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L'ORÉAL PARIS

# COSMETICS TRAINING

| 1H 2023

[www.lorealparis.com.au](http://www.lorealparis.com.au)



L'ORÉAL  
PARIS



**L'ORÉAL**  
PARIS



# MAKEUP THAT CARES

INVEST IN YOU.  
BECAUSE YOU'RE WORTH IT.



# L'Oréal Paris offers a complete head-to-toe range of makeup products.

We have the know-how and product performance to give you what you desire with your makeup. You'll feel worth it with a flawless makeup range catering to ALL women, no matter the occasion.

Whether you need your everyday cover-up or you're getting ready for a red carpet night out explore our designer makeup range to find your match.

## Makeup that Cares

L'Oréal Paris cosmetics are not only formulated to look great on your skin, they are also formulated with caring ingredients in each product. Our makeup cares for your skin, in all situations life throws at you. Hyaluronic Acid, Castor Oil, Vitamin E, Argan Oil & Aloe Vera are just some of the ingredients that can be found in our products. Thanks to these caring ingredients, you can let your makeup take care of your skin, while you focus on taking care of everything else that matters to you.

This Training Manual showcases our complete range of L'Oréal Paris makeup products available in Australia.

As we offer multi sized wall units to accommodate the range within different retailer store layouts, therefore not every product or shade may be available in your store.

www.lorealparis.com.au

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**For further information and updates please visit:**



Website [www.lorealparis.com.au](http://www.lorealparis.com.au)

Our makeup portfolio is grouped into 3 categories as shown below, this helps make it easy for you to find the product information quickly.

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L'ORÉAL  
PARIS

# FACE



- PRIMERS & FINISHING
- BB & CC CREAMS
- FOUNDATION

- CONCEALER
- POWDER
- BLUSH & BRONZER

## HYALURONIC ACID

**Hyaluronic Acid** is found naturally in the epidermis layer of the skin and plays a vital role in preserving the skin's tone, elasticity and volume.

Sadly, with age our natural Hyaluronic Acid levels drop and our skin becomes drier, duller and less plump. This is where skincare products containing Hyaluronic Acid come into play to help replenish the skin.

Our **True Match Nude Tinted Serum** is the first tinted serum with 1% Hyaluronic Acid. **Hyaluronic Acid** is clinically proven to rehydrate the skin for plumper skin.



PRIME LAB

\$33.95

24H PORE MINIMIZER

**SKIN TYPE** All

**FORMAT** Smooth and velvety gel

**COVERAGE** NA

**FEATURES & BENEFITS**

- Formulated with 1% [AHA + BHA + LHA] combination to help resurface skin over time
- Reducing shine for 24 hours
- Pores are instantly blurred for 24hours
- Skin is prepared for seamless foundation application
- Rosey transparent texture

**RESULTS**

Creates the perfect base so that your foundation will glide on easily as well as lasting all day. Pores are minimised and skin is resurfaced over time.



NEW

PRIME LAB

\$33.95

24H MATTE SETTER

**SKIN TYPE** All

**FORMAT** Smooth and velvety gel

**COVERAGE** NA

**FEATURES & BENEFITS**

- Formulated with 1% [LHA + Salicylic Acid] combination to help rebalance skin over time
- Grips makeup to extend makeup wear
- Reduces shine for 24 hours
- To mattify the skin
- A transparent texture

**RESULTS**

Creates the perfect base so that your foundation will glide on easily as well as lasting all day. Shine is reduced and skin is rebalanced over time.



NEW

INFALLIBLE

\$28.99

MAGIC SETTING MIST

**FEATURES**

Our 1st Make Up Fixing Spray to set your make up and finish your look.

**FORMAT** Spray

**BENEFITS**

- A beautifying fresh mist that sets and stabilises your makeup for a lasting professional finish
- Transparent protective shield that holds your make up
- Shake well before use





NUDE MAGIQUE

\$25.99

BB CREAM (Nude skin)

3 SHADES

**SKIN TYPE** All skin types

**FORMAT** Light-weight lotion

**COVERAGE** Sheer & natural

**FEATURES & BENEFITS**

- BB Cream, or Blemish Balm Cream was originally developed by dermatologists to help calm and soothe highly sensitive post-surgery skin
- A combination of skincare and makeup that results in a glowing nude complexion
- Intelligent colour pigments burst on application, resulting in a shade that adapts perfectly to your skin tone

