

MAYBELLINE[®]
NEW YORK

TRAINING
MANUAL

2023





MAYBELLINE[®] NEW YORK

Maybelline New York is the New York-inspired makeup brand with an edge that empowers all men and women, of all origins, to make their mark, to change the world.

This Training Manual showcases our complete range of Maybelline New York makeup products available in Australia. As we offer multi sized wall units to accommodate the range within different retailer store layouts, not every product or shade may be available in your store.

For further information and updates please visit:



MaybellineAU



MaybellineAU



@maybelline

Website www.maybelline.com.au

It's on. Time to makeup your mind!
You never know unless you try...

Experience your perfect eye, face
and lip shades or try a bold new look
with Maybelline's virtual try-on tool.

SCAN TO
TRY ON



*IRI MarketEdge, AU Grocery & Pharmacy Scan, Unit & Value Sales, Total Cosmetics Category, MAT to 21/08/2022

**MAYBELLINE[®]
NEW YORK**

MAYBELLINE HEROES



#1
MASCARA
IN AUSTRALIA



AUSTRALIA'S
#1
CONCEALER



40
SHADES



COLOSSAL MASCARA

- Top-rated for a reason, our iconic yellow mascara delivers instant, big, and clump-free volume in a NY minute!
- 9X more volume! Lush collagen-enriched plumping formula and Mega Brush instantly build 9X volume, without clumps.
- Contact lens safe and Ophthalmologist-tested.

RRP \$20.99

LASH SENSATIONAL SKY HIGH MASCARA

- Limitless length, full volume lashes
- Flex tower mascara brush bends to volumise and extend every single lash from root to tip.
- Formula infused with bamboo extract and fibres for long, full lashes that never get weighed down.
- Australia's #1 mascara brand.

RRP \$25.99

INSTANT AGE REWIND ERASER CONCEALER

- Instantly erases dark circles and fine lines.
- Visibly diminishes puffiness.
- Contains Goji Berry and Haloxyl.™
- Cushion tip applicator.

RRP \$20.99

FIT ME MATTE & PORELESS LIQUID FOUNDATION

- A skin fitting foundation to provide our most natural look.
- Micro-refined blotting powders absorb oil for a matte finish.
- Blurring micro-powders erase pores for a pore-less airbrushed look.
- 40 shades.

RRP \$25.99

SUPERSTAY MATTE INK LIQUID LIPCOLOUR

- Up to 16HRS of saturated liquid matte lip colour.
- 22 high pigment shades.
- Transfer-proof and budge-proof wear.
- Arrow tip applicator for precise and easy application.

RRP \$23.99

**IRI MarketEdge, AU Grocery & Pharmacy Scan, Unit & Value Sales, Total Mascara Category, MAT to 9/10/2022
 ***IRI MarketEdge, AU Grocery & Pharmacy Scan, Unit & Value Sales, Total Concealer Category, MAT to 05/01/2023



FAÇE

WHICH FOUNDATION ARE YOU?

STEP 1. PICK YOUR COVERAGE

LIGHT NATURAL COVERAGE

TO

MEDIUM BUILDABLE COVERAGE

TO

LONGWEAR FULL COVERAGE

**FIT ME TINTED
MOISTURIZER**

**INSTANT PERFECTOR
4-IN-1**

FIT ME MATTE + PORELESS

FIT ME DEWY + SMOOTH

**SUPERSTAY 30H
ACTIVWEAR**

STEP 2. FIND YOUR UNDERTONE

COOL

- ✓ You have predominantly blue veins on your wrist
- ✓ You look great in blues and greens
- ✓ You look great in silver jewellery

NEUTRAL

- ✓ You have a mix of green and blue veins on your wrist
- ✓ You look great in any colour
- ✓ You look great in silver and gold jewellery

WARM

- ✓ You have predominantly green veins on your wrist
- ✓ You look great in red and orange
- ✓ You look great in gold jewellery

STEP 3. CHOOSE YOUR SKIN TONE

LIGHT

MEDIUM

DEEP

**LOVE IT OR YOUR
MONEY BACK!***

*Conditions apply, see <https://www.plexus.co/terms/maybelline-foundation-money-back-guarantee-2023-promotion>. Closes for purchases: 11:59pm AEDT 31/12/23. Claims must be within 14 days of purchase. Final claims by: 11:59pm AEDT 14/01/24. Max 1 claim p/household and 1 claim p/transaction. Retain receipt.

MAYBELLINE
NEW YORK

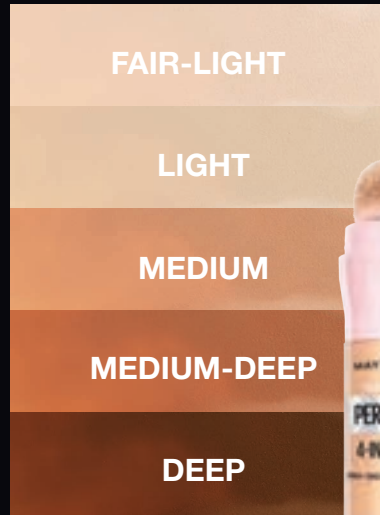
WHICH FOUNDATION ARE YOU?

