



#VOA   
MAKE  
VAMOS JUNTES

## APRESENTAÇÃO SCHWAN COSMETICS

# O FUTURO DO MERCADO DE BELEZA PARA LÁBIOS

Sem uso de máscara, consumidores mudam hábitos de maquiagem



A maquiagem para os lábios continua a fazer parte do dia a dia das brasileiras

Com a queda das máscaras faciais e conseqüentemente com os lábios expostos, as mulheres poderão voltar a expressar sua personalidade, ousar mais e se empoderar, isso será um impulso na sua autoestima

Produtos que não transferem e de longa duração auxiliam muito com o uso da máscara e se tornaram a nova escolha dessa consumidora

Crescimento na procura por maquiagens com ativos, ingredientes naturais e multibenefícios



# PERFIL DO CONSUMIDOR DE BELEZA 2023

Comprometidos a reduzir o consumo e orgulhosos de fazer boas compras, os Minimalistas simplificam a sua rotina de beleza com **produtos multifuncionais**.

Os Eco-revolucionários estão liderando uma nova revolução de beleza **que exige o uso de refil**, adotando modelos de negócios **sustentáveis** e criando alternativas de produto para gerar mudanças positivas.

Usando a beleza para criar um ambiente feliz, os Utópicos vivem com o objetivo de descobrir novos produtos, escolhendo versões de **beleza sem químicos nocivos** para impulsionar o bem-estar, mas que também têm um grande apelo **#shelfie**.

Trazendo o *normcore* para o mundo da beleza, os Super Básicos fazem a **simplicidade** e a frugalidade parecerem **cool**, rejeitando produtos *hypados* e preferindo produtos de **cuidados pessoais sem frescuras**.

Misturando cosméticos, próteses e efeitos digitais, os artísticos e expressivos Dermo-ilusionistas desafiam as propostas de beleza limitadas ao **criar suas próprias visões da beleza**.

## MINIMALISTAS



## ECO-REVOLUCIONÁRIOS



## UTÓPICOS



## SUPER BÁSICOS



## DERMO ILUSIONISTAS



# COLOR TREND

*the sky is the limit*

**color directions 2023**

Spring/Summer



schwan cosmetics





Source: Unknown

## Overview

*The sky is the limit*

is a color forecast about the new dynamic we will enter where anything and everything is possible. A journey where no borders exist, inward as well as outward. It is the process of growing and healing the environment, our mind & spirit, where beauty is a state of mind.

After this self-discovery we experienced, our minds will thrive again, creating forward-looking and uplifting color stories emphasizing the affiliation of environmental-, mental-, and emotional health.

We love us, nature, our mind, body, and soul, and we will focus on things that empower us and our friend: nature. It's about being our true self, about you doing what you can do best, it's about you. It's the time to regenerate again, reveal what we have learned, desired, and dreamt of, and make it come true. We will ritualize a new way of living and thinking.

**The sky is the limit.**

A movement towards a world  
where no borders exist anymore.

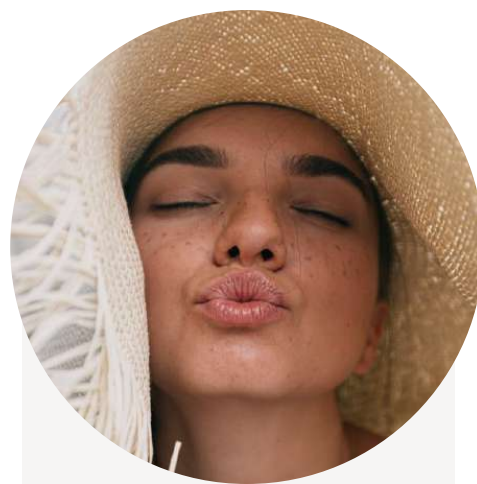
# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



COLOR TREND





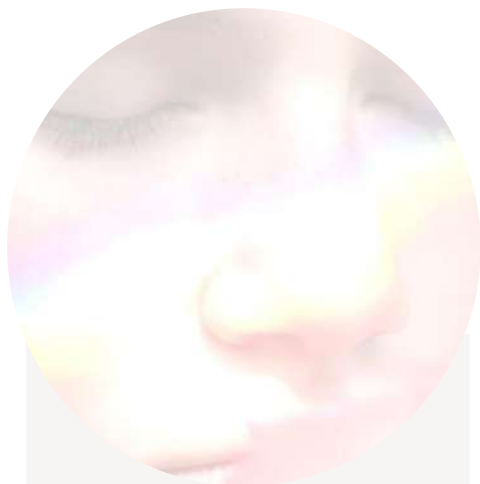
# INTENSER THAN MY ATTITUDE

OIL INFUSED LIP COLOR

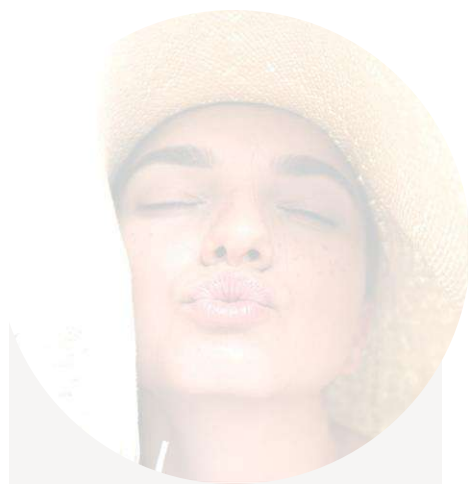
# CLAIMS



NO TRANSFER



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EMBALAGENS  
FUNCIONAIS



COLOR TREND







# Get ready...

On our way out of the pandemic, longwear lips and transfer-proof colors are enticing lockdown fatigued consumers.

With transformative textures and skincare-infused formulas, lip color is going to have a big revival.

It's time to get out there and make heads turn.

Question is,

**Are you ready to show some attitude?**



OIL  
INFUSED  
LIP  
COLOR



# Intenser than my attitude

**Give them something to talk about.**

Full coverage doesn't have to mean heavy,  
drying or thick.

Our Oil Infused Lip Color has a high pigment  
level for an intense color pay-off whilst feeling  
featherlight on the lips.



**Featherlight-feeling**





# Up to 9hrs lastingness

Kissproof, transferproof and nourishing, this Liquid Lip Color has up to 9hrs lastingness.





# Infusion Solution

With a rich complex of caring oils, bold lips that look stunning can also be soft and kissable. For a silky matte finish that's non-sticky and comfortable.

# 18%

High pigment level

# 3%

Jojoba seed oil  
for smooth moisturized lips





# Oil-infused Liquid Lip Pigment

<b>FORMULA</b>	<b>ALLURE</b>
<b>PRODUCT</b>	Liquid lipstick
<b>KEY CLAIM</b>	Oil based liquid lip color, highly pigmented, lightweight
<b>FINISH</b>	Silky matte, intense color, full coverage
<b>PACKAGING/TIP</b>	Twis pen with sponge applicator and Click pen with brush applicator (ex Germany)
<b>AVERAGE LASTIGNESS</b>	5h
<b>MAX. LASTIGNESS</b>	Up to 9h*



## KEY INGREDIENTS

Rich complex of different moisturizing and smoothing oils like jojoba oil, special film former for high transfer-resistance and lastingness, high pigment level for full coverage (18%), primer oil for preparing and softening lips.

## PERSONAL TOUCHES

Possible up to 1 %

## FORMULATED WITHOUT

BHT, PEG or PPG-Surfactants, Sulphated Surfactants, Mineral hydrocarbons, EDTA, Benzophenone, Octocrylene



Cruelty free



Clean Beauty



Vegan



Clean at Sephora



China listed

## HOW TO USE – EXPERT TIP

Gently **twist** or **push** dispenser until color appears on brush/sponge.

The high **pay-off** and **intense** color allows you to create an outstanding look on your lips.

Your lips will feel **cared** during the day, thanks to **special oils** in the formula.

Enjoy your lip makeup that **stays for hours** without feathering.

\*max. lastingness by 10 % of participants



liquid matte  
lipsticks

new launch



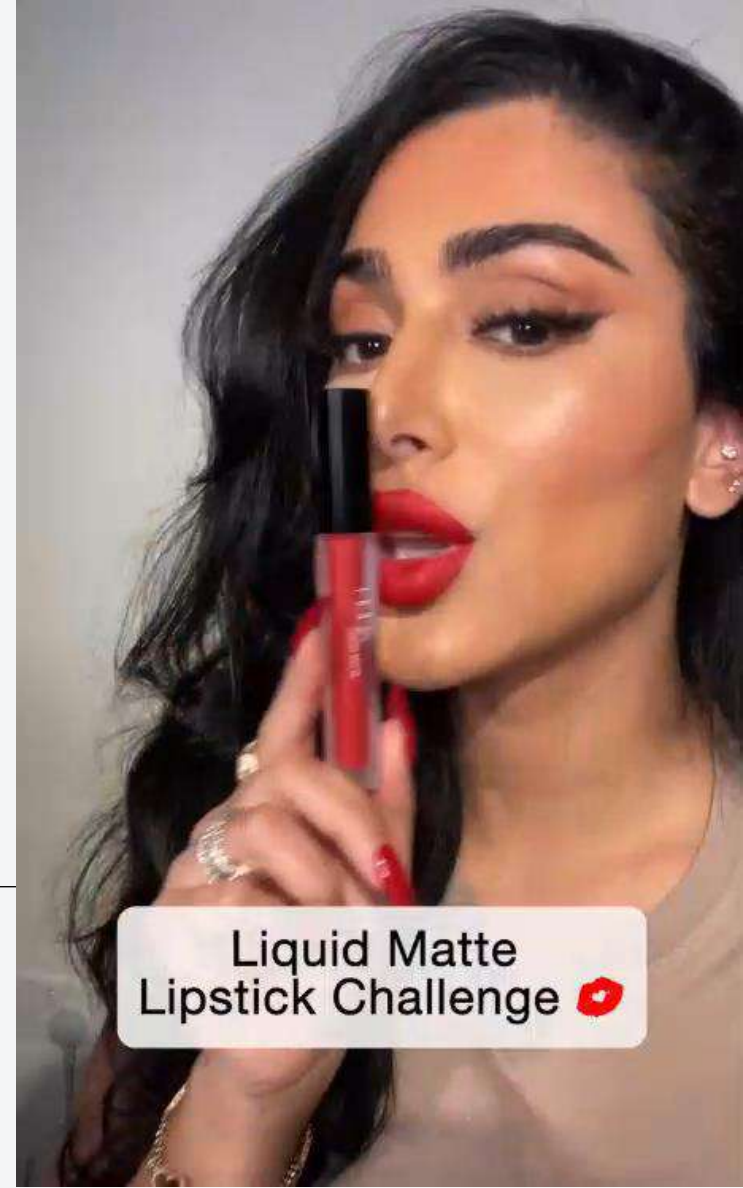
bestseller






colour range

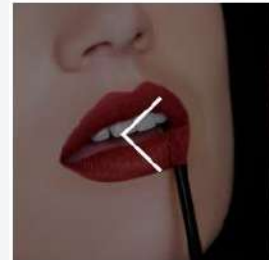
- 1 swipe application
- 8 hour wear
- Ultra-comfortable
- Vegan formula
- Transfer-proof
- Streak-proof
- Smudge-proof



Liquid Matte Lipstick Challenge 

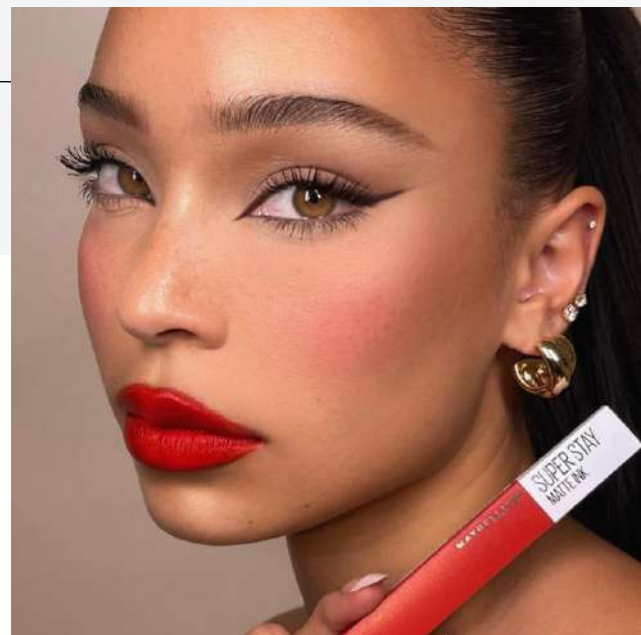
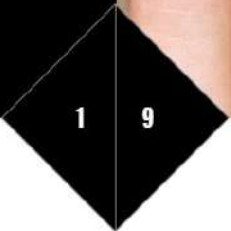
- ✓ MATTE FINISH
- ✓ UP TO 16HR WEAR
- ✓ TRANSFER PROOF

PRECISION APPLICATOR

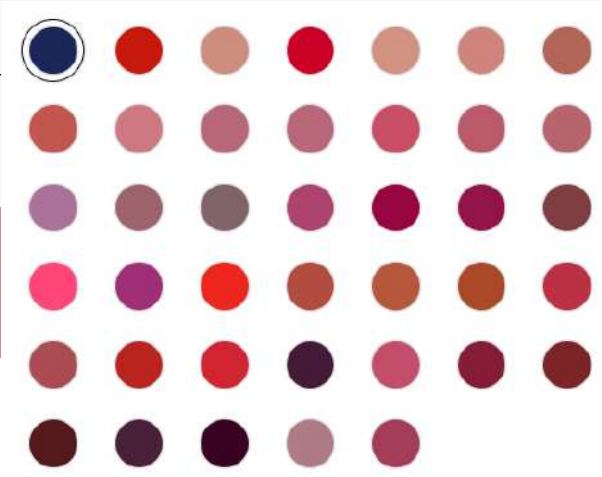


# MATTE INK

Maybelline introduces SuperStay Matte Ink, an intense ink colour concentration, ultra-chic matte finish and flawless, 16 hour wear.



colour range





A close-up photograph of a wooden mortar and pestle. The mortar is filled with white rose petals and several green herbs, including what appears to be lavender and rosemary. The pestle is resting on the mortar. The background is a soft, out-of-focus light brown color.

# PERSONAL TOUCHES

# MOST WANTED CARE INGREDIENTS FOR LIQUID LIPSTICK



## JOJOBA OIL

Moisturizing  
Cell-generating



## ARGAN OIL

Anti-aging  
Moisturizing  
Smoothing  
Vegan



## VITAMIN E

Anti-inflammatory  
Vegan  
Anti-aging



## VITAMIN C

Cell-regenerating  
Antioxidant



## CERAMIDE

Cell-regenerating  
Smoothing



## HYALORONIC ACID

Plumping  
Smoothing





Ph. Oliver Arnaud

**ENVIRONMENTAL HEALTH & the**

*tropic appetite*

**„It's a sure sign of summer if the chair gets up when you do.“** Walter Winchell

 **schwan cosmetics**



## TROPIC APPETITE

Is about Summer's merciless heat where rain would be a welcome respite for humans and Nature. With plants beheading the heat by releasing dewy drops and cosmetics that support and nourish, hydrate, and protect our skin. Tropic Appetite is a color story that punctuates with intense Oranges that share the heat of fierce Red and the brushed and backed brick. Here autumn is already waiting for the summer to say goodbye.

### Texture & Application

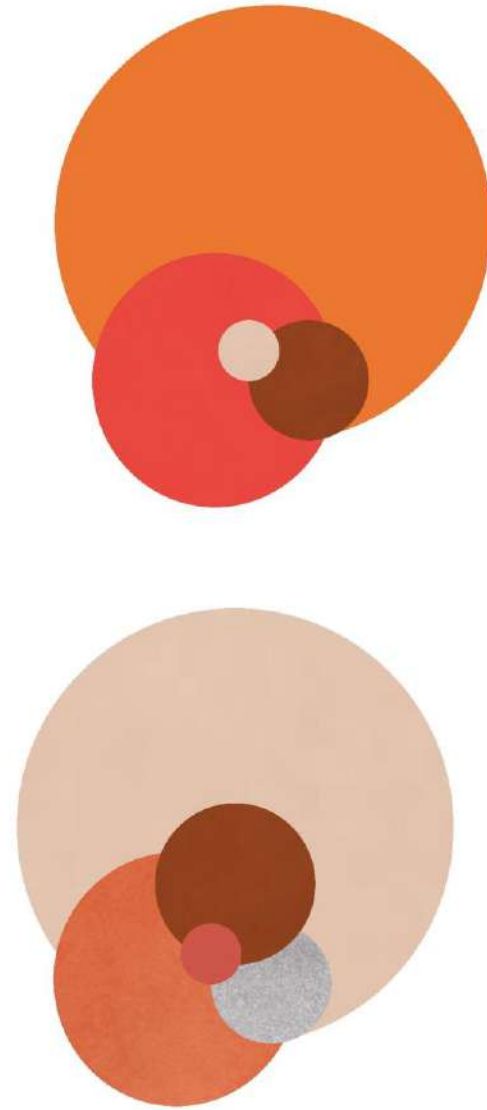
Hybrid products that provide sophisticated hydration are elemental. Textures that create a feeling of nourishing and calming with satin to glossy finishes. The application should be bold and convey protection like squares with precision. This can be best created with non-transfer and sweat-proof formulas.







Ph. Cecilia Pajaron







# GOLDEN AGE

euphoria of roaring times



milou sluis by daniel gabbay





# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



COLOR TREND

**GOLDEN AGE** euphoria of roaring times

“ **WHO** says luxury can  
**ONLY** be enjoyed on  
**SPECIAL** occasions? ”

Your day-to-day beauty products  
have now become a real treasure piece  
to your make-up collection.





# GOLDEN AGE euphoria of roaring times

With our nostalgic Golden Age collection, sustainability has never looked so elegant.

A match made in heaven, combining the traditional, wooden cosmetic pencil with a premium metal part to create something truly luxurious.



# GOLDEN AGE euphoria of roaring times

Premium metal casing to protect the delicate wood

- The length of the cosmetic pencil doubles, which allows for an easier application
- No product waste - sharpen your pencil till the very end!
- A treasure piece which is designed for you to hold on to: refill the pencil after use and enjoy being beautiful sustainably.





# PACKAGING

# GOLDEN AGE packaging & formulas in promotion box



## LIP DREAMYV in „mystical merlot“



## EYE EON in „tender jade“





# GOLDEN AGE packaging & formulas in promotion box



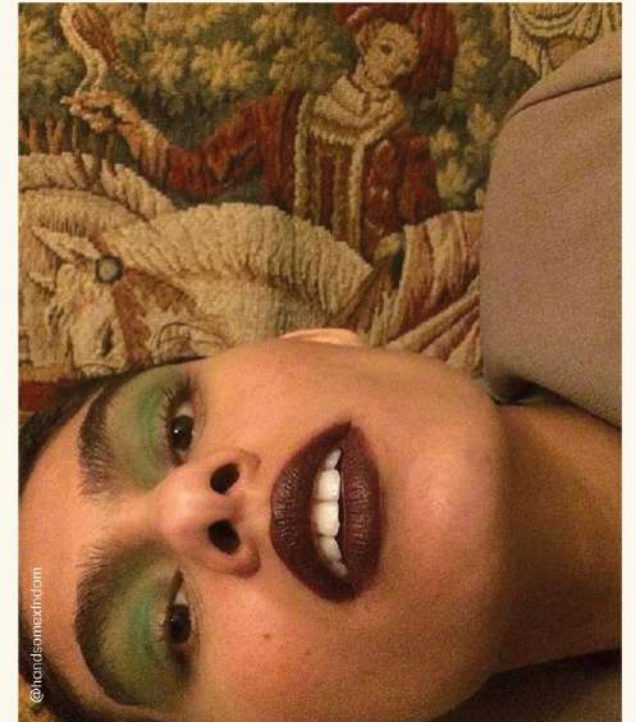
# COLORS



# MYSTICAL GOLD

This color selection engages in a luxurious direction. The sophisticated shades of Brown make their grand return for 2022/2023 winter season.

These hues have a rich and metallic quality which when paired with Gold/Green shades such as LEAFY GREEN and IMAGINATION, create a luxurious dramatic evening look.







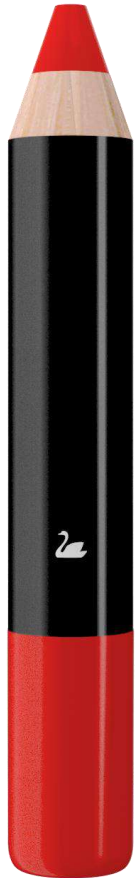




# FORMULA



# 2-in-1 Vegan for LIPS & CHEEKS

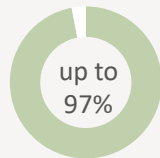


<b>FORMULA</b>	DREAMYV
<b>PRODUCT</b>	Lipstick and blusher
<b>KEY CLAIM</b>	Vegan for Lips & Cheeks
<b>FINISH</b>	neutral shine with intense colour
<b>PACKAGING/TIP</b>	Jumbo Wood, Jumbo Chopstick, Jumbo Shifted Lead, Slumbo, Slumbo Shifted Lead, Biggi
<b>AVERAGE LASTINGNESS</b>	5 hrs cheeks & 3 hrs lips

**KEY INGREDIENTS** Perfect blendability on cheeks due to light melting waxes, such as Carnuba wax, and a powerful moisturizer, Shea butter. High content of skin-conditioning agents, such as Myristyl Myristate, makes it feel creamy and smooth on your lips.



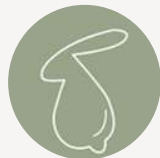
**FORMULATED WITHOUT** Paraffin, Preservative, Mineral Oil, Microcrystalline Wax, Lanolin + Derivates



ISO 16128  
Natural Origin  
Content



Vegan



Cruelty free



China listed

## HOW TO USE – EXPERT TIP

1. Apply our DREAMYV directly to the cheekbones. Blend with a brush, sponge or your fingers for a fresh and natural look.
2. Our DREAMYV is also a perfect companion on the lips, whether applied with a brush, fingers or directly from the stick.

## IMPORTANT TO KNOW

You can apply our DREAMYV with a brush for a softly tinted glow.

