

# KEENWELL



## *Makeup*

NEW DISPLAYS

## Facial Treatment

NEW FORMULAS AND NEW PACKAGING

evolution  
sphere

## *Christmas*

Christmas & Promotional Packs

## Body Treatment

Textura - Bath Therapy

"RUSKA"

Fall / Winter

# 2019/20

MAKEUP COLLECTION

## *Animal Instinct*

Makeup Trends  
And Techniques

[www.keenwell.com](http://www.keenwell.com)



**FREE COPY:**  
Sale or commercialization prohibited.  
All content is the sole ownership of Haasbel, S.L. All rights reserved. Any full or partial reproduction of the content, and/ or the brands or logos on this magazine without the specific permission of Haasbel S. L. is forbidden.

#### MODEL WEARING:

- Instant Beauty Enhancing Flash
- Inalterable 24-Hour Wearing Professional Foundation Medium-To-Full Coverage Semi-Matte Finish SPF20- NºLG3
- Concealer Dual Coverage Nº03- Lavender
- Multitasking Blush Nº51
- Lip Liner Waterproof Nº34
- Lipstick Nº37
- Multifunctional Liner "4 in 1" Click & Contour
- Mono Eyeshadow Nº55
- Eye Liner Waterproof Nº56
- High Performance Volume Mascara Nº1 Black
- Top Coat Mate

# Summary

- 05 ANIMAL INSTINCT**  
New Launches - Fall / Winter 2019-2020
- 15 Makeup Trends and Techniques**  
Fall / Winter 2019-2020
- 27 Season Makeup Packs**  
Fall / Winter 2019-2020
- 35 Launches - Christmas**  
Christmas & Promotional Packs
- 42 Face Care**  
NEW! Evolution Sphere
- 44 Displays**  
Makeup / Color
- 46 Body Care**  
Textura - Bath Therapy "RUSKA"
- 50 Makeup Collection Displays**  
Makeup / Color



# ANIMAL INSTINCT

## Makeup Collection



### MODEL WEARING:

- Instant Beauty Enhancing Flash
- Inalterable 24-Hour Wearing Professional Foundation Medium-To-Full Coverage Semi-Matte Finish SPF20- N°LG3
- Concealer Dual Coverage N°03- Lavender
- Multitasking Blush N°51
- Lip Liner Waterproof N°35
- Lipstick N°36
- Multifunctional Liner "4 in 1" Click & Contour
- Mono Eyeshadow N°55
- Eye Liner Waterproof N°56
- High Performance Volume Mascara N°1 Black
- Nail Lacquer N°46
- Top Coat Mate

KEENWELL presents "Animal Instinct" a collection that brings the autumn's most outlandish trend into the spotlight: animal print that is making a serious comeback this season.

"Animal Instinct" graphic image is inspired by the iconic animal print, resembling the pattern of the fur of a zebra. Zebra print is a bold without being brassy, fashion statement defined by the striking black and white stripes, whose jagged lines have the same effect as an optical illusion.

The mystery, sophistication and avant-garde spirit of zebra print are now transfused into our new makeup collection, where it takes central stage and makes it graphic look daring, trendy, ultra-feminine and sophisticated.

"Animal instinct" ensures that there is no limit to the feminine creativity and empowers the free spirited woman, accentuating her femininity and individuality with classic products updated with unique charm.

"Animal instinct" is inspired by this year's fall/winter exciting collections, palette of prints, colors and textures of the international catwalks. "Animal instinct" features the latest must-haves makeup items for any fashionista.

"Animal instinct" explores the power of instinct with an arousing collection of autumnal veils and lush textures to reveal the evocative allure, the elegant, feminine style and attitude of every woman.

The collection delivers a killer combo of rich hues and pigments, with delicate lightweight textures and effects encompassing an entire range from velvety matte to vinyl or high-impact sparkle.

The collection rich, contrasting hues and complementary textures, ensures to create stylish and sophisticated day or night looks, from natural to glamorous.

Compelling, deep shades on the lips tinged with an autumn color. A nuanced, serene color brings an enticing, ambient look to the eyes. A perfect foundation and delicate blush for a chic skin with a translucent softness.

Trust your gut and explore these sensual shades and textures of fall to discover your own expression with Keenwell's "Animal Instinct" collection!

# Complexion



Once more, this autumn face makeup shows up natural, with a glowy and luminous effect and a flush of blush as if you had spent the day walking outdoors. This naturalness is complemented by a careful and subtle balance in the rest of the makeup.

N°LG3

## INALTERABLE 24 hour Wearing Professional Foundation Medium-to-full Coverage Semi-matte Finish

Medium-to-full coverage foundation transfer resistant that remains flawless, with no "touch-ups," for 24 hours. Lightweight and breathable formula that combines comfort and coverage for an extraordinary second-skin feeling. Infused with an anti-oxidant complex, it works shielding complexion against exterior aggressors including UVA and UVB rays. It perfectly evens out the complexion and improves skin's texture, minimizing appearance of pores, blurring away imperfections, fine lines, wrinkles, instantly enhancing the

appearance of the skin, without masking its natural radiance. With a velvety subtle semi-matte, shine-free finish that effortlessly blends to create a natural look, without a mask-like effect, all day round. Suitable for all skin types.

**How to use:** Always shake before use. Deposit a small amount (2-3 drops) on the back of your hand. Using your fingertips, beauty sponge, or foundation brush, dot onto the center of your face and blend outwardly to neck.



N°LG3 – for medium skin tones with neutral undertones.

## DUAL COVERAGE CONCEALER STICK

### NEW COLOR!

Versatile and practical concealer with double function: perfecting and correcting. Ultra-light dual formula: a base with vitamin E, aloe Vera, rice and corn extracts that protects skin and attenuates the small imperfections and a color concealer that camouflages them and melts with the skin for an invisible finish.

N°3 - LAVANDER concealer reduces unwanted yellow undertones in fair skin and neutralizes sallowness. In addition, it makes extra significantly brighter dark areas, therefore, we can use it on dark circles or apply it strategically in the areas of the face to help create a more radiant-looking complexion.



GIFT!

Gift:  
PACK N° FW-6

## Multitasking BLUSH

### NEW COLOR!

Designed to give your cheeks a touch of color. It is ideal to instantly modulate and perfect the tone and delicately enhance the complexion. Its ultra-light formula melts into the skin and is subtly fixed for a velvety finish.

**How to use:** apply with a brush, by light touches, in the center of the cheeks, gently diffusing it towards the nose and the hair growth line.



N°51 - Warm pink with a matte finish.

N°51



GIFT!

PACK N° FW-7 & FW-8

TESTER New Foundation  
INALTERABLE 24-hour Wearing  
Professional Foundation t



## SKIN PERFECTOR

### Instant Beauty-Enhancing Flash Lift & Radiance Booster



“Its lightweight gel texture provides an immediate firming effect”

**S**kin perfector: a cutting edge dual cross between an anti-age elixir and a beauty-enhancing instant flash. Its lightweight gel texture provides an immediate firming effect, performs an anti-fatigue action to transform skin's texture, minimize the appearance of pores, and blurs away imperfections, fine lines, wrinkles, enhancing skin radiance, revealing a fresh healthy-looking radiant glow. Its translucent formula with soft-focus light-reflecting rosy and gold pigments quickly absorbs, applies smoothly, doesn't leave residues and blends seamlessly into any skin tone. Its effect lasts approximately 8 hours. For all skin types.

**How to use:** Wear it on bare skin, under or over foundation for an effortless, “makeup free” dewy look and a luminous glow. Apply a small amount to moisturized face, neck and décolleté with fingertips and gently massage until it is fully absorbed.

Instant Beauty - PACK N° FW-10.

DUAL-PHASE!

## Demakeup

### Eye & Lip

#### Dual-Phase Micellar Makeup Remover For Eyes And Lips Oil & Fragrance Free

**A** non-rinse skin-caring, fragrance and oil-free dual-phase micellar makeup remover, that easy, effortlessly, gently and effectively, removes all traces of waterproof and long-wearing makeup, as it protects the delicate eye and lip area, soothes and keeps skin clean, silky and refreshed, without feeling sticky or greasy. Ideal for sensitive skin and safe for eyelash extensions.

**How to use:** Use daily. Shake gently before using to mix both phases together. Deposit the product on a cotton pad by soaking it generously. Apply the cotton pad on eyes and/or lips, hold for a few of seconds, and gently remove makeup. Do not rinse

Eye & Lip - PACK N° FW-11.



NEW FORMULA!

# Lips

## LIPSTICKS

**E**xtremely comfortable high-intensity lipsticks with a sophisticated black currant fragrance that give your lips the fresh applied look for hours.

### NEW COLORS!

N° 36- dark burgundy-red with neutral undertones and a satin finish.

N°37 – Pinky nude with glossy finish.



N°36

Lipstick N° 36 & Lip Liner N° 35  
- PACK N° FW-1.

GIFT!

### Waterproof LIPLINER

Creamy formula lipliner for a perfect coverage and a long-lasting result.

### NEW COLORS!

N° 33 –Dark burgundy-red with a satin finish.

N° 34 – Subtle nude pink with pearly finish.



N°37

Lipstick N° 36 & Lip Liner N° 36  
- PACK N° FW-2.



Ultralight formula Intense  
and moduable colors.  
Long duration. Non sticky.

NEW COLORS!

## LIPGLOSS

Nº 65- Rich, vibrant burgundy  
with a vinyl lacquer finish.

Nº66 - a delicate warm light pink  
nude with a matte finish.

Nº65

Lipglosses - PACKS Nº FW-3 & 4.



Nº66

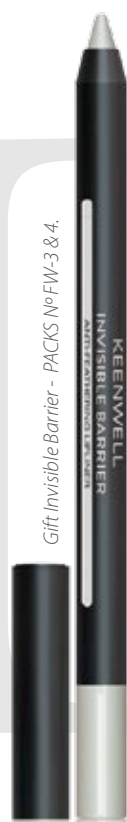
GIFT!

GIFT!

## INVISIBLE BARRIER Anti-Feathering Lip Liner

Anti-feathering lip liner. It creates an invisible  
barrier that delimits the lip contour, keeping  
lipsticks and glosses from feathering and  
improving their hold.

Gift Invisible Barrier - PACKS Nº FW-3 & 4.



# Eyes

## HIGH PERFORMANCE VOLUME Mascara

High performance volume mascara with  
silk proteins, panthenol (Provitamin  
B5) and keratin, which care and  
condition the eyelashes. Its modern formula with  
technological pigments and polyamide fibers  
covers each eyelash, from root to tip, with bold  
long lasting colors. The brush is designed to  
maximize the volume of the eyelashes, without  
smudging or clumping.

**How to use:** Apply from root to outer end by  
zigzag movements to distribute the product  
evenly. Repeat the application for an even more  
spectacular volume.

High Performance Volume - PACKS Nº FW-5.



Nº1



Nº56



## EYELINER Waterproof

Eyeliner that, with a smooth trace, accentuates and sublimates the look with a perfect  
and intense layout. Nº56 - medium-dark taupe with a matte finish.



Gift Eyeliner Nº 56- PACKS Nº FW-5.



Mono-Eyeshadow:  
num 55- PACK N° FW-7.

## MONO EYESHADOW

Highly pigmented vibrant colors, with multiple finishes and effects, adaptable intensity and optimal coverage for an impeccable, ultra-comfortable makeup all day round.

N°55 - Medium-dark, warm-toned taupe with a frosted, metallic sheen.