**RESULTS**

24hr moisturisation, and a flawless complexion, with a nude skin result



NUDE MAGIQUE

\$27.99

CC CREAM (Colour correcting nude skin result)

1 SHADE

**SKIN TYPE** All skin types

**FORMAT** Light-weight lotion

**COVERAGE** Sheer & natural

**FEATURES & BENEFITS**

- CC Cream, also known as colour-correctors, offer colour and care in a single product
- **Anti-Redness CC Cream:** Formulated with green pigments to give an anti-redness effect
- Intelligent colour pigments burst on application, resulting in a shade that adapts perfectly to your skin tone

**RESULTS**

With seamless coverage, CC Cream leaves skin healthy-looking, even, radiant & perfectly nude



TRUE MATCH

\$32.99

LIQUID FOUNDATION (Natural)

48 SHADES (WARM, NEUTRAL, COOL)

**SKIN TYPE** All skin types

**FORMAT** Liquid

**COVERAGE** Medium, buildable coverage

**FEATURES & BENEFITS**

- Formula provides perfect, natural and true-to-skin coverage
- Now upgraded with a new skin-matching technology, which includes up to 6 different pigments for a more precise match
- Skincare infused foundation, enriched with Hyaluronic Acid
- Formula provides up to 24H hydration
- Improved skin quality in 2 weeks\*

**RESULTS**

Perfectly matches skin tone for a flawless nude look



NOW IN 48 SHADES

\*Clinically proven, a cosmetoclinical study on 42 women.

FIND YOUR TRUE MATCH

Our True match Liquid Foundation is now available in 48 shades ranging in depth from 0.5 (Lightest) to 12 (Darkest) The letters W – Warm, C – Cool, N – Neutral, depict the undertone so each shade has its own unique identifier. E.g. 4W is medium depth with a warm undertone, 12N is dark with a neutral undertone and 2C is light with a cool undertone. These guidelines also apply to the True Match Concealers and Powders as they too use the same colour coding system.

STEP 1. FIND YOUR SKIN TONE

Determine your skin tone from light to dark, focusing on your jawline. Is it;

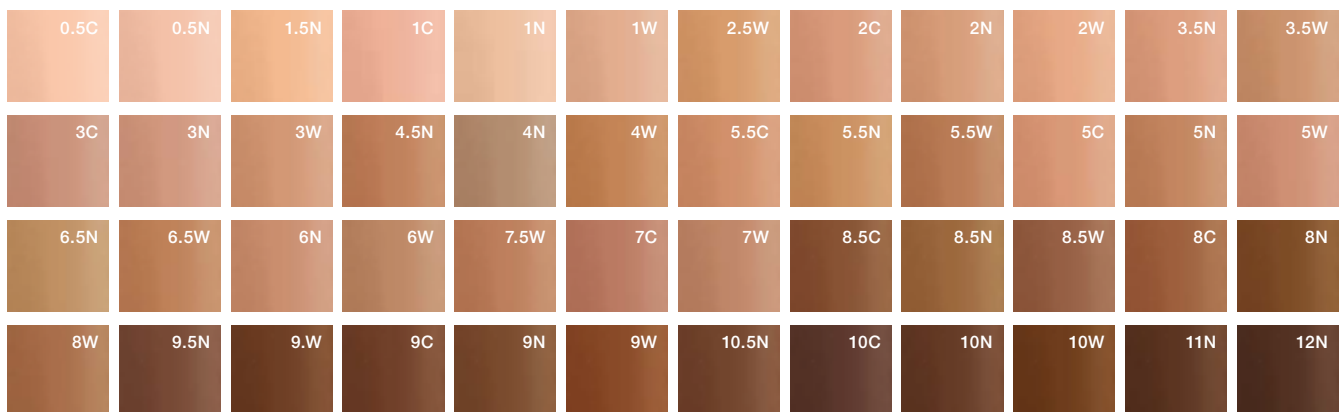
LIGHT

MEDIUM

DARK

STEP 2. FIND YOUR UNDERTONE

The undertone is the hint of colour under your skin, which makes your skin unique, below are some guidelines to help determine if you are Warm, Cool or Neutral.