\*max. lastingness due to 10 % of participants



# HIGH SHINE LIPFLUID

## LIPGLAZE



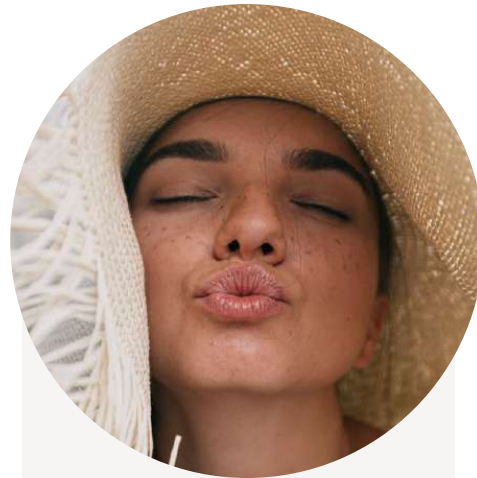
# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



COLOR TREND

“ WHAT’S TRENDING  
WITHIN SOCIAL MEDIA? ”

#Lipgloss



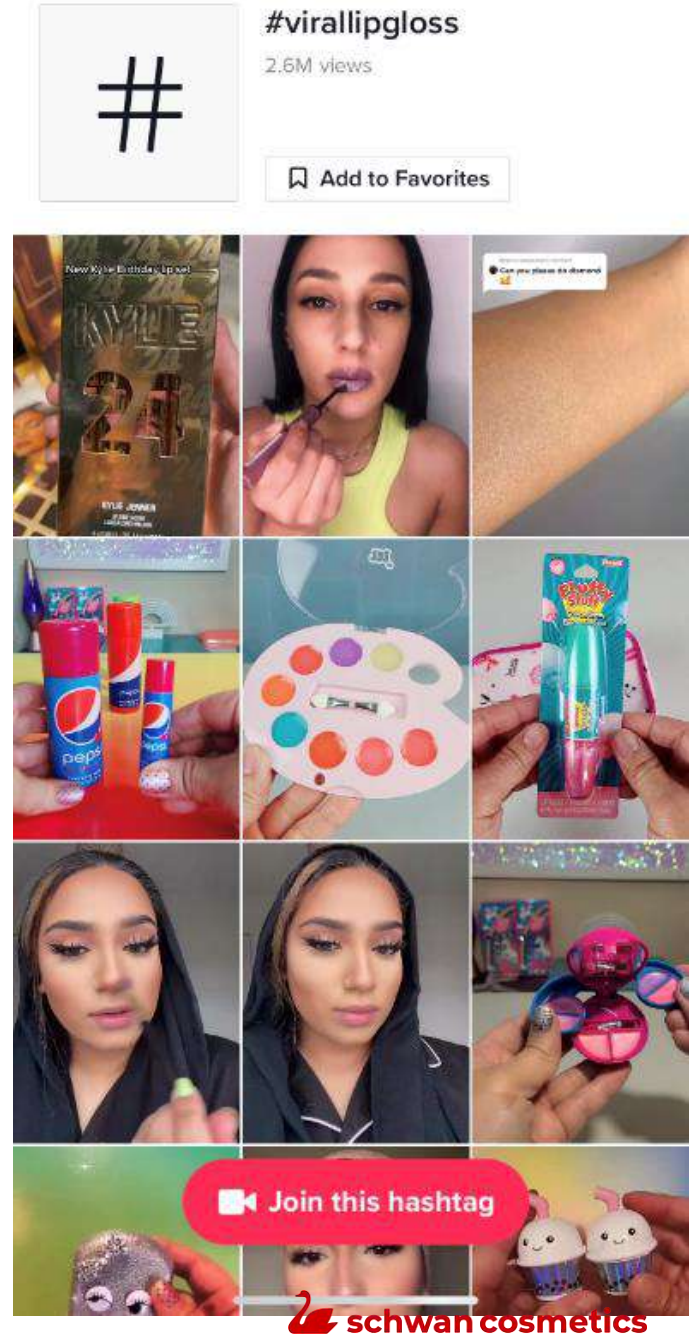
# TIKTOK LIPGLOSS TRENDS & HASHTAGS



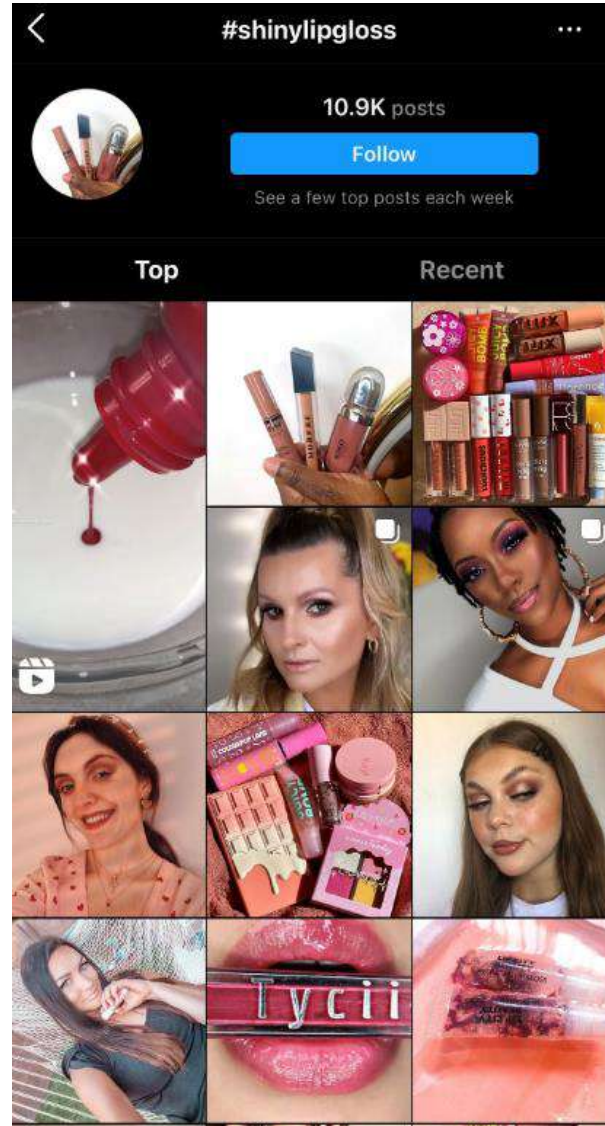
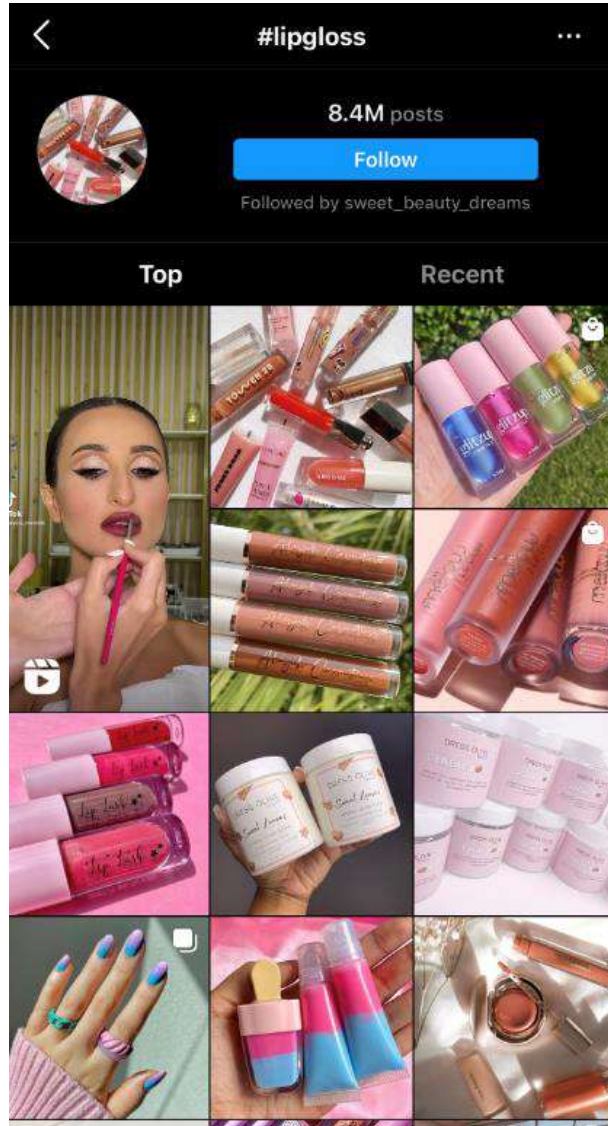
As you can see from the number of views, 3.9Billion, lipgloss is a very trending subject on Social Media.

The current lipglosses which are being featured in everyones fyp on tiktok are:

- NYX Milky Gloss
- Maybelline Lifter Gloss
- Fenty Beauty Gloss Bomb Heat
- Tower 28 ShineOn (Milky) Lip Jelly



# INSTAGRAM LIPGLOSS TRENDS & HASHTAGS



Here is a list of some of the most trending hashtags on Instagram related to #Lipgloss

#lipgloss 8.4 Million Posts

#lipglossjunkie 882k Posts

#lipglosspoppin 1.4 Million Posts

#lipglossaddict 1.1 Million Posts

#Lipglosslover 775k Posts



## TRENDING LIP GLOSS – TOWER 28

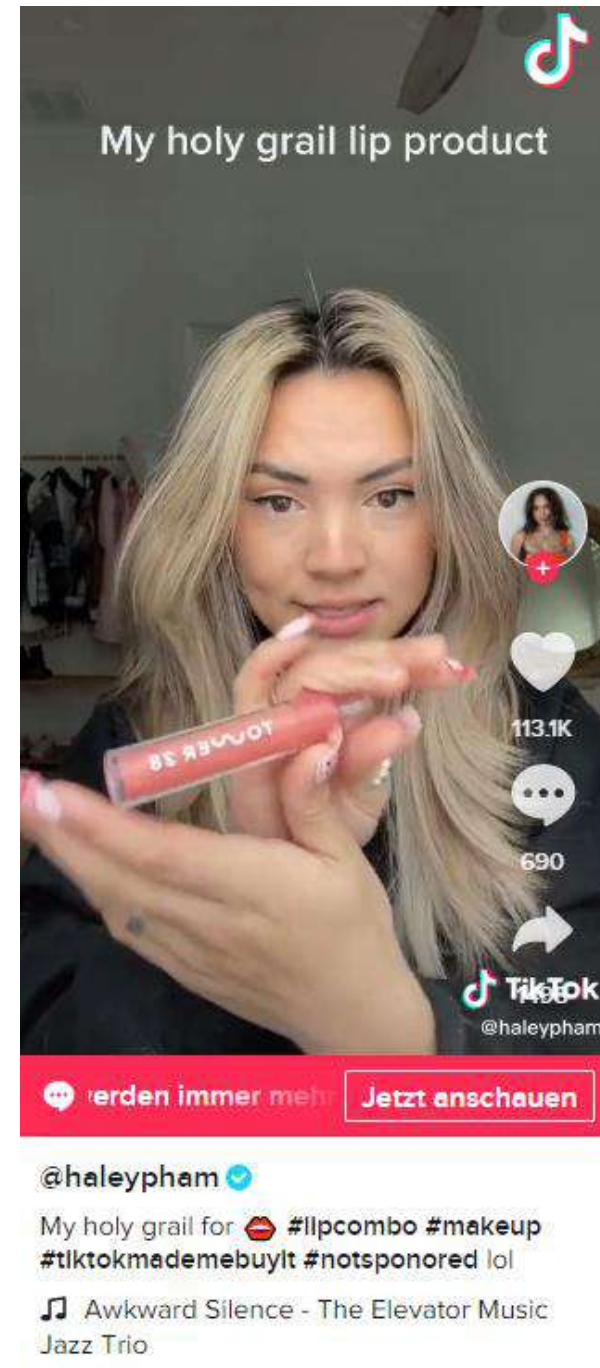
The Tower 28 ShineOn (Milky) Lip Jelly has been filling everyone's FYP for months now. It is not only trending on TikTok, but also Instagram.

The love for this product has led to the brand selling 12,000 of these glosses per month.

Tower 28's chic packaging and reasonably-priced products do more than just look cute.

They've also been carefully formulated to be safe for even the most sensitive skin — they're created in accordance with the National Eczema Association guidelines.

They are also non-sticky and have just enough tint, plus they are ultra hydrating.



# Conclusion

What Consumers want in a Lipgloss Today:

**SHINY FINISH**

**BUTTERY FEELING/  
HYDRATING**

**NON-STICKY**

**NICE SCENT**

**EXCITING  
PACKAGING**



„Let us introduce our  
new Highshine Lipfluid  
LIPGLAZE”

# LIPGLAZE



**LIPGLAZE** is an oil-based high shine lipfluid that gives you non-stop hydration.



# High Shine Lipfluid

Lipglaze.

## CONSUMER

” The combination of Glossy finish without stickiness and Nourishing Ingredients is a must-have for Me.

I want a Lip gloss with Explosive Shine that feels as good as it looks!

Give me sheer Coverage with irresistible Colours. “



## WHY YOU`LL LOVE IT

- Oil based LIPFLUID with high amount of caring, protecting and moisturizing oils
- Comfortable wear properties and application feeling
- High shine, exciting finish
- From sheer to glitter effects possible

## TREND

PRODUCT EXPERIENCE x WELL--BEING

# High Shine Lipfluid



<b>FORMULA</b>	<b>LIPGLAZE</b>
<b>PRODUCT</b>	Lipfluid
<b>KEY CLAIM</b>	Oil based lipfluid, non stop hydration, high shine finish
<b>FINISH</b>	From sheer to medium coverage, effect and staining pigments possible
<b>PACKAGING/TIP</b>	Visco with clear inlet, bottle 15 with deerfoot applicator
<b>AVERAGE LASTIGNESS</b>	<b>3</b> hours
<b>MAX. LASTIGNESS</b>	Up to 6.hours*

**NEED TO KNOW:** Fragrance 0,2 % necessary

## KEY INGREDIENTS



**17 % Jojoba oil** for soft smoothing, moisturized and cared lips, **avocadin complex** for a **regeneration and restructuring effect**

## FORMULATED WITHOUT

D5, D4, Parabens



ISO 16128  
Naturality Content



Vegan



Cruelty free



Clean at Sephora



Clean Beauty



China listed

## HOW TO USE – EXPERT TIP

This LIPFLUID allows an exciting high shine glossy finish and cares your lips at the same time during the day.  
Touch up whenever necessary!

\*max. lastingness due to 10 % of participants



# LIPGLAZE–Key Ingredients



## **AVOCADO OIL**

Anti-Aging, Hydrating, Smoothing

Avocado oil is **antioxidant rich**, this oil contains **Vitamins A, D, and E** which help **protect** against environmental factors.

Avocado Oil is ideal in Lip products as it contains **sterolin**. This substance helps **soften** and **hydrate** the skin.



## **Jojoba oil**

Moisturizing and cell-generating

17% Jojoba oil, which is rich in vitamins E and B complex as well as several minerals.

It provides a simple, natural way restore moisture to your lips, so they become smoother and softer.

A close-up photograph of a wooden mortar and pestle. The mortar is filled with white rose petals and several green herbs, including what appears to be lavender and thyme. The pestle is resting on the mortar. The background is a soft, out-of-focus light brown.

# PERSONAL TOUCHES



## CARE INGREDIENT STORIES FOR LIPGLOSS – OILS AND BUTTERS



### ARGAN OIL

Argan Oil  
Anti-Aging  
Moisturizing  
Smoothing  
vegan



### OLIVE SQUALANE OIL

Anti-Inflammatory  
Smoothing



### MACADAMIA NUT OIL

Vegan  
Moisturizing  
Antioxidant



### SHEA BUTTER

Anti-Inflammatory  
COSMOS  
Smoothing



Mila Studio on Behance „Visual Escape“

**MENTAL HEALTH &**

*dreams' escape*

**„Taking care of yourself is not about vanity but doing something good that gives you immediate gratification. It takes you away for a moment. It´s an escape.“** Lev Glazman

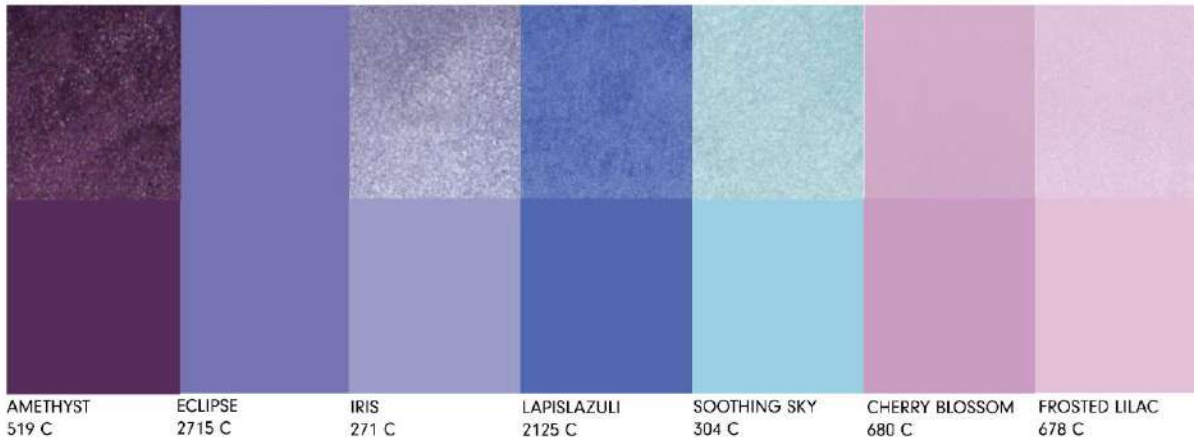


## DREAMS' ESCAPE

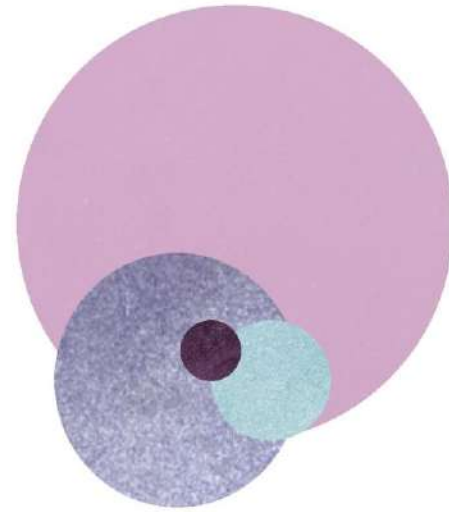
Our time perception has changed, and we will be more time-sensitive post-pandemic. Through the lockdown time, quarantine time, and home office time, we had so much "sameness," and it felt like we were stuck in the present and daydreaming our only escape. It created a new awareness of how time really passes and how we want it to pass by. With Meditation, slowing down, and new rhythms and temporal structures, we have learned to better listen to ourselves and our environment. We will treat our inner clock, our senses & intuition, the cycles of nature more respectfully. We will glorify our senses as they help us perceive time and better listen to our intuition and mind. To do so, we do not use only one sense. It's the power of all senses.

### Texture & Application

Sensorial products are key for this palette. Go for liquids or gelly textures that dry to a bright finish for higher color pay-off. Combine these colors & textures with thick brushes to allow free sweeping motions across the eyes.











**ALL-IN-ONE**

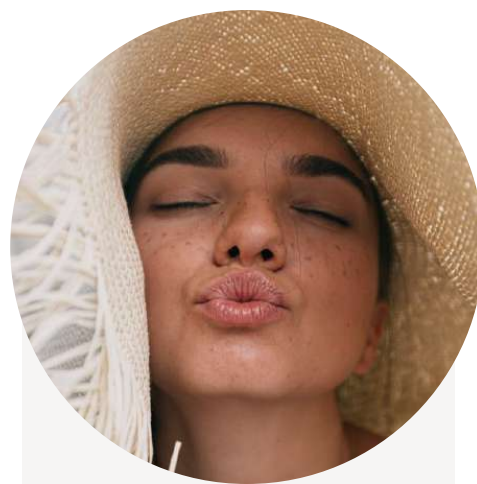
# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



COLOR TREND



# CARE & COLOR FOR YOUR LIPS

ALL-IN-ONE

## CONSUMER

"I would like to have all my fav's products on the go, in a practical component that I can use everywhere, no matter if it is matte finish, shiny finish or I just want to moisturize my lips, as the musketeers, one for all and all for me!!

## WHY YOU'LL ❤️ LOVE IT



Easy to carry  
Easy to apply

Many colors available in matte or shiny finish  
Balm available in a wide range of colors  
Customized Color Component

## TREND

PRODUCT EXPERIENCE



# ALL-IN-ONE

## FORMULAS



### CARE

REPAIR



### ASH

MATTE COLOR



### MOIST

HYDRATION





# MATTE LIPSTICK

A S H

## REASON TO BELIEVE

*Formulated with silicones and powdery ingredients that create a matte long lasting veil, incredible coverage with perfect matte color deposition.*

## WHY YOU'LL ♥ LOVE IT

- Irresistible matt texture
- Buildable coverage with incredible pay-off
- Matte that keeps the natural moisturizing lips
- Maximum color deposition
- Ideal to daily use
- Care your skin lips during all application
- 0% Dry Lips
- Chubby and Lipstick format available

## TREND

PRODUCT EXPERIENCE

\*\*Possible additives: Care Ingredients up to 1%



**THE PERFECT  
MATTE VEIL**



# HYDRATING LIPSTICK

MOIST

## REASON TO BELIEVE

*Formulated with brilliant films and moisturizing ingredients, it contains fully pigmented coverage that lasts for more than 4 hours. Ideal for reducing the appearance of dry lips.*

## WHY YOU'LL ♥ LOVE IT

Shiny finish  
Buildable Finish  
Long Last hydrating sensation  
4 hrs long lasting  
Gently with your lips  
Other formats available: Chubby y Lipstick

## TREND

PRODUCT EXPERIENCE

\*\*Possible additives: Care Ingredients  
up to 1%







# NURSING CARE FOR YOUR LIPS

## CARE

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### REASON TO BELIEVE

*Contain a combination of natural waxes and emollients, create a soft and moisturizing film on the surface of your lips, contain nursing ingredients and high-quality fragrances.*

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### WHY YOU'LL ♥ LOVE IT

- Moisturizing & creamy lip balm texture
  - Soft and flexible application
  - Slight color application
  - Available in 9 delicious fragrances
  - Repair effect with continuous use
  - No sticky feeling
  - Bright finish and perfect care
- 



### TREND

PRODUCT EXPERIENCE





Ph. Jonas Hafner on Behance „Northern Norway“

ENVIRONMENTAL HEALTH & the

*humble nature*

**„For us, the world was full of beauty; for the other, it was a place to be endured until he went to another world.“** Chief Luther Standing



## HUMBLE NATURE

Nature has it all and is still humble. Gold is perceived as luxury, and it is made by Nature; in other words, it is Nature's personification of luxury. A deep brown is wheeling up its skill having the same golden grace. Featuring it together with luster Gold, it will stay humble and still can shine. Humble Nature is a gentle reminder of how rich our environment can be, and then we need to treat it with due respect and compassion because there is no planet B.

