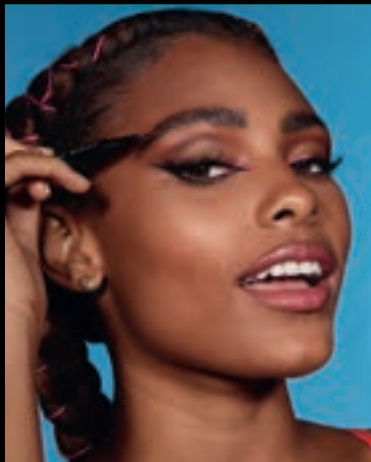




NYX



PROFESSIONAL MAKEUP



2023

MANIFESTO

WELCOME
TO OUR FIERCE
COMMUNITY

WHERE...

PRO-LEVEL MAKEUP IS ACCESSIBLE FOR ALL
COLOUR AND SELF-EXPRESSION ARE NEVER FILTERED
YOUR WAY OF DOING IT IS ALWAYS PROUDLY CELEBRATED

AND...

THE **BRIGHT SIDE** IS ALWAYS THE **RIGHT SIDE**.

With , from Los Angeles



PROFESSIONAL MAKEUP

With , from Los Angeles
Est 1999

WE VALUE

PASSIONATE CURIOSITY

We are beauty chameleons, always evolving, exploring and discovering new sides of ourselves.

ACCESSIBLE ARTISTRY

We believe there's a makeup artist inside you, looking for the right products at the right price.

ORIGINAL COMMUNITY

We are a community in every single way. No judging, no egos, all love.

STUNNING SELF-EXPRESSION

We are proud to be ourselves and express our colourful personalities.

CONSTANT EMPOWERMENT

We are your biggest fan, helping you to feel your best and chase your dream.

DIVERSE INCLUSION

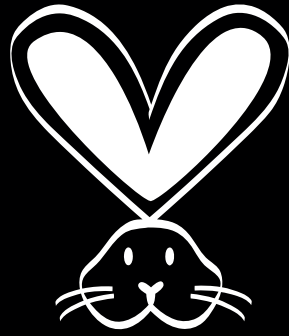
We are all embracing – providing every product, for every moment, for every person.

UNDENIABLE INDEPENDENCE

We are independent spirits that do things in our own, undeniably beautiful way.

OPEN GENEROSITY

We uplift, love and educate through praise, tips, and constant support.




crueltyfree

CRUELTY FREE
Always have been.
Always will be.



BEST RATED
Cult favourites
no one can resist.

VEG  **N**
FORMULAS
VEGAN
No animal derived
ingredients or by-products.

*Prices listed are effective 3rd May 2023 and are subject to change.
RRP at the discretion of the retailer.

1



**MAKEUP SETTING
SPRAY – MATTE**
\$16.99*

2



**MARSHMALLOW
SMOOTHING PRIMER**
\$29.95

3



**EPIC INK
LINER**
\$21.99*

4



**BROW GLUE
STICK**
\$14.99

5



**MICRO BROW
PENCIL**
\$19.99*

6



**CAN'T STOP WON'T STOP
FULL COVERAGE
LIQUID FOUNDATION**
\$32.99*

7



**ULTIMATE
SHADOW PALETTE**
\$41.99*

8



**BUTTER GLOSS
LIP GLOSS**
\$13.99*

9



**SHINE LOUD
LIP SHINE**
\$26.99*

10



**COLOR CORRECTING
PALETTE**
\$24.95

**BEST
RATED**

FOUNDATION



CAN'T STOP WON'T STOP FOUNDATION

\$32.99* **VEGON FORMULAS** ★

- ♥ FULL COVERAGE
- ♥ MATTE FINISH
- ♥ **NON-COMEDOGENIC**
- ♥ SHINE CONTROLLING
- ♥ ALL SKIN TYPES
- ♥ PAIR WITH CAN'T STOP WON'T STOP MATTE PRIMER