**YOU HAVE A WARM UNDERTONE IF:**

- You tan nicely in the sun
- You look great in red and orange
- You have predominantly green veins on your inside wrist

**YOU HAVE A NEUTRAL UNDERTONE IF:**

- You both tan and burn in the sun
- You look great in any colour
- You have a mix of green and blue veins on your inside wrist

**YOU HAVE A COOL UNDERTONE IF:**

- You burn easily in the sun
- You look great in blues and greens
- You have predominantly blue veins on your inside wrist

Tip. Once you have determined your tone and undertone, select 3 similar shades closest to your skin colour and apply all 3 in stripes on your jawline and gently blend each one. The one that 'disappears' is your perfect match.

TRUE MATCH

\$39.95

NUDE TINTED SERUM

9 SHADES

**SKIN TYPE** All skin types

**FORMAT** Liquid

**COVERAGE** Buildable

**FEATURES & BENEFITS**

- The perfect match of skincare and makeup
- Innovative formula combines the benefits of a skincare serum with the radiance and coverage of a foundation
- Contains the plumping power of 1% Pure Hyaluronic Acid, now tinted
- Easily blends onto various skin tones, leaving skin with a naturally luminous finish
- Validated with dermatologists

**RESULTS**

Perfectly matches skin tone for a naturally luminous and flawless nude look



FIND YOUR TRUE MATCH

TINTED SERUM SHADE RANGES CORRESPOND TO YOUR FOUNDATION NUMBER IN TRUE MATCH FOUNDATION

Shade **0.5-2** matches



Shade **2-3** matches



Shade **3-4** matches



Shade **4-5** matches



Shade **5-6** matches



Shade **6-7** matches



Shade **7-8** matches



Shade **8-10** matches



Shade **10-12** matches



FIND YOUR SHADE IN 3 STEPS:

1. Test shade on your jawline

2. Spread lightly to see foundation blend into your skin

3. That's your true match

HOW TO APPLY TINTED SERUM

1. Shake well to activate

2. Apply 2-3 drops

3. Spread lightly with your fingers



**INFALLIBLE**

\$34.99

**32H FRESH WEAR** (Long-wearing & satin finish)

24 SHADES

**SKIN TYPE** Normal to dry skin

**FORMAT** Liquid

**COVERAGE** Full

**FEATURES & BENEFITS**

- Innovative oxygen technology gives your skin a lightweight feel, while the ultra-stretchable formula ensures full coverage that lasts 32 hours
- Now infused with antioxidants and Vitamin E
- Stays fresh all day and resists transfer without caking

**RESULTS**

36hr wear

**SUN PROTECTION** SPF 25



VITAMIN C

SPF 25

**INFALLIBLE**

\$32.99

**32H MATTE COVER** (Longwear foundation that provides full coverage and is enriched with niacinamide)

14 SHADES

**SKIN TYPE** Normal to oily

**FORMAT** Liquid

**COVERAGE** Full Matte

**FEATURES & BENEFITS**

- Full matte coverage
- 32H longwear
- Transfer-proof, shine-proof
- Enriched with 4% NIACINAMIDE to treat skin over time

**APPLICATION TIP**

1. Use your choice of Prime Lab Primer to prep the skin before applying foundation
2. Apply with brush or fingers starting on the areas that require the most coverage and blending out
3. Set with Infallible Magic Setting Powder to seal in makeup for all day wear

**RESULTS**

Natural skin like finish

**SUN PROTECTION** SPF 25



NEW  
FORMULA

SPF 25

4%  
NIACINAMIDE

AGE PERFECT

\$39.95

LIQUID FOUNDATION (Radiant)

6 SHADES

**SKIN TYPE** Mature skin (wanting anti-ageing properties)

**FORMAT** Liquid

**COVERAGE** Full

**FEATURES & BENEFITS**

- Lightweight and comfortable foundation that smooths your skin without leaving any marks
- Infused with Collagen AA Fractions, this foundation is clinically proven to firm up skin over time and to reduce the appearance of lines and wrinkles over time

\* Instrumental test

**RESULTS**

An even and luminous skin tone

**SUN PROTECTION** SPF 24





**INFALLIBLE**

\$29.95

**MORE THAN CONCEALER**

14 SHADES

**FEATURES**

Jumbo sized concealer can be used for full-face coverage or as concealer.

**FORMAT** Tube with extra-large wand applicator

**BENEFITS**

- Extra loaded pigments give long lasting extreme coverage in an ultra-thin texture
- Jumbo size means quick application in just one swipe
- Unique elastic formula won't crease, migrate or separate and looks natural and never cakey



**TRUE MATCH**

\$21.99

**CREAM CONCEALER**

10 SHADES

**FEATURES**

Concentrated, highly pigmented formula for perfect coverage.