### Texture & Application

Less but better, that's the quintessence resulting in multi-tasking products and colors that match lip, eyes, and cheeks. We will see a rise of tone in tone make-up, which doesn't stand out but gives extra shine through the satin and creamy finishes. Buildable color will offer depth and different intensity while not dazzling. Highly saturated pigments provide a one-stroke application.









**LIVE COLORFULLY**





Ph. Visual Scientist on Behance „Lovely Quarantine“

EMOTIONAL HEALTH &

*Take a trip*

„People don't take trips, trips take people“ John Steinbeck



## TAKE A TRIP

Need to escape? Take a trip....of course into Nature. We have a natural need for spirituality and ecstasy, which we receive through expressive colors, food, herbs, and psychoactive herbs and scents. It's not about getting jagged. It's about the mood-enhancing ability that applying make-up has to us each and every day. Take a trip beyond the physical beauty and touch up your mind, spirit, and soul.

### Texture & Application

Adopting the get-away mood into a freestyle approach is essential for application here. Free and exuberant, embrace the creative colors and experiment with the application. Play with texture from high gloss to powdery matte. Layering and blending creams to matte or satin finishes will stimulate your mood to take a trip.





# The re-found joy of Make-up

For a long time Make-up has been the tool to cover up insecurities in order to attract other people. However, research has found out that the mindset about beauty codes are changing. The 2021 consumer survey from Euromonitor stated, that 44% of people said beauty is about feeling comfortable in your own skin. In Addition to this, 32% of the makeup users say, that beauty is about embracing yourself.

Brands as well as consumers are backing make-up as a tool for self-expression to embrace their true identity, which can change like a chameleon. "Being creative and slipping into another role" is what eyeshadows are known for according to a qualitative market research survey from Rheingold Institut, 2021.

Sarah Jindal, Associate Director, Global Beauty & Personal Care at Mintel believes, that consumers are now ready to embrace this mood lifting aspect of color cosmetics. The restrictions and more staying in due to post pandemic will spark a new joy on color cosmetics.

And like fashion, beauty is a way, especially for young consumers, to build their identities. And not just only on an occasionally basis, consumers are testing, trying and playing with make-up on a daily basis like never before.

**Individuality, creativity & fun**  
are the *new beauty norms* rising.



SOMETIMES  
ALL YOU NEED  
IS A LITTLE  
SPLASH OF  
COLOUR



COLORS  
SPEAK LOUDER THAN  
WORDS



@nikoweddle

 schwan cosmetics



## MARKET NORVINA / ABH



- bold & fun colors, ultra-pigmented
- flat colors, no effects
- available in 16 colors
- convenient product, easy to apply
- up to 8 hours of waterproof, smudge-proof and sweat-proof wear
- „all-over“ use (at least for certain colors)
- Vegan, Cruelty-Free, Gluten-Free, Paraben-Free, Phthalates-Free, Fragrance-Free, Oil-Free, Mineral Oil-Free, Sulfate-Free, Alcohol-Free, Talc-Free

„Want 8+ hours of undeniable pigment in 16 vibrant, stay-true shades that take your creativity to seriously new levels? Pencil us in. With our pro-performance makeup pencils, you hold unlimited power to design, detail and stroke artistic effects from subtle to statement-making in seconds. Our creamy, easy-to-apply formula glides on seamlessly before setting into a lasting, bold matte finish that refuses to budge, smudge or fade. A twist-up style with built-in sharpener allows for precision and control, leaving you and your imagination with infinite possibilities.“

### PASTEL CORAL





# MARKET MAKE UP FOR EVER

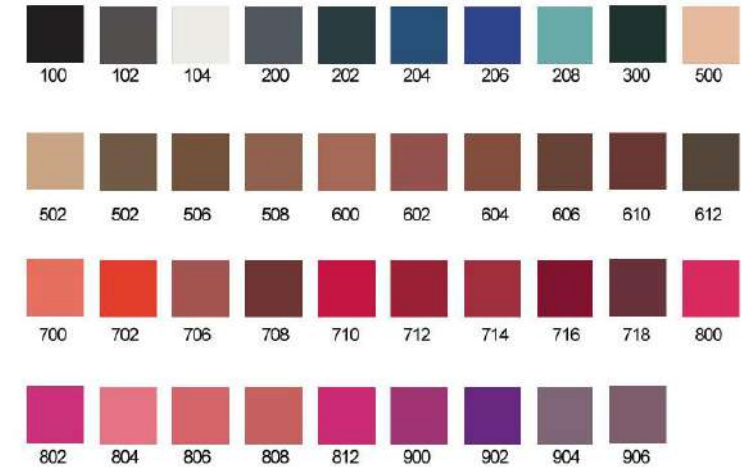


**BEST SELLER**

**ARTIST COLOR PENCIL**  
EYE, LIP AND BROW MATTE PENCIL

★★★★★ 4.6 (64) Write a review

Draw endless makeup creations with the pencil that does it all\*, ARTIST COLOR PENCIL: use it on cheeks, lip line, eyes and brows for monochromatic or multicolored looks! #multiusepencil



4PAC1



## TIKTOK CONTRIBUI PARA SUBVERTER O USO DE COSMÉTICOS



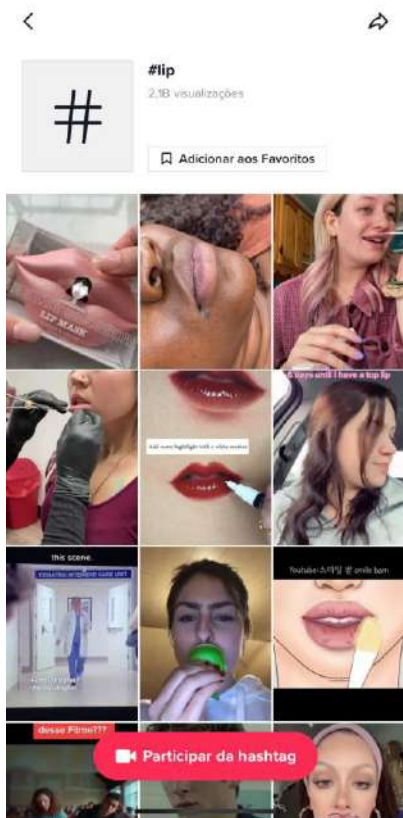
lápiz de sobrancelha tonaliza a boca

lápiz labial se transforma em sombra

corretivo vira iluminador



# TIKTOK LIPS TRENDS & HASHTAGS

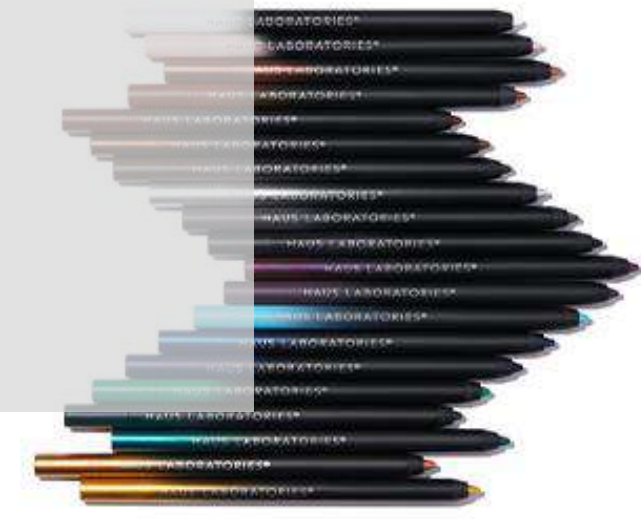




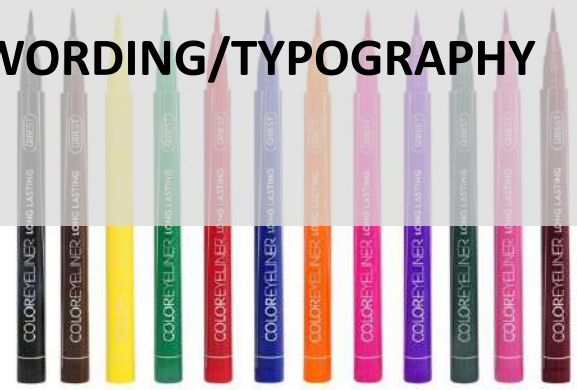
# DESIGN IDEAS



# DESIGN IDEAS MARKET



- CLEAR COLOR CODING WITH FLASHY COLORS
- MOSTLY COMBINED WITH BLACK
- SHADE-MATCHED COMPONENTS
- BOLD WORDING/TYPOGRAPHY



DESIGN IDEAS RENDERINGS





DESIGN IDEAS    RENDERINGS



DESIGN IDEAS    RENDERINGS







„THERE IS  
NO BEAUTY  
WITHOUT COLOR“





# COMING SOON

SUSTAINABILITY



# THE BETTER BARREL

## What it is

**72% Biobased sharpenable Barrel  
that leaves no permanent microplastics  
behind**

**Unique look and feel**

**Sustainable Add-ons available**

**High performing & longlasting eyeliner &  
lipliner**



# THE BETTER BARREL

**Biobased.** Made from 72% biobased material\*

The main components are wood chips from industrial side streams and biodegradable biopolymers.\*\*

**Sustainably Sourced.** All raw materials are sourced according to a strict sustainability policy and the wood originates from certified forest.

## Unique look and feel

**GMO-free** raw materials that are food contact approved.

**Circular by design.** Sulapac® materials can be recycled via industrial composting.\*\*\* The barrel is biodegradable without leaving permanent microplastics behind and if the material accidentally ends up in nature, it will biodegrade into CO2, water and biomass in a similar timeframe as tree leaf or a piece of natural wood.

**Low Carbon Footprint.** Based on eco-design, climate conscious raw-materials and manufacturing.

\*USDA Biopreferred certification in progress \*\*originating from sustainable managed forests (PEFC) \*\*\* Guidelines for sorting of biowaste may differ regionally.





# FORMULAS

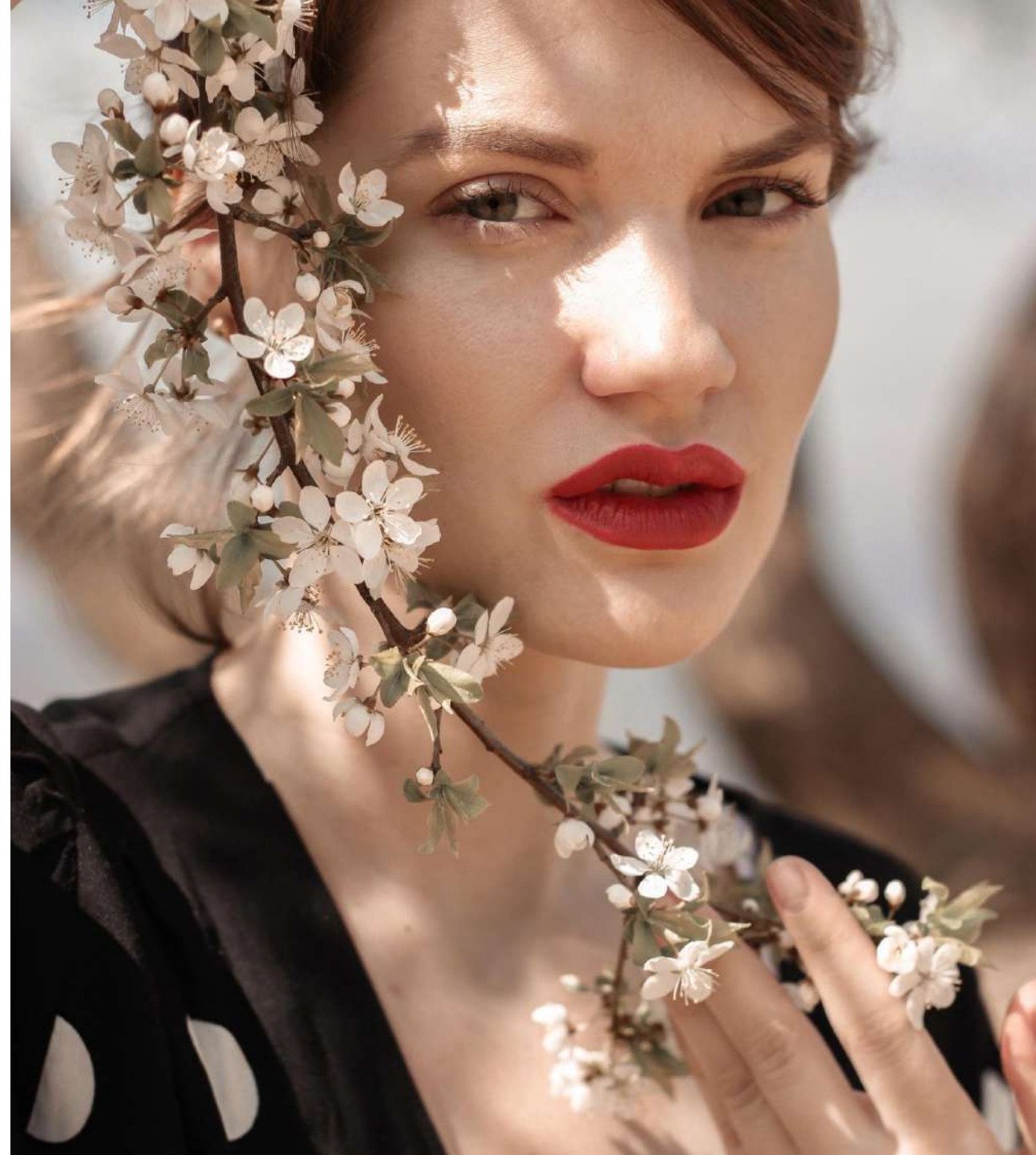
## Clean Superstay Eyeliner **XPLORE**

- Clean and vegan
- Great color range from flat to metallic effects
  - Soft gliding formula with intense coverage
- Water-, transfer- and smudge-proof finish that never lets you down
- Lasts all day and night until you remove it (up to 32 hours!)



## Clean Superstay Lipliner **REBEL21**

- precise application for a high definition contour
  - most modern ingredients, vegan and clean\*
  - stays in place for 7 hours without feathering
- smudge-proof at its best with an intense color pay-off
  - 2-in-1 for lining and filling







**OUTROS  
PRODUTOS  
LÁBIOS**



A close-up portrait of a woman with light skin, blue eyes, and blonde hair. She is wearing bright red lipstick. The image is used as a background for a cosmetic advertisement.

# WHISPER

MASKPROOF LIPSTICK

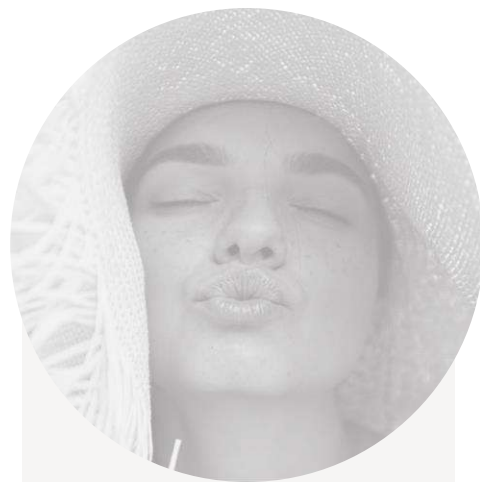
# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



COLOR TREND



# M O S T M O D E R N S U P E R S T A Y H E R O

## W H I S P E R

---

### C O N S U M E R

*"I am looking for a long-lasting lipstick that doesn't look and feel dry on lips. I love a full-coverage lip with bold modern matte colours. I'm also interested in a clean lifestyle so it's important for me to use products with good-for-me ingredients only."*

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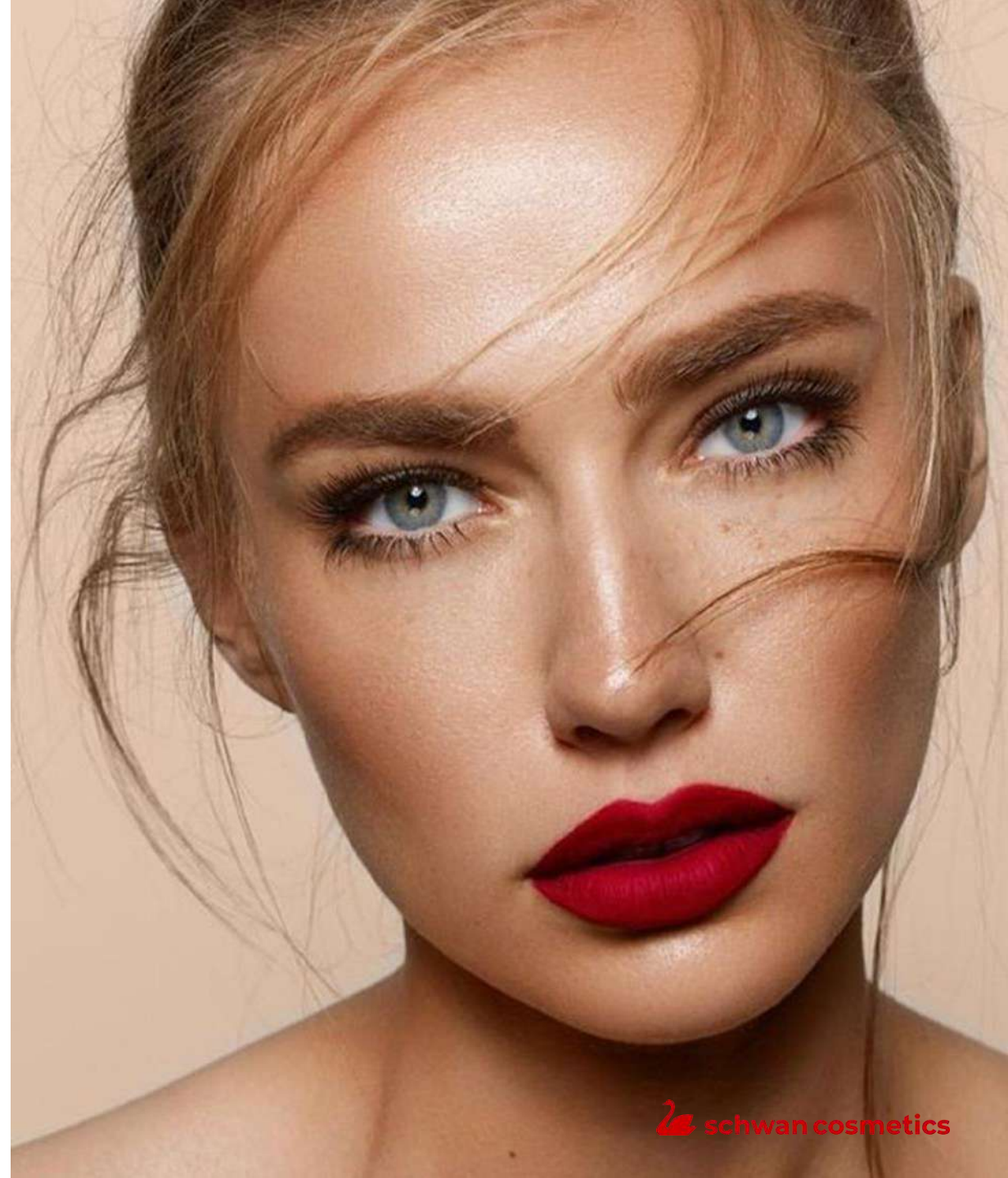
### W H Y Y O U ' L L L O V E I T

second skin texture feels like the new generation of modern matte lips  
super staying power without feathering  
elegant matte shades with a buildable colour pay-off  
most modern ingredients in a cruelty-free, vegan and clean beauty formulation

---

### T R E N D

PRODUCT EXPERIENCE X TRANSPARENCY



# M O S T M O D E R N S U P E R S T A Y H E R O



---

<b>FORMULA</b>	WHISPER
<b>PRODUCT</b>	Lipstick
<b>KEY CLAIM</b>	Lipstick with most modern ingredients, lightweight and mask proof
<b>FINISH</b>	Matte, full coverage
<b>PACKAGING</b>	ELFMatic, domed and pointed tip

---

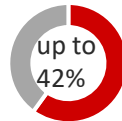
<b>KEY INGREDIENTS</b>	Jojoba oil for moisturizing feeling, film former TMS provides super staying power, synthetic wax regarding Colipa 14 recommendation, lightweight emollient for a featherlight smooth application feeling
<b>PERSONAL TOUCHES</b>	Possible up to 1%
<b>FORMULATED WITHOUT</b>	D5, PMMA, Nylon

---

## NEED TO KNOW



Lastingness



ISO 16128  
Naturality Index



Clean Beauty



Vegan



Cruelty Free



Halal  
Suitable



China listed



Mask  
Proof



Clean at  
Sephora

## HOW TO USE

Apply lipstick directly onto your lips, the lipstick allows a super precise application. To get a more defined look, use a lipliner in addition.

## EXPERT TIP

For a more professional look, use a lip brush to apply lipstick.