**H**ighly concentrated long-lasting sophisticated eye shadow. Its delicate oily powder texture perfectly slides on eyelid and combines the subtlety and fixation of the powder with the extensibility, comfort and softness of the oil. Highly pigmented vibrant colors, with multiple finishes and

effects, adaptable intensity and optimal coverage for an impeccable, ultra-comfortable makeup all day round.

**How to use:** gently and homogeneously apply the chosen color on the eyelid with the help of an applicator or brush.



## NEW FOUNDATION

**INALTERABLE**  
24-hour Wearing  
Professional Foundation

TESTER New Foundation  
INALTERABLE - PACK N° FW-7.



**GIFT!**

# CLICK & CONTOUR!

**NEW!**

## 4 IN 1 MULTIFUNCTIONAL LINER

Eye, lip & brow liner



4 In 1 Multifunctional Liner - PACKS N° FW-12.



**F**un, original and convenient multifunctional makeup pencil "4 in 1" with 4 ultra-slim retractable colors leads: 2 to define, contour and fill eyebrows (light brown and dark brown), 1 to create a graphic look (intense black), and 1 redesign your lips (classic red). It does not require sharpening. For all skin types, vegan-friendly.

**How to use:** choose the functionality (eyes, lips or eyebrows) and the desired color by clicking on the corresponding tab; gently twist the pen in the direction of the arrows for more amount of selected shade. Define and shape your eyes, lips and brows.





# Nails

## NEW PRODUCT!

Easy, Fast, No Smell,  
No Spills, Non- Acetone.

## EXCEPTIONAILS

**C**ream acetone-free nail lacquer remover, with a delicious aroma - the most innovative, practical and effective alternative for removing your nail lacquer. It allows removing old nail color effortlessly, anywhere, at any time. A handbag essential. Its innovative cream formula incorporates an exclusive solvent complex, infused with treatment and conditioning ingredients - sweet almond and sesame infused oils - and vitamin E, which not only, naturally, removes even difficult and glitter nail polish in just 60 seconds, but also prevents dryness, nourishes and strengthens nails and

cuticles with each use. Its delicate aroma transforms nail polish removing into a spa-like experience. Perfect for sensitive skin and weak and brittle nails.

**How to use:** For regular nail polish, not suitable for removing (semi)permanent or gel type polish. Apply a small amount of cream to each nail. Massage and leave on for 1-3 minutes (if two layers or base and top coat). With a cotton disc, gently massage, insisting around the cuticle to remove old nail polish. Wash your hands thoroughly after use. Continue with your usual manicure routine.



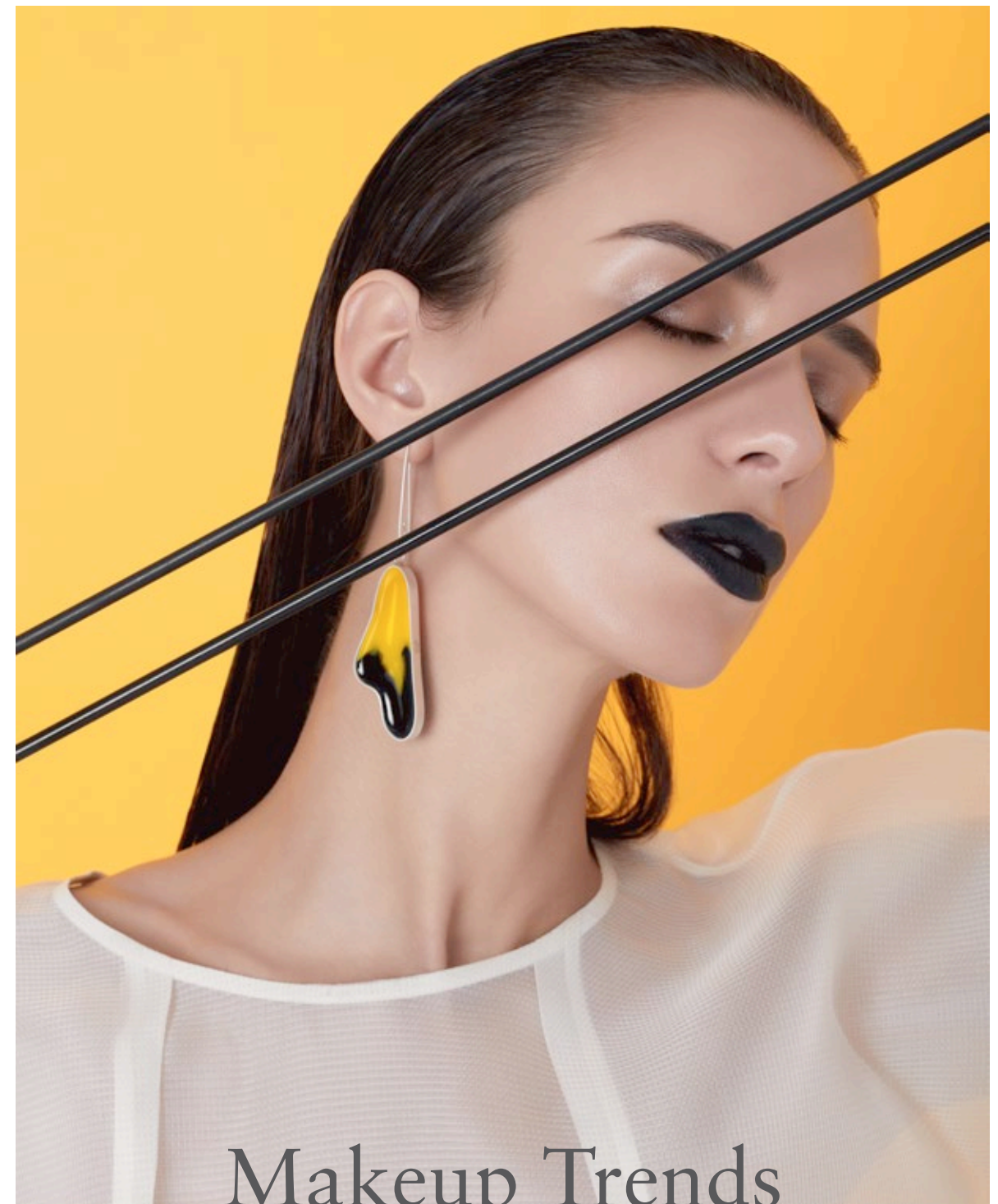
## NEW COLOR AND NEW TOP COAT MATTE!



## NAIL LACQUER

**Nº46 – DEEP RED** – a rich, darkened (almost black) deep red with creamy finish.

**TOP COAT MATTE** - Transparent nail lacquer that protects color and instantly transforms any manicure into a velvety, matte finish.



## Makeup Trends And Techniques

Fall-Winter 2019-2020



## MAKEUP TRENDS AND TECHNIQUES Fall-Winter 2019-2020

Global makeup trends are basically divided  
into 4 large groups:



**1 "Dressed"** - reviews the classics through brown shadows, black eyeliners and burgundy and red lips. It underlines the power of elegance, naturalness and subtlety.

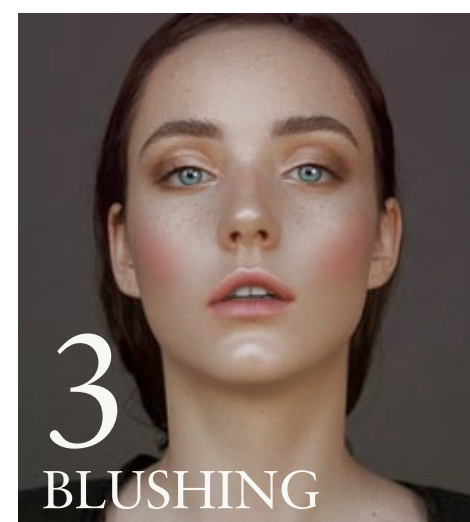
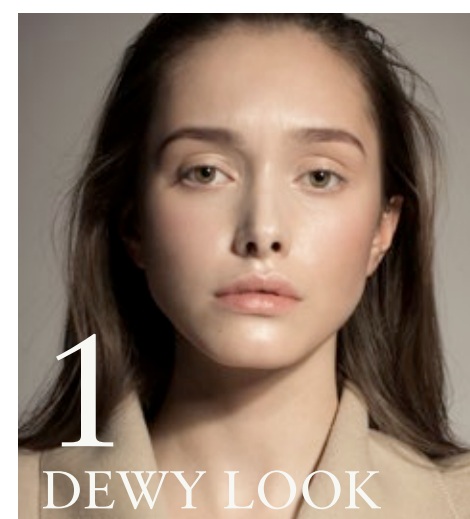
**2 "Refined"** - with a refined and timeless inspiration, and effortless aesthetics, it is expressed through polished looks, where 'no-makeup make up' triumphs, balanced by highlighters to create dimension and emphasize features.

**3 "Healthy"** - proposes a healthy look that relies on freshness. A slightly "sun-kissed", tanned skin, by using bronzing powder and blushes.

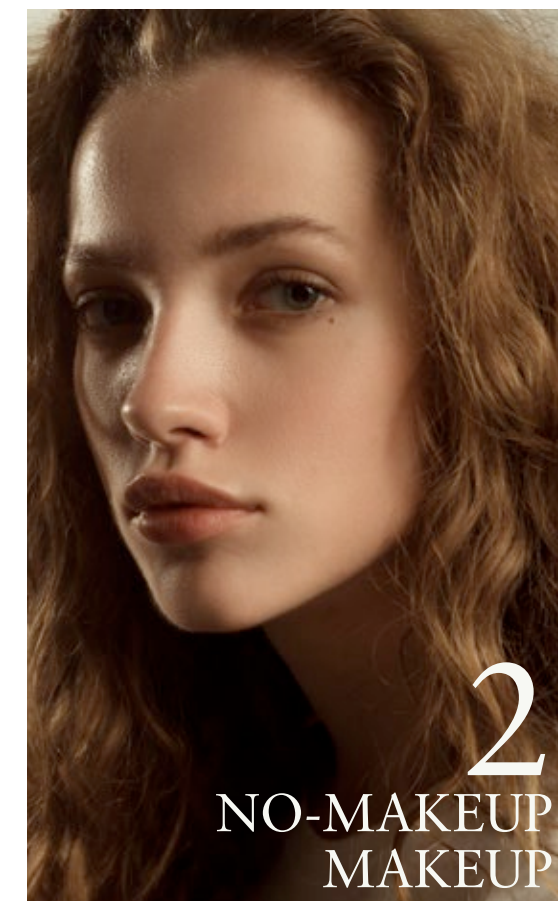
**4 "Vibrant"** - proposes a carefree aesthetic through bold and artistic looks, where the eyes, in daring colors, are the stars.

# COMPLEXION

Makeup Trends And Techniques  
Fall-Winter 2019-2020



**1 "Dewy Look"** - Hydrated and luminous, healthy looking skin. A subtle, slightly satin complexion. This healthy glow is all about exfoliation and moisture, along with a ultralight foundation as new **INALTERABLE 24-hour Wearing Professional Foundation**.



**2 "No-makeup - makeup"** - The trend continues. It is very important to even out skin texture by covering flaws and unifying skin tone, so complexion looks as naturally flawless, like you're not wearing makeup. To cover small imperfections and provide extra brightness, use the new **Lavender Dual Coverage Concealer Stick**.

**3 "Blushing"** - A touch of neutral pink blush applied high on the apples of the cheeks, close to the nose, looking like a natural flush, is the easiest way to soften the face and liven up the complexion.

All you need is the new **MULTITASKING BLUSH N°51!**

Rosy blush may be paired with soft pink lips, and on the eyes too, suggesting that the trend for "monotone make-up" is set to stay.