The buildable, lightweight formula easy to apply with the soft tip applicator.

Suitable for all skin types.

**FORMAT** Cream concealer with wand

**BENEFITS**

- Blendable, creamy formula
- Vitamin C and active ingredients to help hydrate and soothe the skin
- Anti-blemish
- Anti-imperfections



**TRUE MATCH**

\$32.99

**SUPER-BLENDABLE** (soft matte)

8 SHADES

**FEATURES**

The best of True Match powder, creamier than ever, ultimate skin match. Offers a natural, yet buildable finish.

**FORMAT** Powder with puff applicator

**BENEFITS**

- Gentle formula with mineral pigments and silk powder that lets skin breathe and visibly improves it
- Visibly better skin quality: unified, smoother, softer, fresher
- With new velvet puff applicator



**INFALLIBLE**

\$34.99

**FOUNDATION IN A POWDER** (true matte)

8 SHADES

**FEATURES**

Infallible 24hr Fresh Wear Foundation in a Powder covers and lasts like a fluid, while mattifying with no cakeyness.

**FORMAT** Powder with pad applicator

**BENEFITS**

- Hybrid liquid in powder innovation
- Infused with ultra-fine adhesive pigments that grip on your skin
- Integrated sponge and mirror
- Sweat, heat & humidity proof
- If a fuller coverage is desired, blend over the entire face
- If using in place of liquid foundation, sponge can be used wet, creating a cream-like consistency to smooth over skin



TRUE MATCH

\$25.95

BLUSH

3 SHADES

FEATURES

An incredibly soft powder blush, tailor-made to suit every skin tone.

**FORMAT** Powder blush with brush applicator

BENEFITS

- Light-reflecting, ultra-fine pearlescent particles that melt delicately onto the skin producing a transparent kiss of colour
- Vitamin C to leave skin with a healthy looking radiance



BLUSH OF PARADISE

\$29.95

SKIN AWAKENING BLUSH

2 SHADES

FEATURES

A soft and velvety powder to highlight cheekbones, provide rich colour pay-off and long lasting results.

**FORMAT** Powder compact

BENEFITS

- The scented blush is infused with watermelon or peach scent for the ultimate sensorial experience
- Suitable for all skin tones
- Apply to the apples of the cheeks for a flush of colour to revive your complexion
- Build with light layers until desired shade is achieved
- 2 Shades – LIFE IS A PEACH & MELON DOLLAR BABY



BACK TO BRONZE

\$29.95

MATTE BRONZER

1 SHADE

FEATURES

A matte, velvet textured bronzer for a sun-kissed look all year round.

**FORMAT** Powder compact

BENEFITS

- Enriched with natural peach, mango and coconut butter to take care of your skin whilst adding a natural-looking warmth
- Apply using a bronzer brush and dust wherever the sun naturally hits the face – cheeks, bridge of the nose, forehead and chin
- Can also be used to sculpt and contour by applying into the hollows of the cheeks and under the jawline



L'ORÉAL  
PARIS

# EYE



- MASCARA
- LASH PRIMER, SERUM  
& BROW SERUM

- BROWS
- EYELINER
- EYESHADOW

PARADISE

\$25.99

VOLUMISING MASCARA

FEATURES & BENEFITS

- Intensely volumised eye look
- Formulated with floral oil to nourish lashes, suitable for sensitive eyes
- Soft fibre bristle brush with 200+ bristles
- Long bristles at the edges to charge & elongate from roots to tips for long lashes and fluffy volume

BRUSH

Feather soft brush for intense volume



AVAILABLE IN

Black, Intense Black, Waterproof, Midnight Brown

TELESCOPIC

\$29.99

LENGTHENING MASCARA

Lengthening

FEATURES & BENEFITS

- Cleanly defined, well separated lashes enriched with Jojoba Oil
- The High-precision brush stretches the ultra-smooth formula right from the base of your lashes to their tips for incredible length
- Up to 60% longer looking lashes

BRUSH

High precision flexible comb



AVAILABLE IN

Black, Carbon Black, Magnetic Black



TELESCOPIC

\$31.99

LENGTHENING MASCARA

Lengthening, volumising and curling Mascara

FEATURES & BENEFITS

- Up to +5MM visible length\* with no fall down, no clumps, no smudging and no flaking
- The high-technology formula is infused with Ceramides, working to hold the lash lift for up to 36HRs\*\*
- Provides an eye-opening effect that gives length, volume & curl to lashes with no fall-down