# THE HYBRID - LIPSERUM MEETS COLOUR

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SOLID SERUM STICK  
LIPFUSION1 - COLOUR & CARE

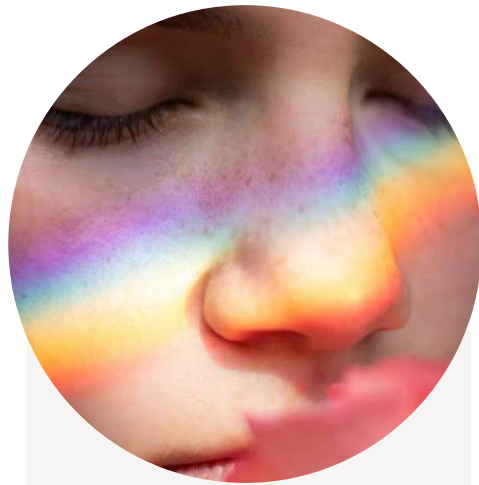
[ FUSION<sup>+</sup>  
lip serum stick ]



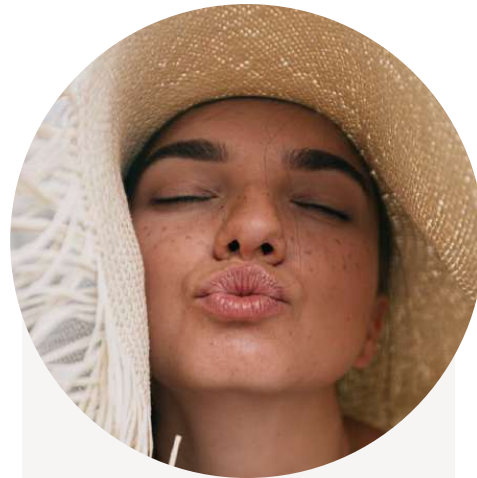
# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



COLOR TREND



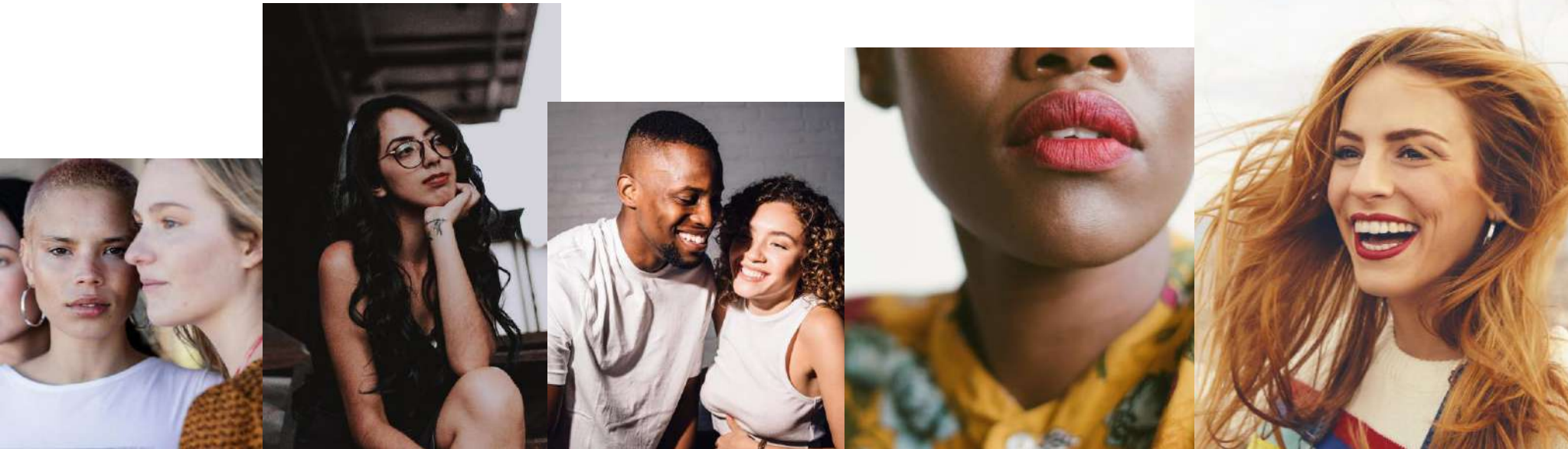
# THE PROBLEM

Caring your lips and coloring them doesn't really seem to stand each other?

# BUT YOU WANT...

the ultimate care experience for your lips without compromising on a finished look?

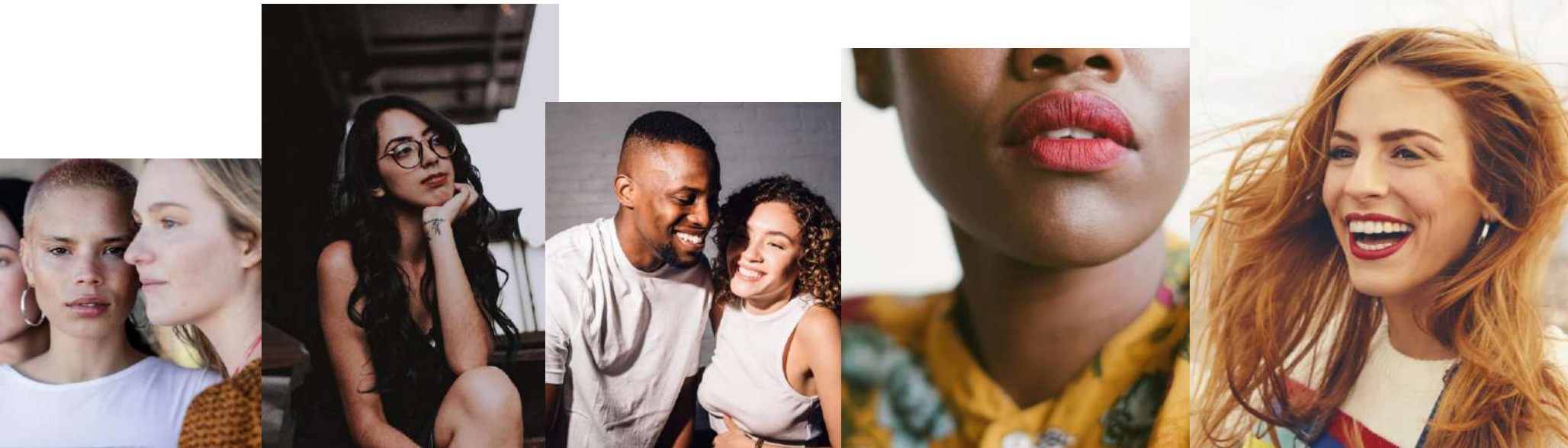
Meet our new personal favorite...



# [ FUSION<sup>+</sup> lip serum stick ]

We reimagine personal care as self care and drive safety and clean products for no compromises.

Only the highest quality of clean, safe and vegan ingredients with a proven track record.







---

# NOTHING IN THE PRODUCT IS THERE JUST BECAUSE

## PROVEN EFFICACY

Lip serum stick contains unique 3,8% of care ingredients and 10,8% of different oils for proven moisturizing and nourishment in the long term.





## SEVERAL FINISHES FOR AN INDIVIDUAL LOOK

### FOR THE DAY

Precious oils and rich ingredients combined with subtle colors.

Sheer color in flat, pearly or glitter effects.

### FOR THE NIGHT

Lip night mask in the calming scent lavender to unwind from a stressful day and to improve your sleep quality.

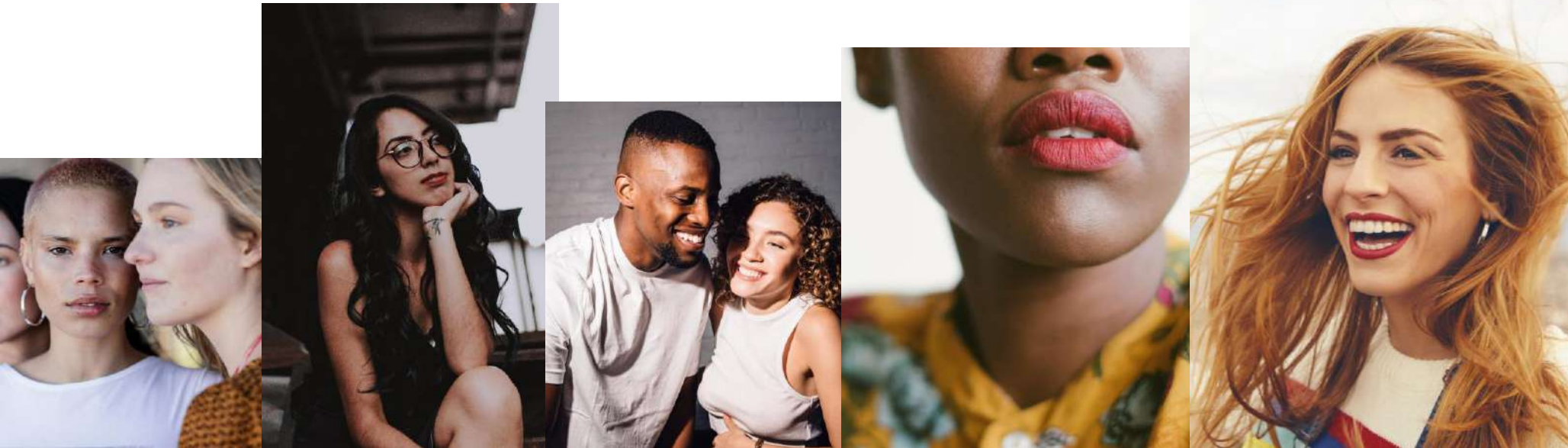


# COLOR-MEETS-CARE

Oil based texture provides demanding lips with the benefits of a serum and color lip balm.

The innovative formula melts into your skin for soft comfort all day long.

## ALL BENEFITS OF A SERUM AND COLOR LIP BALM - IN ONE







# SOLID SERUM

COLOUR & CARE.

## CONSUMER

“ It’s important for me to look **healthy** and **glowing**, but also to feel amazing.

**Hydration** is important for me while using skincare and wearing makeup.

Please give me feel-good **active textures** with care ingredients combined with **colour**. “



## WHY YOU`LL LOVE IT

- rich ingredient complex inspired from skincare
- now combined in colour cosmetics
- sensorial & caring feeling on lips
- sheer colour in dewy, pearly or glitter effects/finishes
- melty texture feels like a glass of water for your lips

## TREND

PRODUCT EXPERIENCE X WELL-BEING X  
CARE INGREDIENTS

## REASON TO BELIEVE

---

This **nutrient-rich** Lip Serum is perfectly formulated to support the **vitality** of mature lips.

**Proven** efficacy confirmed by visible and also measured wrinkle reduction is complemented by substantially softer, smoother and more **moisturized** appearance of the lips.

The rich complex made of Jojoba oil, Meadowfoam Seed Oil, Cocoa Butter and a variety of oils helps to soften and **nourish** the skin in the **long term**.

Further ingredients such as Soja Seed Extract and Licorice Leaf Extract help with wrinkle correction and the regeneration of new **collagen fibrills**.

LIPFUSION1 contains 3,8 % of care ingredients and 9,9 % of different oils and butter.





# SOLID SERUM STICK - KEY INGREDIENTS



## MEADOWFOAM SEED OIL

Nutrient Rescue.

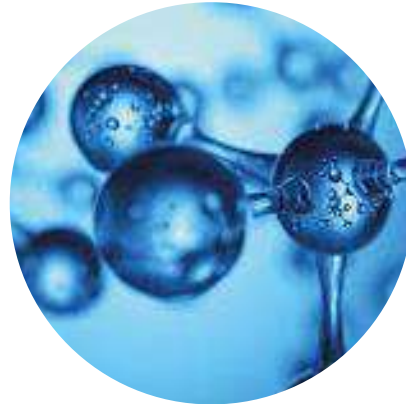
The perfect ingredient to lock in moisture and to give your skin a nourished feeling.



## LICORICE LEAF EXTRACT

Bye bye cracked lips.

This extract visibly smoothes the skin around your lips and balances the moisture content for a refreshing look



## DIPALMITYL HYDROXY-PROLINE + PALMITIC ACID

Forever Young.

Helps to strengthen your skin barrier and reduces the look of lines and wrinkles. Moreover it gives your lips a lifting effect.



## JOJOBA SEED OIL

Hello to soft and smooth lips.

The perfect ingredient to keep your skin hydrated by locking in moisture and protecting it from drying effects of the environment.



## COCOA BUTTER

Your lips have never been more kissable.

Helps to soften dry and rough lips and makes your skin appear more healthy and young looking.

# SOLID SERUM STICK

<b>FORMULA</b>	LIPFUSION1
<b>PRODUCT</b>	Lipstick
<b>KEY CLAIM</b>	Solid lip serum with care ingredients
<b>FINISH</b>	Transparent or coloured possible, dewy, up to 6% pigmentation possible
<b>PACKAGING</b>	JumboTwist, ELFMatic, JumboMatic, Trim Line



## KEY INGREDIENTS



Jojoba oil, Meadowfoam Seed Oil, Cocoa butter for softening, nourishing and smoothing the lips. Soja Seed Extract and Licorice Leaf Extract for balancing moisture and calming. DIPALMITYL HYDROXYPROLINE + PALMITIC ACID reduces appearance of lines. Synthetic wax due to Colipa 14 recommendation

## PERSONAL TOUCHES

Possible, recommended up to 1%

## FORMULATED WITHOUT

D5, BHT, Petrolatum



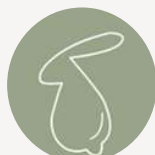
Lastingness

up to  
71%

ISO 16128  
Naturality Index



Vegan



Cruelty free



Clean at Sephora



Waterproof



China listed

## HOW TO USE – EXPERT TIP

1. Apply lip serum directly on your lips, They will feel hydrated instantly.
2. Use a coloured version for the day and for a 24 hours lip care, apply the LIPFUSION1 night mask on top!





LIPBUTTER

CHICA



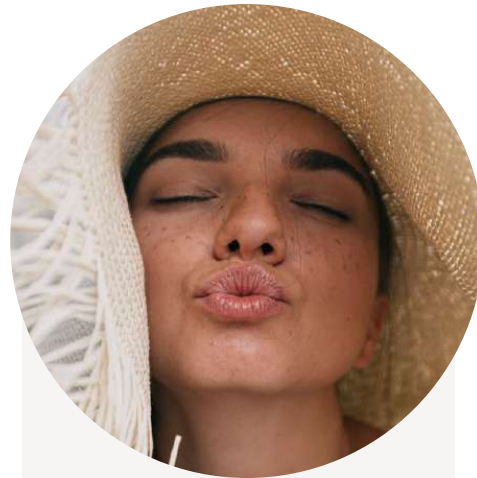
# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



COLOR TREND



# CONSUMER

## 2-in-1 LIP BUTTER

### PAINS

I have dry and chapped lips. This mean using more matte lipsticks dries my lips out further.

Normal lipbutter is not highly pigmented enough for me!

Most 2-in-1 products can hardly be blended on the cheeks and are therefore far too colour-intensive.

### NEEDS

I need a formula that melts into my skin and gives me the softest lips.

I need a lipbutter that has a shiny finish with sheer to medium pigmented colors.

A blendable duo product which gives me a healthy natural dewy finish is what I'm Looking for.



# LIPBUTTER

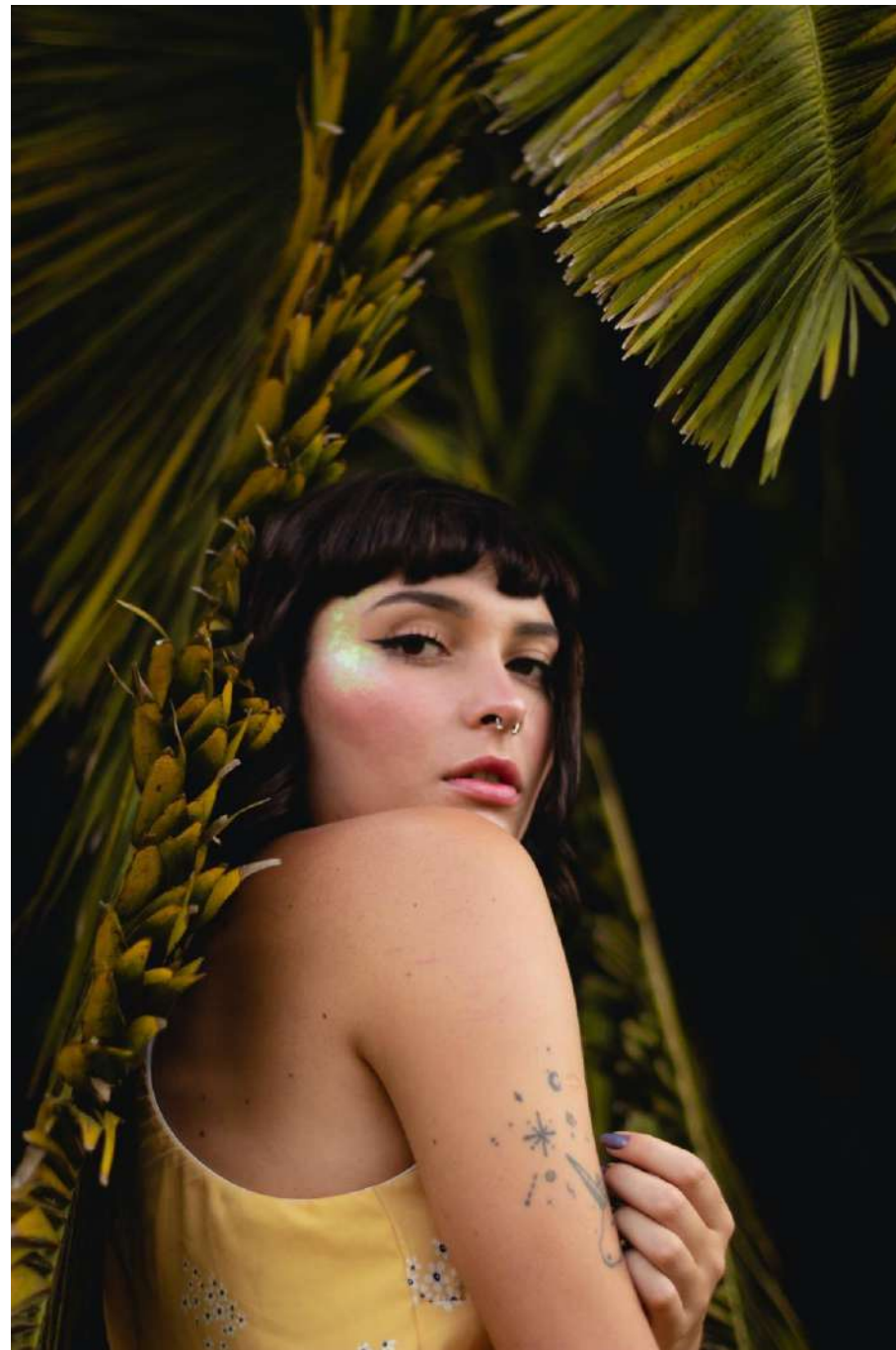
CHICA 2-in-1 Lip and Cheek Lip Butter

## CONSUMER

“ My lips are always dry and chapped and therefore always need a lot of care.

Nevertheless, I don't want to do without my colored lips.

I need a lip butter that cares for my lips and at the same time gives them a beautiful shiny Color. ”



WHY YOU`LL  LOVE IT

## Melting Application

- lightweight wear with moisturizing and nourishing feeling
- lasts for 3 hours
- shiny finish, from sheer to medium pigmented colors

Use as blusher: it's easy to blend on the cheeks!

## TREND

PRODUCT EXPERIENCE X WELL BEING



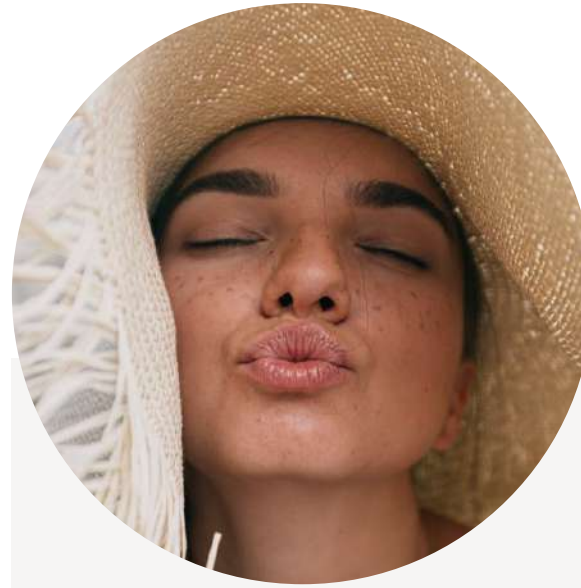
# What Are The BENEFITS Of CHICA?



VEGAN



PERFORMANCE



CARING and MOISTURIZING



ODOURLESS

# NATURAL LIPBUTTER



<b>FORMULA</b>	<b>CHICA</b>
<b>PRODUCT</b>	Lipbutter/ Lipbalm/ Lip Hydrator
<b>KEY CLAIM</b>	<b>2-in-1 Lips &amp; Cheeks LIPBUTTER/</b> Lip balm with nourishing ingredients for a melting application feeling, light wearing
<b>FINISH</b>	Colorless or colorful shiny finish, from sheer to medium pigmentation
<b>PACKAGING</b>	Jumbo Matic, Jumbo Twist

**KEY INGREDIENTS**




Sheabutter has anti-inflammatory properties, anti-aging agent.  
Gel-like Indopol, lightweight esters, natural emollients for a nourishing feeling.

**PERSONAL TOUCHES**


**FORMULATED WITHOUT**


Possible, recommended up to 1%  
BHT, animal derived raw materials, Mineral Oil, Paraffin, Microcrystalline, Wax, Perfluoride, Ozokerite, Ceresin


 Lastingness


 up to 48%  
Content of natural origin

 Clean Beauty

 Cruelty free

 Clean at Sephora

 Waterproof

 China listed

## HOW TO USE – EXPERT TIP

1. Apply on your lips for intensive care and protection all day.
2. Or apply directly to cheeks for soft color and a healthy complexion.







**CREAMY MATTE**

MOONDUST

# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



COLOR TREND



# Creamy Matte Lipstick

## MOONDUST

### CONSUMER

” I love creamy and silky-like lip products featured in a unique lipstick casing and I want a lipstick that makes me look and feel put together.

I love to show my personality with statement makeup and intense finish. But high quality nourishing oils are also very important to me so that I can achieve a caring effect.

Everyone needs such an iconic lipstick in their pocket! “



### WHY YOU`LL LOVE IT

- Thin and silk structured texture
- Smooth and creamy application feeling
- Silky velvet matte finish with full coverage
- Moisturizing and nourishing effect due to caring ingredients

### TREND

PRODUCT EXPERIENCE X WELL-BEING

# CONSUMER

## MATTE LIPSTICK

### PAINS

Often matte lipsticks are **very broad** and also **dry out my lips**.

I miss **rich and vibrant shades** on my lips with my lip products.