# LIPS

Makeup Trends And Techniques  
Fall-Winter 2019-2020



**1 "Wine Lips: Bordeaux, Merlot, Burgundy"** Lips in intense tones and different finishes matte, satin, vinyl ..., as **the new Lipgloss N°65**, are this season most maximalist proposal and they are presented as the only focal point of the makeup, or combined with extreme cat-eyes.

To increase the durability and add warmth to wine lipsticks, we recommend you to delineate and fill the entire lip with a red lipliner and, then, apply the color on top.

**2 "Glossy Lips"** - Both on Instagram, as on the catwalks, glossy lips gain ground this season. Glossy lips are undeniably sexy, since they make the lips look shiny, moisturized, and lush. In addition, glossy finish infuses energy, joy, exuberance and femininity to the look.

Try our new lipstick  
N° 37 with **GLOSSY**  
finish!

The trend is glossy lips complementing bright eyes and dewy skin, or to go for a monochromatic look.

# “Dark lips trend, as new lipstick N°36”



**3 "Dark Lips"** - Dark shades of chocolate, plum, cherry and even extreme black and dark green colors are one of the most popular lip trends. Dark lips trend, as **new lipstick N°36**, comes stomping to enhance our most punk and rebellious side.

With dark lips - "less is more", therefore, combine them with a luminous skin and a clear tone on the mobile eyelid. Top with a little mascara and a light touch of 'blush' to illuminate the face.

The key to showing off the dark lips is to make them perfect, since they require attention and care: it is important to prepare the lips well, moisturize and exfoliate them, carefully outline the contour and apply the color, preferably, with a wide and flat brush so that the color be perfectly uniform. To increase durability, apply translucent powder to seal the lipstick.



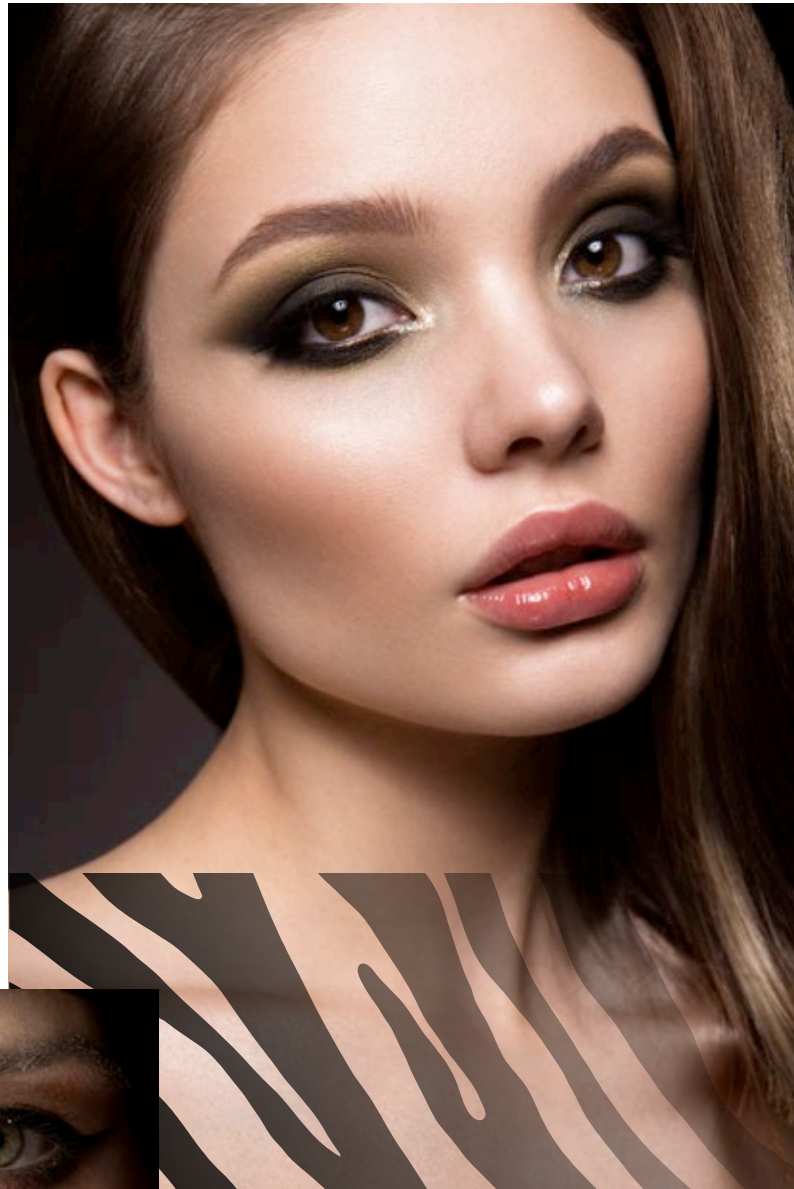
**4 "The Red Classic"** - Red lips are a classic that will never go out of fashion, but the shades and finishes can change from one season to another.

This season, the red is presented in warm tones boiler or brick with bright finishes or with cold nuances and matte finish.



The **NUDE LIPS** can be the focal point of the look or simply complement a daring eye makeup proposal.

**5 "Nude Lips"** - The delicate and sophisticated shades of mauve, caramel or pink, as the **new lipgloss N°66**, are once again one of the season's proposals.



**6 "K-Beauty Smudged (Undefined) Lips"** - The "stained" lips are a look of beauty very popular in Asia that, every time, wins more followers in Europe.

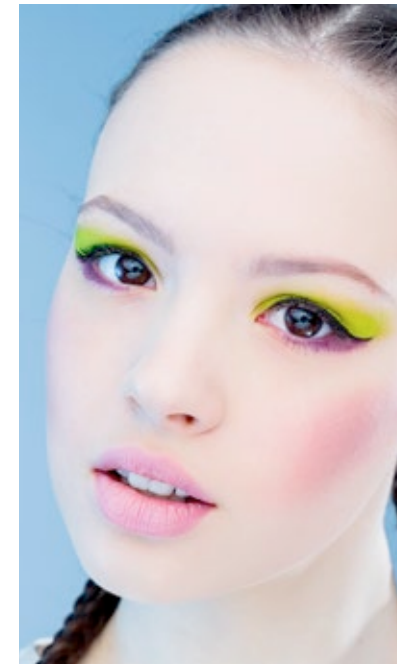
It's all about swapping precise for blurred lines and embracing the imperfect. Requiring minimal time and effort to do, it works with a range of shades but most effectively with soft pastels and bright pops of colour.

The technique consists of applying the color in the center of the lips and diffusing it from the inside out, with small touches, to create a charming effect of "newly kissed" lips that is especially flattering for full lips.

# Eyes

Makeup Trends And Techniques  
Fall-Winter 2019-2020

**1 Inner light** - A tear illuminated with silver, iridescent sparkles, pastel or glitters is again on-the-go this season .



**2 Pastel Shadow**- Green, lilac, pink or orange again are all over seasonal catwalks. Do not forget to blend well and apply shadow also under the eyelid. Choose a color that contrasts with your eyes color. For green eyes - lilac, for blue - mint, and for brown - pink.

**3 Neon Flashes**- This season, color is applied by small, but impressive, pops in vibrant neon colors. It's a quick and super easy way to get an avant-garde look.

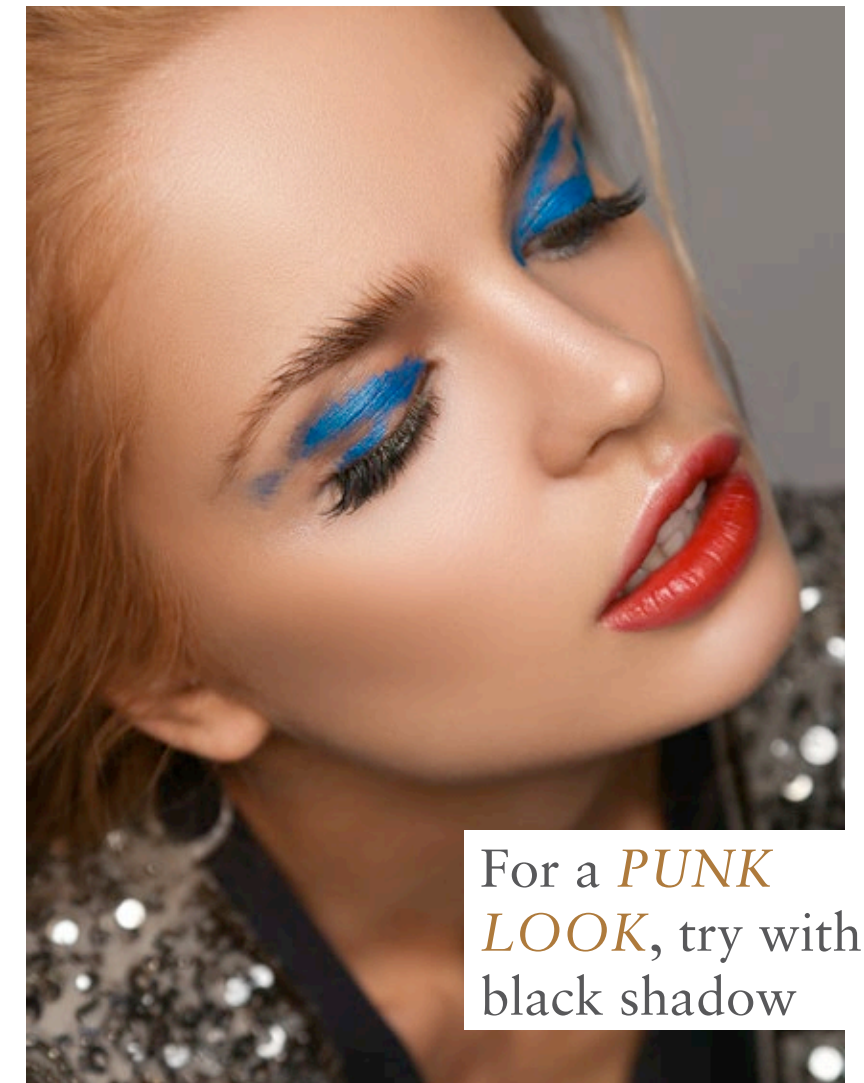
**How to get these color flashes?**

- Drawing small flicks or arty inspiration lines framing the upper lash lines.
- Apply messy shadow lines on the eyelid.

**4 Smudged Eyes** - "Smudged eyes" is to messy applying shadow, without precise edges, to create unblended, perfectly-imperfect messy looks, simulating a careless finish.

This season the key to create these high impact looks are electric or metallic shades.

For a punk look, try with black shadow and apply it over the lid, from outer corner of the eye to slightly over the inner corner, haphazard and smudged, but in a distinctly rectangular shape.



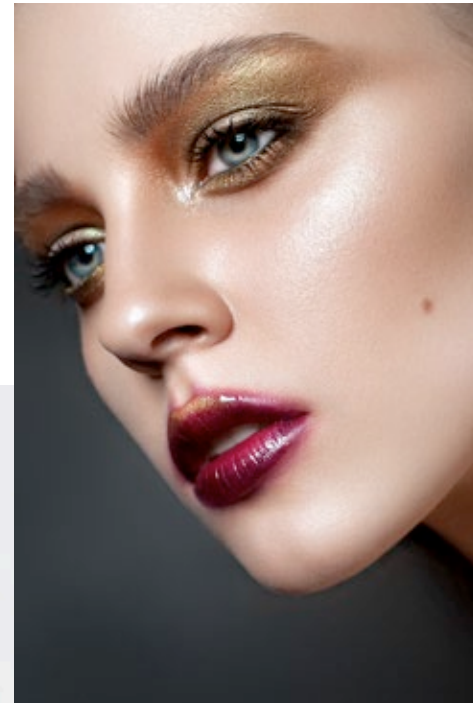
For a **PUNK LOOK**, try with black shadow



**5 Monochromatic Look** - It's incredibly chic and an easy way to wear trendy shades all over.

To recreate it, it is enough with one or two products, maximum, for example: gently apply a nude lipstick shade, as **new lipstick N°37**, on your lips, eyelids and cheekbones.