BRUSH

Our first double hook bristle brush grabs and lifts all lash types



AVAILABLE IN

Black

\* Instrumental test, 25 volunteers

\*\* Consumer study, 111 women





**VOLUME MILLION LASHES**

\$27.99

**DEFINING MASCARA**

Clean volume

**FEATURES & BENEFITS**

- The anti-clump wiper removes excess formula from the bristle base, depositing the ideal amount of formula for extra volume without clumps
- The Extra Black pigments add intensity to your lashes for the deepest look
- Anti-Clump Wiper prevents overload: Made from stretch material, the wiper adjusts to every bristle removing unwanted formula, resulting in a clump-free, defined volume finish

**BRUSH**

Millioniser brush gives extra volume lash by lash thanks to a multitude of supple, fine bristles. Even coverage for each lash thanks to the multitude of subtle, fine bristles.



**AVAILABLE IN**

Black, Waterproof, Extra Black



**VOLUME MILLION LASHES – BALM NOIR**

\$29.99

**DEFINING MASCARA**

Clean volume

**FEATURES & BENEFITS**

- Made with 99% Natural Origin Ingredients and 1% stabilising agent
- Contains no parabens, no silicones and no mineral oils for excellent eyelash care
- The VEGAN^ formula is fragrance-free and hypoallergenic, suitable for sensitive eyes
- Anti-Clump Wiper removes excess mascara for no clumps and the millionizer brush separates lashes for a fanned out lash look

**BRUSH**

Millioniser brush gives extra volume lash by lash thanks to a multitude of supple, fine bristles. Even coverage for each lash thanks to the multitude of subtle, fine bristles.



**AVAILABLE IN**

Balm Noir, Balm Brown

^ No animal derived ingredient or by-products



**PRO XXL**

\$32.99

**LIFT MASCARA**

Curling Mascara

**FEATURES & BENEFITS**

- A curling mascara, suitable for straight lashes, to give you the look of a salon lash lift in 2 quick & easy steps.
- 79% of women would choose it over a salon lash lift\*
- Infused with pro-keratin for intense eyelash volume and salon-like lift
- Up to 17x volume\*\* & a 20 degree lift effect\*\*
- No clumps, smudge and flake-free. Get a lifted lash look lasting up to 24HR

**APPLICATION**

- **STEP 1:** Use the straight brush and gently sweep up from root to tip. Coat lashes with the volumising mascara evenly for up to 17x volume\*\*
- **STEP 2:** Then repeat using the curved brush for a lift effect. 20 degree lift/curl effect\*\*



**AVAILABLE IN**

Black

\*Consumer test on 107 women who have already had done or seen the results of a salon lash lift  
\*\*Instrumental test, 27 women



PRO XXL

\$32.99

EXTENSION MASCARA

Lengthening Mascara

FEATURES & BENEFITS

- A lengthening mascara to give you the look of salon lash extensions in 2 quick and easy steps
- Infused with super fibres, providing a lash extension effect & up to 7.6x buildable eyelash volume\*
- +72% lengthening effect\*
- No clumps, smudging or flaking

APPLICATION

- **STEP 1:** Coat lashes with the volumising mascara evenly for up to 7.6x more volume\*
- **STEP 2:** Layer the super fibres for +72% lengthening effect\*



AVAILABLE IN

Black

\*Instrumental test, 25 women



NEW

PRO XXL

\$32.99

VOLUME MASCARA

Volumising Mascara

FEATURES & BENEFITS

- Provides an instant 3D volume effect with black booster technology for an intense look in 2 quick and easy steps
- Up to 12x more volume\*
- +77% lengthening effect\*\*
- No clumps, smudging or flaking

APPLICATION

- **STEP 1:** Coat lashes with the volumising mascara evenly for up to 12x more volume\*
- **STEP 2:** Intensify your lashes with black booster technology for +77% lengthening effect\*\*



AVAILABLE IN

Black

\*Instrumental test, 29 women

\*\* Instrumental test, 25 women



NEW

VOLUMINOUS

\$22.99

VOLUME MASCARA

Voluminous Mascara builds volume for 5x fuller lashes.