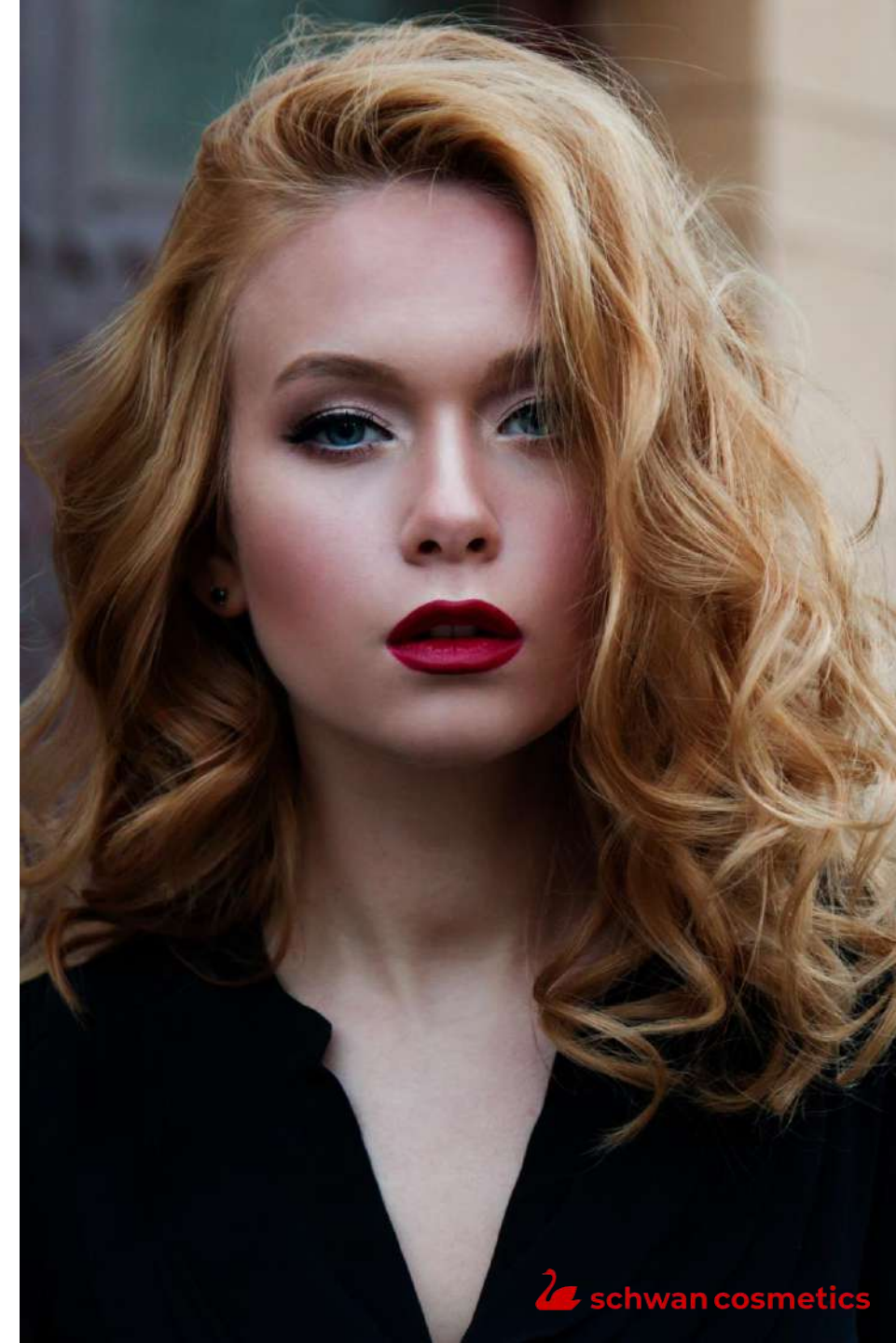
My lips are **very sensitive**, so I can't use all lip products.

### NEEDS

A **thin and silk-structured texture** laying down in **one-stroke** is what I am looking for.

I wish for a **silky soft matte finish** that gives my lips **luxurious smooth dimensions** and **redefining comfort**.

I need a lipstick infused with **care ingredients** for **intensive** and **long-term moisturizing** and **softening effects**.





# The CREAMY MATTE



<b>FORMULA</b>	MOONDUST
<b>PRODUCT</b>	Lipstick
<b>KEY CLAIM</b>	Experience a silky velvet matte finish with full coverage
<b>FINISH</b>	Matte
<b>PACKAGING/TIP</b>	CHUBBY Twist, Square Line, Base Line
<b>AVERAGE LASTIGNESS</b>	5 hrs
<b>MAX. LASTIGNESS</b>	Up to 7 hrs*

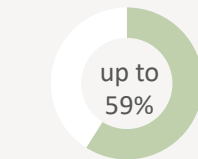
## KEY INGREDIENTS



Mattifying filling agents, such as rice starch and silica, are included.

The texture also includes Shea butter and natural emollients for a nice, nourishing feeling. Contains synthetic wax regarding COLIPA recommendation No. 14 for a modern formulation.

**FORMULATED WITHOUT** D5, Nylon-12 und PMMA



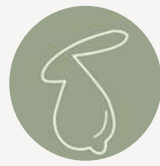
ISO 16128  
Natural Origin Content



Clean Beauty



Clean  
at Sephora



Cruelty free

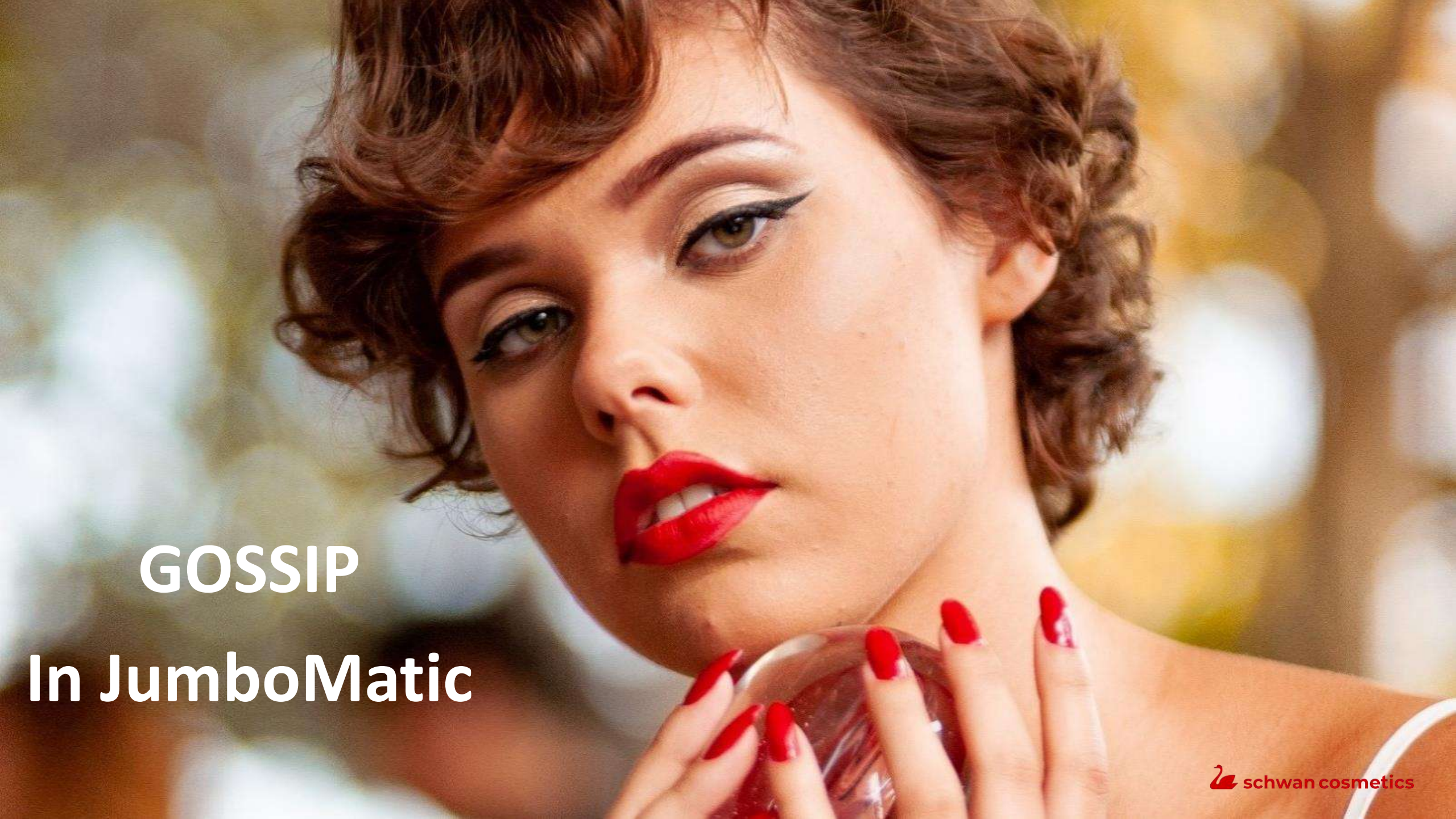


China listed

## HOW TO USE – EXPERT TIP

1. Start in the middle of your lips and work towards the corners of your mouth.
2. Apply several coats to achieve your desired result.

\*max. lastingness due to 10 % of participants



**GOSSIP**  
**In JumboMatic**



# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



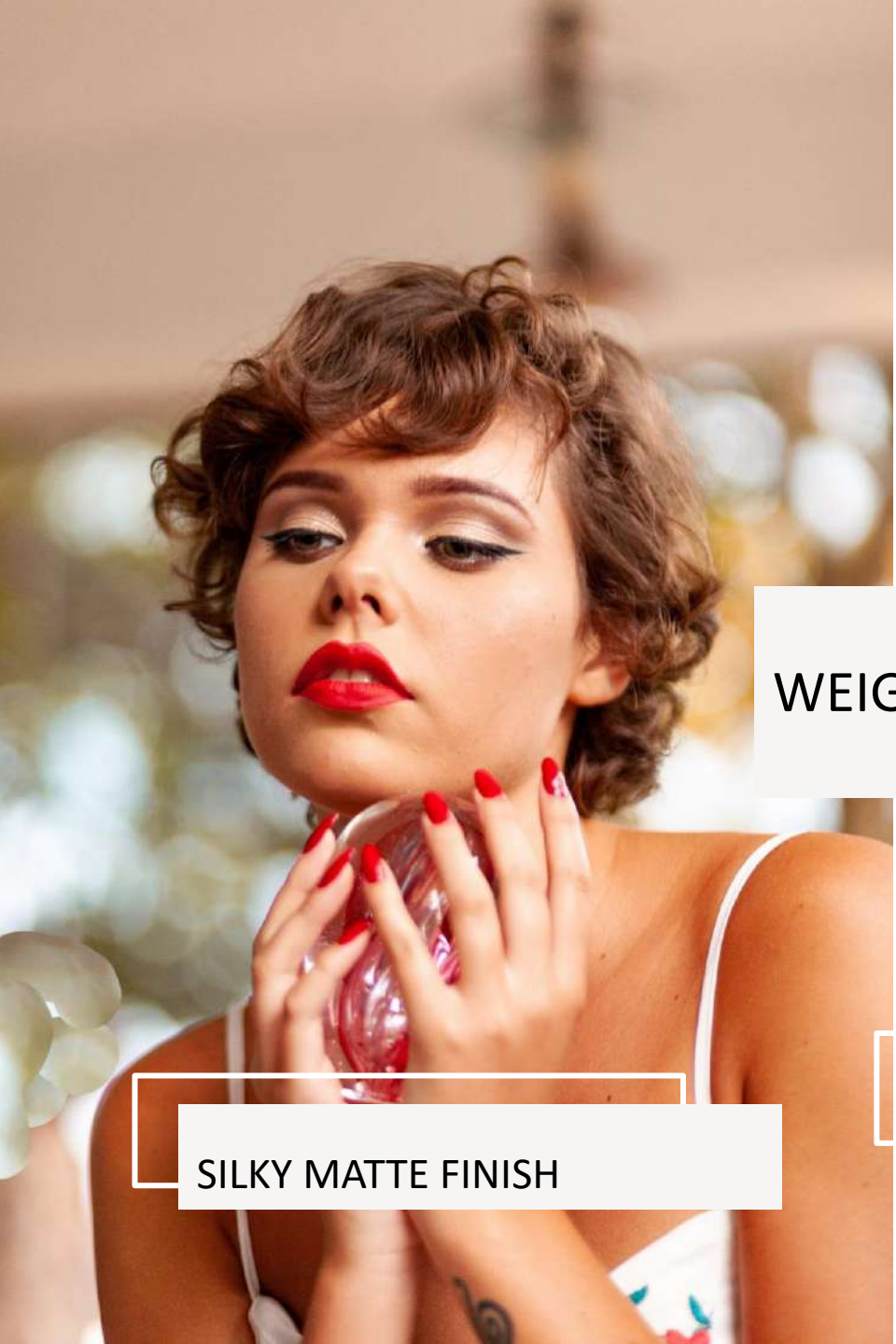
PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



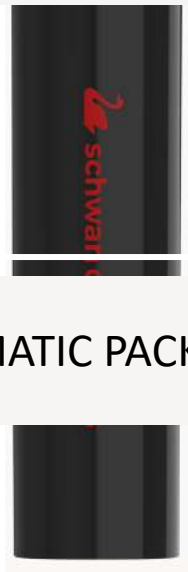
COLOR TREND



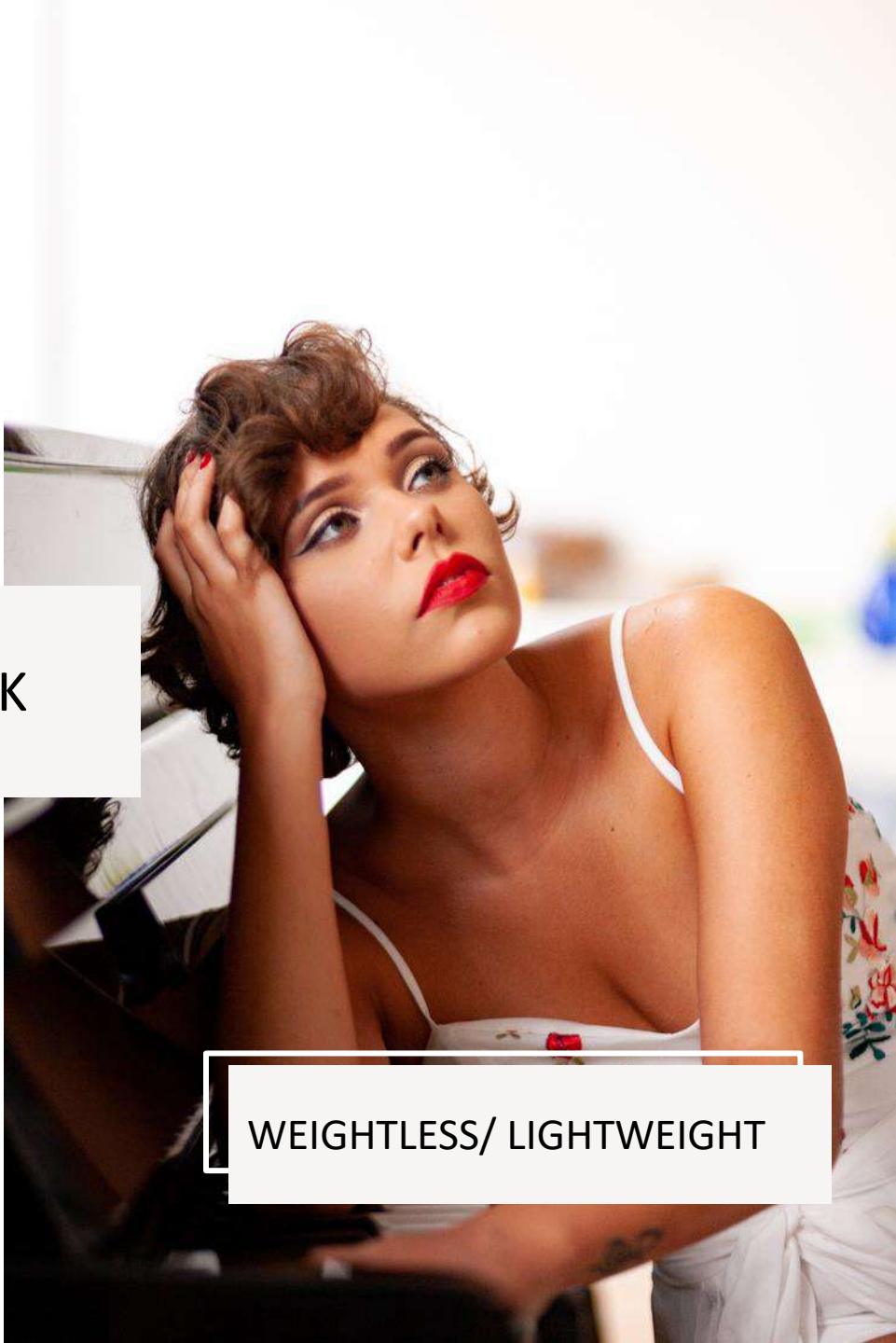
SILKY MATTE FINISH



WEIGHTLESS GLIDING LIPSTICK



JUMBOMATIC PACKAGING



WEIGHTLESS/ LIGHTWEIGHT



# CONSUMER

## Lipstick

### PAINS

Matte Lipsticks often dry my lips out, making them look cracked and capped

I am not a fan of lipsticks which give only a sheer amount of coverage

I hate it when lipsticks feel super thick on my lips

### NEEDS

I need a Lipstick which feels as light as a feather on my lips

I want a Lipstick which gives an even application, making them look smooth and feel like velvet

A Lipstick which glides onto my skin easily without effort is what I am looking for

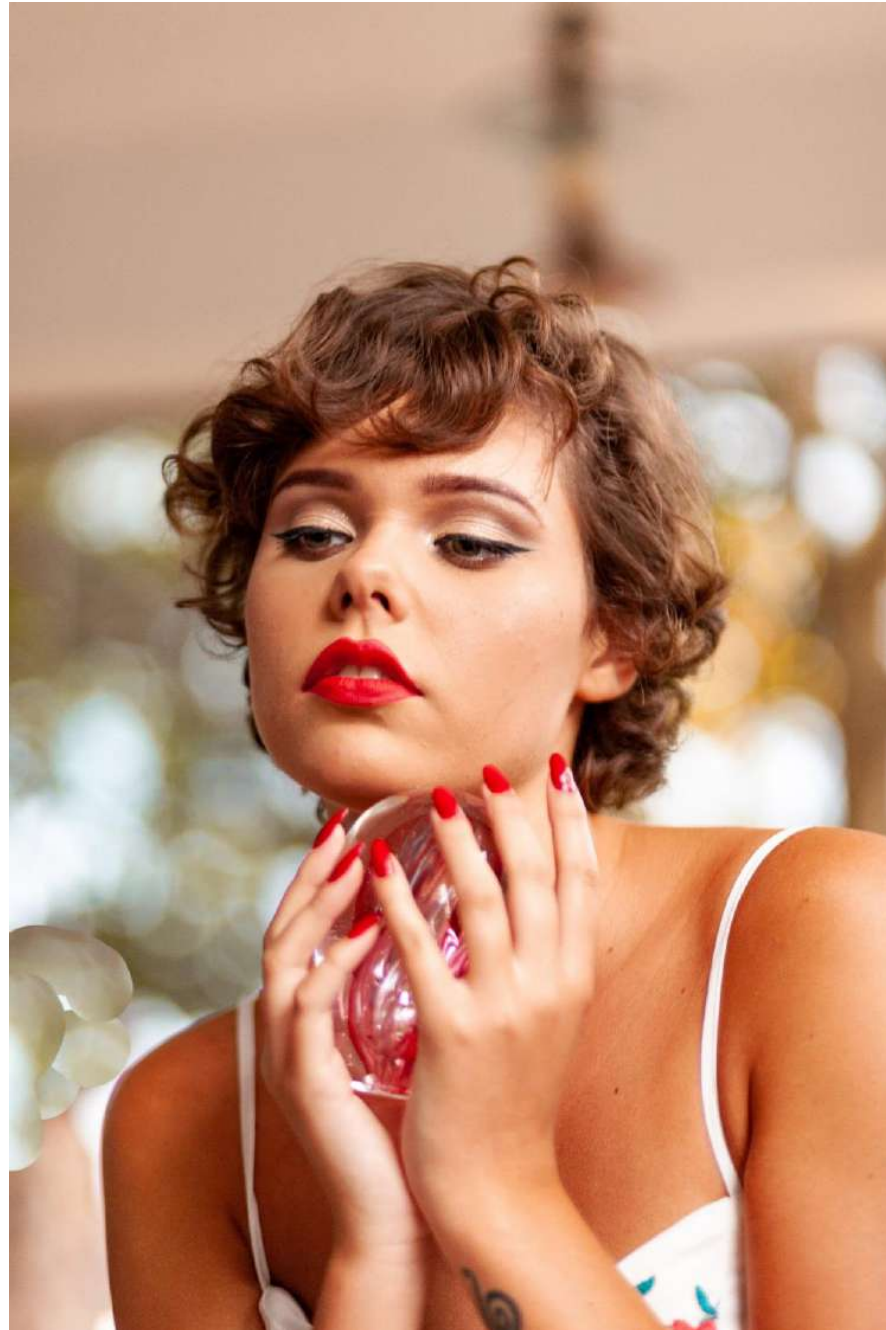


# WEIGHTLESS GLIDING LIPSTICK. GOSSIP.

## CONSUMER

” I love my Lipsticks, but they often leave my lips feeling extremely dry and chapped!

I hate the feeling of lipstick when it feels super thick on the lips. I need one which will give me an extreme color payoff, whilst also feeling thin on my lips. “



## WHY YOU`LL LOVE IT

- A creamy formula which glides smoothly onto the lips
- Leaves lips feeling even and soft
- Gives an intense color payoff
- Feels extremely lightweight on the lips
- Clean formula
- Smoothig and hydrating

## TREND

X PRODUCT EXPERIENCE X



# A WEIGHTLESS Gliding Lipstick.



<b>FORMULA</b>	<b>GOSSIP</b>
<b>PRODUCT</b>	LIPSTICK
<b>KEY CLAIM</b>	Feels super light on your lips, super gliding, vibrant color
<b>FINISH</b>	Velvet finish, rich colour pay-off
<b>PACKAGING</b>	Jumbo Matic, slanted tip, matte and shiny components, metall and metallized Version possible



## KEY INGREDIENTS



High content of Volatile Polydimethylsiloxane to make it gliding with excellent spreading and unique volatility characteristics- smoothening effect on the lips. Mixture of natural lightweight emollients for soft skin and light wearing. Highly branched natural ester which provides exceptional pigments dispersing benefits to give it an intense color pay-off.

## FORMULATED WITHOUT

BHT, animal derived raw materials, Mineral Oil, Paraffin, Microcrystalline, Wax, Perfluoride, Ozokerite, Ceresin



## HOW TO USE – EXPERT TIP

Simply use the smooth lipstick tip to glide the product effortlessly across the lips, to create a bold and full lip look.

The slanted lead allows an easy application for a perfect lip make up.

A close-up portrait of a woman with voluminous, curly brown hair. She is smiling warmly, showing her teeth. She has dark eye makeup and bright red lipstick. Her hand is partially visible, wearing a ring and having red-painted nails. The background is a lush garden with green foliage and red flowers.