The most used shades are neutral: *mauves*, *golden* and *browns*.



**6 Smokey Eyes** - Smokey eyes this season are deliciously sophisticated and elegant. To create a trendy smokey eyes, apply **new Mono Shadow N° 55** all around the eye and pull out past the outer corner of the eye in a sharp shape; then, top with our **Waterproof Eye Liner N°56** super close to the lash line and in the water line.



**7 Water line** - This trend caused a furore in the 90's; now, in black or in bright colors, to apply eyeliner along the waterline has become fashionable once again.

Dark shades intensify the look, while lighter ones make eyes appear wider and more awake.

Pair the thin line of black with a dewy complexion and nude lips as new **LIPSTICK N°37** for a modern look.



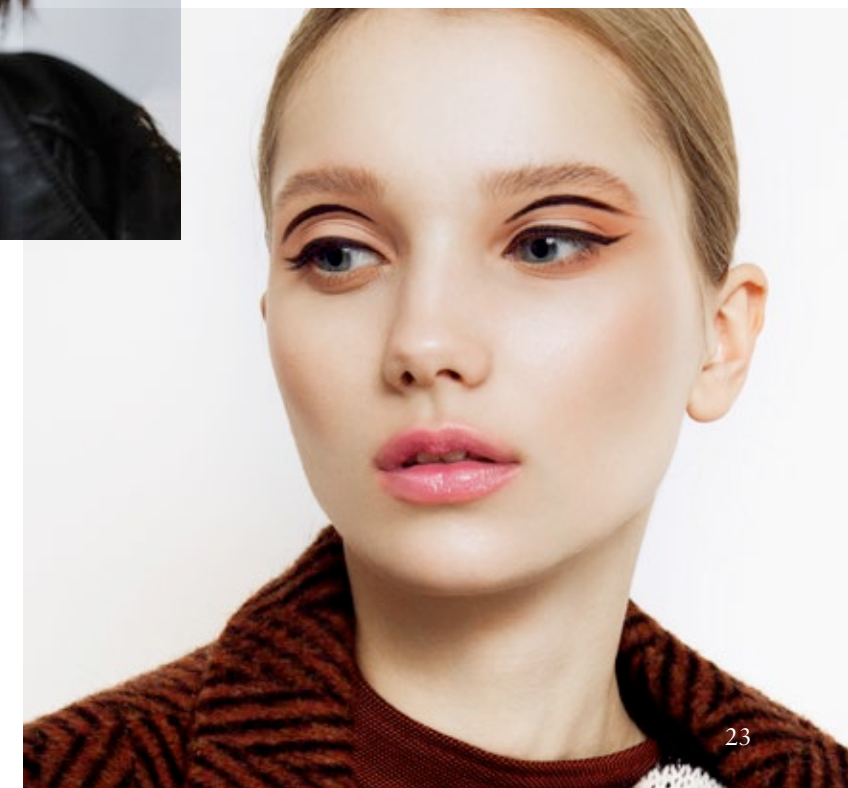
**8 Artistic Lines** - Have been saw in celebrities as Lucy Boynton, and they replace the traditional black liner on eyelashes by "floating" artistic lines that are applied on or above the crease.

The shapes are varied: defined strokes, floating arrows or childlike scribbles, and you can draw 1 single line or several. Let your creativity express itself!

You can choose any color, but! try white, the result is stunning.

**9 Infinite Cat Eye** - The classic Cat Eye is reinterpreted this season and acquires great drama surrounding the whole eye to become, practically, a black shadow or extending to infinity, towards the tail of the brow.

Pair infinite Cat Eye with red or wine-colored lips for a sophisticated, classic look, or with the rest of the makeup pared-down, so the focus really will be on the eyes.





# LASHES

Makeup Trends And Techniques  
Fall-Winter 2019-2020



**1 Dramatic Eyelashes** - Lashes take the spotlight in Fall/Winter 2019-2020 trends.

They are the subject of true artistic creation:

- Exaggerated with blunt Sixties-style kohl lines.
- Colorful, more chromatic.
- Ultra-thick and clumped lashes, layered with multiple layers of mascara for a dramatic, but very wearable look.

There's one golden rule: keep the complexion and lips as natural as possible.

**2 Beauty Brows** - For the new season the mood has moved on from wild, brushed-up brows to embrace a more groomed aesthetic.

One of the trends is to bring them bold to full color. If dyeing them is too radical for you, try transforming them with color mascara or with a vibrant shade eyeshadow.

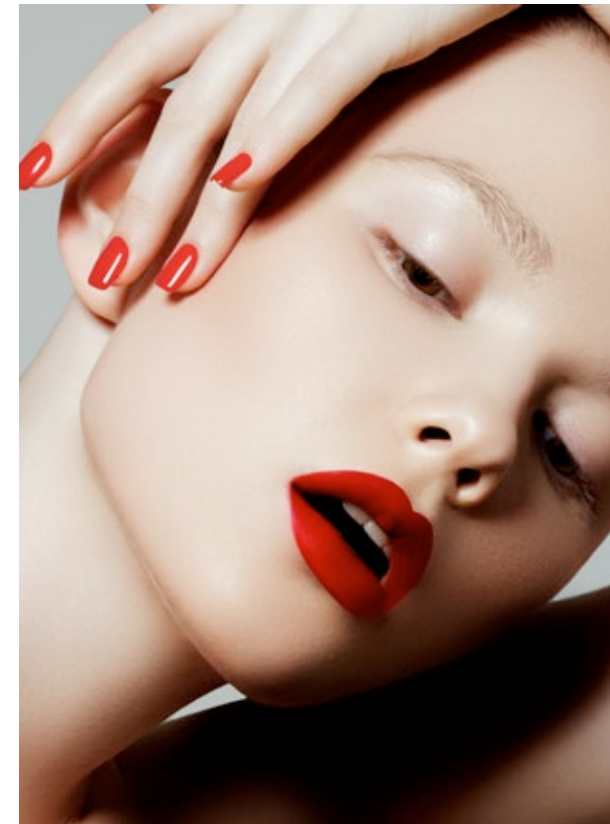
If your option, however, is naturalness, try the **new CLICK & CONTOUR! 4 in 1 MULTIFUNCTIONAL LINER** - Eye, lip & brow liner, with 2 colors to define, contour and fill eyebrows (light brown and dark brown).



# & BROWS

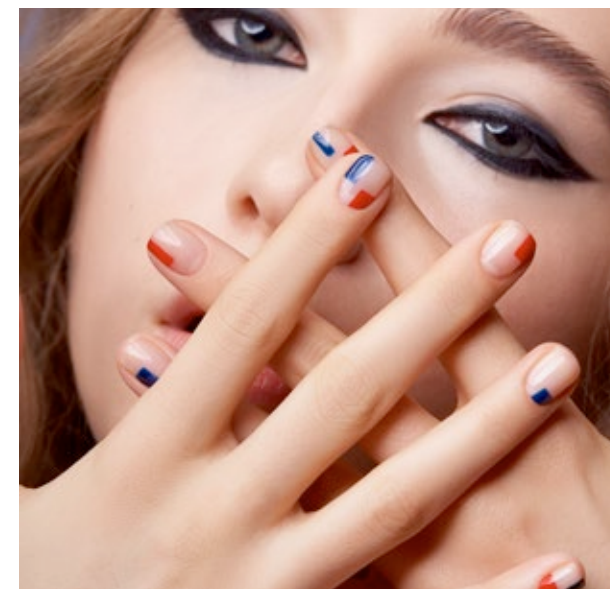
# NAILS

Makeup Trends And Techniques  
Fall-Winter 2019-2020



**1 Red Paired Nails & Lips** - Red lips are stunning. And a red manicure is always beautiful. Combine them together and you get something timelessly elegant.

Stylists recommend to use almost the entire palette of red, from scarlet to burgundy.



**2 Dark Colors** - Autumn-winter manicure 2019-2020 is the complete opposite of nail art past cold seasons, when the stylists recommended to make bright and intense designs in order to diversify the grey scenery. This season, nail-masters decided to return to the classical ideas and offer to decorate nails with black and close to it de colors, as **new nail lacquer №46- DEEP RED**.

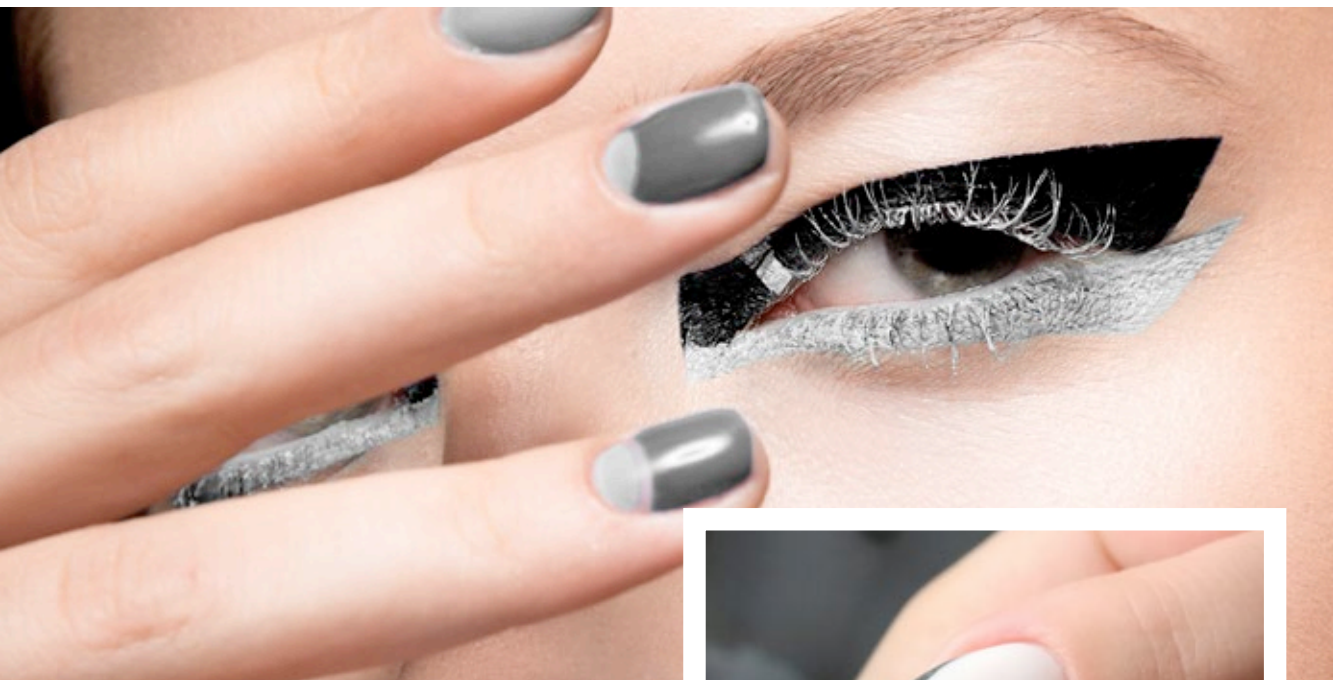


**3 French Manicure 2.0** - The classic French manicure is reinvented this season with bold colors and new minimal designs.