FEATURES & BENEFITS

- Resists clumping
- Keeps lashes soft
- Builds lashes up to 5x their natural thickness
- Panthenol and Ceramide-R helps protect and condition lashes, resist clumping and flaking, and leaves lashes supple and soft to the touch

BRUSH

Our Volume Maximising Brush quickly thickens and builds lashes evenly for a full and bold look



**PARADISE**

\$25.99

**LASH PRIMER**

Boost your volume, boost your daily dose of care with thickening natural waxes and nourishing jojoba oils & vitamins.

**FEATURES & BENEFITS**

- Smoothest white texture
- Natural waxes to boost & thicken lashes
- Vitamin extracts for a long lasting nourishing effects
- Ceramide to strengthen lashes
- Specific hollow fibres to retain more formula and bring more load

**APPLICATION**

- Place brush at base of eyelashes, gently sweep upward from root to tip
- Apply Lash Paradise Mascara



**CLINICALLY PROVEN**

\$31.99

**LASH SERUM**

Strengthen, repair & beautify your lashes in just 30 days!

**FEATURES & BENEFITS**

- L'Oréal Paris' 1st ever lash serum is clinically proven to protect & fortify your lashes
- Full of powerful ingredients such as Keratin for growth, Hyaluronic Acid to reinforce, Filoxane for growth & Castor Oil to nourish to bring your lashes back to life
- 94%\* agreed lashes look fortified
- 97%\* saw less lash loss\*\*
- 81%\* agreed lash fringe looks fuller

**APPLICATION**

- Apply to clean dry lashes using the brush on the upper and lower lashline both morning and night

\* Self-assessment from cosmetoclinic, 32 women, 4 weeks of application 2 x day

\*\* Due to easier makeup removal



**BROW SERUM**

\$21.99

**TRANSPARENT SERUM**

1 SHADE

Prep your brows and set them in place all day long, without the stiffness.

**FEATURES & BENEFITS**

- Unique brow keratin complex
- Brows look stronger and more beautiful
- Short allows for easier application
- Transparent colour for all eyebrow shades

**APPLICATION TIP**

Lightly comb through brows until your get desired shape and thickness



**INFALLIBLE**

\$19.99

**24HR MICRO PRECISION PENCIL**

5 SHADES

Ultra precision tip for hair-like strokes & effortlessly perfect defined brows for 24HRs.

**FEATURES & BENEFITS**

- 1.5mm precision tip that never breaks for hair-like strokes
- Containing an ultra blendable formula for easy application
- Water resistant and smudge-proof
- Precision tips for brow precision

**APPLICATION TIP**

Lightly fill in brows in stroke motions to replicate brow hairs

**SHADES**

Ebony, Brunette, Dark Brunette, Dark Blonde, Chatain



**INFALLIBLE**

\$23.99

**24HR BROW XPERT**

6 SHADES

Retractable brow pencil for perfectly defined, natural and fuller looking brows lasting up to 24HRs.

**FEATURES & BENEFITS**

Define your brows in 3 easy steps:

- **Step 1:** Create the shape of your brows with the pen's tip
- **Step 2:** Fill in the brows with the wide part of the pen
- **Step 3:** Use the brush to smooth out the color and get a natural result

**SHADES**

Ebony, Brunette, Light Brunette, Auburn, Blonde, Light Cool Blonde



**INFALLIBLE**

\$27.95

**48HR MICRO TATTOO INK PEN**

5 SHADES

Micro-bladed brow look without the commitment. Hair-like strokes and up to 48HR wear.

**FEATURES & BENEFITS**

- Micro-trident tip mimics the application of microblading for natural, hair-like strokes
- The ink formula lasts up to 24HRs without smudging or budging

**APPLICATION TIP**

Always apply Unbelieva'brow Micro tattoo on clean brows before applying foundation. To achieve a natural micro bladed look, use the micro trident tip to draw small, hair like strokes diagonally along the brow and inner corners. For a bolder look, use the thick flat section to fill in your brows.

**SHADES**

Brunette, Ebony, Dark Brunette, Chatain, Blonde



\*soft change to infallible brow franchise h2 2023

**INFALLIBLE**

\$29.95

**48HR UNBELIEVABROW BROW GEL**

3 SHADES

Longwear brow gel that resists it all for up to 3 days!