FIT ME TINTED MOISTURIZER SHADES

LIGHT	MEDIUM	DEEP
103	220	310
115		330
118		355
120		360
		370

NOTE: Undertones are not relevant when selecting your Tinted Moisturizer shade, simply choose your skin tone.

INSTANT PERFECTOR 4-IN-1 GLOW FOUNDATION



FIT ME MATTE + PORELESS SHADES

LIGHT	MEDIUM	DEEP
112	235	338
115	242	370
122	-	380
105	222	320
124	230	322
125	245	335
130	-	355
-	-	360
-	-	365
102	220	310
110	228	312
118	238	330
120	-	332
128	-	334
-	-	340
-	-	356
-	-	358
-	-	362
-	-	368
-	-	375

FIT ME DEWY + SMOOTH SHADES

LIGHT	MEDIUM	DEEP
115	235	-
-	-	-
-	-	-
105	210	315
125	225	322
-	230	355
130	245	-
-	-	360
-	-	-
102	220	310
110	228	330
118	-	-
120	240	-
128	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	375

SUPERSTAY 30H ACTIVE WEAR SHADES

LIGHT	MEDIUM	DEEP
5	40	65
20	-	66
21	-	78
1	30	56
2	48	61
10	-	70
-	-	76
-	-	79
-	-	-
3	26	59
7	31	60
22	32	63
-	36	64
-	-	67
-	-	75
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-



SCAN HERE TO FIND YOUR SHADE



INSTANT PERFECTOR 4-IN-1 MATTE FOUNDATION



FACE - FOUNDATION

#1
FOUNDATION
BRAND IN AUSTRALIA*

10
SHADES



BEST
SELLER

40
SHADES



24
SHADES



30
SHADES



	FIT ME TINTED MOISTURIZER	FIT ME! MATTE + PORELESS LIQUID FOUNDATION	FIT ME! DEWY + SMOOTH LIQUID FOUNDATION	SUPERSTAY ACTIVE WEAR 30HR LIQUID FOUNDATION
FORMAT	Tinted moisturizer	Mattifying liquid	Dewy liquid	Matte & light-weight liquid
SKIN TYPE	All	Normal to oily skin	Normal to dry skin	All
COVERAGE	Light, natural	Medium, buildable	Medium, buildable	Full
FINISH	Natural	Matte	Dewy	Matte
BENEFIT	<ul style="list-style-type: none"> - Tinted Moisturizer, made of 76% natural origin ingredients. - Perfect skin without hiding it with this makeup-skin care hybrid. - Instantly perfects skin and improves skin over time. - 12HR hydration. 	<ul style="list-style-type: none"> - Matches both skin tone and texture. - Blotting micro-powders absorbs oil for a matte finish. - Lightweight blur technology erases pores for an airbrushed look. - Three levels of skin shade intensity divided by number; 100's Light, 200's Medium, 300's Deep. 	<ul style="list-style-type: none"> - Matches both skin tone and texture. - Lets skin breathe. No oils, waxes or fillers, the formula won't clog pores. - Weightless coverage, never cakey and no mask effect. - Three levels of skin shade intensity divided by number; 100's Light, 200's Medium, 300's Deep. - SPF 18. 	<ul style="list-style-type: none"> - Longwear foundation that lasts up to 30HRS. - Resists water, transfer and sweat. - Oil free formula. - Does not feel cakey on the skin. - Full coverage that feels light as air.
SHADES	10	40	24	30
RRP	\$21.99	\$25.99	\$25.99	\$29.99

*NRI MarketEdge, AU Grocery & Pharmacy Scan, Unit & Value Sales, Total Foundation Category, MAT to 11/09/2022

FACE - FOUNDATION

#1
FOUNDATION
BRAND IN AUSTRALIA*

NEW



NEW



	INSTANT PERFECTOR 4-IN-1 MATTE FOUNDATION	INSTANT PERFECTOR 4-IN-1 GLOW FOUNDATION	DREAM RADIANT LIQUID FOUNDATION	MINERAL POWER POWDER FOUNDATION
FORMAT	Mattifying whipped formula	Illuminating Liquid	Hydrating Liquid	Mineral power, with bonus kabuki brush
SKIN TYPE	Oily to normal	All	Normal to dry	All – including sensitive skin
COVERAGE	Light	Light	Medium	Light to medium
FINISH	Matte	Glow	Radiant and glowing	Natural and matte
BENEFIT	<ul style="list-style-type: none"> - 4-in-1 foundation. - Blurs pores, conceals blemishes, mattifies and evens skin tone. - Light coverage. - Self adjusting shades. 	<ul style="list-style-type: none"> - 4-in-1 foundation. - Illuminated formula that primes, conceals, highlights, and evens skin tone. - Built-in sponge application - Light coverage. - Self-adjusting shades. 	<ul style="list-style-type: none"> - Contains collagen to visibly re-plump skin. - Enriched with Hyaluronic Acid for up to 12HRS of hydration. - Illuminating pigments create a glowing and radiant look. 	<ul style="list-style-type: none"> - Natural, more luminous finish. - Healthy more refined, traceless coverage. - Skin caring ingredients Pro-Vitamin B5, Vitamin E, Aloe and Chamomile. - Triple refined mineral pigments chosen for their purity, blend seamlessly for soft, smooth, healthy-looking skin. - SPF 18.
SHADES	4	5	12	2
RRP	\$34.99	\$34.99	\$26.99	\$24.95

