. It does not contain Paraben and perfume.
- It has been tested dermatologically.
- It is suitable for all skin types including sensitive eye contours.
- It is easy to use with its liquid structure and flexible pencil end with short holding distance.
- It creates glossy sharp lines that give dense black colour in single application.
- It has immediate drying feature.



ULTRA BLACK EYELINER

SWEET ALMOND OIL
VITAMIN E



While sweet almond oil in its content nourishes eyelash roots, helps them to grow.

ACTIVE INGREDIENTS

Sweet Almond Oil;

Sweet almond oil, rich in Vitamin E and minerals, has anti-aging effect with its antioxidant feature.

It moisturizes eye lash roots and keep them soft.

It helps decreasing of sensitivity on eye contour such as watering and itching. It is nutritious for eye lash roots.

Vitamin E;

It is the most powerful known antioxidant. It protects eye contour that has a very thin skin structure against free radicals.



PRECISION EYELINER

- Does not contain paraben and perfume.
- Dermatologically tested.
- Suitable for all skin types including sensitive eye area.
- Offers flawless application with its special applicator.
- Ensures heavy black colour, creates hard-edged appearance with odd application.
- This product is both water-resistant and dries quickly after application.



LUMINOUS SILK MONO EYESHADOW & LUMINOUS SILK QUATTRO EYESHADOW

VITAMIN E

- Vitamin E in its content is the most powerful known antioxidant. It protects skin against free radicals as a shield. It is suitable for all skin types including sensitive eye contours. It does not contain Paraben.
- It has been tested dermatologically.
- It lasts all day long with its fashion colours.
- It creates deep looks in eyes with its non-spreading formula and shadow games.
- Single eye shadow; It has 18 colour options.
- 4'eye shadow; it has 6 colour options together with its applicator inside.



LUMINOUS SILK MONO EYESHADOW & LUMINOUS SILK QUATTRO EYESHADOW

VITAMIN E



While it creates deep looks in eyes with its colour options, vitamin E in its content protects eyelids that is the most sensitive area of face.

ACTIVE INGREDIENTS

VITAMIN E

While it creates deep looks in eyes with its 12 different colour options, vitamin E in its content helps protection of eye lids that are the most sensitive area of face.

Vitamin E;

It is the most powerful known antioxidant.

It protects around of eyes that has a thin skin structure against free radicals.



PROFESSIONAL EYESHADOW

VITAMIN E
PERFUME FREE

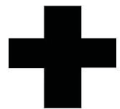
- 5 different harmonious tones in 1 palette creates a deeper perspective on the eyes. Contents of Vitamin E helps to protect sensitive eyelids. It's not including perfume ingredients in the content.
- Does not contain paraben.
- Does not contain perfume.
- Dermatologically tested.
- For all skin types including sensitive eye area.
- Consisting of 5 beautiful different tones in 1 palette.
- With its formula that prevents spreading and with shadows it creates ensure deep looks in eyes.
- Can be used for 24 months after it is opened.



ULTRA RICH COLOR EYE PENCIL

VITAMIN E

- It has a lasting formula that prevents spreading and is waterproof. Active agents that do not irritate eye contour have been used. Its application is very easy and practical. It has colour options that give dense colour.
- It has been tested dermatologically.
- Ultra Rich Colour eye pencil gives a sharp and smoky appearance on eye contour.
- It has 10 colour options.



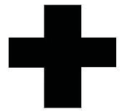
It does not contain active agents that are harmful for eye contour.



SMOKEY EYE PENCIL

WATERCOLOR / LONG LASTING

- It has a dense colouring structure. It has longer life and denser concealing feature when compared to normal pencils. It has a waterproof structure that prevents spreading including perspiration on eye contour. These pencils give smoky and misty appearance in eyes. It has a soft structure.
- It has been dermatologically tested.
- It is waterproof and has longer life when compared to other products.
- It must be stored in a cool place far from sunlight.
- It does not spread and is waterproof.
- It can be used for 24 months after it is opened.
- It has 5 colour options.

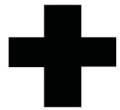


This product that has a fault deleting applicator on its back side is more concealing, lasting and waterproof in single application when compared to other pencils.



EYEBROW PENCIL

- It gently fills eyebrow roots with its powdered, matt and velvety structure. After an easy and practical application, the brush on its back side helps formation of more natural appearance. It lasts all day long. It has been tested dermatologically. It has 3 colour options.



With its powdered and matt structure, it ensures smooth eye brows in equal sizes by featuring eyes.



INTENSE LOOK EYE PENCIL

- This product which does not require any sharpening ensures intensive concealing in one application and also it is very practical and easy to use. It lasts all day long and has a soft structure.
- It ensures intense black colour.
- It has been dermatologically tested.
- It is waterproof and has longer life when compared to other eye pencils.
- It must be stored in a cool place far from sunlight.
- It does not spread and is waterproof.
- It can be used for 24 months after it is opened.