**4 Rainbow Nails** - Rainbow manicure is one of the mani trends of the moment. Multicolored nail art lets out our inner little girl.

In bright, pastel or neon colors, this "new" trend is becoming super popular.



**5 Moon Nails** - Moon manicure is an elegant and minimalist approach to trends.

Combine two tones to add a touch of originality to manicure.

Moon manicure allows using glitter nail polish, without being excessive.

**6 Matte Nails** - One of the hottest trends is matte finish manicure. Matte finish gives nails an ultra-modern and sophisticated feel that you can get with our new **TOP COAT MATTE**.



# Season *Makeup* *Packs*

*Fall-Winter 2019-2020*



# Superb

Lips KIT



**Lipstick**, in a wide palette of modern and vibrant shades, from elegant neutrals to daring tones, in seductive and modern finishes: creamy, matt, metallic, pearl, vinyl, etc., with variable degrees of coverage, for a fashion look and extraordinary comfort for hours. **How to use:** outline the lips with a KEENWELL lipliner and then apply the lipstick with a brush or directly on the lips and blend out towards the corners.

**Lip liner Waterproof**, a profile pencil for your lips with a smooth texture that slides easily, providing a perfect finish, accentuating your lips natural curve.

| FW-1      |                                       |
|-----------|---------------------------------------|
| Ref. Pack | K5750088                              |
| Capacity  | 4 gr. e 0.14 oz.   1,5 gr. e 0.04 oz. |
| EAN Code  | 8 435002 125918                       |

| FW-2      |                                       |
|-----------|---------------------------------------|
| Ref. Pack | K5750089                              |
| Capacity  | 4 gr. e 0.14 oz.   1,5 gr. e 0.04 oz. |
| EAN Code  | 8 435002 125925                       |

# Stylish

Lips KIT



**Lipgloss.** High impact liquefied pigment long lasting lipgloss, with multiple effects and finishes: matte, satin, metallic... Its extremely creamy flexible and light moisturizing texture provides a spectacular color, beautiful glide, single stroke coverage and a pleasant feeling of comfort on the lips. Its convenient applicator enables a perfect application. **How to use:** Apply the color starting at the center, moving outward toward the corners. Let dry down for a few seconds for an impeccable fixation.

**Anti-feathering lip liner.** It creates an invisible barrier that delimits the lip contour, keeping lipsticks and glosses from feathering and improving their hold. Result: perfectly defined lips all day round. **How to use:** before applying the lipstick, outline your lips contour, starting at the sides of the upper lip and moving towards center, and repeating on the lower lip.

| FW-3      |  |
|-----------|--|
| Ref. Pack | K5750091                                 |
| Capacity  | 4 ml. e 0.14 fl.oz.   1,5 gr. e 0.04 oz. |
| EAN Code  | 8 435002 125932                          |

| FW-4      |  |
|-----------|--|
| Ref. Pack | K5750092                                 |
| Capacity  | 4 ml. e 0.14 fl.oz.   1,5 gr. e 0.04 oz. |
| EAN Code  | 8 435002 125949                          |

Pack: FW-3

Pack: FW-4



N°56



Pack: FW-5

# Alluring

Eyes KIT

**High performance volume Mascara** with silk proteins, panthenol (Provitamin B5) and keratin, which care and condition the eyelashes. Its modern formula with carbon black pigments and polyamide fibers covers each eyelash, from root to tip, with an intense long lasting black color. The brush is designed to maximize the volume of the eyelashes, without smudging or clumping.

**How to use:** Apply from root to outer end by zigzag movements to distribute the product evenly. Repeat the application for an even more spectacular volume.

**Eye pencil** with a soft, fine, easy-to-apply lead that gives you a perfect line every time. It intensifies your gaze or softly shades around your eyes. Waterproof and long lasting result.

FW-5

Ref. Pack K5750093

Capacity

10 ml. e 0.33 fl.oz.  
1,5 gr. e 0.04 oz.

EAN Code



# Impeccable

Skin KIT

**Inalterable 24-hour Wearing Professional Foundation.** Medium-to-full coverage foundation transfer-resistant that remains flawless, with no “touch-ups”, for 24 hours. Lightweight and breathable formula that combines comfort and coverage for an extraordinary second-skin feeling. Infused with an anti-oxidant complex, it works shielding complexion against exterior aggressors including UVA and UVB rays. It perfectly evens out the complexion and improves skin’s texture, instantly enhancing the appearance of the skin, without masking its natural radiance. With a velvety subtle semi-matte, shine-free finish that effortlessly blends to create a natural look, without a mask-like effect, all day round. Suitable for all skin types. **How to use:** Always shake before use. Using your fingertips, beauty sponge, or foundation brush, dot onto the center of your face and blend outwardly to neck.

FW-6

Ref. Pack K5750094

Capacity

30 ml. e 1.01 fl.oz.  
4 gr. e 0.14 oz.

EAN Code



N°LG3

Pack: FW-6



N°3

**Dual Coverage Concealer Stick.** Concealer with double function: perfecting and correcting. Ultra-light dual formula: a base with vitamin E, aloe Vera, rice and corn extracts that protects skin and attenuates the small imperfections and a color concealer that camouflages them and melts with the skin for an invisible finish. Apply directly to the area to cover and diffuse delicately with your fingertips or a make-up brush.

# Catwalk

Beauty KIT

**Mono EYESHADOW.** Highly concentrated long-lasting sophisticated eye shadow. Its delicate oily powder texture perfectly combines the subtlety and fixation of the powder with the extensibility, comfort and softness of the oil. Highly pigmented vibrant colors, with multiple finishes and effects, adaptable intensity and optimal coverage for an impeccable, ultra-comfortable makeup all day round. **How to use:** gently apply on the eyelid with the help of an applicator or brush.

**Inalterable 24-hour Wearing Professional Foundation.** Medium-to-full coverage foundation transfer-resistant that remains flawless, with no “touch-ups”, for 24 hours. Lightweight and breathable formula that combines comfort and coverage

for an extraordinary second-skin feeling. Infused with an anti-oxidant complex, it works shielding complexion against exterior aggressors including UVA and UVB rays. It perfectly evens out the complexion and improves skin’s texture, instantly enhancing the appearance of the skin, without masking its natural radiance. With a velvety subtle semi-matte, shine-free finish that effortlessly blends to create a natural look, without a mask-like effect, all day round. Suitable for all skin types. **How to use:** Always shake before use. Using your fingertips, beauty sponge, or foundation brush, dot onto the center of your face and blend outwardly to neck.

Pack: FW-7



N°55



FW-7

Ref. Pack K5750095

Capacity

4 gr. e 0.14 oz.  
15 ml. e 0.50 fl.oz.

EAN Code







Pack: FW-8

# Runway

Beauty KIT

**Multitasking Blush.** Designed to give your cheeks a touch of color. It is ideal to instantly modulate and perfect the tone and delicately enhance the complexion with a velvety finish. **How to use:** apply with a brush, by light touches, in the center of the cheeks, gently diffusing it towards the nose and the hair growth line.

## Inalterable 24-hour Wearing Professional Foundation.

Medium-to-full coverage foundation transfer-resistant that remains flawless, with no “touch-ups”, for 24 hours. Lightweight and breathable formula that combines comfort and coverage for an extraordinary second-skin feeling. Infused with an anti-oxidant complex, it works shielding complexion against exterior aggressors including UVA and UVB rays. It perfectly evens out the complexion and improves skin’s texture, instantly enhancing the appearance of the skin, without masking its natural radiance. With a velvety subtle semi-matte, shine-free finish that effortlessly blends to create a natural look, without a mask-like effect, all day round. Suitable for all skin types. **How to use:** Always shake before use. Using your fingertips, beauty sponge, or foundation brush, dot onto the center of your face and blend outwardly to neck.

|           |  |
|-----------|--|
| FW-8      | EAN Code                                 |
| Ref. Pack | K5750096                                 |
| Capacity  | 10 gr. e 0.35 oz.   15 ml. e 0.50 fl.oz. |
|           | 8 435002 125987                          |

# ExceptioNails

**Cream acetone-free nail lacquer remover,** with a delicious aroma - the most innovative, practical and effective alternative for removing your nail lacquer. It allows removing old nail color effortlessly, anywhere, at any time. Its innovative cream formula incorporates an exclusive solvent complex, infused with treatment and conditioning ingredients - sweet almond and sesame infused oils - and vitamin E, which not only removes even difficult nail polish in just 60 seconds, but also prevents

dryness, nourishes and strengthens nails and cuticles. Its delicate aroma transforms nail polish removing into a spa-like experience. Perfect for weak and brittle nails. **How to use:** For regular nail polish, not suitable for removing (semi)permanent or gel type polish. Apply a small amount of cream to each nail. Massage and leave on for 1-3 min. (if two layers or base and top coat). With a cotton disc, gently massage, insisting around the cuticle to remove old nail polish. Wash your hands thoroughly after use.

|           |                      |
|-----------|----------------------|
| FW-9      | EAN Code             |
| Ref. Pack | K5750085             |
| Capacity  | 50 ml. e 1.69 fl.oz. |
|           | 8 435002 125994      |



Pack: FW-9



Pack: FW-10

# Skin Perfector

**Instant Beauty-Enhancing Flash Lift & Radiance Booster.** A perfect cross between an anti-age elixir and a beauty-enhancing instant flash. Its lightweight gel texture provides an immediate firming effect, performs an anti-fatigue action to transform skin’s texture, minimize the appearance of pores, and blurs away imperfections, fine lines, wrinkles, enhancing skin radiance, revealing a fresh healthy-looking radiant glow. Its effect lasts approximately 8 hours. For all skin types. **How to use:** Apply a small amount to moisturized face, neck and décolleté with fingertips and gently massage until it is fully absorbed.

|           |                      |
|-----------|----------------------|
| FW-10     | EAN Code             |
| Ref. Pack | K5750084             |
| Capacity  | 20 ml. e 0.67 fl.oz. |
|           | 8 435002 126007      |

# Eye & Lips

## Dual-phase Micellar Makeup Remover For Eyes and Lips

A non-rinse skin-caring, fragrance and oil-free dual-phase micellar makeup remover, that easy, effortlessly, gently and effectively, removes all traces of waterproof and long-wearing makeup, as it protects the delicate eye and lip area, soothes and keeps

skin clean, silky and refreshed, without feeling sticky or greasy. Ideal for sensitive skin and safe for eyelash extensions. **How to use:** Use daily. Shake gently before using to mix both phases together. Deposit the product on a cotton pad by soaking it generously. Apply the cotton pad on eyes and/ or lips, hold for a few of seconds, and gently remove makeup. Do not rinse.

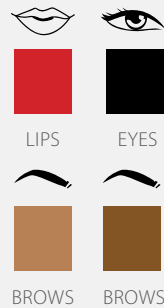
|           |                       |
|-----------|-----------------------|
| FW-11     | EAN Code              |
| Ref. Pack | K5750086              |
| Capacity  | 100 ml. e 3.38 fl.oz. |
|           | 8 435002 126014       |



Pack: FW-11

# Click & Contour!

## 4 in 1



### Multifunctional Liner - Eye, lip & brow liner

Fun, original and convenient multifunctional makeup pencil "4 in 1" with 4 ultra-slim retractable colors leads: 2 to define, contour and fill eyebrows (light brown and dark brown), 1 to create a graphic look (intense black), and 1 redesign your lips (classic red). It does not require sharpening.