*IRI MarketEdge, AU Grocery & Pharmacy Scan, Unit & Value Sales, Total Foundation Category, MAT to 11/09/2022

FACE - CONCEALER



AUSTRALIA'S
#1
CONCEALER*



	FIT ME CONCEALER	INSTANT AGE REWIND ERASER	SUPERSTAY ACTIVE WEAR CONCEALER	COVER STICK
FORMAT	Vial with wand for easy application	Twist and apply sponge applicator	Flex tip applicator	All purpose coverage stick
COVERAGE	Light-medium	Medium-full	Full	Full
FINISH	Natural	Refreshed and radiant finish	Flawless matte	Natural
BENEFIT	<ul style="list-style-type: none"> - Perfect coverage with micro-fine pigments. - Match shade to your Fit Me foundation. - If your foundation shade begins with a '1', so will your concealer. - If your foundation ends in a '5', so will your concealer. 	<ul style="list-style-type: none"> - Instantly erases dark circles and fine lines. - Visibly diminishes puffiness. - Contains Goji Berry and Haloxyl™. - Cushion tip applicator. 	<ul style="list-style-type: none"> - Up to 30HR wear. - Full-coverage matte. - Transfer-resistant. - Light weight formula. 	<ul style="list-style-type: none"> - Glides on smoothly. - Blends perfectly. - Waterproof. - Skin Coloured Correctors - cover blemishes, dark circles. - Green Corrector - helps to visibly correct redness, imperfections and blemishes.
SHADES	10	9	10	3
RRP	\$17.99	\$20.99	\$23.95	\$11.99

**IRI MarketEdge, AU Grocery & Pharmacy Scan, Unit & Value Sales, Total Concealer Category, MAT to 08/01/2023

MAYBELLINE
NEW YORK

FACE - POWDER



NEW



	FIT ME MATTE + PORELESS POWDER	FIT ME LOOSE FINISHING POWDER	SUPERSTAY 24H HYBRID POWDER FOUNDATION	SHINE FREE
FORMAT	Pressed powder with sponge	Loose powder	Matte powder	Loose powder with puff applicator
SKIN TYPE	Combination to oily skin	All	All	- Suitable for combination to oily, acne prone skin. - Does not suit dry skin types.
FINISH	Matte	Natural matte	Soft matte	Sheer matte
BENEFIT	- Absorbs oil to mattify skin. - Leaves a poreless-looking finish with long-lasting shine control. - Dermatologist tested, allergy tested and non-comedogenic.	- Silky lightweight finishing powder with a hint of colour. - Mineral-based formula designed to help control shine and smooth skin's texture.	- Water, transfer and sweat-resistant. - Up to 24HR wear. - Vegan formula.	- Keeps skin looking fresh and shine free for hours. - Evens out skin tone. - Sets foundation.
SHADES	8	4	8	2
RRP	\$18.99	\$21.99	\$29.99	\$17.99

FACE - BLUSH, BRONZER & HIGHLIGHT



	FIT ME BLUSH	CHEEK HEAT	CITY BRONZER BRONZER & CONTOUR POWDER	MASTER CHROME METALLIC HIGHLIGHTER
FORMAT	Single shade blush	Gel to Cream blush	Compact pressed powder	Compact pressed powder
SKIN TYPE	All	All	All	All
FINISH	True to tone colour that blends seamlessly for a natural look	Sheer, natural flush of colour	Matte and naturally sun kissed	Ultimate metallic sheen
BENEFIT	<ul style="list-style-type: none"> - This silky-smooth blush enhances skin tone with a pop of natural colour. - This blush offers a flatteringly natural yet noticeable blush. <p>To use: Sweep blush onto the apples of the cheeks or from the cheekbones to temples.</p>	<ul style="list-style-type: none"> - Lightweight and breathable. - Buildable colour. - Water-based. - Oil free formula. 	<ul style="list-style-type: none"> - Micro-milled powder whipped with cocoa butter for a smooth natural looking finish. - Get an all over bronzed and naturally sculpted look. 	<ul style="list-style-type: none"> - Features reflective pigments for an eye-catching chrome effect. - Pearl pigments leave a reflective finish for brilliant glowing skin.
SHADES	4	6	3	2
RRP	\$16.99	\$17.99	\$17.99	\$20.99