CAN'T STOP WON'T STOP MATTIFYING POWDER

\$32.99* **VEGON FORMULAS**

- ♥ NO FLASHBACK
- ♥ NO TRANSFER
- ♥ INFUSED WITH OIL-ABSORBING RICE POWDER
- ♥ ALL DAY MATTE AND SMOOTH POWDER



NEW BARE WITH ME BLUR TINT FOUNDATION

\$27.99

- ♥ MEDIUM COVERAGE
- ♥ MATTE BLURRING FINISH - INFUSED WITH GLYCERIN, MATCHA AND NIACINAMIDE
- ♥ 12HR HYDRATING TINT FOUNDATION



CAN'T STOP WON'T STOP CONCEALER

\$21.99* **VEGON FORMULAS**

- ♥ SHEER COVERAGE
- ♥ SATIN FINISH
- ♥ LIGHTWEIGHT + CREAMY FORMULA
- ♥ RADIANT GLOW
- ♥ UP TO 8HRS OF HYDRATION
- ♥ NORMAL TO DRY SKIN



HD PHOTOGENIC CONCEALER WAND

\$11.99 **VEGON FORMULAS**

- ♥ ULTRA SHEER COVERAGE
- ♥ INSTANT GLOW
- ♥ SMOOTHS SKIN'S TEXTURE
- ♥ ALL-DAY HYDRATION



BARE WITH ME CONCEALER SERUM

\$26.95* **VEGON FORMULAS**

- ♥ **INFUSED WITH TREMELLA MUSHROOM, CICA, GREEN TEA EXTRACTS**
- ♥ 13 ULTRA HYDRATING SHADES
- ♥ MEDIUM COVERAGE
- ♥ NATURAL FINISH



COLOUR CORRECTING PALETTE

\$24.95 ★

- ♥ SIX COLOUR CORRECTING SHADES
- ♥ CREAMY, LIGHTWEIGHT TEXTURE
- ♥ SUITED TO ALL SKIN TYPES

CONCEALER

PREPPING



THE MARSH MELLOW PRIMER

\$29.95 **VEGON FORMULAS** ★

- ♥ INFUSED WITH **MARSHMALLOW ROOT EXTRACT**
- ♥ GIVES SMOOTHER, SOFTER FEEL TO SKIN
- ♥ 10 SUPER BENEFITS



PLUMP RIGHT BACK PRIMER

\$29.95

- ♥ ELECTROLYTE-INFUSED PRIMER SERUM
- ♥ **INFUSED WITH 5 ELECTROLYTES AND VITAMINS – HYALURONIC ACID, VITAMIN E, PRO-VITAMIN B5, MAGNESIUM, AND POTASSIUM**
- ♥ FEELS LIGHTWEIGHT, ABSORBS QUICKLY, AND INSTANTLY SMOOTHS SKIN FOR EVEN MAKEUP APPLICATION