EYESHADOW PENCIL

- It has soft and silky structure.
With a range of 8 different attractive colours, this product gives the eyes a more accented look. Shaped as a thick pencil, this product is free of pouring, spreading or tainting on eyelids over time.
- Dermatologically tested.





NOTE^{the}LIPS

all eyes on you

ULTRA RICH COLOR LIPSTICK

ARGAN OIL
COCOA BUTTER

- Argan oil and cocoa butter in its content ensure anti-aging. It moisturizes lips and helps renewal of skin cells. It protects lips against free radicals such as UV lights of sun, stress, smoking, air pollution etc. that cannot be prevented from outside. By making lips smooth, soft and silky, it helps them to be kept more alive.
- It does not contain paraben.
- It has been tested dermatologically.
- It has extra creamy structure and sophisticated colour options.
- It gives distinctive colour in single application thanks to its lasting and soft formula with slight aroma and it creates lively lips.
- It has 24 different colour options.



ULTRA RICH COLOR LIPSTICK

ARGAN OIL
COCOA BUTTER



While lips are revitalized with last fashion colours, they are under protection and being moisturized with argan oil and cocoa butter.

ACTIVE INGREDIENTS

Argan Oil;

It contains a dense vitamin E and has anti-aging feature.

It moisturizes lips and helps renewal of cells.

It has protective feature against outer effect like free radicals resulting from hazardous UV lights of sun, stress, smoking, air pollution etc.

It makes lips smooth, soft and silky and helps it to remain revitalized.



Cocoa oil;

It has fast absorption. It has dense moisturizing feature.

It protects lips against drying and cracking and helps nutrition of lips.



MATTEMOIST LIPSTICK

MACADAMIA OIL
VITAMIN E

- With an easy application, this product offers permanent and matte look. Macadamia Oil and Vitamin E ingredients help to keep your lips moisturized whole day.
- It has 8 colors.
- Does not contain paraben.
- Dermatologically tested.



CREAMY LIPSTICK

- Gives deep color look with its creamy pattern with single application.
- While moisturizing formula results in deep colors, it also ensures a light, glossy look.
- Does not contain paraben, alcohol or perfume.
- Dermatologically tested.
- A selection of 8 different colours.



LONG WEARING LIPSTICK

MACADAMIA OIL
SHEA BUTTER

- It gives dense moisture to lips thanks to macadamia oil and shea butter in its content. By ensuring dense moisture to lips contour, helps prevention of formation of thin lines. Besides, it is rich in shea butter vitamins A and D that prevents cracking of skin, vitamin E that protects skin against free radicals and helps renewal of skin and vitamin F that ensures firmer skin and it is a very good moisturizing and nutrient for skin.
- It does not contain paraben.
- It has been tested dermatologically.
- It has creamy structure and sophisticated colour options.
- It gives distinctive colour in single application thanks to its lasting and soft formula with slight aroma.
- It has 18 different colour options.



LONG WEARING LIPSTICK

MACADAMIA OIL
SHEA BUTTER



While lips are revitalized with last fashion colours, they are under protection and being moisturized with macadamia and shea butter.

ACTIVE INGREDIENTS

Macadamia Oil;

It protects lips against drying and cracking by balancing palmitoleic acid and ensures nutrition of lips.

It gives dense moisture to lips.

Shea Butter;

It is rich in Vitamins A and D that prevent skin cracking and in Vitamin E that helps cell renewal. It gives dense moisture to lips and helps elimination of cracks resulting from dryness.

Shea oil is a very good moisturizing for skin and especially for lips and it is nutritious.



LONG WEARING LIPGLOSS

MACADAMIA OIL
SHEA BUTTER

- It gives dense moisture to lips thanks to macadamia oil and shea butter in its content. By ensuring dense moisture to lips contour, helps prevention of formation of thin lines. Besides, it is rich in shea butter vitamins A and D that prevents cracking of skin, vitamin E that protects skin against free radicals and helps renewal of skin and vitamin F that ensures firmer skin and it is a very good moisturizing and nutrient for lips.
- It does not contain paraben.
- It has been tested dermatologically.
- It has liquid structure and sophisticated colour options.
- It gives distinctive colour in single application thanks to its lasting and soft formula with slight aroma and ensures glossy, alive and fleshy lips.
- It has optimum spreading feature with its special applicator.
- It has 24 different colour options.



LONG WEARING LIPGLOSS

MACADAMIA OIL
SHEA BUTTER



While lips are revitalized with last fashion colours, they are under protection and being moisturized with macadamia oil and Shea oil.