FACE - PRIMER



	FIT ME MATTE + PORELESS PRIMER	FIT ME DEWY + SMOOTH PRIMER	BABY SKIN PORE ERASER
FORMAT	Breathable longwear primer	Breathable longwear primer	Transparent gel formula
SKIN TYPE	Suitable for normal to oily skin	Suitable for normal to dry skin	All
COVERAGE	Light	Light	Not applicable
FINISH	An instant mattifying effect that lasts up to 16HRS and poreless and flawless-looking skin	Smooth and luminous effect that lasts up to 16HRS	A smooth and poreless looking skin for foundation application
BENEFIT	<ul style="list-style-type: none"> - SPF 20 with up to 16HR wear. - Blurs pores and extends makeup wear. - Keep your look locked in for up to 16HRS with this long-lasting primer. - Suitable for normal to oily skin. 	<ul style="list-style-type: none"> - SPF 20 with up to 16HR wear. - Hydrating primer with vitamin E. - Creates a smooth, dewy base. - Suitable for normal to dry skin. 	<ul style="list-style-type: none"> - Blur technology to blur the appearance of pores without clogging them. - Oil-free and shine-free with cherry extract. - Clear formula glides on smoothly.
SHADES	1	1	1
RRP	\$20.99	\$20.99	\$16.99

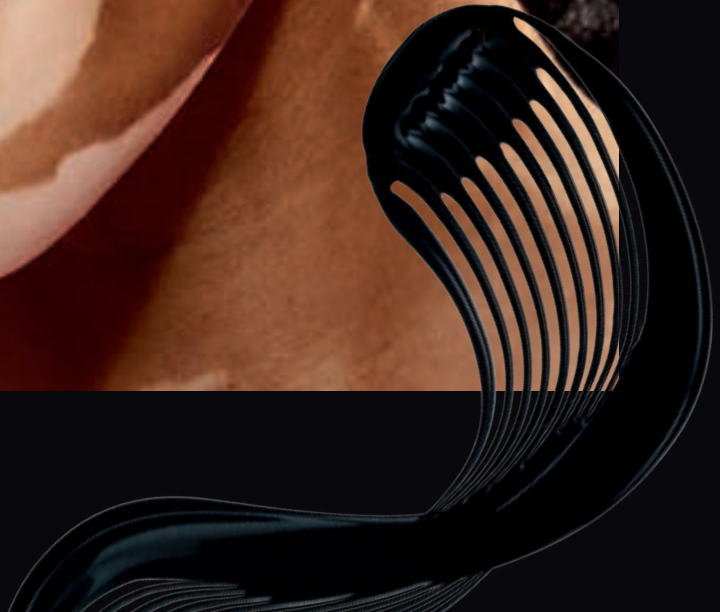
FACE - FIXING



	LASTING FIX SETTING SPRAY	LASTING FIX TRANSLUCENT SETTING POWDER
FORMAT	Translucent lightweight mist	Loose powder
SKIN TYPE	Oily-combination skin	All
FINISH	A weightless, invisible, mattifying layer to lock in makeup for up to 16HRS	Smooth and matte
BENEFIT	<ul style="list-style-type: none"> - Translucent liquid texture in a lightweight mist, leaving no visible layer on the skin. - The mattifying powder controls oil production for a shine-free finish. - Helps prevent makeup from melting and fading. - Containing extra flexible film formers for an extended wear for up to 16HRS. 	<ul style="list-style-type: none"> - Microfine translucent loose powder. - Mattifies, blurs and smoothes skin for an undetectable finish. - Creates a soft-focus effect as it sets makeup.
SHADES	1	1
RRP	\$18.99	\$18.99



EYE



EYES - MASCARA - LASH SENSATIONAL

#1
MASCARA
IN AUSTRALIA*



NEW



	LASH SENSATIONAL SKY HIGH	LASH SENSATIONAL SKY HIGH PRIMER	LASH SENSATIONAL	LASH SENSATIONAL LUSCIOUS	LASH SENSATIONAL BOOSTING SERUM
FINISH	Volumising, Lengthening	Primer	Volumising	Lengthening, Densifying	Fuller more beautiful looking eyelashes
LOOK/ RESULTS	Full volume and limitless length	Amplified lashes	<ul style="list-style-type: none"> - Every lash is revealed and volumised, for sensationally fanned-out lashes. - Defining and lash multiplying. 	Fuller, richer lashes from corner to corner	Conditions and strengthens lashes for fuller more beautiful looking lashes!
BENEFIT	<ul style="list-style-type: none"> - Limitless length and full volume. - Formulated with bamboo extract. 	<ul style="list-style-type: none"> - Lash amplified tinted primer. - Extreme length, + up to 1.5x the volume. - Infused with ceramide and vitamin B5. - Lengthens, thickens and cares for lashes. - Allergy tested. Ophthalmologist tested. 	<ul style="list-style-type: none"> - The liquid ink formula with low wax level creates the blackest of black lashes that are so dark and defined. - The liquid texture builds coat after coat on each individual lash with zero clumps. 	<ul style="list-style-type: none"> - Enriched with a blend of Argan, Safflower seed & rose fruit oil. - Conditions lashes, leaving them feeling more nourished than ever. 	<ul style="list-style-type: none"> - Infused with arginine and provitamin B5, fortify and condition lashes with our 1st eyelash serum. Over time, lashes are more fortified, looking visibly fuller with less fallout during makeup removal. Healthier more beautiful looking lashes in just 4 weeks.* *Based on a consumer study.
BRUSH	Flex tower brush	Flex tower brush	<ul style="list-style-type: none"> - The inner bristles of the brush grab 100% of tiny lashes while the outer bristles volumise. - The curved elastomer brush spreads lashes out from the inner to outer corner for a full, fanned-out look. 	The revolutionary fanning reservoir brush reaches every last lash for a full fan effect.	Soft cotton brush
SHADES	4	1	2	2	1
WATERPROOF	Yes	N/A	Yes	Yes	No
RRP	\$25.99	\$25.99	\$24.99	\$24.99	\$25.99

