

KEENWELL

MAKEUP COLLECTION

BOHEMIAN GARDENS

TRENDS AND MAKEUP TECHNIQUES

BODY TREATMENTS

Modeling Body System

SUN CARE

Sun Attitude

SPRING - SUMMER

2020

MAKEUP COLLECTION & DISPLAYS

WWW.KEENWELL.COM

BOHEMIAN GARDENS

Makeup collection
Spring-Summer 2020

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**IN COVER:
MODEL WEARING:**

- Multifunctional 4 In 1 Primer & Makeup Setting Water Mist.
- BB Cream SPF 20 Color 02.
- Illuminate Moisturizing & Skin Perfecting Highlighter.
- Lipstick N°49.
- Eyeshadow Premier Base.
- 4 Eyeshadow N°502.
- Ultimate Performance Length Extension Mascara N°01 Black.
- Tattoo Microblading Waterproof Eyebrow Tint Pen.
- Nail Polish N°47- Blossom.
- Top Coat Gel.



SUMMARY



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New Launches - Spring - Summer 2020



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New Launches - Spring - Summer 2020



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DISPLAY

MAKEUP - COLLECTION

Spring - Summer 2020



Paper Bag "BOHEMIAN GARDENS".
Ref. K9013107



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BOHEMIAN GARDENS

Makeup collection



“Bohemian Gardens” is inspired by warm and idyllic spring and features a romantic selection of playful vivid and bright, invigorating shades, evoking the spirit of spring gardens in bloom.

“Bohemian Gardens” is a subtle tribute to the beauty of the pink peony, the main graphic motif of the collection.

Collection celebrates the joyfulness of spring and promotes a fresh, youthful and vibrant beauty look.

“Bohemian Gardens” is designed for elegant, both in a sophisticated and casual ways, refined women; for modern girls who are timelessly chic and know how to forge a spontaneous, bohemian-chic, effortless and easy to achieve look, full of instinctive sensuality and self-confident femininity.

“Bohemian Gardens” features a carefully curated selection of makeup essentials, based on traditional spring-infused shades of gardens blooming in the spring time, ranging from lush blue to bright pastels, and lightweight, luminous shades, evocative of sunshine and light.





COMPLEXION



To highlight every woman natural beauty, for a couple of years now, skin shows natural, with a “glossy” effect and a touch of light. Again, this season, natural skin, with “no makeup, makeup”, but extra bright finish, will be in the center of makeup trends.

MULTIFUNCTIONAL 4 IN 1 PRIMER & MAKEUP SETTING WATER MIST



NEW FORMULA!

Moisturizes, prepares skin for the application of makeup, sets it or refreshes it during the day. Inspired by Korean beauty, it is the makeup artist’s best-kept secret.

Multifunctional 4 In 1 Primer & Makeup Setting Water Mist. A translucent, ultra-light, non-sticky texture, quick drying and easy to apply waterbased formula. Ideal for all skin types. With matte finish and a delicate fragrance. Thanks to its film-forming properties, it deposits on the skin an ultra-thin, invisible and extremely pleasant film that, in a single gesture, protects it and provides multiple benefits with professional results. Enriched with antioxidant and antipollution active ingredients, cucumber extract and vitamins B & E moisturizes and protects skin from pollution, improving its texture, reducing pores and softening the appearance of lines and wrinkles; It delicately refreshes and creates a feeling of well-being, revitalizing skin and adding extra radiance. It can be used as a primer to prepare skin for makeup application; as a setting spray, once applied, to prolong its duration and

prevent it from fading, settling, cracking, or melting; or as an invigorating mist for touch-ups to refresh skin and keep makeup impeccable, looking and feeling fresh, throughout the day.



How to use: Shake well before use. Avoid the area around the eyes. As make-up primer: after the cleaning and hydration routine and before applying makeup, hold bottle 20 cm away from face and mist onto skin evenly (2 to 4 times), in an “X” and “T” formation. Close eyes and mouth before misting. Allow time to dry (if necessary, remove excess product by lightly tapping with a tissue) and proceed with makeup. **As setting spray:** once foundation is applied, mist it likewise. **To refresh complexion and prolong makeup duration:** reapply throughout the day. **Professional trick:** apply directly on applicators or make-up brushes, spritzing them, before applying products, to intensify their color and increase their duration. **Beauty Tip:** Keep it in the fridge for an ultra-energizing makeup-setting spritz.