REBELLIOUS



# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



COLOR TREND



## LIPLINER THE CONSUMER



### CONSUMER PAINS

I want my lip makeup to last the whole day **without bleeding into fine lines and wrinkles.**

I want **sculpted lips with high defined lines and vibrant colours.**

I have a **sensitive skin** and therefore don't want products with **bad ingredients.**



### CONSUMER BENEFITS

The formula **lasts for hours** on my lips and **prevents the colour from feathering.**

The **2-in-1 product contours and fills** your lips with an **intense colour.**

The formula contains **only most modern ingredients** and is **vegan.**



# THE CLEAN LASTINGNESS HERO

REBELLIOUS

## CONSUMER

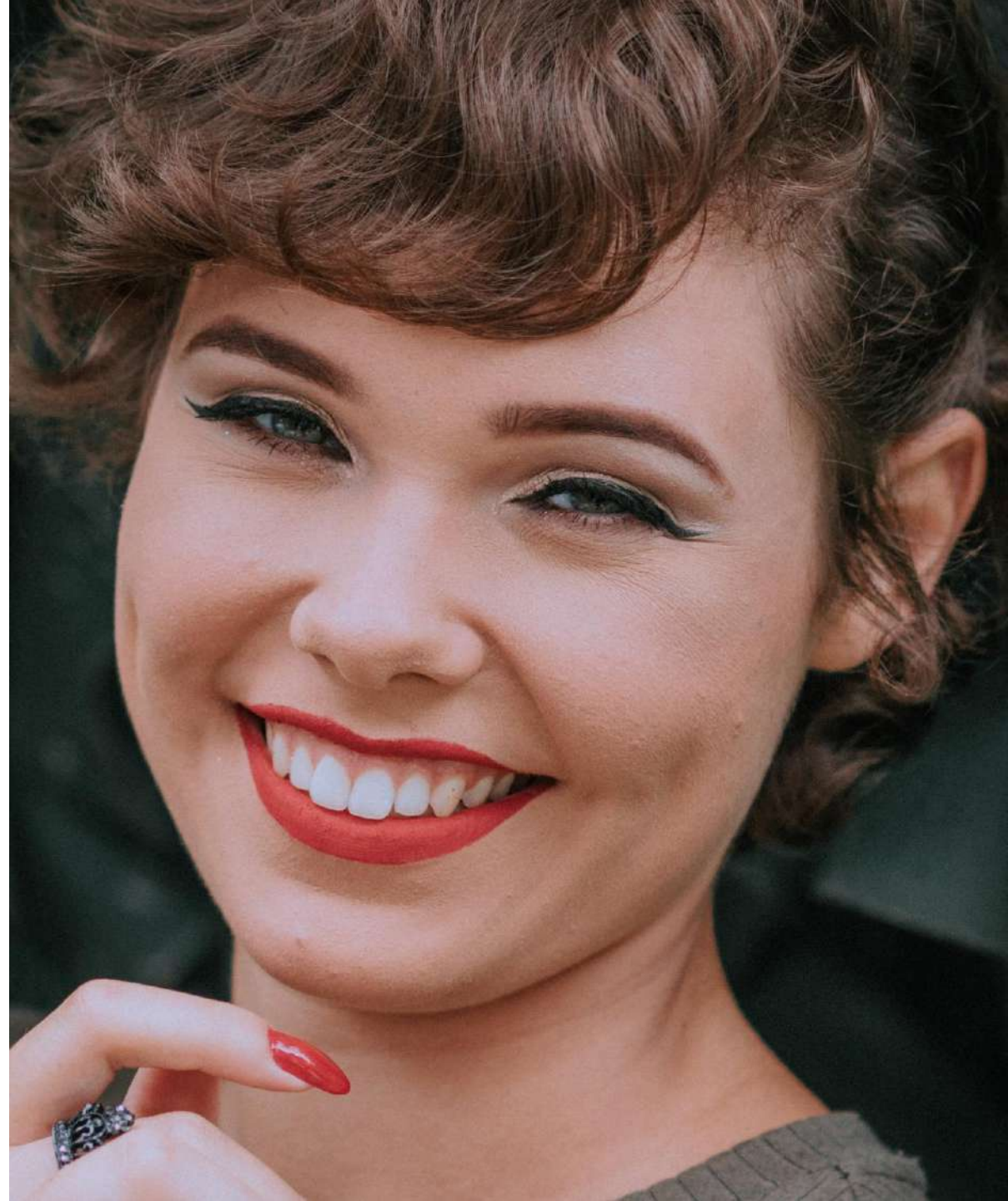
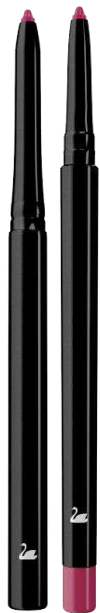
*"I have been searching for clean lipliner that offers outstanding performance and quality! Especially important for me is lastingness and colour intensity, and the possibility to use it also for filling my lips."*

## WHY YOU'LL ❤️ LOVE IT

- precise application for a high definition contour
- most modern ingredients, vegan and clean\*
- stays in place for 6 hours without feathering
- smudge-proof at its best with an intense colour pay-off
- 2-in-1 for lining and filling the lips

## TREND

TRANSPARENCY X PRODUCT EXPERIENCE



\* Clean beauty according to SSC standards

# T H E C L E A N L A S T I N G N E S S H E R O



---

<b>FORMULA</b>	REBELLIOUS
<b>PRODUCT</b>	Lipliner
<b>KEY CLAIM</b>	Stays in place for hours, no feathering, gliding precision
<b>FINISH</b>	Semi matte, metallic or with pearly finish
<b>PACKAGING</b>	RetractMatric, ProMatic

---

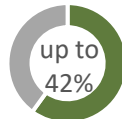
<b>KEY INGREDIENTS</b>	Jojobaoil, film former TMS, synthetic wax regarding Colipa No14 recommendation
<b>PERSONAL TOUCHES</b>	possible up to 0,3 %
<b>FORMULATED WITHOUT</b>	BHT, D5, PMMA and Nylon

---

## NEED TO KNOW



Lastingness



ISO 16128  
Naturality Index



Waterproof



Clean Beauty



Vegan



China  
listed



Clean at  
Sephora

## HOW TO USE / EXPERT TIP

1. Apply lipliner to create high defined lines for sculpted lips.
2. Fill in your lips with the lip colour.
3. Enjoy your lip makeup that stays for hours without feathering.





always on fleek  
**Lip-in-1 champion**



# CLAIMS



NO TRANSFER



MULTIFUNCIONALIDADE



PRODUTOS HÍBRIDOS



EMBALAGENS  
FUNCIONAIS



COLOR TREND





## MARKET - INSIGHTS

- Makeup is an art, a form of self-expression and most of all fun!
- Think bright colors, Glossy sheens. **Geometric shapes:** Makeup trends in 2022 are **shaping up** to be **bold** and **super fun**.
- The big make-up trends in 2022 include throwback lip looks and statement eyes. **Special, unique** and **Innovative** makeup applicators are ideal for highlighting these trends.



**“Your 2-in-1, all-rounder product!”**

# 2-IN-1 AUTOMATIC LINER

Geometric

## WHY YOU'LL LOVE IT

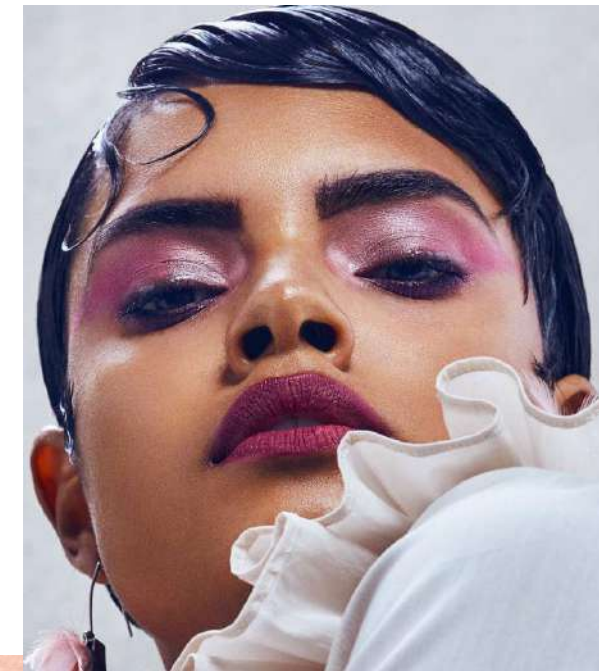
- 2-in-1 application with a drop-shaped or squared lead
- pointy edge at the tip used to precisely shape the brow
- whole shape used to fill in the brow with one stroke

## REASON TO BELIEVE

The drop-shaped/squared lead supports easy defining & filling in of the eyebrows.







- 2-in-1 application contour & fill in your lips



- matte finish that lasts for 4 hours even colour payoff

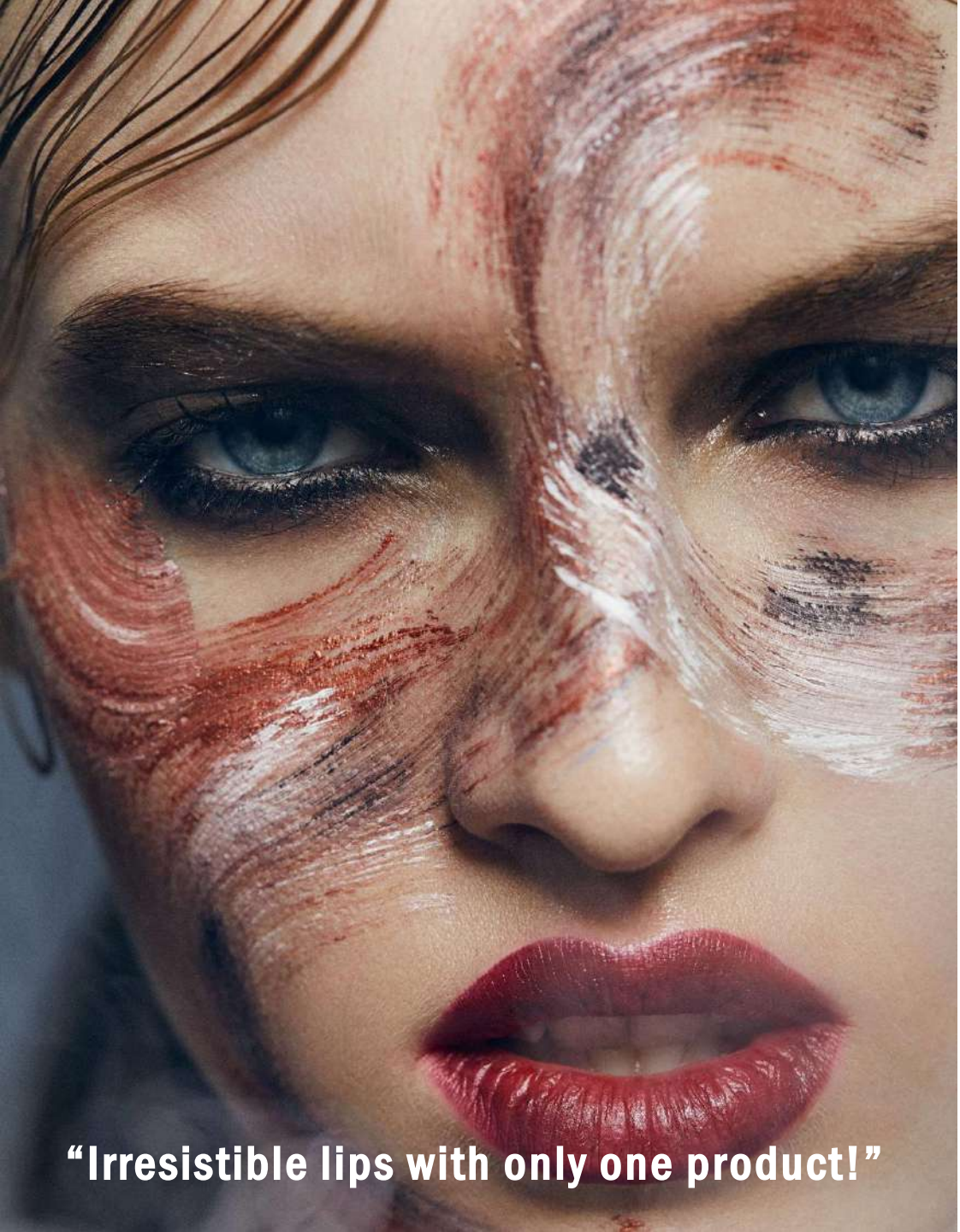
- bold make-up super-rich pigments and bold, matte colours for an impressive, glamorous look

**always on fleek**

**finishes & looks**

**leading make-up trends**

- multi-use one format for different needs



**“Irresistible lips with only one product!”**



# CONTOUR & FILL IN YOUR LIPS

LIP-IN-1 drop/square

## WHY YOU'LL LOVE IT

- 2-in-1 application with a drop-shaped or squared lead
- contour & fill in your lips
- even colour payoff
- for a matte finish that lasts for 4 hours

## REASON TO BELIEVE

Formulated with hydrogenated vegetable oil. The drop-shaped/squared lead supports easy contouring & filling in of the lips.





**OUTROS  
PRODUTOS  
OLHOS E SOBRANCELHAS**



SHADES OF LIGHT



TRUST

CLEAN Liquid Eyeliner

CORE

natural high-performing eyeliner & kajal

FLAWLESS

*on fleck*

clean & vegan pen liner



FAITH



# BROWBOOST LASHBOOST



# EXPERT





# SHADES OF LIGHT

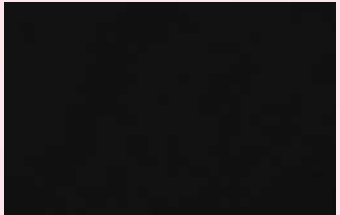




## TRENDS

- color directions for A/W 22/23: hopeful, cheerful, optimistic and luxurious shades
- consumers are actively seeking escapism by lavish make- up and bold styling
- color cosmetics will be used as a mood booster

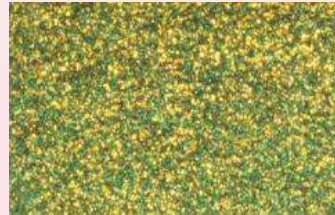
# COLOR RANGE



**COSMIC BLACK**



**DAWN**



**TWILIGHT**



**SUPERNOVA**



**INFINITY**



**GRAVITY**



**CHROMA**



**STARDUST**



**MOON BEAM**



**UNIVERSAL**



A close-up photograph of a person's eye. The eye has a striking blue iris with a dark pupil. The eyelids are heavily lined with bright yellow eye makeup. The skin around the eye is fair and shows some fine lines. The background is a soft, out-of-focus mix of warm colors like orange and red. In the bottom left corner, there is a decorative graphic of overlapping translucent blue and white geometric shapes.

# PRODUCTS







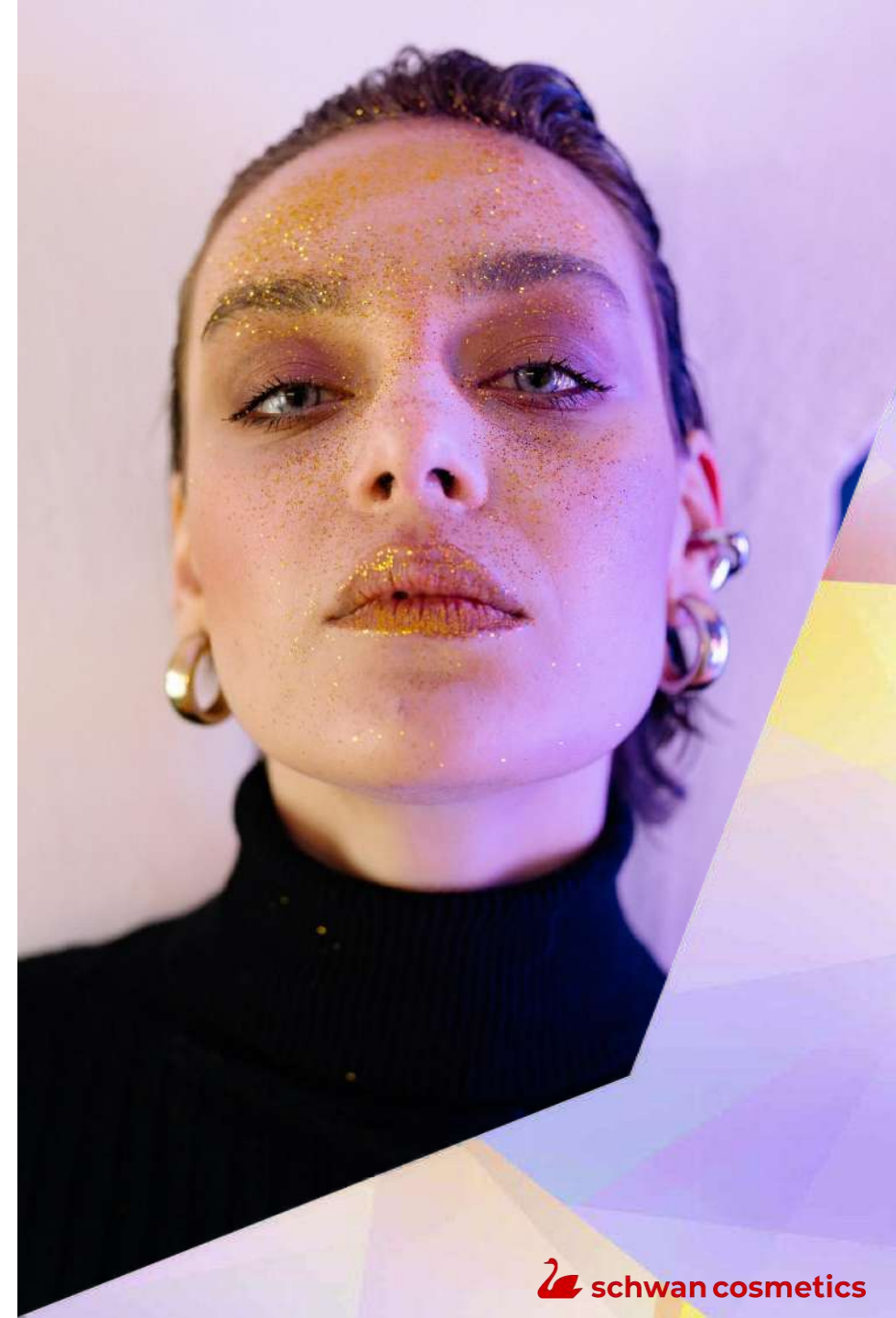
# NOURISHING MASCARA FOR FULL & LONG LASHES

COSMIC BLACK

#deepblack #mineralpigment

## STAGE

- ultra creamy and nourishing mascara that creates full & long lashes
- feels soft & healthy all day long
- the gentle formula includes shea butter providing the right softness to make touch-ups through the day possible





# SURPRISING HYBRID LINER & SHADOW

GRAVITY

#multi-chrome finish #glitter effect  
#vegan



## SURPRISE

- first blendable liquid liner
- enables infinite artistic ideas
- shimmering & weightless powder colors for eyes or brows
- lasts for 9 hours



# DREAMS COME TRUE LINER & SHADOW

## TWILIGHT

#duochrome #chameleon-effect  
#sparklingpigments #vegan

### MASTERCLASS

- liquid eyeliner with a never-seen-before staying power of up to 66 hours
- unlimited color variety with eye-catching flat, pearly or brilliant effect pigments for razor sharp wings
- can be blended for a soft smoky eyes easily
- water- & sweatproof finish for hot summer days or high-intensity workouts





# HIGH PERFORMANCE EYESHADOW STYLO

## INFINITY

#multi-dimensional #color-travel  
#sparkle #galactic look

### SMOOTH

- creamy and soft eyeshadow in ultra convenient stylo format
- surprisingly light feeling
- no additional primer needed
- smudgeproof and waterproof finish
- lasts up to 24 hours





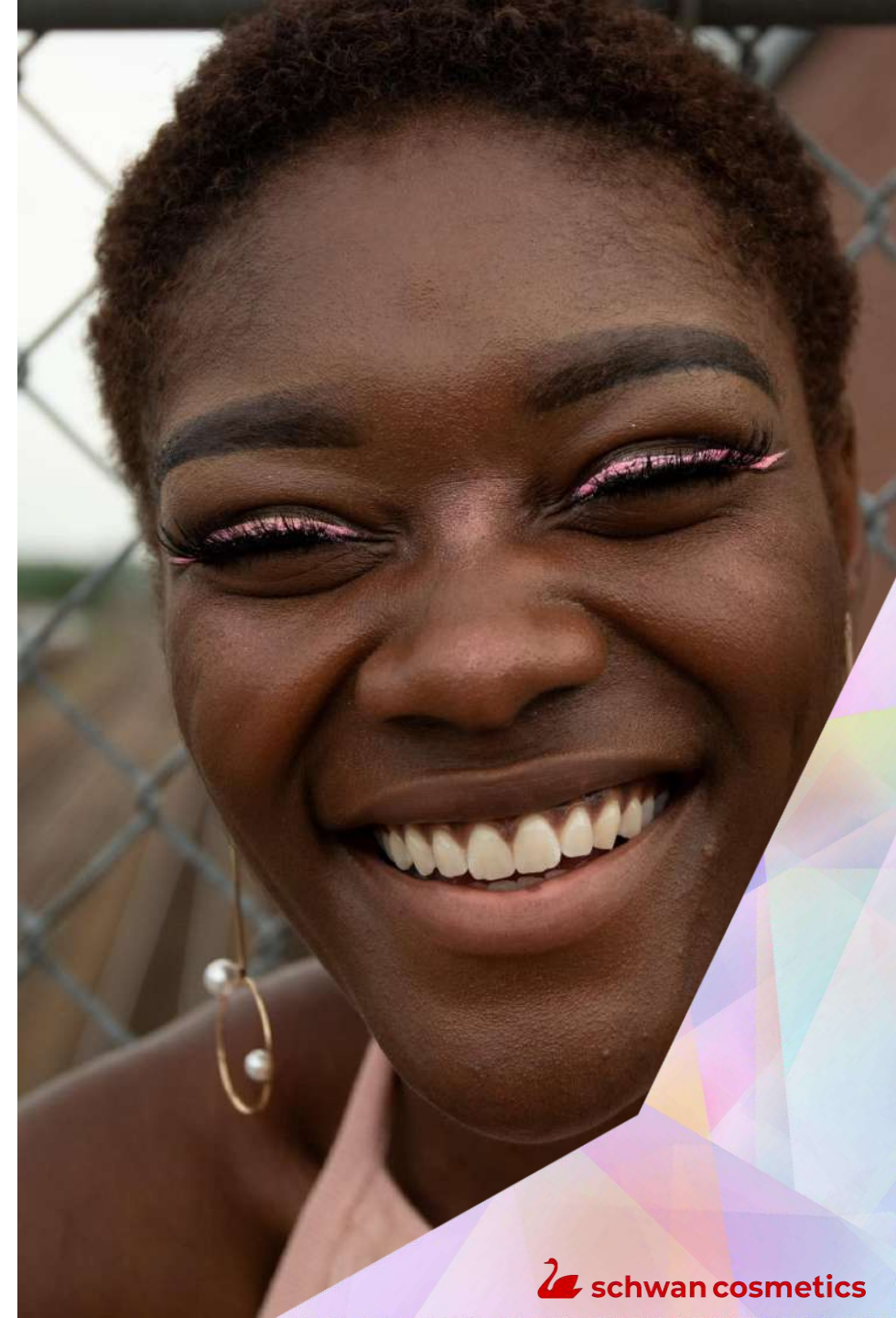
# SATINY EYELINER

## STARDUST

#iridescence #pearlescence  
#vegan

### SATIN

- super soft gliding for the perfect satin feel
- ideal blendability to create smoky eyes or effectful finishes
- lasts for 8 hours