PORE FILLER PRIMER

\$26.99* **VEGON FORMULAS**

- ♥ PORE MINIMISING
- ♥ TALC + OIL-FREE
- ♥ **VITAMIN E INFUSED**
- ♥ ALL SKIN TYPES



SHINE KILLER PRIMER

\$26.99* **VEGON FORMULAS**

- ♥ OIL ABSORBING, ANTI-SHINE
- ♥ **VITAMIN E INFUSED**



ANGEL VEIL PRIMER

\$26.99* **VEGON FORMULAS**

- ♥ SILKY SMOOTH FINISH
- ♥ BESTSELLING PRODUCT
- ♥ ALL SKIN TYPES



BRIGHT MAKER PRIMER

\$26.99* **VEGON FORMULAS**

- ♥ HELPS BRIGHTEN SKIN TONE
- ♥ KEEPS MAKEUP FRESH FOR UP TO 17 HOURS
- ♥ **INFUSED WITH PAPAYA**



STUDIO FINISHING POWDER

\$21.99*

- ♥ MATTE FINISH
- ♥ TRANSLUCENT LOOSE POWDER WITH LIGHTWEIGHT FEEL
- ♥ **100% PURE MINERAL SILICA FOR FLAWLESS FINISH**



BARE WITH ME MULTITASKING SPRAY

\$21.99

- ♥ **INFUSED WITH ALOE + CUCUMBER**
- ♥ SENSITIVE SKIN-FRIENDLY
- ♥ FOR USE BEFORE AND AFTER MAKEUP

SETTING



MAKEUP SETTING SPRAY MATTE

\$16.99* **VEGON FORMULAS** ★

- ♥ INFUSED WITH NIACINAMIDE



MAKEUP SETTING SPRAY DEWY

\$16.99* **VEGON FORMULAS**

- ♥ SETS MAKEUP IN PLACE ALL DAY LONG
- ♥ USE DEWY SETTING SPRAY FOR A GLOWY FINISH



PLUMP FINISH SPRAY

\$18.99* **VEGON FORMULAS**

- ♥ **INFUSED WITH 5 ELECTROLYTES AND VITAMINS – ALOE, MAGNESIUM, ZINC, CITRIC ACID, AND BIOTIN**
- ♥ EXTENDS MAKEUP WEAR UP TO 24 HOURS
- ♥ REDUCES MAKEUP TRANSFER & SMUDGING
- ♥ LEAVES SKIN FEELING HYDRATED & MOISTURISED

CONTOURING



HIGHLIGHT & CONTOUR PRO PALETTE
\$39.95 **VEGON** FORMULAS

- ♥ MATTE + SATIN FINISH POWDERS
- ♥ EASY TO BLEND
- ♥ REFILLABLE PANS WITH PRO SINGLES
- ♥ CUSTOMISABLE SHADES



CONCEAL, CORRECT, CONTOUR PALETTE
\$24.95

- ♥ FULL COVERAGE
- ♥ CREAMY FORMULA
- ♥ HIDES IMPERFECTIONS
- ♥ ALL SKIN TYPES

HIGHLIGHT



BORN TO GLOW HIGHLIGHT PALETTE
\$44.95 **VEGON** FORMULAS

- ♥ SIX SILKY SHADES
- ♥ INFUSED WITH LIGHT-CATCHING PEARLS
- ♥ VEGAN FORMULAS



NEW
BORN TO GLOW ILLUMINATOR
\$23.95 **VEGON** FORMULAS

- ♥ GLOW LIQUID ILLUMINATOR
- ♥ LIGHT-WEIGHT MULTI-USE FORMULA
- ♥ VEGAN FORMULA

BRONZER + BLUSH



NEW
MATTE BRONZER
\$25.99 **VEGON** FORMULAS

- ♥ NATURAL MATTE FINISH
- ♥ FOR FACE AND BODY
- ♥ MIRRORED LID
- ♥ VEGAN FORMULA



SWEET CHEEK SOFT CHEEK TINT
\$21.99 **VEGON** FORMULAS

- ♥ DOE-FOOT APPLICATOR
- ♥ CREAM BLUSH
- ♥ NATURAL FINISH
- ♥ VEGAN FORMULA

SET



CONTROL FREAK EYEBROW GEL

\$11.99* **VEGON**
FORMULAS

- ♥ HELPS TAME UNRULY BROWS
- ♥ DEFINES + SEPARATES HAIRS
- ♥ NON-STICKY FORMULA FOR COMFORTABLE WEAR



THE BROW GLUE

\$14.99* **VEGON** ★
FORMULAS

- ♥ **16H EXTREME HOLD**
- ♥ TRANSPARENT, FLAKE-RESISTANT, DRIES NON-STICKY
- ♥ VEGAN FORMULA



MICRO BROW PENCIL

\$19.99* **VEGON** ★
FORMULAS

- ♥ ULTRA-THIN RETRACTABLE PENCIL
- ♥ PERFECT FOR DETAILING BROWS + MAKING HAIRLIKE STROKES
- ♥ EASY-TO-USE POINT FOR PRECISION