**FEATURES & BENEFITS**

- Waterproof, sweatproof & smudgeproof
- L'Oréal Paris introduces our first longwear brow gel for perfect Brows in just 3 minutes!
- The dual brush lets you build & sculpt your dream brow from natural to intense while the ultra-fast drying formula lasts up to 48HRs – no touch ups needed

**SHADES**

Cool Blonde, Dark Brunette, Chatain



**BROW ARTIST**

\$21.99

**PLUMP & SET**

5 SHADES

Instantly plump & set for natural looking brows.

**FEATURES & BENEFITS**

- 24hr Ultra lightweight gel
- No flakes or no stiffness
- Water resistant, smudge-proof, transfer-proof
- Fibre customised brush for fool-proof application
- New short wand for a precise easier application

**APPLICATION TIP**

Lightly comb through brows until your get desired shape and thickness

**SHADES**

Ebony, Brunette, Dark Brunette, Cool Blonde, Blonde





PARADISE

\$19.99

LE KHOL LINER

3 SHADES

Easy application eyeliner pencil

FEATURES & BENEFITS

- 100% natural origin ingredients
- Formulated with Jojoba Oil & Shea Butter
- Ultra creamy feel and smooth glide application
- Easy application & blend for up to 12HR wear
- Ophthalmologist tested, suitable for sensitive eyes

APPLICATION TIP

- Apply on the inside or outside of the eyelid to draw attention to your eyes and achieve an intense eye makeup look
- Classic line: On upper eyelid, apply just above eyelashes working from the inner to the outer corner
- Smoky eye: Apply on the upper and/or lower lash line, blurring with a cotton tip or brush

SHADES

Midnight Black, Pure Espresso, Immaculate Snow



INFALLIBLE

\$25.99

PRECISION FELT LINER

2 SHADES

Create the Perfect winged eyeliner with 0.4mm precise tip and a grip zone for easy application.

FEATURES & BENEFITS

- Get precise and intense lines in one steady stroke
- 0.4mm felt tip eyeliner
- Optimal control with grip zone hold
- Smooth fine application
- Resistant to water, rubbing and sweat

APPLICATION TIP

- Apply along upper and lower lash lines from inner to outer corner to frame and define your eyes

SHADES

Black, Brown



SUPERLINER

\$25.99

PERFECT SLIM

1 SHADE

Felt tip very fine liquid

FEATURES & BENEFITS

- Precision 0.4mm tip felt-tip eyeliner
- Optimal control with grip zone hold
- Creates bold graphic looks to feline fine flicks

APPLICATION TIP

- Apply above the lash line from inner corner of the eye towards the temple finishing with an upwards flick to create a winged eye effect, or use just along the lash line for a precise line

SHADES

Intense Black



**INFALLIBLE**

\$27.99

**INFALLIBLE GRIP 24HR LIQUID EYELINER**

4 SHADES

Flawless bold lines for 24HR waterproof wear

**FEATURES & BENEFITS**

- Supple tip allows for smooth and precise lines
- Shorter stem provides a more controlled application
- Resists water, rubbing and sweat
- Up to 24HR wear

**SHADES**

Vinyl Black, Ink, Blue, Emeraude



### INFALLIBLE

\$23.99

#### INFALLIBLE GRIP AUTOMATIC GEL LINER

7 SHADES

Take your look to the next level thanks to the waterproof eyeliner gel Infallible Grip by L'Oréal Paris with its precise tip for easy application.

##### FEATURES & BENEFITS

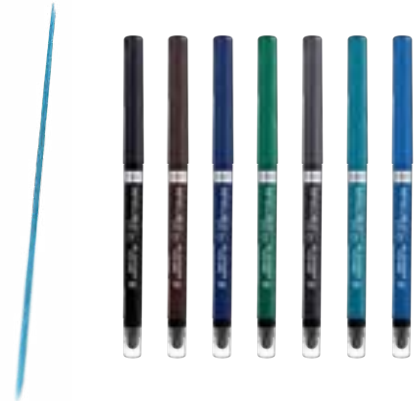
- Thanks to its high intensity formula that grips on skin for up to 36 hours, this eyeliner is waterproof and smudge-proof
- This eyeliner gel is suitable for sensitive eyes, contact lens wearers and waterline
- Clean formula, free from BHT and microplastics

##### APPLICATION TIP

- Use the gel tip of this eyeliner pencil to create a smooth line, use the built-in smudger to blend the line in order to create a more blended look

##### SHADES

Intense Black, Brown Denim, Blue Jersey, Emerald Green, Taupe Grey, Turquoise, Electric Blue



COLOUR QUEEN

\$14.99

MONO EYESHADOWS

8 SHADES

Oil eye shadow – powered by 40% oils. The formula is powered by fine oils which makes for a creamy, flake-free texture and pigmented colours.