# INTENSE ONE-STROKE EYELINER

SUPERNOVA

#metallicsheen #silverpearl  
#galactic look #vegan



## ENIGMA

- intense color in one gliding stroke
- lasts for 12 hours
- smudge- and transferproof



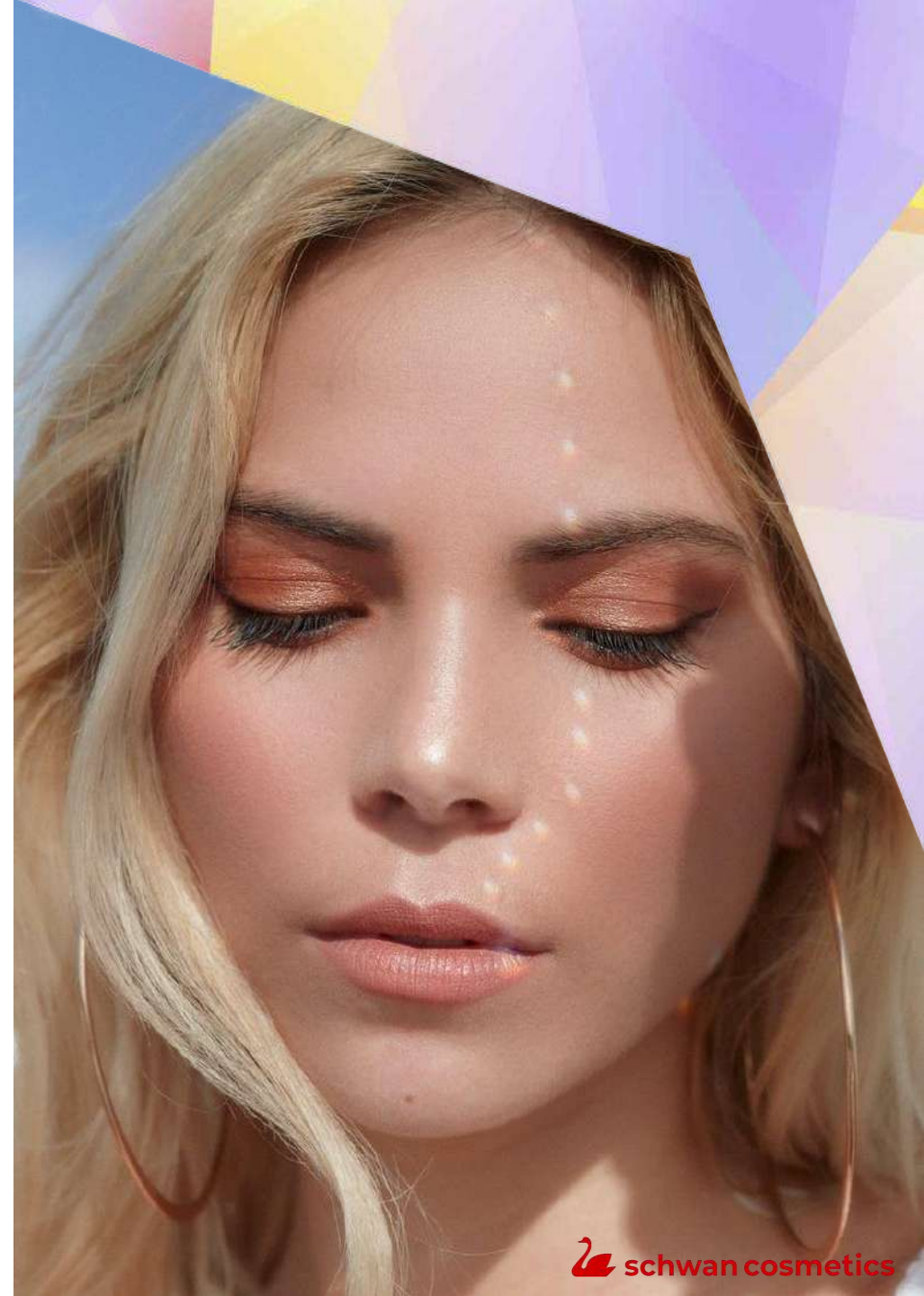
# SKIN TINT FOR LIPS & CHEEKS

UNIVERSAL

#eco-friendly #naturalpigments

## AURA

- a few drops for a fresh look, enhancing your own skin color
- 3-in-1 product for lips, eyes and cheeks
- liquid to powder finish with a light-wearing feeling
- perfect blendability and playtime
- convenient to use





## STYLING & SHAPING BROWLINER

### DAWN

#eco-friendly #mineralpigment  
#vegan

### JOLIE

- for styling & shaping the brows
- gel-gliding with soft application
- colorless version to high pigmentation available
- waterproof formula that lasts 13 hours





# HIGH SHINE LIP FLUID

## MOON BEAM

#multi-faceted #high-shine  
#prismatic finish #vegan

### LIPGLAZE

- lipfluid with high amount of caring, protecting and moisturizing oils
- comfortable wear properties and application feeling
- high shine, exciting finish
- from sheer to glitter effects possible





## 2-in-1 LIPBUTTER

### CHROMA

#holographic #glamorous sparkle  
#vegan



### CHICA

- melting Application
- lightweight wear with moisturizing and nourishing feeling
- lasts for 3 hours
- shiny finish, from sheer to medium pigmented colors
- use as holographic highlighter: on your cheekbones





**TRUST**

IN NATURE WE TRUST



# In Nature We Trust

TRUST

## CONSUMER

” I search for a liquid eyeliner that contains ingredients that feel good on my skin and are natural.

I want Clean beauty, that is not just promised but is certified.

However, I do not want to make a compromise on performance, the long lastingness & smudgeproofness is a must-have! “



## WHY YOU`LL LOVE IT

- All natural ingredients, performance beyond
- Surprising application that feels like a gel
- Very precise application due to its fine tip
- Formulated with only natural-based ingredients
- Grapefruit water for moisturizing & nourishing properties to the skin
- Smudgeproof, transferproof finish that lasts all day long
- Clean, vegan & NATRUE certified
- COSMOS & ECOCERT certification possible
- Patent pending
- Lasts up to 15 hours

## TREND

PRODUCT EXPERIENCE X TRANSPARENCY X WELL-BEING



# CLEAN Liquid Eyeliner

FORMULA	TRUST
PRODUCT	Eyeliner
KEY CLAIM	All natural ingredients, performance beyond. <b>NATRUE</b> certified in black & brown. (TRUST-S 9000043342 and TRUST-BR 9000043368) For other colors certification possible as well as COSMOS & ECOCERT
FINISH	Matte
PACKAGING/TIP	Different options available
AVERAGE LASTIGNESS	10 hours
MAX. LASTIGNESS	Up to 15 hours*



## KEY INGREDIENTS



Formulated with **high content of innovative natural oils that cause a gel-like feeling** during the application. Natural moisturizer **hydrates the outer layer of the skin and protects** the skin against irritants. Polysaccharides & Bamboo cellulose maximizes **great staying power**. The absence of classic preservatives and the consistent use of ingredients with **highest natural origin** guarantees to achieve a **NOC of up to 99.45%**.

## PERSONAL TOUCHES

Yes

## FORMULATED WITHOUT

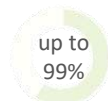
Micro-plastic, Sulfates, Acrylates, Nanoparticles, Phenoxyethanol, Parabens, Derived raw materials, Silicone, PEG, D5, Classic preservatives

## HOW TO USE – EXPERT TIP

1. Apply the eyeliner as close to the lash line as possible.
2. For ultra precise application draw short dashes along your lash.
3. Wing out the liner for a sleek and elegant look.

## NEED TO KNOW

The flat colors black and brown with high content of pure iron oxides ensure perfect waterproofness. Less content of iron oxides or pure effect pigments may affect the waterproofness.



ISO 16128

Natural Origin Content



Vegan



Clean Beauty



Cruelty free



China listed

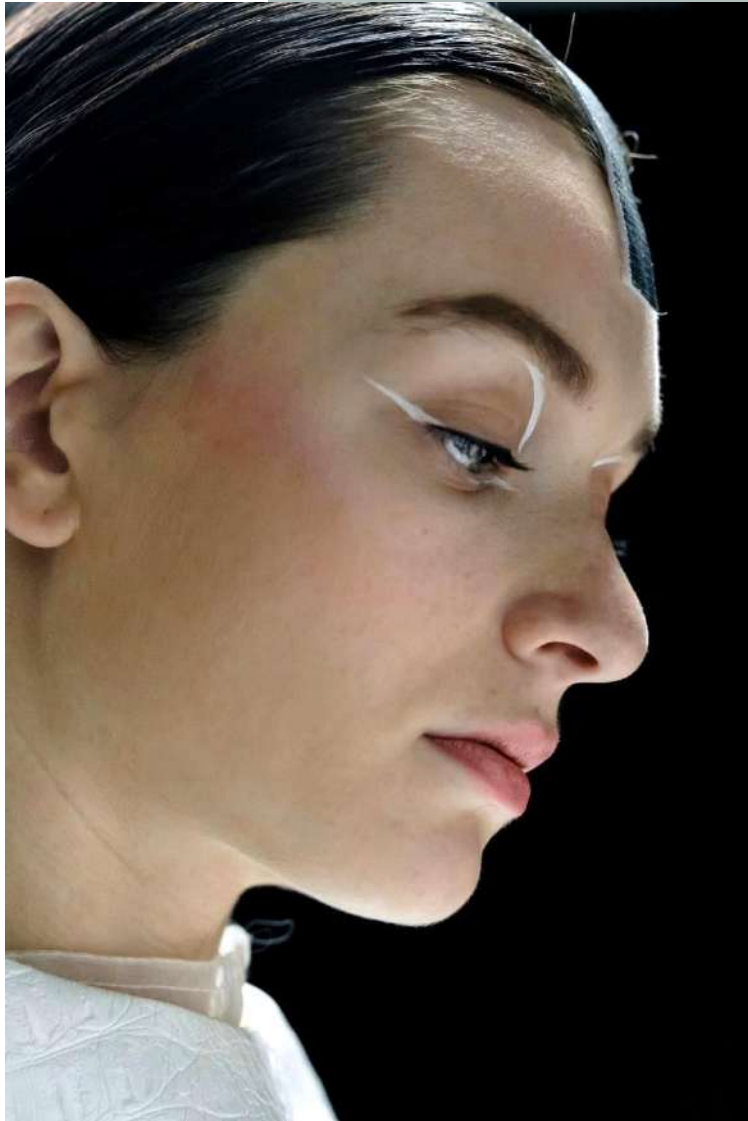


NATRUE

# CORE

natural high-performing eyeliner & kajal





We are on a journey to a world of self-determination.  
But what if this journey only works if we look inside.

Back to the  
most  
essential

# 90%

Natural Origin Content.  
Vegan.

# Clean.

Formulated without BHT,  
mineral oil, preservatives,  
D5, silicones, microplastic,  
animal testing.

The essential is natural.  
It has always been there.

# What if we learn from nature?





If we can connect with it, the path will unfold.

# What if we can find trust in the web of information?

For a smooth, natural application and effortless blending.



21% plant based volatile oil

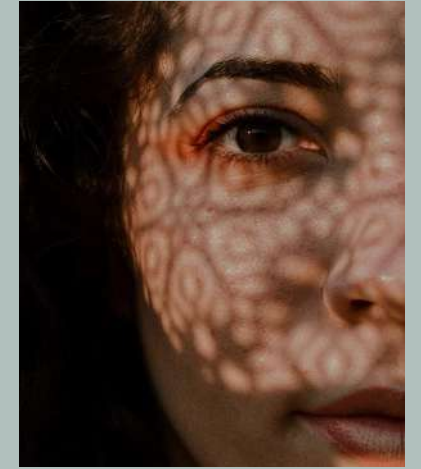
High performance and biodegradable oil and highly volatile emollient derived from coconut oil provides a smooth glide and fast drying to make the finish smudge proof.

The oil is ECOCERT GREENLIFE & COSMOS conform.



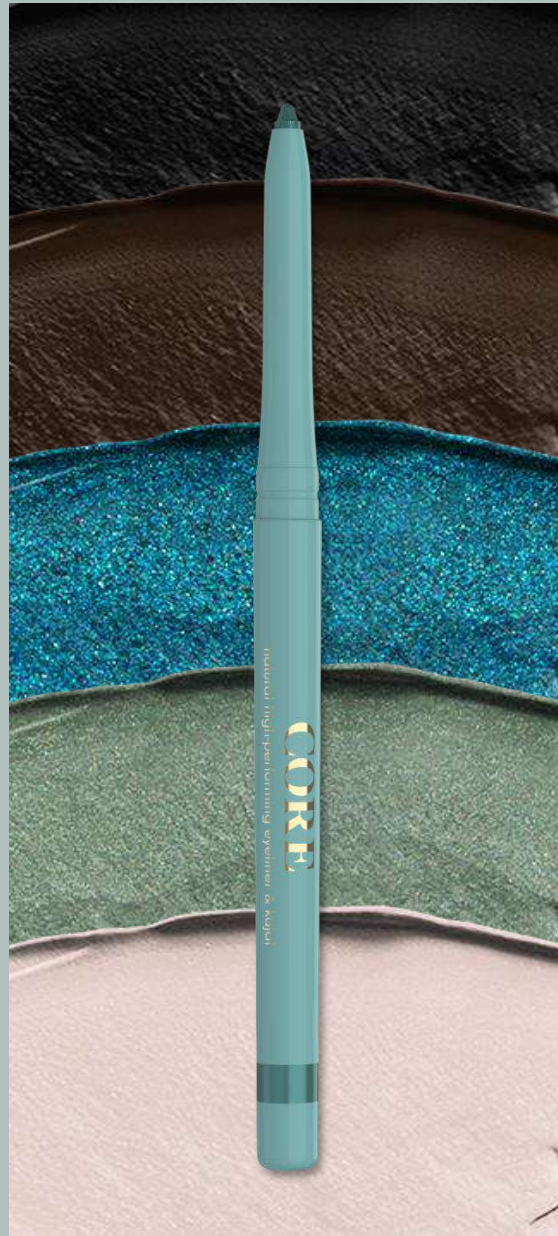
9% natural emollient

Natural emollient for a smooth & soft-gilding application. It has a unique moisture & richness and blends well into skin for a deeper and even color payoff.



14% plant-based waxes

Carnauba wax obtained from the leaves of Copernicia prunifera is known as the "Queen of Waxes". It stabilizes and holds stick-like formulas solid to improve line accuracy. Another component to be considered as a so called 'sugar wax' improves the sensorial properties of the formulation.



# What if we work with our planet?

Up to 16H lastingness.

From natural flat to pearly or metal with rich color intensity.

Defines the eyes softly or can be blended out quickly for amazing smokey eye effect.



And what if all this is just the beginning of something new? The focus on the core has always been at the center of Schwan Cosmetics work.

**There is no  
quality without  
naturalness.**



# Natural Lining Without Compromising

FOCUS

## CONSUMER

” I am looking for an eyeliner that gives me the look I want and the safety I need in a comfortable automatic pen format.

I believe that it is possible to have an eyeliner with safe ingredients that are good for my skin.

I want clean beauty but at the same time, I don't want to compromise on wear properties and performance.

“



Fashion in the city by Jovana Rikalo

## WHY YOU'LL LOVE IT

### Sustainability at its Best

- Clean & vegan eyeliner with high naturality index
- Natural emollient ensures soft-gliding application
- Waterproof & smudgeproof finish
- Defines the eyes softly or can be blended out quickly for amazing smokey effect
- Options for sustainable packaging solutions
- Lastingness up to 15h

## TREND

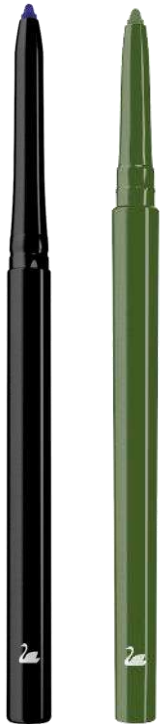
SUSTAINABILITY X TRANSPARENCY X  
PRODUCT EXPERIENCE



# NATURAL Lining Without Compromising



<b>FORMULA</b>	FOCUS
<b>PRODUCT</b>	Eyeliner & Kajal
<b>KEY CLAIM</b>	High content of Natural ingredients meets best lining performance
<b>FINISH</b>	From natural flat to pearly, rich colour intensity
<b>PACKAGING/TIP</b>	R-Matic, ProMatic, PCR packaging in development
<b>AVERAGE LASTINGNESS</b>	10 hours
<b>MAX. LASTINGNESS</b>	Up to 15 hours*



## KEY INGREDIENTS



The formula contains Carnauba Wax and is formulated with a plant based high performance volatile oil. A natural emollient provides a smooth and soft-gliding application.

## PERSONAL TOUCHES

possible up 1%

## FORMULATED WITHOUT

BHT, Mineral Oil, Preservatives, D5



ISO 16128  
Natural origin content



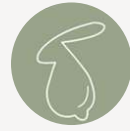
Waterproof



Clean at  
Sephora



Vegan



Cruelty free



China listed

## HOW TO USE – EXPERT TIP

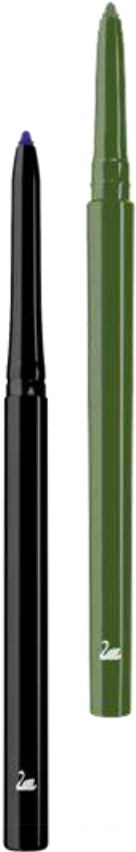
1. Apply the eyeliner as close to the lash line as possible.
2. For ultra precise application draw short dashes along your lash.
3. Line the waterline for an extra expressive look.

## IMPORTANT TO KNOW

Sustainable packaging options in PCR casing in development.

\*max. lastingness due to 10 % of participants

# FOCUS · R-Matic/ProMatic · Mechanical · Eyeliner



**100%**  
OVERALL  
SATISFACTION

## CONSUMER TEST RESULTS

METHOD: Home-Use-Test

COUNTRY: Germany

FIELD PERIOD: Jan. 2022

SAMPLE SIZE: 34

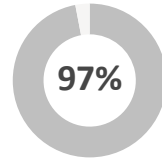
AGE GROUPS: 18-61 years

TARGET GROUP: User of Mechanical Eyeliner

ID: 783672

## APPLICATION

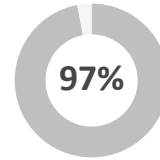
EASY TO APPLY



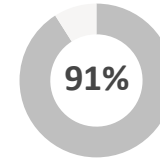
GLIDING



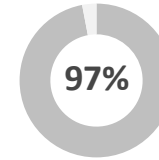
SOFT



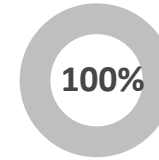
ONE-STROKE  
COVERAGE



GOOD COLOR  
PAYOFF



BUILDABLE

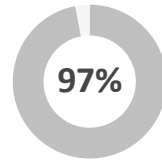


OVERALL  
SATISFACTION

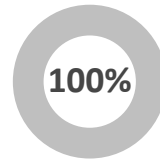
**100%**

## WEAR

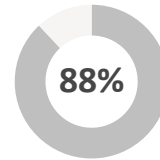
SMUDGE-PROOF



NON-STICKY



SWEAT-PROOF



TRANSFER-  
PROOF



AVERAGE  
LASTINGNESS



MAX.  
LASTINGNESS\*

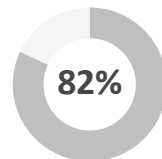


OVERALL  
SATISFACTION

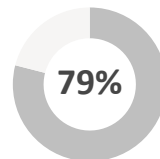
**94%**

## FINISH

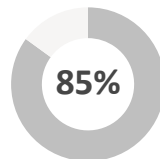
RAZOR SHARP



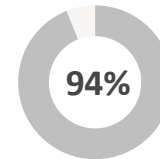
NATURAL



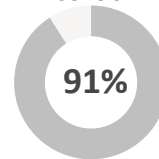
MATTE



EVEN



INTENSE  
COLOUR



OVERALL  
SATISFACTION

**100%**

% of participants who (strongly) agree with the shown product properties

\*max. lastingness due to 10% of participants



FLAWLESS

clean & vegan pen liner

*on fleek*



# what's in it?

**No drama with the truly clean  
liquid eyeliner wrapped in 79% PCR.**

Next generation of highest clean standards in pen liner.

Vegan. Cruelty free.

Water-proof through naturally derived filmroller.

Deepest nano free black.

No drama innovative PEG free complex in pigments.







# the perfect wing.

There is no such thing as failure  
with our easy-to-use pen liner.

The fine felt tip is designed with flexibility in mind  
to create easy, sharp lines and designs.

Perfect for super-precise wings on the eye  
giving you the look you want today.