FILL + FLUFF

\$21.99* **VEGON**
FORMULAS

- ♥ DUAL SIDED, RETRACTABLE POMADE PENCIL
- ♥ **MICRO PADDLE BRUSH**
- ♥ WAXY FORMULA + PIGMENTED COLOUR

FILL



PRECISION BROW PENCIL

\$21.99* **VEGON**
FORMULAS

- ♥ FLAT TIP RETRACTABLE PENCIL
- ♥ GREAT FOR OUTLINING ARCHES + FILLING IN SPARSE AREAS



THICK IT, STICK IT! THICKENING BROW MASCARA

\$22.99* **VEGON**
FORMULAS

- ♥ ULTRA-BUILDABLE THICKENING BROW MASCARA
- ♥ TINT, TAME, AND THICKEN ALL TYPES OF EYEBROWS
- ♥ NATURAL FINISH
- ♥ LASTS 16 HOURS

EYESHADOW



ULTIMATE GLOW SHOTS
\$21.99

- ♥ BRIGHTENING LIQUID EYE SHADOW
- ♥ ALL SHIMMER AND ULTIMATE GLOW
- ♥ FORMULATED WITH VITAMIN C
- ♥ NO FLAKE OR FALL OUT
- ♥ 12HR WEAR



JUMBO EYE PENCIL
\$12.99*

- ♥ DOUBLES AS AN EYELINER
- ♥ CREAMY FORMULA
- ♥ MIX OF MINERAL OIL + POWDER

EYESHADOW PALETTES



ULTIMATE SHADOW PALETTE
\$41.99* ★

- ♥ MATTE, SATIN, SHIMMER, + METALLIC FINISHES
- ♥ VELVETY-RICH TEXTURE
- ♥ AVAILABLE IN 5 STRIKING COLOUR COMBINATIONS

GLITTER



METALLIC GLITTER

\$12.99* **VEGON**
FORMULAS

- ♥ ULTRA REFLECTIVE GLITTER
- ♥ SINGLE COLOUR, MULTI-COLOUR, + HOLOGRAPHIC GLITTERS
- ♥ PLEASE REFERENCE PRODUCT USAGE GUIDELINES

EYESHADOW PRIMER



GLITTER PRIMER

\$14.99*

- ♥ LIGHT-WEIGHT PRIMER
- ♥ CREAMY FORMULA
- ♥ HOLDS GLITTER IN PLACE FOR LONG LASTING SPARKLE



ULTIMATE SHADOW PRIMER

\$16.99* **VEGON**
FORMULAS

- ♥ MAXIMISES PIGMENT PAYOFF
- ♥ KEEPS COLOUR IN PLACE
- ♥ VEGAN FORMULA
- ♥ **AVAILABLE IN 3 TINTED SHADES**

EYELINER



EPIC INK LINER
\$21.99* **VEGON** FORMULAS ★

- ♥ TAPERED, FELT TIP LIQUID EYELINER
- ♥ **WATERPROOF**
- ♥ PERFECT FOR A SUPER DEFINED LOOK
- ♥ ACHIEVE NATURAL OR BOLD LOOKS WITH EASE



EPIC WEAR LIQUID LINER
\$20.99* **VEGON** FORMULAS

- ♥ BRUSH TIP LIQUID EYELINER
- ♥ WATERPROOF AND EXTREME LONGWEAR
- ♥ FOR EYES, FACE, AND BODY



SUPER SKINNY EYE MARKER
\$18.99* **VEGON** FORMULAS

- ♥ MICRO-FINE FELT TIP
- ♥ EASY APPLICATION
- ♥ VEGAN FORMULA



JUMBO LASH LINER
\$23.95

- ♥ 2-IN-1 LINER AND LASH ADHESIVE
- ♥ WATERPROOF
- ♥ NO GLUE
- ♥ NO MAGNETS
- ♥ UP TO 24HR WEAR



EPIC WEAR LINER STICK
\$19.99* **VEGON** FORMULAS

- ♥ POWERFULLY-PIGMENTED EYELINER PENCIL
- ♥ 12 MATTE AND METALLIC-FINISHED SHADES
- ♥ **36-HOUR LONG-WEAR**
- ♥ WATERPROOF, SMUDGE-PROOF, FADE-PROOF