For all skin types and vegan-friendly. **How to use:** choose the functionality (eyes, lips or eyebrows) and the desired color by clicking on the corresponding tab; gently twist the pen in the direction of the arrows for more amount of selected shade. Define and shape your eyes, lips and brows.

FW-12

Ref. Pack

K5750087

Capacity

4 x 0,1 g e 4 x 0.003 oz

EAN Code



# Nail Lacquer



**N°46 – DEEP RED** – a rich, darkened (almost black) deep red with creamy finish.

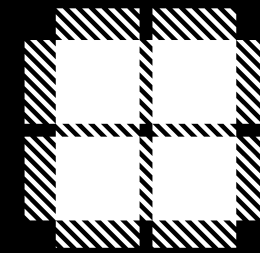
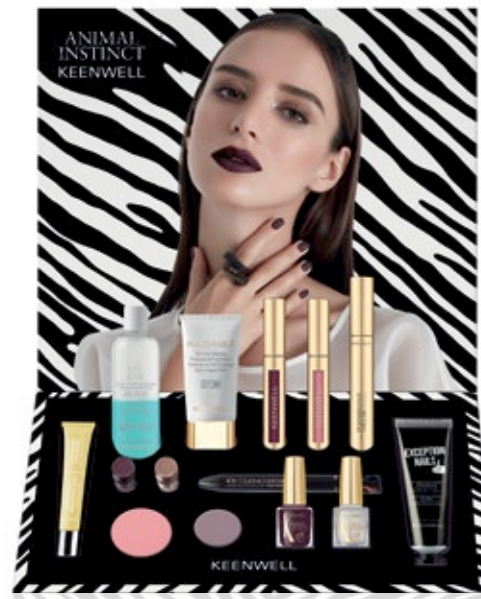
**TOP COAT MATTE** - Transparent nail lacquer that protects color and instantly transforms any manicure into a velvety, matte finish.

No 46 Deep Red Ref. K1001046

Top Coat Matte Ref. K1001047

Capacity 12 ml. e 0.40 fl.oz.

# Display



# Christmas Cosmetics Packs

Fall-Winter 2019-2020



# TENSILIFT

**TENSILIFT SUPERLIFTING ANTI-WRINKLE DAY CREAM** - Rapid absorption cream, indicated for skin with loss of elasticity and firmness day treatment. It strengthens skin defense systems, increases hydration, both on the surface and in the deeper layers, stimulates the production of glycosaminoglycans, that act specifically on elastin (synthesis of proteins associated with Eliline Emilin-1 and Fibulin- 5, with anti-glycation action). It combats free radicals by repairing the damage they cause at cellular level. It stimulates sirtuin (protein), prolonging lifespan of fibroblasts and keratinocytes. . **Capacity:** 50 ml. e 1.7 Fl. Oz.

**NEW! TENSILIFT ULTRALIFTING NIGHT CREAM MASK EFFECT:** innovative dual formula that combines an ultra-light, fast absorbing cream with the regenerative power of a mask. It exerts an antioxidant action and recovers skin tone and elasticity. It regenerates and, consequently, reduces signs of aging, such as sagging and wrinkles. **Capacity:** 50 ml. e 1.7 Fl. Oz.

and stimulate cell renewal process. In addition, thanks to its content in antioxidant ingredients, hyaluronic acid, avocado oil and glycerin, it exerts a powerful anti-aging action, deeply moisturizes, smoothes and refines skin texture, and provides extra luminosity. Result: a radiant skin, fresh, smooth, free of impurities and perfectly protected from urban pollution. For all skin types. **How to use:** apply morning and / or evening on slightly damp skin, gently massaging with your fingers. Rinse with warm water or remove the product leftovers with a cotton disc, moistened in warm water. Continue with the usual routine of toning and facial treatment.

**Capacity:** 120 ml. e 4,05 Fl. Oz.



Ref. Pack K4750211



Ref. Pack K4750210

**NEW! MILK-TO-MOUSSE ENZYMATIC MICELLAR CLEANSER + AHAS.** Its active aqua-milky soap-free micellar texture transforms into a spongy and delicious mousse that features cleansing actions at 2 levels: anti-pollution on the surface and enzymatic micro-exfoliating in depth. Its micellar-biomimetic composition captures and removes impurities, pollution particles and makeup residues, while respecting and reinforcing skin barrier function and preserving its natural balance. In addition, it forms an invisible film on skin that blocks the adhesion of the polluting particles, and favors its elimination after a day in an urban environment. With glycolic and mandelic acids which keratolytic effect that favors dead cells elimination. With papaya extract, whose enzymes eliminate dead cells

# AQUASPHERA

**AQUASPHERA MOISTURIZING DAY CREAM** - light emulsion, specially developed for dehydrated skin treatment. It repairs and restores skin hydro lipid mantle and protects it against UV radiation and environmental aggressions. It fixes epidermal hydration, reversing cutaneous deficit. It repairs and reinforces skin barrier function. It combats chronological aging with powerful antioxidant actives. It calms and neutralizes the damages caused by skin pH disfunctions. **Capacity:** 80 ml. e 2.70 Fl. Oz.

**NEW! AQUASPHERA INTENSE MOISTURIZING NIGHT CREAM MASK EFFECT:** innovative dual formula that combines an ultra-light, fast absorbing cream with the regenerative power of a mask. It stimulates and balances the stratum corneum renewal process. It moisturizes and reinforces skin barrier function. It increases elasticity and reduces wrinkles. **Capacity:** 50 ml. e 1.7 Fl. Oz.

**NEW! MILK-TO-MOUSSE ENZYMATIC MICELLAR CLEANSER + AHAS.** Its active aqua-milky soap-free micellar texture transforms into a spongy and delicious mousse that features cleansing actions at 2 levels: anti-pollution on the surface and enzymatic micro-exfoliating in depth. Its micellar-biomimetic composition captures and removes impurities, pollution particles and makeup residues, while respecting and reinforcing skin barrier function and preserving its natural balance. In addition, it forms an invisible film on skin that blocks the adhesion of the polluting particles, and favors its elimination after a day in an urban environment. With glycolic and mandelic acids which keratolytic

effect that favors dead cells elimination. With papaya extract, whose enzymes eliminate dead cells and stimulate cell renewal process. In addition, thanks to its content in antioxidant ingredients, hyaluronic acid, avocado oil and glycerin, it exerts a powerful anti-aging action, deeply moisturizes, smoothes and refines skin texture, and provides extra luminosity. Result: a radiant skin, fresh, smooth, free of impurities and perfectly protected from urban pollution. For all skin types. **How to use:** apply morning and / or evening on slightly damp skin, gently massaging with your fingers. Rinse with warm water or remove the product leftovers with a cotton disc, moistened in warm water. Continue with the usual routine of toning and facial treatment.

**Capacity:** 120 ml. e 4,05 Fl. Oz.

# OXIDANCE

**OXIDANCE ANTIOXIDANT MULTIDEFENSE CREAM -VIT. C+C SPF 15** - Delicate day cream with SPF 15. Specifically formulated for the treatment of stressed skin, subjected to environmental aggressions, such as pollution and solar radiation, which may cause premature aging. Molecular active AA2GTM sends an electron to free radicals that neutralizes its harmful effects. It acts as an antioxidant to reduce damage and inflammation caused by free radicals. It fights ageing, by preserving and stimulating collagen production. Protects skin from solar radiation. **Capacity:** 50 ml. e 1.7 Fl. Oz.

**NEW! OXIDANCE ANTIOXIDANT RESTORING NIGHT CREAM MASK EFFECT VIT. C+C:** innovative dual formula that combines an ultra-light, fast absorbing cream with the regenerative power of a mask. It combats oxidative stress and neutralizes the harmful effects of free radicals. The moisturizing actives act at several levels, both on the surface and in the deeper layers, to preserve optimal hydration levels and to enhance tissue regeneration mechanisms. **Capacity:** 50 ml. e 1.7 Fl. Oz.



Ref. Pack K4750212

**NEW! MILK-TO-MOUSSE ENZYMATIC MICELLAR CLEANSER + AHAS.** Its active aqua-milky soap-free micellar texture transforms into a spongy and delicious mousse that features cleansing actions at 2 levels: anti-pollution on the surface and enzymatic micro-exfoliating in depth. Its micellar-biomimetic composition captures and removes impurities, pollution particles and makeup residues, while respecting and reinforcing skin barrier function and preserving its natural balance. In addition, it forms an invisible film on skin that blocks the adhesion of the polluting particles, and favors its elimination after a day in an urban environment. With glycolic and mandelic acids which keratolytic effect that favors dead cells elimination. With papaya extract, whose enzymes eliminate dead cells

and stimulate cell renewal process. In addition, thanks to its content in antioxidant ingredients, hyaluronic acid, avocado oil and glycerin, it exerts a powerful anti-aging action, deeply moisturizes, smoothes and refines skin texture, and provides extra luminosity. Result: a radiant skin, fresh, smooth, free of impurities and perfectly protected from urban pollution. For all skin types. **How to use:** apply morning and / or evening on slightly damp skin, gently massaging with your fingers. Rinse with warm water or remove the product leftovers with a cotton disc, moistened in warm water. Continue with the usual routine of toning and facial treatment.

**Capacity:** 120 ml. e 4,05 Fl. Oz.



Ref. Pack K4750213

# OPTIMA

**OPTIMA ANTI-WRINKLE TRIPLE ACTION DAY CREAM** - Fast absorption sophisticated texture day cream to prevent and combat signs of aging. It improves and reduces the three types of wrinkles: superficial, expression and deep wrinkles, maintaining the "triangle of beauty". It reactivates 14 genes in 4 collagen phases: synthesis, maturation, assembly and anchorage. It activates cell metabolism and exerts an antioxidant action that stops premature aging. It increases hydration and protects skin. **Capacity:** 55 ml. e 1.86 Fl. Oz.

**NEW! OPTIMA ANTI-WRINKLE NIGHT CREAM MASK EFFECT:** innovative dual formula that combines an ultra-light, fast absorbing cream with the regenerative power of a mask. Activates cellular metabolism, combats premature aging and exerts an effective anti-wrinkle action. Increases hydration, protects and gently cares for skin. **Capacity:** 50 ml. e 1.7 Fl. Oz.

**NEW! MILK-TO-MOUSSE ENZYMATIC MICELLAR CLEANSER + AHAS.** Its active aqua-milky soap-free micellar texture transforms into a spongy and delicious mousse that features cleansing actions at 2 levels: anti-pol-

lution on the surface and enzymatic micro-exfoliating in depth. Its micellar-biomimetic composition captures and removes impurities, pollution particles and makeup residues, while respecting and reinforcing skin barrier function and preserving its natural balance. In addition, it forms an invisible film on skin that blocks the adhesion of the polluting particles, and favors its elimination after a day in an urban environment. With glycolic and mandelic acids which keratolytic effect that favors dead cells elimination. With papaya extract, whose enzymes eliminate dead cells and stimulate cell renewal process. In addition, thanks to its content in antioxidant ingredients, hyaluronic acid, avocado oil and glycerin, it exerts a

powerful anti-aging action, deeply moisturizes, smoothes and refines skin texture, and provides extra luminosity. Result: a radiant skin, fresh, smooth, free of impurities and perfectly protected from urban pollution. For all skin types. **How to use:** apply morning and / or evening on slightly damp skin, gently massaging with your fingers. Rinse with warm water or remove the product leftovers with a cotton disc, moistened in warm water. Continue with the usual routine of toning and facial treatment.