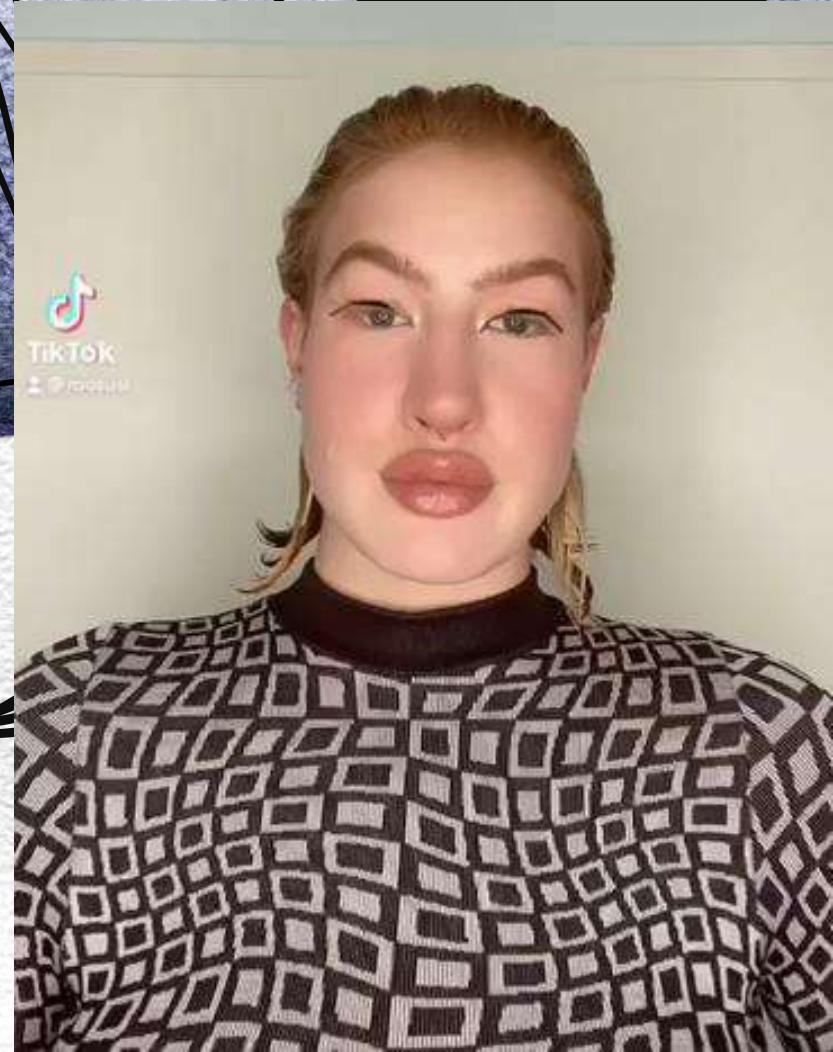
WHO  
WANNA

DO YOU  
BE TODAY?





Puppy, cat or fox?  
Why not reversed?  
Put on your flawless line!



# hello smudge-proof.

Smudge-proof & water-proof.

It is intense semi-matte pigmented.  
Our FAITH formula maintains the perfect  
line - no touch-up needed all day (up to  
16 hours). It lasts without cracking or  
budging.





FLAWLESS

*on fleek*

clean & vegan pen liner

put on your  
flawless line.







**FAITH**

The Clean, Feel-Good Penliner



# The Clean Feel-Good Penliner

FAITH.

## CONSUMER

“ I love my eye-make-up on fleek and believe that it is possible to have a liquid eyeliner with safe ingredients that are good for my skin.

I am looking for a product that is easy to use, gives me the best performance and the safety I need!

“



## WHY YOU`LL LOVE IT

- Clean & vegan liquid eyeliner in an easy-to-use pen format
- Nano, Phenoxyethanol and PEG free
- Smudge proof formula that really stays in place all day long up to 16 hours
- Fine felt tip deposits just the right amount of black ink for highest definition
- Various options for sustainable packaging solutions

## TREND

SUSTAINABILITY X PRODUCT EXPERIENCE X  
PRODUCT EXPERIENCE

# Your Liquid Faith to CLEAN Intensity



<b>FORMULA</b>	FAITH
<b>PRODUCT</b>	Eyeliner
<b>KEY CLAIM</b>	Clean and vegan liquid eyeliner in an easy-to-use pen format
<b>FINISH</b>	Semi-matte, black colour available, brown colour pending
<b>PACKAGING/TIP</b>	Masterunit L, Extra Soft SkinnyTip II (A7), Purist, PCR Purst, Metalliner Easy/Precision Liner (different combinations might be possible – on request)
<b>AVERAGE LASTIGNESS</b>	10 hours
<b>MAX. LASTIGNESS</b>	Up to 16 hours

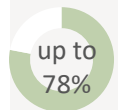
## KEY INGREDIENTS



Waterproof properties are caused by a partly natural derived and biodegradable filmformer. An innovative and PEG free stabilization complex is used for the pigments. Black colour is nano free. PH friendly, simple conservation system.

## FORMULATED WITHOUT

PEGs, Carbon black, Nano, Sulfates, Phenoxyethanol, BHT



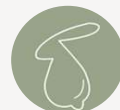
up to  
78%  
Natural Origin  
Content



Waterproof



Vegan



Cruelty free



Clean Beauty



Clean at  
Sephora



Credo



China listed (tba)

## HOW TO USE – EXPERT TIP

1. Apply the eyeliner as close to the lash line as possible.
2. For ultra precise application draw short dashes along your lashes.
3. Wing out the liner for a sleek and elegant look.

## IMPORTANT TO KNOW

Listen to the satisfying click after using the eyeliner to prevent the eyeliner from drying out. In addition, keep in mind to store the liquid eyeliner tip side down.

For very expressive Make-ups don't forget to give your tip time to regenerate before reapplying.



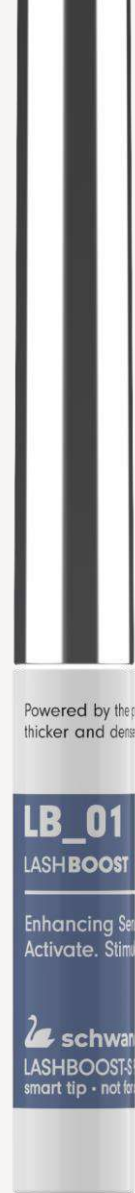


**A BOOST OF  
NATURAL BEAUTY**

# LASH & BROW ENHANCING SERUM LINER

**BOOST** is a 2-in-1 high-performance serum liner formulated to enhance thicker and denser lashes & brows.

Get ready for the transparent treatment or choose your favorite color to boost your natural beauty!



LOOKING TO  
**BOOST YOUR  
NATURAL BEAUTY?**







## BOOST

Unites the strengthening powers of a proven active complex of 3.75% boosting ingredients for more and denser lashes and brows.

With plant extracts, moisturizing ingredients and caffeine, the vegan serum strengthens during the day or night and enhances the overall appearance.

THE SECRET BEHIND THE  
**PROVEN EFFECTIVENESS**

# THE PROOF IS IN THE **FORMULATION**



## **ACTIVATE**

### **CAFFEINE**

Activates blood circulation, which can lead to improved hair growth. Caffeine can help in the initial stages to promote hair growth directly from the root. Longer growth periods help create a thicker and denser look.

## **STIMULATE**

### **PANAX GINSENG ROOT**



A powerful natural remedy to stimulate hair growth. Panax Ginseng Root extract provides a boosting force for healthy lashes and brows, starting directly at the root. Originally used in traditional Chinese medicine, it conditions and reduces hair breakage and supports growth.

## **ENHANCE**

### **SODIUM HYALURONATE**



Originating from biotechnology, Sodium Hyaluronate moisturizes and strengthens the hair roots. It deeply nourishes the entire hair follicle to prevent premature hair loss. Capable of absorbing 1000 times its weight in water makes it an excellent natural conditioner for healthy and enhanced lashes and brows.



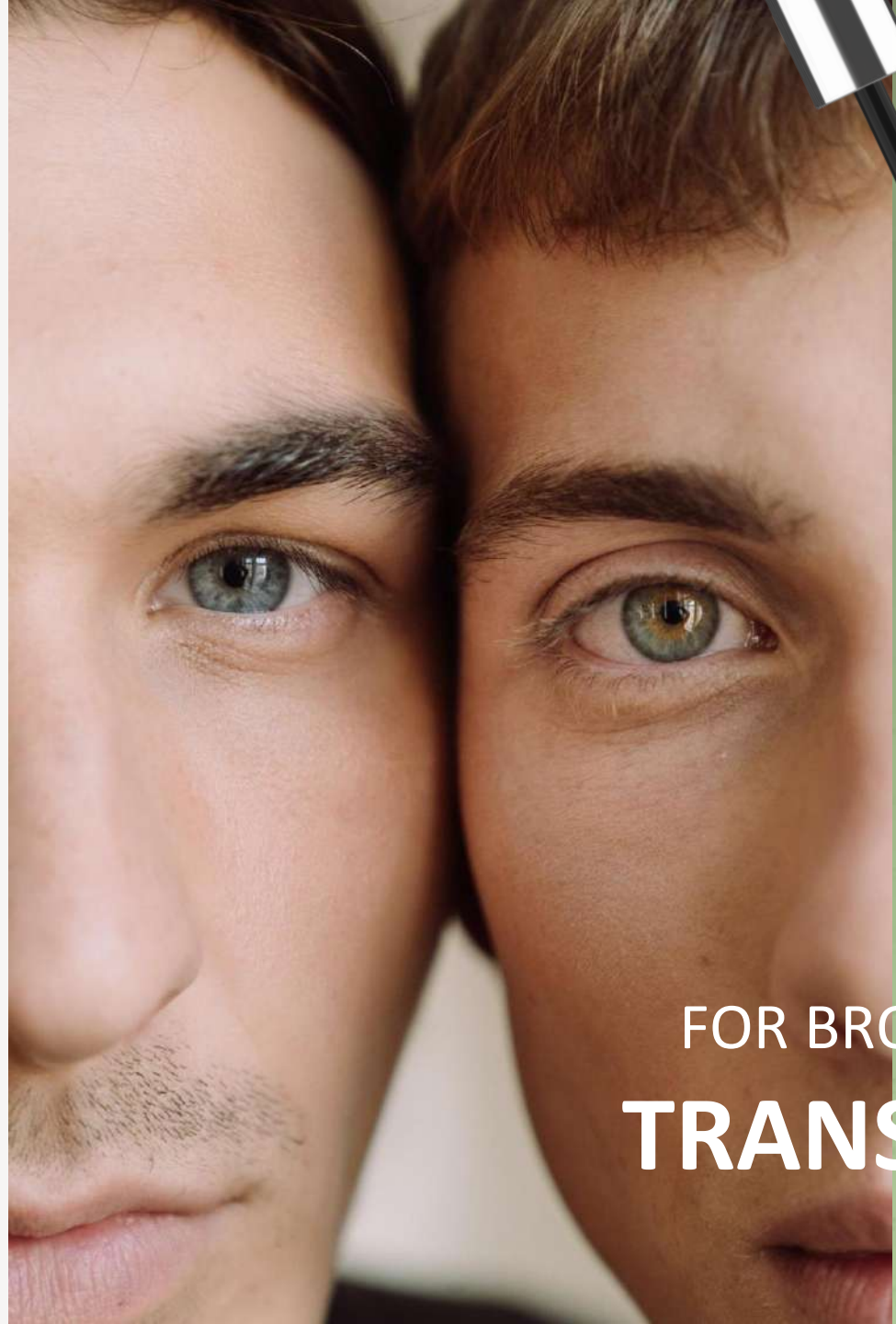
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# BOOST

## ENHANCING SERUM LINER

The transparent multi-use booster for your lashes and brows – day & night.

The transparent Enhancing Serum Liner conditions your lashes and brows during the day or over night. For denser, thicker and healthier-looking lashes and eyebrows.



FOR BROWS & LASHES  
**TRANSPARENT**

# LASHBOOST

## ENHANCING SERUM EYELINER

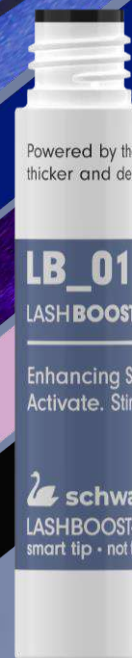
**BOOST** your natural beauty with denser and fuller eyelashes!

LASHBOOST is a 2-in1 colored liquid liner with proven **BOOST** effect for your daily eye make-up. It increases the thickness and fulness of your lashes whilst hair loss slows down.

**15H** SMUDGE PROOF

\* Participant self-assessment – home-use-test – users of eyeliner N=21; Up to 15h smudge proof

SHADES  
**VIBRANT-TO-MATTE**





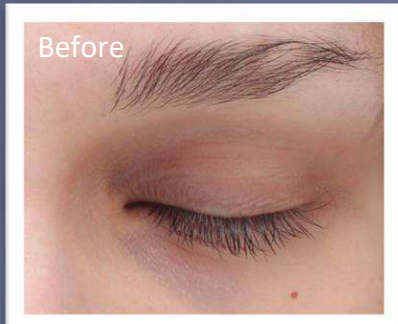
E F F I C A C Y P R O V E N



20%

MORE EYELASHES\*

\*Measurable results With Photoshop® based on a 12-week efficacy study; N=31; Improvement observed on 90% of participants.



87%

CLAIMED LESS HAIR LOSS\*\*

\*\* Participant self-assessment after 12 weeks of daily use of the product; as part of the claim efficacy study; N=33

# BROWBOOST

## ENHANCING SERUM BROWLINER

Embrace your natural brows with the colored **BROWBOOST**.

**BROWBOOST** is a powerful brow enhancer with scientifically proven ingredients to strengthen brow hairs – for a fuller and healthier look.

Create hair-like strokes and fill your brows with the delicate applicator.



SHADES

**NATURAL MATTE**

**12H** SMUDGE  
PROOF\*

\*Participant self-assessment  
– home-use-test – users of browliner, N=29;  
Up to 15h smudge proof



E F F I C A C Y P R O V E N



18%

THICKER EYEBROWS\*

\*Visible results by clinical scoring, based on a 12-week efficacy study; N=32; Improvement observed on 85% of participants



91%

CLAIMED LESS HAIR LOSS\*\*

\*\*Participant self-assessment after 12 weeks of daily use of the product; as part of the claim efficacy study; N=33

# ENHANCING SERUM EYELINER

FORMULA	LASHBOOST
PRODUCT	Liquid eyeliner / eyelash serum
KEY CLAIM	Enhancing lash serum eyeliner for healthier looking eyelashes in coloured and transparent versions
FINISH	Natural matte finish / Effects also possible
PACKAGING	Wide variety of tips and bottles
AVERAGE LASTINGNESS	10hrs
MAX. LASTINGNESS	up to 15 hrs*



## KEY INGREDIENTS

3,75% hair boosting ingredients (Eriobotrya Japonica Leaf Extract, Panax Ginseng Root Extract, L-Arginine, Emblica Officinalis Fruit Extract, Hyaluronic Acid, Pistacia Lentiscus (Mastic) Gum, Coffein Powder)

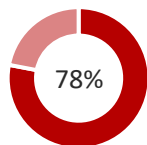
## PERSONAL TOUCHES

Additional care ingredients not available

## FORMULATED WITHOUT

Parabens, Nanomaterials, SLS, BHT

## NEED TO KNOW



ISO 16128  
Naturality Index



Vegan



Waterproof



Cruelty-free



China-listed

## HOW TO USE – EXPERT TIP

1. Apply the **colored** lash booster as your usual liquid liner to **condition** your lashes during the **day**.
2. Apply the **transparent** lash booster directly on the lash line before sleeping for boosted lashes at **night**.
3. The nourishing properties will boost your lashes for **fuller & healthier lashes**.

\*max. lastingness up to 15h claimed by n=3



# ENHANCING SERUM BROWLINER

FORMULA	BROWBOOST
PRODUCT	Liquid browliner / Brow booster
KEY CLAIM	Enhancing brow serum liner for thicker eyebrow hairs in coloured and transparent versions
FINISH	Natural matte finish
PACKAGING	Wide variety of tips and bottles
AVERAGE LASTINGNESS	11hrs
MAX. LASTINGNESS	up to 12 hrs*

## KEY INGREDIENTS



3,75% hair boosting ingredients (Eriobotrya Japonica Leaf Extract, Panax Ginseng Root Extract, L-Arginine, Emblica Officinalis Fruit Extract, Hyaluronic Acid, Pistacia Lentiscus (Mastic) Gum, Coffein Powder)

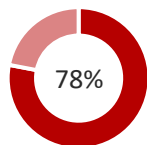
## PERSONAL TOUCHES

Additional care ingredients not available

## FORMULATED WITHOUT

Parabens, Nanomaterials, BHT, SLS

## NEED TO KNOW



ISO 16128  
Natural Origin Content



Vegan



Waterproof



Cruelty-free



China-listed

## HOW TO USE – EXPERT TIP

1. With the **colored** version, fill your brows with hair-like strokes, optionally draw your **desired brow frame**. If necessary, brush through your brows with a spoolie to spread out the product evenly.
2. With the **transparent** version, clean and dry your brows beforehand. Apply the brow booster to the **natural shape** of your brows and leave on throughout the wear time

\*max. lastingness up to 12h claimed by n=4

PRELIMINARY

**EXPERT**  
MY HERO FOR EVERY CHALLENGE



# Long-lasting Eyeliner

EXPERT.

## CONSUMER

” I am not willing to compromise  
– give me the best liquid liner PEN!

Waterproof, smudgeproof & sweatproof  
– no matter in which part  
of the world I live.

The color must be buildable, so I can  
decide, how intense my finish should be.

The cherry on the cake is a perfectly  
designed brush for an exact and precise  
application. “



PRELIMINARY

## WHY YOU`LL LOVE IT

- Vegan waterproof eyeliner
- Gliding formula for a sensorial experience
- Perfect for a hot summer & regions with high humidity
- The intensity of a deep black colour can be built up individually
- Even colour pay-off
- Perfectly fine precision brush with unique STAR-shaped bristles
- Stylish slim pen design
- Lasts up to 18 hours

## TREND

PRODUCT EXPERIENCE X LASTINGESS HERO

# My HERO For Every Challenge

PRELIMINARY



<b>FORMULA</b>	EXPERT
<b>PRODUCT</b>	Liquid Eyeliner Pen
<b>KEY CLAIM</b>	High performance liquid eyeliner
<b>FINISH</b>	Semi-matte
<b>PACKAGING/TIP</b>	LiquidLinerPen (ExpertLiner and ExpertBrush)
<b>AVERAGE LASTIGNESS</b>	12 hours
<b>MAX. LASTIGNESS</b>	Up to 18 hours*

## KEY INGREDIENTS



The unique filmformer creates a strong interpenetrating network after drying, which makes the EXPERT very high rub-off resistant and waterproof. One functional part is specifically responsible for the great adhesion onto the skin. Due to the use of a natural sourced booster the content of Phenoxyethanol could be reduced to 0.4% only.

**FORMULATED WITHOUT** BHT, Mineral Oil, D5, Silicones, Microplastic



up to 59%  
ISO 16128  
Natural origin content



Waterproof



Clean at Sephora



Vegan



Cruelty free



China listed

## HOW TO USE – EXPERT TIP

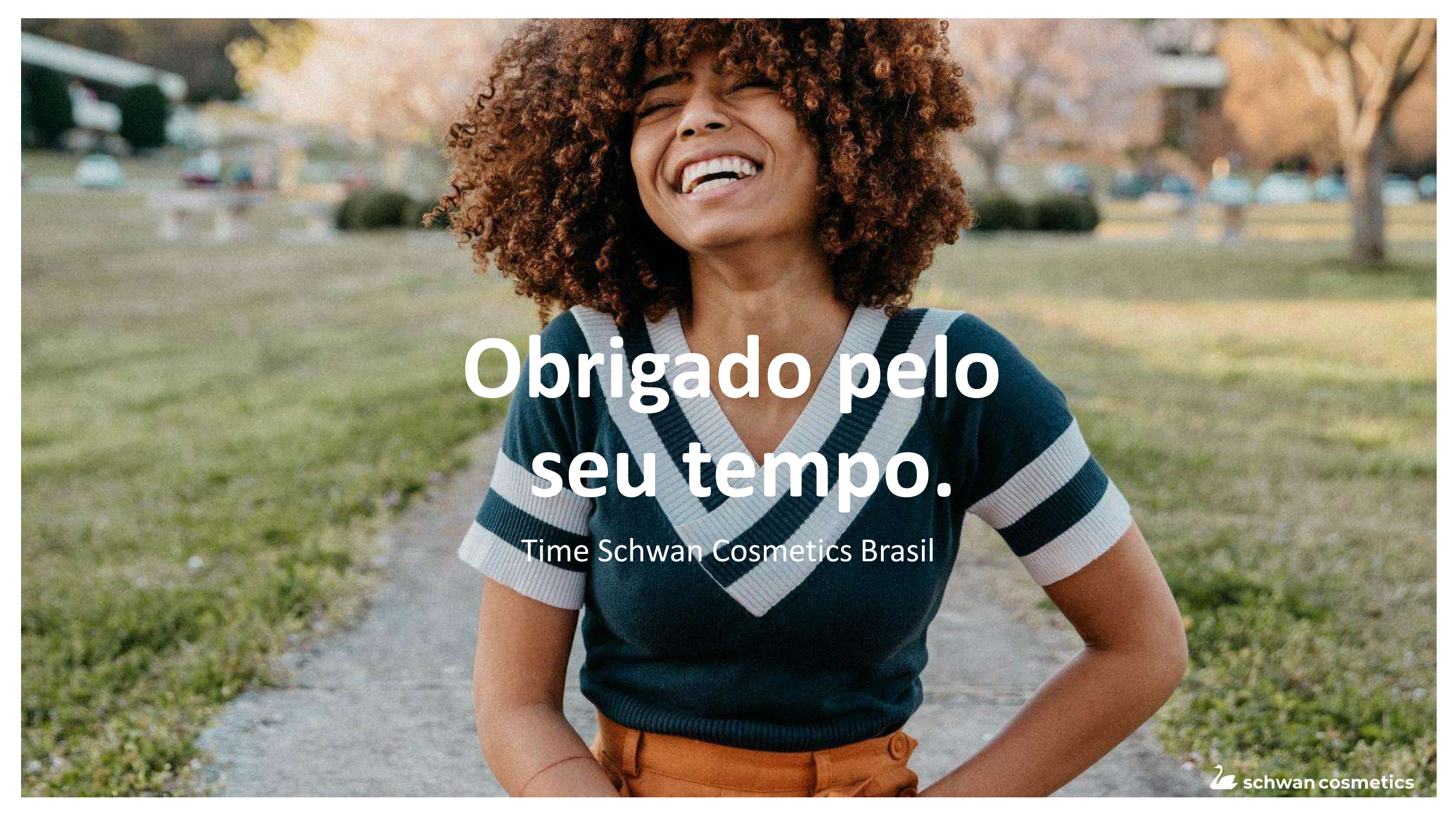
1. Apply the eyeliner close to the lash line to emphasize your eyes.
2. Line the eyes with the saturated and precise tip for highly-defined look.
3. A fine line as well as an eye-catching look is possible!

## IMPORTANT TO KNOW

1. The intensity of a deep black colour can be built up individually.
2. Please shake the product before use to activate the function.

\*max. lastingness due to 10 % of participants



A young woman with voluminous, curly brown hair is laughing joyfully, her eyes closed and mouth wide open. She is wearing a dark green V-neck sweater with white stripes on the sleeves and collar, and orange pants. She stands in a park-like setting with a paved path, grass, and trees in the background. The lighting is warm, suggesting late afternoon or early morning.

Obrigado pelo  
seu tempo.

Time Schwan Cosmetics Brasil