**IRI MarketEdge, AU Grocery & Pharmacy Scan, Unit & Value Sales, Total Mascara Category, MAT to 9/10/2022

EYES - MASCARA - THE FALSIES



	THE FALSIES LASH LIFT	THE FALSIES	THE FALSIES BLACK DRAMA
FINISH	Lengthening and volumising	Volumising	Volumising
LOOK/RESULTS	The look of salon lifted lashes	<ul style="list-style-type: none"> - Dramatic, voluminous lashes. - 8X the volume. - 3X more visible lashes. 	<ul style="list-style-type: none"> - Offers a visible, false lash effect upon application from corner to corner. - Dramatic matte black finish.
BENEFIT	<ul style="list-style-type: none"> - Dramatic volume and long, lifted lashes. - Double curved lifting brush and fibre-infused formula grab lashes at the root to lift, thicken, and lengthen. - No clumps, smears, or flakes. - All day volume. 	<ul style="list-style-type: none"> - Delivers the ultimate false lash look, a full set of voluminous, bold, fanned-out lashes. - Exclusive Kera-Fibres formula, a select balance of volumising agents and lengthening ingredients that deliver immediate results. 	<ul style="list-style-type: none"> - Black fibre formula loads every lash with extra matte fibres for a dramatic false lash look. - Carbon black pigments for a blacker than black finish.
BRUSH	Double curved lifting brush	Full coverage brush for ultimate product deposit, fills gaps and spaces between lashes	Patented spoon brush with flexible wand helps lift and separate lashes
SHADES	3	2	1
WATERPROOF	Yes	Yes	No
RRP	\$25.99	\$20.99	\$20.99

**IRI MarketEdge, AU Grocery & Pharmacy Scan, Unit & Value Sales, Total Mascara Category, MAT to 9/10/2022

EYES - MASCARA - THE COLOSSAL

#1
MASCARA
IN AUSTRALIA*

**BEST
SELLER**



	THE COLOSSAL	THE COLOSSAL CURL BOUNCE MASCARA	THE COLOSSAL 36H MASCARA	THE COLOSSAL BIG SHOT
FINISH	Volumising	Curl Volume	Volumising	Extreme volumising
LOOK/ RESULTS	- Dramatic, voluminous lashes. - 9X more volume in just one coat.	Curl volume lashes	Colossal volume bold lashes for up to 36HR	Fully loaded volume from root to tip in just one coat
BENEFIT	- Gives lashes mega volume instantly. - Collagen enriched formula with thickening agents boosts each lash, one by one, redefining volume.	- Clump free, big volume lashes. - Memory curl formula. - Curved brush curls up every lash. - Up to 24HR wear.	- Colossal volume for bold lashes. - Up to 36HR wear. - Waterproof. - Smudge-resistant	- Big dense volume at the root of the lashes. - Dose of collagen in the formula for a volumising effect.
BRUSH	Oversized MegaBrush ensures all lashes are coated, giving lush volume whilst conquering clumps	Curl 'n' bounce brush	Mega brush	Conical brush with narrow tip and wavy bristles get close to the root of lashes to capture the biggest shot of volume yet
SHADES	3	3	1	1
WATERPROOF	Yes	Yes	Yes	No
RRP	\$20.99	\$25.99	\$25.99	\$20.99

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MAYBELLINE
NEW YORK

EYES - MASCARA - THE COLOSSAL



	THE COLOSSAL GO EXTREME	THE COLOSSAL PUMPED UP!
FINISH	Extreme volumising	Extreme volumising
LOOK/RESULTS	Extreme volume without clumping	Extreme volume without the clumps
BENEFIT	<ul style="list-style-type: none"> - Lumi black pigments for 100% black intensity. - Patented double-charged brush creates the most extreme lashes. 	<ul style="list-style-type: none"> - Lashes are loaded with extreme volume, while being lifted up and fanned out. - Our highest concentration of collagen for the biggest, boldest lashes ever.
BRUSH	Double pump wand adds an extra shot of volume onto our biggest brush	Volumising double curved stem brush for extreme volume
SHADES	1	2
WATERPROOF	No	No
RRP	\$21.99	\$20.99