**Capacity:** 120 ml. e 4,05 Fl. Oz.



# DENSILIFT

**DENSILIFT REDENSIFYING DAY CREAM SPF15:** reinforces cell structure and restores skin firmness and tone from inside-out. Provides higher density, elasticity and smoothness to increase facial volume, resculpt contours and achieve facial contour visibly more defined. **Capacity:** 50 ml. e 1.7 Fl. Oz.

**DENSILIFT REDENSIFYING NIGHT CREAM MASK EFFECT:** innovative dual formula that combines an ultra-light, fast absorbing cream with the regenerative power of a mask. It recharges skin with vital energy overnight, stimulating cell renewal for a perfectly hydrated skin, visibly smoother, more dense and radiant by morning. **Capacity:** 50 ml. e 1.7 Fl. Oz.

**NEW! MILK-TO-MOUSSE ENZYMATIC MICELLAR CLEANSER + AHAS.** Its active aqua-milky soap-free micellar texture transforms into a spongy and delicious mousse that features cleansing actions at 2 levels: anti-pollution on the surface and enzymatic micro-exfoliating in depth. Its micellar-biomimetic composition captures and removes impurities, pollution particles and makeup residues, while respecting and reinforcing skin barrier function and preserving its natural balance. In addition, it forms an invisible film on skin that blocks the adhesion of the polluting particles, and favors its elimination after a day in an urban environment. With glycolic and mandelic acids which keratolytic effect that favors dead cells elimination. With papaya extract, whose enzymes eliminate dead cells and stimulate cell renewal process. In addition, thanks to its content in antioxidant ingredients, hyaluronic acid, avocado oil and glycerin,

it exerts a powerful anti-aging action, deeply moisturizes, smoothes and refines skin texture, and provides extra luminosity. Result: a radiant skin, fresh, smooth, free of impurities and perfectly protected from urban pollution. For all skin types. **How to use:** apply morning and / or evening on slightly damp skin, gently massaging with your fingers. Rinse with warm water or remove the product leftovers with a cotton disc, moistened in warm water. Continue with the usual routine of toning and facial treatment. **Capacity:** 120 ml. e 4,05 Fl. Oz.



Ref. Pack K4750214



Ref. Pack K4750215

**ROYAL JELLY & GINSENG SUPERMOISTURIZING ANTIFATIGUE DAY CREAM** - Fast absorption Fresh emulsion Indicated for day treatment of stressed, fatigued and asphyxiated skin. With oxygenating action, it dynamizes oxygen consumption, therefore reinforcing skin keratin, especially in smokers and people exposed to toxic products. It acts as an antioxidant and reduces damages and inflammation caused by free radicals. It combats chronological aging. **Capacity:** 80 ml. e 2.70 Fl. Oz.

**NEW! ROYAL JELLY & GINSENG ENERGIZING REVITALIZING NIGHT CREAM MASK EFFECT-** innovative dual formula that combines an ultra-light, fast absorbing cream with the regenerative power of a mask. It stimulates cellular metabolism and oxygenation during the night, to minimize signs of lack of energy and vitality. It improves skin tone and luminosity, as well as, it combats chronological aging. **Capacity:** 50 ml. e 1.7 Fl. Oz.

## JALEA REAL & GINSENG

**NEW! MILK-TO-MOUSSE ENZYMATIC MICELLAR CLEANSER + AHAS.** Its active aqua-milky soap-free micellar texture transforms into a spongy and delicious mousse that features cleansing actions at 2 levels: anti-pollution on the surface and enzymatic micro-exfoliating in depth. Its micellar-biomimetic composition captures and removes impurities, pollution particles and makeup residues, while respecting and reinforcing skin barrier function and preserving its natural balance. In addition, it forms an invisible film on skin that blocks the adhesion of the polluting particles, and favors its elimination after a day in an urban environment. With glycolic and mandelic acids which keratolytic effect that favors dead cells elimination. With papaya extract, whose enzymes eliminate dead cells and stimulate cell renewal process. In addition, thanks to its content in antioxidant ingredients, hyaluronic acid, avocado oil and glycerin, it exerts a powerful anti-aging action, deeply moisturizes, smoothes and refines skin texture, and provides extra luminosity. Result: a radiant skin, fresh, smooth, free of impurities and perfectly protected from urban pollution. For all skin types. **How to use:** apply morning and / or evening on slightly damp skin, gently massaging with your fingers. Rinse with warm water or remove the product leftovers with a cotton disc, moistened in warm water. Continue with the usual routine of toning and facial treatment. **Capacity:** 120 ml. e 4,05 Fl. Oz.

# Christmas Gadgets

Ref. Planner K2043072



## Daily Planning Tree



Ref. Display K8120141



Ref. Bag K9013105

## Paper Bag



100 ml. Size

## Restoring Hand Balm

Restoring hand balm, enriched with emollient ingredients, which deeply moisturizes, intensely nourishes, repairs and smoothes skin; moreover, it strengthens nails and softens cuticles. With a pleasant “dry touch” effect, it instantly melts on the skin, does not leave a greasy finish and delivers a silky feel, for a visibly more beautiful hands day after day. **How to use:** apply as often as necessary to clean, dry hands and perform a gentle massage until completely absorbed.

Ref. K2047054

FORMATO SIZE  
TRAVEL  
FRIENDLY

## Smoothing Foot & Heel Balm

Smoothing balm, enriched with emollient ingredients, which regenerates, revitalizes, moisturizes and nourishes the delicate skin of heels and feet. Ideal for massage, with a lovely “dry touch” effect, it delivers an immediate sensation of well-being. It softens rough skin, helps regenerate dry heels and provides comfort for beautiful and softer feet. **How to use:** apply twice a day, on clean and dry skin, by gentle ascending massages focusing on the dry areas, until completely absorbed.

Ref. K2047053

## Soft Make-Up Remover

Soft make-up remover gel that gently removes impurities and makeup. It respects the natural pH, maintaining the hydration level, decongests and calms redness. **How to use:** apply morning and night, on face, neck and décolleté, including the eye contour area. Emulsify the gel directly on the skin with water and gently massage. Rinse well with warm water.

Ref. K2047055

100 ml. Size

## Shower Gel

Moisturizing shower gel with a delicate, fresh fragrance. It contains vegetal extracts with toning and stimulating action. It moisturizes, nourishes and tones, improving the skin softness and elasticity, infusing it with new energy. It leaves the skin feeling velvety smooth. **How to use:** squeeze into your hand and work it into a creamy lather. Massage it over your skin. Then just rinse off.

Ref. K2047057

FORMATO SIZE  
TRAVEL  
FRIENDLY

## Peeling Radiance Vit. C

Gentle creamy emulsion with exfoliating extremely fine bamboo microparticles. Gently polish, refines skin, facilitating the removal of corneocytes in the phase of detachment. Improves the appearance of skin's texture while delivering major hydration and diminishing the appearance of fine lines. Exfoliation makes skin better prepared to maximize absorption of actives ingredients and better prepared to improve the efficacy of the subsequently applied care products. **How to use:** apply once (twice, under professional recommendation) on face, neck and décolleté, avoiding the eye contour area. Massage with light circular motions for one or two minutes and rinse off with warm water.

Ref. K2047056

## MEN CARE

## Recovering After Shave Balm

Fluid emulsion that relieves irritation and redness, moisturizes, nourishes, repairs and softens skin after shaving, and provides it total care. Its non-greasy texture, quickly absorbs, delivers a true sensation of freshness and well-being and leaves skin delicately perfumed. **How to use:** after shaving, on clean and dry skin, apply on face and neck and perform a gentle massage until it is completely absorbed.

Ref. K2047058



# DAY

evolution  
sphere

## With ENVIRONMENTAL & DIGITAL PROTECTION TECHNOLOGY

*Anti UV, IR, Blue Light  
& Pollution Shield*

**NEW IMPROVED  
FORMULATIONS!**

NEW CONVENIENT FORMAT!

NEW  
FORMULATIONS  
& FORMAT!  
50 ml.



### HYDRO-ANTIOXIDANT MULTIFUNCTIONAL CARE

Double moisturizing and  
antioxidant action.

With Osmocity®, Niacinamide PC, Sepitonic™ M3, Squalane, Hyaluronic and Ferulic Acids, Resveratrol®, Vitamins C, E and A and Pomegranate, Camu-Camu and Bilberry Extracts restores skin lipid barrier and hydrates it in depth, neutralizes the negative impact of oxidative stress, which causes premature aging, and exerts an effective antioxidant action, to restore vitality, firmness and elasticity, and improve luminosity, uniformity and skin tone.

Ref. K6601009

NEW  
FORMULATIONS  
& FORMAT!  
50 ml.



### HYDRO-FIRMING MULTIFUNCTIONAL CARE

Double moisturizing and firming  
action for a younger skin upon first  
use.

Its powerful anti-aging cocktail: Osmocity®, Niacinamide PC, Sepitonic™ M3, Squalane, Hyaluronic and Ferulic Acids, Matrigenic 14G®, Collageneer®, Vitamins E and A, Marine Lavender Oil and Licorice, Ginkgo Biloba and Green Tea Extracts, restores skin lipid barrier and effectively combats dehydration, prevents and corrects, globally, integral aging signs, and exerts effective anti-aging action for a visibly firmer, smoother and radiant skin.

Ref. K6601010

### HYDRO- AGE WELL MULTIFUNCTIONAL CARE

**NEW!**

Ref. K6601012



Ref. K6601011

It restores skin lipid barrier and hydrates it in depth, and **prevents and, actively and durably, corrects, the main signs of aging: wrinkles, loss of firmness, irregular complexion.**

Its formula with a powerful complex of active moisturizing, anti-oxidant and anti-aging ingredients: Osmocity®, Niacinamide PC, Sepitonic™ M3, Squalane, Hyaluronic Acid, DMAE Liposystem Complex®, Phyto-Biotics Acai®, Centella Asiatica and Ginkgo Biloba Extracts, and Vitamins E and A, hydrates in depth, improving microcirculation, stimulating cell metabolism. It acts globally on the signs of age, smoothes, reaffirms and retexturizes skin for a younger and more beautiful look for much longer.  
**Capacity:** 50 ml. e 1.7 Fl. Oz.

### HYDRO-ENERGIZING MULTIFUNCTIONAL CARE

It restores skin lipid barrier and hydrates it in depth, **infuses skin with extra energy to revert signs of fatigue and stress, improve its firmness and achieve an intense hydration and a radiant appearance.**

Its complex of powerful active moisturizers and energizers with Osmocity®, Niacinamide PC, Sepitonic™ M3, Squalane, Resveratrol®, Hyaluronic



**NEW!**

Acid, Goji Berry and Sesame Oils, Vitamins E and A, Kale, Carrot and Lemon proteins, and Shiitake, Ginseng, Ginger and Matcha Tea Extracts acts simultaneously to stimulate cellular energy, promote hydration and improve skin firmness, uniformity, luminosity and texture.  
**Capacity:** 50 ml. e 1.7 Fl. Oz.

# NIGHT

## HYDRO-RENEWING MULTIFUNCTIONAL NIGHT CARE

It restores skin lipid barrier and hydrates it in depth, stimulates collagen and elastin production, restores elasticity and firmness and prevents ageing and wrinkling.