MASCARA



ON THE RISE LIFTSCARA
\$21.95*

- ♥ 7 DIFFERENT MASCARA WAND SHAPES
- ♥ EACH MASCARA SPECIALISES IN EITHER VOLUMISING, LENGTHENING, OR DARKENING



WORTH THE HYPE MASCARA
\$19.99*

- ♥ FLUFFY MASCARA WAND FOR FULLER, LONGER LOOKING LASHES
- ♥ BUILDABLE WITHOUT CLUMPING
- ♥ TAPERED TIP FOR INNER CORNER LASHES

FALSE LASHES



JUMBO LASHES
\$21.95

- ♥ JUMBO VOLUME, JUMBO LENGTH, JUMBO LASHES
- ♥ INVISIBLE, ULTRA FLEXIBLE LASH BANDS
- ♥ 12HR WEAR
- ♥ REUSABLE LASHES

LIP LINER & CARE



SUEDE MATTE LIP LINER

\$9.99* **VEGON** FORMULAS

- ♥ POWDERY-MATTE LIP LINER
- ♥ PREVENTS LIPSTICK FROM FEATHERING
- ♥ PAIR WITH SUEDE MATTE LIPSTICK



MECHANICAL LIP PENCIL

\$11.99*

- ♥ CREAMY, RICHLY PIGMENTED LINER
- ♥ EASY TWIST-UP PENCIL
- ♥ 6 IRRESISTIBLE SHADES



#THISISEVERYTHING LIP SCRUB

\$12.95 **VEGON** FORMULAS

- ♥ EXFOLIATING LIP SCRUB
- ♥ INFUSED WITH JOJOBA OIL

LIPSTICK



SHOUT LOUD SATIN LIPSTICK

\$19.99*

- ♥ CREAMY TEXTURE
- ♥ BOLD PIGMENTATION ACROSS ALL SKIN TONES
- ♥ INFUSED WITH MANGO + SHEA BUTTER
- ♥ CUSTOM BULLET



SUEDE MATTE LIPSTICK

\$18.99* **VEGON** FORMULAS ★

- ♥ MATTE FINISH LIPSTICK
- ♥ NON-DRYING FORMULA
- ♥ LIGHTWEIGHT
- ♥ PAIR WITH SUEDE MATTE LIP LINER



LIP LINGERIE PUSH-UP LONG LASTING LIPSTICK

\$22.99* **VEGON** FORMULAS

- ♥ SATIN FINISH LIPSTICK
- ♥ CREAMY FORMULA
- ♥ GLIDES ON SMOOTH
- ♥ HIGHLY SATURATED COLOUR
- ♥ PROPRIETARY PLUMPING COMPLEX

LIQUID LIPSTICK



SOFT MATTE LIP CREAM

\$16.99* ★

- ♥ CREAM TO MATTE LIPSTICK
- ♥ RICHLY PIGMENTED
- ♥ LIGHTWEIGHT FEEL



LIP LINGERIE XXL

\$21.99* ★

- ♥ SMOOTH COLOUR
- ♥ LIQUID SHAPEWEAR FOR YOUR LIPS
- ♥ UP TO 16HR WEAR
- ♥ NO CRACK, NO TRANSFER, NO FADE, NO BLEED



POWDER PUFF LIPPIE

\$18.99* **VEGON FORMULAS**

- ♥ POWDER MATTE FINISH
- ♥ SOFT PUFF APPLICATOR
- ♥ MOUSSE-Y, CREAM-LIKE TEXTURE



SHINE LOUD

\$26.99* **VEGON FORMULAS** ★

- ♥ 2-STEP HIGH-PIGMENT BASE AND ULTRA-REFLECTIVE TOP COAT
- ♥ UP TO 16HR NO COLOUR TRANSFER
- ♥ INFUSED WITH MACADAMIA SEED OIL