**IRI MarketEdge, AU Grocery & Pharmacy Scan, Unit & Value Sales, Total Mascara Category, MAT to 9/10/2022

EYES - MASCARA - GREAT LASH

#1
MASCARA
IN AUSTRALIA*

BEST
SELLER



	GREAT LASH	GREAT LASH BIG
FINISH	Classic	Classic and volumising
LOOK/ RESULTS	Clump-free, natural looking lashes	Full and lush lashes
BENEFIT	<ul style="list-style-type: none"> - Conditions as it thickens. - Non-smudging. - All day wear. - Contact lens safe and hypoallergenic. - Available in washable and waterproof formula. 	<ul style="list-style-type: none"> - Creamy and quick drying formula that conditions as it thickens.
BRUSH	Lash building brush makes it easy to get a full lash look without clumps	Bigger brush for bigger volume
SHADES	3	1
WATERPROOF	Yes	No
RRP	\$14.99	\$14.99

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MAYBELLINE
NEW YORK

EYES - MASCARA



	FULL 'N' SOFT	SNAPSCARA	DEFINE-A-LASH
FINISH	Volumising	Volumising	Defining
LOOK/ RESULTS	Soft, full, natural looking lashes	Clump free volume	- More defined, lengthened lashes. - Clump free.
BENEFIT	- Builds full, soft thick lashes without the brittle feel. - Prevents loss of lashes with patented Quick Dissolve System that allows easy mascara removal. - No clumps, no globs. - Contact lens safe and hypoallergenic.	- Waterproof. - Smudge & Sweatproof. - Easy to remove, just wipe off.	- Zero clump guaranteed. - Weightless formula and revolutionary built in wiper guarantee no clumps. - Ophthalmologist tested, contact lens safe.
BRUSH	Full spiral bristle brush separates from root to tip	Curved brush	Patented shaped-to-the-lash brush, elongates and accentuates lashes, one by one
SHADES	1	1	1
WATERPROOF	Yes	Yes	No
RRP	\$16.99	\$19.99	\$20.99

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EYES - BROW



BEST
SELLER



EXPRESS BROW FAST GEL BROW GEL MASCARA

EXPRESS BROW ULTRA SLIM BROW PENCIL

NATURAL BROW DUO

- FORMAT** Pigmented gel with sculpting brush
- BENEFIT**
- Pigmented gel for instant colour and hold.
 - On-the-go packaging.
 - Mini sculpting brush.

- Ultra thin brow pencil with blending brush
- 1.5mm strong precision tip that resists breakage.
 - Smooth gliding formula for great colour payoff.
 - Creates hair like strokes for defined natural looking brows.

- Dual ended with a precise triangular tip and powder packed sponge
- For full natural-looking eyebrows. Waterproof & smudge-resistant.
 - Foolproof for any eyebrow shape.
 - 2-in-1 pencil + powder creates a defined yet soft and natural brow look.

SHADES 6

6

3

RRP \$15.99

\$16.99

\$20.99

EYES - BROW



	TATTOO BROW POMADE POT	TATTOO BROW 36H PENCIL	TATTOO BROW 3 DAY GEL-TINT	TATTOO BROW BROW LIFT
FORMAT	Pomade with dual ended angled brush	Sharpenable brow pencil with blending brush	Peel off gel tint that tints brows for up to 3 days	3-step application, lift, tint and sculpt
BENEFIT	<ul style="list-style-type: none"> - An easy-to-use brow pomade that sculpts and defines for a fuller, more natural eyebrow look. - Long-lasting matte finish. - Waterproof, smudge-proof and does not transfer for fool-proof wear for up to 24HRS. 	<ul style="list-style-type: none"> - Waterproof, smudge-resistant, transfer-resistant. - Lasts up to 36HRS. - Cream to powder polymers for easy application. - Bold pigments that show up on diverse skin tones. 	<ul style="list-style-type: none"> - Enriched with royal jelly and aloe vera, brows are left tinted and conditioned. - Day after day, the tattoo effect remains visible. The tint gradually fades over time. - Simply apply from inner corner of the brow to the tail, wait for 20 minutes and gently peel the formula from the inner corner. Remove any excess gel using a spoolie brush. 	<ul style="list-style-type: none"> - Lifted, sculpted brows. - All-day wear. - Infused with conditioning complex. - No salon needed. - Fade and smudge resistant.
SHADES	3	4	2	3
RRP	\$23.99	\$23.99	\$26.99	\$27.95

EYES - SHARPENABLE PENCIL + GEL EYELINER

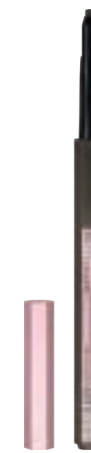


	EXPRESSION KAJAL KOHL PENCIL	TATTOO LINER GEL SHARPENABLE PENCIL	LASTING DRAMA GEL POT LINER	TATTOO LINER SMOKEY GEL PENCIL
FORMAT	Soft kohl pencil	Gel pencil with built in sharpener	Intense gel liner in glass pot with micro-precision brush	Blendable gel pencil
BENEFIT	<ul style="list-style-type: none"> - Easy to use soft texture. - Creamy formula which can be blended. 	<ul style="list-style-type: none"> - Semi-permanent eyeliner. - Waterproof, smudge-proof and no fading for up to 36HRS. - Highly pigmented colour with ultra precise definition. 	<ul style="list-style-type: none"> - Oil-free formula holds highly concentrated pigments in a clear gel for intense colour that resists wear for 24HRS. - Waterproof and smudge-proof. - Micro-precision brush allows formula to glide on to create fine or intense lines. 	<ul style="list-style-type: none"> - Bold intensity with up to 36HRS wear. - Precise applicator for ultimate control. - Glides on smooth for sultry blend and smouldering matte finish. - Smudge-resistant and waterproof.
SHADES	1	7	1	1
RRP	\$8.99	\$15.99	\$17.99	\$18.95