It contains a concentrated complex of moisturizing and multi-restoring ingredients (Osmocity®, Niacinamide PC, Sepitonic™ M3, Hyaluronic and Ferulic Acids, Hibiscin®, Chia (Phytofuse Rejuvenate®), Ginger, Centella Asiatica, Licorice Extracts and Vitamins E and A). **They act while you sleep to repair cell damage that has occurred during the day and reduce the visible signs of skin aging.**

**With Bakuchiol - an antioxidant vegetable ingredient, which, at a molecular level, works in the same way as retinol (without its side effects) for a significant reduction of wrinkles and improvement in skin tone, elasticity & firmness, radiance and brightness.**

**Capacity:** 50 ml. e 1.7 Fl. Oz.

**NEW!**



Ref. K6601013





## DISPLAY NEW FOUNDATION “INALTERABLE”

### Display

Medium-to-full coverage, semi-matte finish, transfer-resistant foundation, with SPF 20, that remains flawless, with no “touch-ups”, for 24 hours. Lightweight and breathable formula that combines comfort and coverage for an extraordinary second-skin feeling.

## MAKEUP AND FACIAL BASES

### Display For Makeup And Facial Bases

- Exceptional protection and care.
- Sensory textures, adapted to each type & skin tone.
- Natural finishes.
- An extraordinarily radiant skin.



## NEW COLLECTION LIPGLOSS

### Display

A wide collection of subtle neutral to bold 10 richly-pigmented, highly comfortable & long wear shades.

Extra fluid texture that does not dry out your lips for a velvety finish all day long.



### TRENDY EFFECTS

- MATE
- METALLIC MATE

- GLITTER
- METALLIC



## NEW COLLECTION LIPSTICK DISPLAY

Lipstick, in a wide palette of modern and vibrant shades, from elegant neutrals to daring tones, in seductive and modern finishes: with variable degrees of coverage, for a fashion look and extraordinary comfort for hours.

### TRENDY TEXTURES & EFFECTS

- CREAMY
- SATIN
- MATE
- METALLIC



Textura



Display

Counter Display Textura Bath Therapy  
Limited Edition "Ruska".

|              |          |
|--------------|----------|
| Display Ref. | K2043073 |
|--------------|----------|

This new limited edition KEENWELL “BATH THERAPY” transports us to Lapland, and evokes the delicate beauty of the “ruska” and the color of autumn leaves.

In Lapland, during the “ruska”, the season that precedes the winter, there is a true explosion of color. Nature shows an unprecedented display of earth tones, where the nature whole color palette finds its place.

The forests change their traditional green and become multicolored landscapes, dyeing intense ocher, gold, red, chestnut, copper and purple, covered in leaves and filled with mushrooms and berries ...

**TEXTURES:**  
**Ultrasensory textures** that are quickly absorbed into the skin, recreate the “spa experience” at home and provide perfect care.

**PERFUME:**  
The beautiful autumn scenery of the “Ruska” Lapp translate into a sweet and delicious fruity cocktail of blackberries and red plums, mixed with the suggestive gourmet spicy nuance of Tonka beans and captivating natural freshness of freshly cut tuberos. These delicate perfume notes transport us to the deep and soft colors of the leaves of the Lappian forests just after the summer, and **immerse us in an autumnal, cozy and unique atmosphere.**

Scented Sublimating  
Dry Oil & Tonic

**TRIPLE ACTION**  
Moisturizing+ Antioxidant + Anti-Aging

Sublimating (skin perfecting) multifunctional care.

It combines the properties of dry oil with the revitalizing power of a tonic. A perfect two in one!

Exquisitely perfumed, with triple hydrating, antioxidant and anti-aging action.

Its fragrance of delicious blackberries and red plums, mixed with the suggestive spicy gourmet nuance of the Tonka beans and the captivating natural freshness of the freshly cut tubers transports us to the deep and soft colors of the leaves of the Lappish forests and immerses us in a Autumnal atmosphere, cozy and unique.

Its silky texture biphasic dry oil + tonic, quickly absorbed melts with the skin, for an incredibly silky finish and soft to the touch, leaving no greasy residue.

**How to use:**  
Shake well before use to activate the 2 phases; once mixed, spray onto skin and gently massage by circular movements until completely absorbed. It can be applied on dry skin or on slightly wet skin after showering. A few drops may be added to a warm bath to enjoy the relaxing scent. Do not use on face.

|          |                      |
|----------|----------------------|
| Ref.     | K5705023             |
| Capacity | 250 ml. e 8.45 Fl.Oz |

Scented Sublimating  
Biphasic Body Milk

**TRIPLE ACTION**  
Moisturizing+ Antioxidant + Anti-Aging

Deliciously scented sublimating biphasic body lotion. Its moisturizing triple action formula, enriched with emollients, hydrating, anti-aging and antioxidants actives moisturizes and tones the skin; its fresh and light quickly absorbs and melts in skin, leaving behind no greasy residue, and its delicate fragrance stimulates the senses.

**How to use:**  
Shake well before use to activate the 2 phases; once mixed, vaporize, in the form of mist, on the skin and apply by gentle circular movements

until completely absorbed. It can be applied on dry skin or on slightly wet skin after showering. Do not use on face.

|          |                      |
|----------|----------------------|
| Ref.     | K5705024             |
| Capacity | 250 ml. e 8.45 Fl.Oz |







## Scented Shower & Bath Oil

**TRIPLE ACTION**  
Moisturizing+ Antioxidant + Anti-Aging

Deliciously scented shower and bath oil with ultra-sensory texture. Its sophisticated soap-free gel-oil texture transforms into silky foam, gently cleanses, softens and scents skin and turns the moment of the bath into an authentic sensory experience. Its fragrance of delicious blackberries and red plums, mixed with the suggestive spicy gourmet nuance of the Tonka beans and the captivating natural freshness of the freshly cut tubers transports us to the deep and soft colors of the leaves of the Lappish forests in autumn and envelops us with a unique feeling of comfort and well-being.

**How to use:**  
Use in the shower or in the bathtub. Add a few drops in the bath to enjoy a relaxing aromatic bath or apply directly on the wet skin and massage by gentle circular movements until it becomes foam. Rinse with warm water.

|          |                      |
|----------|----------------------|
| Ref.     | K5705025             |
| Capacity | 250 ml. e 8.45 Fl.Oz |

## Scented sublimating shimmering body mist

**TRIPLE ACTION**  
Moisturizing+ Antioxidant + Anti-Aging

Gently scented body mist with subtle illuminating particles, which moisturizes, provides an immediate sensation of freshness and well-being, and creates a delicate satin-like shine. Thanks to its convenient 100 ml. format you can take it anywhere. Its airy texture cares, moisturizes, beautifies and illuminates skin and its delicate fragrance wraps the body in a unique sensation of comfort and well-being. A complete sensory experience that combines care, fragrance and delicate satin-like shine.

**How to use:**  
Shake well before use and spray on the skin of the body from a distance of 15 cm; Let it dry or spread by gentle circular movements until its absorption. Use after showering or during the day as required. Do not use on face.

|          |                     |
|----------|---------------------|
| Ref.     | K5705026            |
| Capacity | 100 ml. e 3.4 Fl.Oz |



# KEENWELL

## MAKEUP COLLECTION

With a timeless spirit, inspired by modern glamour and global beauty, and made with the ultimate in quality and luxury, to create sophisticated looks, regardless of skin type, age or lifestyle.







# Makeup displays

COLOR COLLECTION

## MAKEUP DISPLAY N° 1 KEENWELL

Its sophisticated and elegant design, with integrated mirror and lighting, houses the entire KEENWELL makeup collection. Create a beauty corner in your salon and turn it into makeup destination with the new KEENWELL makeup display!

Ref. K8120145



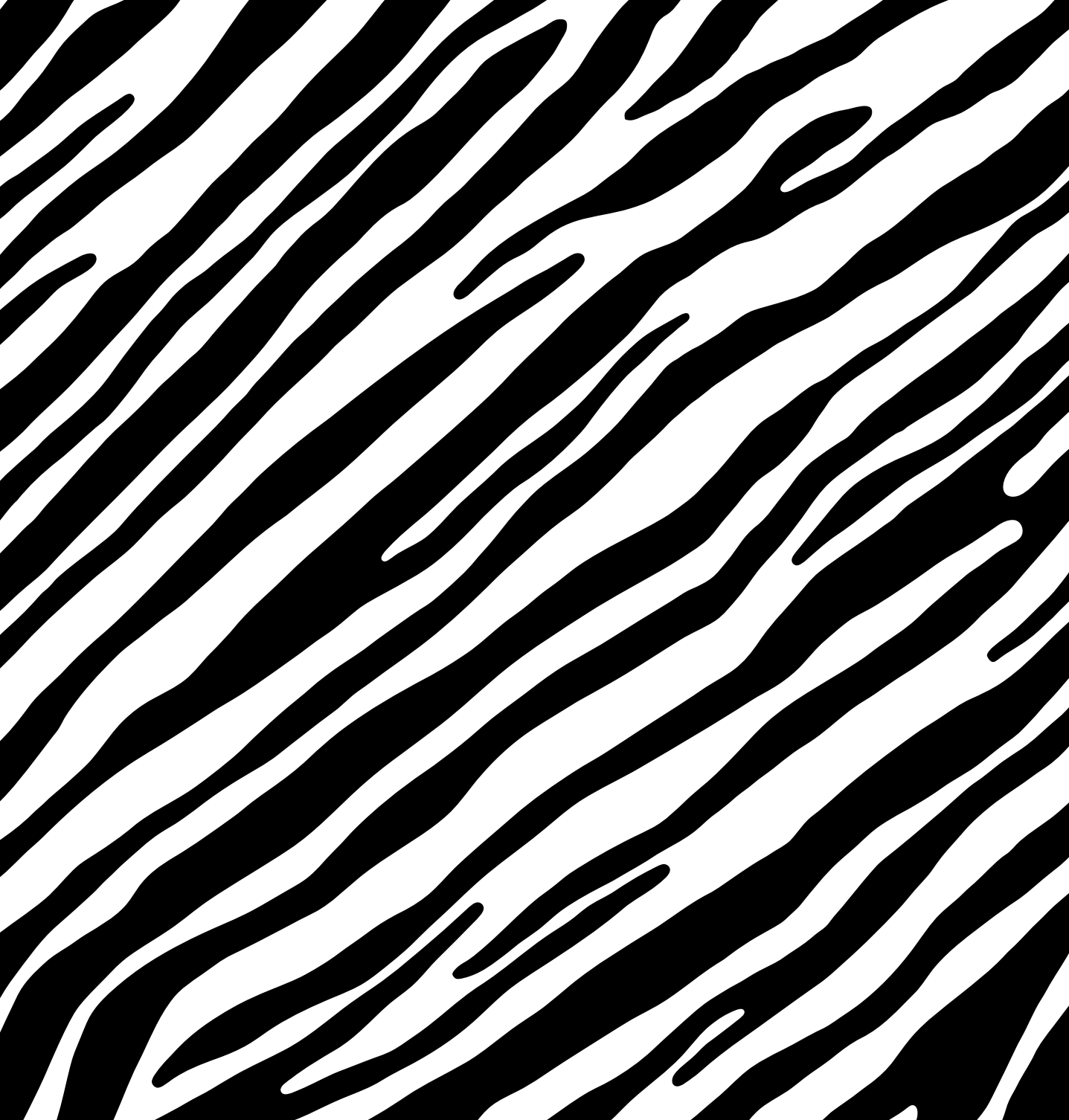
## MAKEUP DISPLAY N° 2 KEENWELL

Its versatile and compact design, with integrated mirror and lighting, allows presenting a selection of the best-selling products and shades of KEENWELL makeup collection. An elegant and functional display perfect for small spaces!

Ref. K8120146







HAASBEL S.L. Vía Trajana, 45-47, 08020 Barcelona, Spain  
[www.keenwell.com](http://www.keenwell.com) • Made in Spain

KEENWELL PRODUCTS available in specialized beauty salons.