**FEATURES & BENEFITS**

- 40% fine oils and pure pigments for great colour payoff
- No flaking and no fading
- This eyeshadow is very easy to apply, all you need is your finger - no complicated application tools or expert tricks are required
- The Color Queen Mono Eyeshadows come in 3 majestic finishes: matte (velvet intensity), satin (pearly sheen) and foil (metallic shimmer)

**APPLICATOR PROVIDED**

No



L'ORÉAL  
PARIS

# LIP



• LIPSTICK

• BALM AND GLOSS

• LIQUID LIP

• LIP LINER

**COLOUR RICHE CLASSIC**

\$24.99

**Satin Finish**

30 SHADES

**FEATURES & BENEFITS**

- Lip caring formula enriched with 75% caring ingredients
- Argan Oil, Vitamin E & Omega 3 Oil moisturise your lips
- Creamy satin finish for naturally radiant lips
- Smooth application and non-drying comfort
- 30 rich, saturated lipstick shades with buildable coverage, suitable for every skin tone



**COLOUR RICHE INTENSE VOLUME**

\$24.99

**Matte Finish**

12 SHADES

**FEATURES & BENEFITS**

- With up to 16HR wear, these lipsticks have an ultra-matte volumising formula infused with Argan Oil and Hyaluronic Acid to give volume and care to your lips
- They are no transfer, no smudge and contain our highest pigment concentration
- Your lips will feel moisturised and give you plump looking lips all day
- Beautify every lip shade with our slim bullet packaging and engraved monogram



**COLOUR RICHE LE NUS**

\$24.99

**Satin Finish**

8 SHADES

**FEATURES & BENEFITS**

- Infused with caring oils for a flawless vivid nude lip, visible on every lip-tone
- A floral rose fruit scent and a curvy bullet silhouette for easy glide application in just one swipe
- Available in 8 radiant nude shades



**GLOW PARADISE**

\$24.99

**Balm In Lipstick**

10 SHADES

**FEATURES & BENEFITS**

- Infused with pomegranate extract, this hybrid balm-in-lipstick hydrates and protects even the most sensitive lips
- 10 shades to enhance every skin tone and are designed to suit sensitive lips
- Cushiony, buttery texture that cares like a balm



**GLOW PARADISE**

\$26.99

**Balm In Gloss**

9 SHADES

**FEATURES & BENEFITS**

- Lightweight lip gloss that wraps lips in a silky balm and hyaluronic acid and collagen complex
- Ultra-gentle, non-sticky formula is dermatologist tested for safety, allergy-tested and suitable for sensitive lips
- Instantly moisturizes and conditions for pampered, soft lips so healthy-looking they glow.
- Sheer, natural color
- Gives lips a glossy finish





**INFALLIBLE 2 STEP 24HR**

\$31.99

**Longwear**

17 SHADES

**FEATURES & BENEFITS**

- Two-step long-wear lip colour with Hyaluronic gel for 24hr hold and comfort
- High-intensity colour pigments
- Lips are vibrant, smooth & replenished
- Colour resists drinking, kissing & eating

**STEP 1:** Use wand to apply high pigment colour

**STEP 2:** Use illuminating balm for 24hr hydration and comfort

12 new shades



**ROUGE SIGNATURE MATTE LIP INK**

\$26.99

**Matte Finish**

9 SHADES

**FEATURES & BENEFITS**

- Matte High Pigment, Lightweight Lip Ink
- Stunning range of classic matte finish super lightweight formulas with maximum colour impact
- Vibrant dyes and pigments for strong colour intensity and a long lasting stain
- Mattifying polymers which create the beautiful matte finish make the boldest statement



**COLOR RICHE LIP LINER**

\$16.99

**CREAMY LIP PENCIL**

10 SHADES

**FEATURES & BENEFITS**

Lip liners are the secret to achieving perfect all day lipstick

- Defines lips and hold colour in place
- No feathering, no creasing
- Rich colour payoff
- Perfectly complement Color Riche lipsticks









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NEED MORE INFORMATION?

For all product queries, usage queries and customer complaints or compliments please call: 1300 659 359

For all business queries relating to orders, damaged stock or returns please call Client Services: 1300 659 259

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