EYES - MECHANICAL EYELINER



BEST
SELLER



	MASTER LINER 24HR CREAM PENCIL	HYPER EASY NO SLIP EYELINER PENCIL
FORMAT	Sleek retractable pencil	Creamy soft 1.5mm tip. Ultra smooth glide.
BENEFIT	<ul style="list-style-type: none"> - Bold intense colour pay off. - Oil free, 100% waterproof, smudge-proof all-day wear. - Smoother, more even application. - Formulated with low melting point waxes and nylon that heat up as the pencil touches the skin and melt on application. 	<ul style="list-style-type: none"> - Pencil liner goes Hyper Easy. - Ultra-smooth super precise eyeliner. - Slip-proof hexagonal grip gives ultimate control. - Ophthalmologist tested and suitable for sensitive eyes.
SHADES	1	2
RRP	\$13.99	\$16.99

EYES - LIQUID EYELINER



	MASTER PRECISE LIQUID EYELINER	HYPEREASY LIQUID EYELINER	HYPER SHARP WING LINER	HYPER SHARP EXTREME INK LINER	TATTOO LINER	TATTOO LINER INK PEN
FORMAT	Soft felt tip liquid liner. Ultra precision	Flexible brush tip liquid eyeliner	Felt tip for thin to bold lines	Sharp and precise ink liner	Precise felt tip liner with flexible precision tip	Precise ink brush pen liner
BENEFIT	<ul style="list-style-type: none"> - Felt tip. - Intense carbon black pigments. - 100% smudge proof. - Water-resistant. 	<ul style="list-style-type: none"> - Felix-tip brush tip delivers the smoothest glide. - Fits to the shape of your eye with ease. - Custom hexagonal grip gives optimal control and easy, stable application. - Lasts up to 24HRS with intense colour that doesn't smudge. 	<ul style="list-style-type: none"> - Felt tip. - Get perfectly precise and symmetrical wings every time with the flat wing brush. With just a turn of the tip, go from an extremely thin 0.01mm line to an extremely bold 2.00mm line. - Waterproof and smudge-proof formula that lasts a full 24HRS. 	<ul style="list-style-type: none"> - Ink tip technology. - 0.01mm precision. - More intensity lines. - Resistant to sweat and hot conditions up to 36HRS. 	<ul style="list-style-type: none"> - 36HR wear. - Ink intensity colour. - Smudge & fade resistant. - Sweat resistant. - Easily removed with warm water. 	<ul style="list-style-type: none"> - Up to 24HR wear. - 1-stroke intensity. - Precise brush tip. - Waterproof, smudge, flake and fade-resistant.
SHADES	2	1	1	2	2	1
RRP	\$17.99	\$18.99	\$18.99	\$24.99	\$23.99	\$22.99

EYES - EYESHADOW



COLOR TATTOO 24HR

FORMAT Mono

TEXTURE Cream

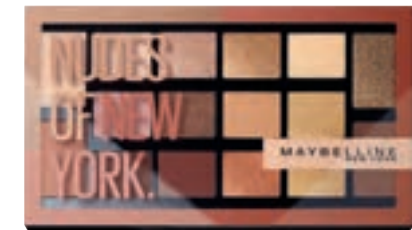
BENEFIT

- High intensity, high impact 24HR colour.
- Crease resistant.
- Fade resistant.
- Waterproof.
- Smudge resistant.
- Transfer resistant.

SHADES 4 – Mix of shimmer and matte shades

RRP \$12.99

EYES - EYESHADOW



	THE BURGUNDY BAR	BLUSHED NUDES PALETTE	NUDES OF NEW YORK EYESHADOW PALETTE
FORMAT	12 hues in 1 stunning palette	12 hues in 1 stunning palette	16 universal shades tested on every skin tone. Never chalky. Never dull.
TEXTURE	Pressed powder	Pressed powder	Pressed powder
BENEFIT	<ul style="list-style-type: none"> - Warm notes of burgundy perfectly curated with amber pigments and rose gold nudes. - Ultra-blendable pigments. - Specifically positioned to work in duos, trios and quads with a mix of light to dark and matte to shimmer shades. 	<ul style="list-style-type: none"> - Infused with rose gold pigments, from bolder blushes, provocative plums and risqué roses. - Ultra-blendable. - Specially positioned to work in duos, trios and quads with a mix of light to dark and matte to shimmer shades. 	<ul style="list-style-type: none"> - Designed to flatter all skin tones. - Highly pigmented formula.
SHADES	1	1	1
RRP	\$28.99	\$28.99	\$34.95