NEW
SMOOTH WHIP LIP MATTE

\$16.99* **VEGON FORMULAS**

- ♥ SMOOTH MATTE LIP CREAM
- ♥ BLURS LIP LINES
- ♥ VIBRANT COLOUR
- ♥ INFUSED WITH SHEA AND COCOA BUTTERS
- ♥ VEGAN AND CRUELTY-FREE FORMULA



BUTTER GLOSS LIP GLOSS ★

\$13.99*

- ♥ SHEER TO MEDIUM COVERAGE GLOSS
- ♥ NON-STICKY FORMULA



NEW

FAT OIL LIP DRIP

\$19.95 **VEGON FORMULAS**

- ♥ HIGH SHINE FINISH
- ♥ ULTRA-GLASSY NON-STICKY SHINE
- ♥ 12-HOUR HYDRATION
- ♥ HYDRATING VEGAN FORMULA

LIQUID LIPSTICK



PRO DUAL BROW BRUSH
\$21.99*

- ♥ TAPERED ANGLED BRUSH WITH SPOOLIE
- ♥ USE THE BRUSH FOR PRECISE APPLICATION WITH CREAM OR POWDER PRODUCTS
- ♥ USE SPOOLIE TO BLEND



PRO ANGLED EYELINER
\$21.99*

- ♥ ULTRA THIN BRUSH WITH ANGLED HANDLE
- ♥ EASY APPLICATION
- ♥ MADE WITH SYNTHETIC FIBRES



ALL OVER SHADOW BRUSH
\$21.99*

- ♥ MEDIUM EYE SHADOW BRUSH



PRO LIP BRUSH
\$16.95

- ♥ CREATE THE PERFECT POUT
- ♥ SOFT POINTED TIP
- ♥ EASY APPLICATION
- ♥ MADE FROM SOFT SYNTHETIC BRISTLES



PRO FLAT DETAIL BRUSH
\$21.99*

- ♥ SMALL, FLAT BRUSH
- ♥ USE TO PACK PIGMENT ON THE LID



PRO FLAT FOUNDATION BRUSH
\$31.99*

- ♥ FLAT, TAPERED BRUSH
- ♥ USE TO APPLY LIQUID OR CREAM FOUNDATION



DUAL FIBRE FOUNDATION
\$39.95*

- ♥ MULTI-PURPOSE SOFT, FULL BRUSH
- ♥ ALSO CAN BE USED WITH LOOSE OR PRESSED POWDER



TOTAL CONTROL FOUNDATION BRUSH
\$26.99*

- ♥ ULTRA-SOFT AND FLEXIBLE
- ♥ ANGLED SYNTHETIC BRUSH CURVES INWARD SLIGHTLY



PRO SHADING CREASE BRUSH
\$21.99*

- ♥ SMALL, SHADER BRUSH
- ♥ FOR PACKING SHADOW ON THE LID



PRO BLENDING BRUSH
\$21.99*

- ♥ FLUFFY, DOME SHAPED BRUSH
- ♥ USE TO BLEND EYESHADOW ON THE EYELID + EYE CREASE



MULTI PURPOSE BUFFING
\$21.99*

- ♥ PERFECT BRUSH TO BLEND AND BUFF



PRO FAN BRUSH
\$21.99*

- ♥ LARGE, FAN BRUSH
- ♥ USE TO APPLY POWDER FLAWLESSLY



PRO POWDER BRUSH
\$36.99*

- ♥ SOFT, FULL BRUSH
- ♥ USE FOR LOOSE OR PRESSED POWDERS



PRO BRUSH KABUKI
\$39.95

- ♥ LUXURIOUS DOME SHAPED BRUSH
- ♥ IDEAL FOR SMOOTH AND EVEN POWDER COVERAGE
- ♥ EASY APPLICATION
- ♥ MADE WITH SYNTHETIC FIBRES

With , from Los Angeles

NYX

PROFESSIONAL MAKEUP