ACTIVE INGREDIENTS

Macadamia Oil;

It protects lips against drying and cracking by balancing palmitoleic acid and ensures nutrition of lips. It gives dense moisture to lips.

By ensuring dense moisture on lips contour, helps prevention of formation of thin lines on lips contour. Shea Oil;

It is rich in Vitamins A and D that prevent skin cracking and in Vitamin E that helps cell renewal. It gives dense moisture to lips and helps elimination of cracks resulting from dryness.



HYDRA COLOR LIPGLOSS

ARGAN OIL
COCOA BUTTER

- Argan oil and cacao oil in its content contains vitamin E and has anti-aging feature. It moisturizes lips and helps renewal of skin cells. It protects skin against UV lights of sun, stress, smoking, air pollution etc. that are called as free radicals and cannot be intervened from outside. By making lips smooth, soft and silky, it helps them to be kept more alive.
- It does not contain paraben.
- It has been tested dermatologically.
- It has extra liquid structure and sophisticated colour options.
- It gives distinctive colour in single application thanks to its lasting and soft formula with slight aroma and ensures glossy, alive and fleshy lips.
- It has optimum spreading feature with its special applicator.
- It has 27 different colour options.



HYDRA COLOR LIPGLOSS

ARGAN OIL
COCOA BUTTER



While lips are revitalized with last fashion colours, they are under protection and being moisturized with macadamia oil and Shea oil.

ACTIVE INGREDIENTS

Argan Oil;

It reduces thin lines on lips contour and gives smoother appearance to lips. It contains dense vitamin E and has anti-aging feature.

It moisturizes lips and helps renewal of cells.

It has protection feature against free radicals resulting from hazardous UV lights of sun, stress, smoking, air pollution etc. not preventable from outside.

It makes lips smooth, soft and silky and helps it to remain revitalized.

Cacao oil;

It has fast absorption. It has a dense moisturizing feature.

It protects lips against drying and cracking and helps nutrition of lips.



MATTEMOIST LIPGLOSS

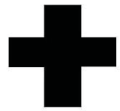
MACADAMIA OIL
VITAMIN E

- Liquid pattern of the lipgloss results in a silky and permanent look. Macadamia Oil and Vitamin E ingredients help your lips moisturized whole day even while providing a matte look.
- It has 8 colors.
- Does not contain paraben.
- Dermatologically tested.



ULTRA RICH COLOR LIP PENCIL

- It is waterproof and has a structure that prevents spreading. Active agents that do not irritate lips contour have been used. Its application is very easy and practical. It has colour options giving dense colouring. It has been tested dermatologically. Ultra Rich Colour Lip Pencil ensures very natural appearance on lips coantour complementary to lipstick. It has 6 different colour options.



While lips are revitalized with last fashion colours, they are under protection and being moisturized with argan oil and cocoa butter.





NOTE^{the} NAILS

all eyes on you

NAIL ENAMEL

- It does not contain toluene, DPB, formaldehyde and camphor agents that are carcinogenic and harmful to health. It ensures concealing in single coat. It has high gloss rate. It has lasting and last fashion colour scale. This product is in 9ml bottles with wide brush. It has a quick drying feature. It has 75 colour options.



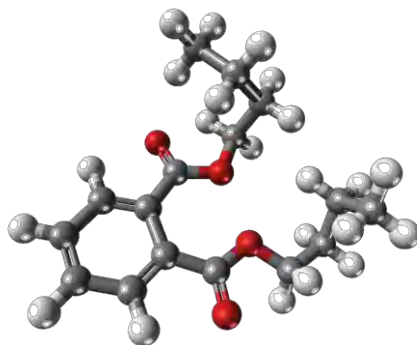
It does not contain carcinogenic substances as:

Toluen

DBP

Formaldehyde

Camphor



ICON NAIL ENAMEL

- It does not contain toluene, DPB, formaldehyde and camphor agents that are carcinogenic and harmful to health. It ensures concealing in single coat. It has high gloss rate. It has lasting and last fashion colour scale. This product is in 9ml with thin brush. It has a quick drying feature. It has 50 colour options.



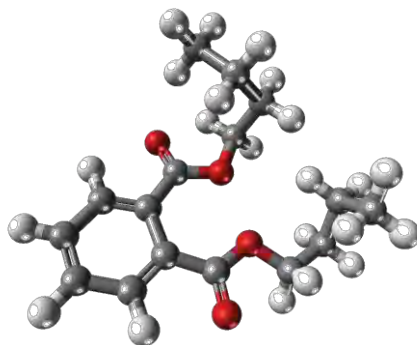
It does not contain carcinogenic substances as:

Toluen

DBP

Formaldehyde

Camphor



NOTE

all eyes on you

thank you!