LIP



LIPS - LIPSTICK



BEST
SELLER



	COLOR SENSATIONAL THE CREAMS	COLOR SENSATIONAL MADE FOR ALL	COLOR SENSATIONAL ULTIMATE
FINISH	Creamy satin	Satin and Matte	Longwear matte finish
RESULT	<ul style="list-style-type: none"> - Illuminated, multidimensional colour. - Shades divided into 4 colour categories for quick easy shade selection; reds, pinks, nudes, plums. 	<ul style="list-style-type: none"> - Universal lipstick shades calibrated to flatter every skin tone. - A smooth comfortable feel. 	<ul style="list-style-type: none"> - Extreme matte finish with high pigment colour and lightweight feel.
INGREDIENTS AND TECHNOLOGY	<ul style="list-style-type: none"> - Creamier feel from nourishing shea butter. - Patented polymer, seals pigments on the lips with a flexible film. - Crystal-pure undiluted pigments enable superior colour saturation. 	<ul style="list-style-type: none"> - Created using specially selected pigments formulated to look sensational on all skin tones. - Enriched with honey nectar for a smooth comfortable feel. 	<ul style="list-style-type: none"> - Slimline luxe packaging. - Made with high-impact pigments. - Formula with texture blurring gels for an extreme matte lightweight finish. - Ultra-fine matte powders.
SHADES	25	6	12
RRP	\$20.99	\$20.99	\$21.99

LIPS - LIPCOLOUR

NEW



BEST SELLER



	SUPERSTAY VINYL INK	SUPERSTAY MATTE INK LIQUID	SUPERSTAY INK CRAYON	SUPERSTAY 24HR LIPSTICK
FINISH	Longwear vinyl shine	Longwear matte finish	Weightless matte finish	Longwear satin finish
RESULT	<ul style="list-style-type: none"> - No-budge vinyl colour. - Up to 16HR longwear. - Instant shine. - Comfortable feel. 	<ul style="list-style-type: none"> - Up to 16HRS of saturated liquid matte lip colour. - 22 super-saturated, high pigment shades. - Available in a range of nudes, pinks, reds and plums. 	<ul style="list-style-type: none"> - Up to 8HR wear. - Intense matte formula. - Smudge and transfer resistant. - Available in 14 shades. 	<ul style="list-style-type: none"> - 2 step ultra long-wearing lip colour. - Micro-flex technology gives ultra-long wear for up to 24HRS with; - No crumbling. - No caking. - No fading. - No feathering. - No transferring.
INGREDIENTS AND TECHNOLOGY	<ul style="list-style-type: none"> - Colour lock formula defies smudging and transfer. - Precise tip applicator, no lip liner needed. - Formulated with vitamin E and aloe for a comfortable feel. 	<ul style="list-style-type: none"> - Liquid matte formula glides onto lips for a comfortable matte finish that lasts up to 16HRS. - Transfer-proof and smudge-proof. - Unique arrow tip applicator for precise and easy application. 	<ul style="list-style-type: none"> - Built in sharpener. - Precision tip. - Elastic ink technology. - For comfortable matte wear. 	<p>Step 1: Base Coat</p> <ul style="list-style-type: none"> - Micro-flex wax gives enhanced colour and flexibility with the formula following natural lip movements, giving comfort without tightness. <p>Step 2: Top Coat</p> <ul style="list-style-type: none"> - Incorporating lightweight, shiny emollients and waxes to lock in the colour with an instant moisturising feel and glossy finish.
SHADES	10	22	14	14
RRP	\$26.99	\$23.99	\$20.99	\$25.99

LIPS - LIP GLOSS, LIP BALM & LIP LINER



	LIFTER GLOSS WITH HYALURONIC ACID	BABYLIPS LOVES COLOR
FINISH	High shine, glossy finish	Moisturising colour balm
RESULT	<ul style="list-style-type: none"> - Hydrated lips. - Visibly smooths lip surface and enhances lip contour with high shine for hydrated, fuller-looking lips. 	<ul style="list-style-type: none"> - Delivers a beautiful pop of translucent colour in a nourishing formula that continually moisturises lips. - 6HR moisture.
INGREDIENTS AND TECHNOLOGY	<ul style="list-style-type: none"> - Formula with hyaluronic acid to hydrate lips. - XL wand transforms lips in an easy, one swipe application. 	<ul style="list-style-type: none"> - Shea Butter – repairs and leaves lips feeling soft, moisturised and comfortable. - Centella – delivers plumpness and hydration. - SPF 16 – for protection against UV rays.
SHADES	13	3
RRP	\$20.99	\$5.99

	COLOR SENSATIONAL SHAPING LIP LINER
FORMAT	Retractable lip pencil
BENEFIT	<ul style="list-style-type: none"> - Soft creamy texture reshapes lip line and contours lip curves for fuller looking lips. - Auto-retractable pencil format glides for a seamless matte finish. - Create fullness by drawing outside lip line and adding accent lines, finishing with a sweep of colour across the entire lip.
SHADES	11
RRP	\$14.99



ACCESSORIES

ACCESSORIES



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