Nº2

BB CREAM REJUVENATING PROTECTIVE BASE SPF20

All-in-one cream: unifies, minimizes pores, illuminates, moisturizes, corrects imperfections, protects (SPF20), regulates, with antioxidant properties. Its fluid and semi-translucent formula helps creating a delicious skin with a “glossy” effect.

How to use: shake well. Apply a small amount of product on the face and blend using your fingers, starting in the middle of the face, working outward toward hairline and along the jawline.

8 EFFECTS IN 1 STEP

1. Provides “long-lasting”hydration.
2. Lifts, promotes a smoother, softer and extraordinary natural look.
3. Corrects imperfections, as marks of acne, pores and dark spots.
4. Protects skin against pollution & sun damage.
5. Unifies skin tone.
6. Effectively brightens skin complexion.
7. Antioxidant, prevents premature skin aging.
8. Regulates and balances skin.



GIFT!

REPAIRWEAR LIP TREATMENT

Triple action lip treatment:ultrahydrating + regenerating + antioxidant. It contains a rich combination of emollient, antioxidant, regenerating and moisturizing components such as shea butter, argan, sesame and rice oils, vitamin E and “Dragon’s Blood Complex” that guarantee global care and protected lips all year round.

NEW!



“ILLUMINATED FROM WITHIN” EFFECT

Highlighters are trendy, as they help create more luminous, healthier and hydrated-looking skin.

ILLUMINATE
MOISTURIZING
& SKIN PERFECTING
HIGHLIGHTER

“ILLUMINATE” IS A MOISTURIZING AND TRANSLUCENT CREAM SKIN PERFECTING HIGHLIGHTER that covers skin with a silky pearl veil that enhances its natural luminosity and brightness to provide freshness and radiance, to reveal, a more radiant complexion, without looking artificial.



How to use: Shake well before use. It can be used on bare skin for an “illuminated from within” effect. Apply directly and then spread with the fingertips or with a little brush in the areas that naturally capture light. It can be applied over makeup to highlight cheekbones, superciliary arches and Cupid’s bow. It can also be applied to the tear to brighten the eye look. You can also add a few drops to the makeup base or moisturizer to add a touch of extra light to the face.



GIFT!

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TREATMENT

Triple action lip treatment: ultrahydrating + regenerating + antioxidant. It contains a rich combination of emollient, antioxidant, regenerating and moisturizing components such as shea butter, argan, sesame and rice oils, vitamin E and “Dragon’s Blood Complex” that guarantee global care and protected lips all year round.

SUBLIME
EXTREME COMFORT &
RADIANCE-REVEALING
Gel-to-Oil
Sensory Cleanser
For face and eyes

NEW!



Sensory Cleanser for face and eyes. Its innovative hybrid oil-in-gel texture, which, in contact with water, transforms into an ultra-luxurious milk, removes makeup and impurities with extreme smoothness and efficiency. Its sensory-awakening formula, with a selected mixture of oils and active ingredients, leaves skin looking soft, impeccably cleansed and radiant, with an unequaled sensation of comfort, and turns the ritual of facial cleansing into an authentic spa experience.



How to use: in the morning and / or evening, apply a small amount on face, eyes and/or décolleté; massage by gentle movements until the gel transforms into delicate oil. Add a few drops of water to emulsify the oil that transforms into milk. Cleanse skin by circular movements. Rinse thoroughly with cold water.



LIPS



LIPSTICKS

High intensity lipsticks, with sophisticated blackcurrant fragrance, ultralight and comfortable texture that keep its “freshly applied” look for hours.

NEW COLORS!

Lipsticks arrive this spring in two elegantly contrasted vibrant spring tones:

- Nº48 - dark and warm coral, with vinyl finish.
- Nº49 - slightly warm light pink, with a subtle golden glow.



GIFT!

DUAL PERFORMANCE SCRUB & LIP BALM

Its innovative convenient and easy-to-use, 2-in-1, ultra-nutritive formula, with a pink “core” and an external scrub that act together, delicately exfoliates the lips, while deeply taking care of them, leaving them soft and smooth, perfectly prepared for the application of color.



How to use: use when necessary; apply directly onto clean lips; using your fingertips, gentle massage in circular motions. Leave on for a few seconds and remove the excess with a tissue. Apply the color. For a deeper treatment action, leave on overnight.



Intense and moduable colors. Long duration. Feeling not sticky. Extra-fluid texture, which does not dry the lips, for a velvety feeling throughout the day.



NEW COLORS!

LIPGLOSSSES

Intense and moduable colors. Long duration. Feeling not sticky. Extra-fluid texture, which does not dry the lips, for a velvety feeling throughout the day.

- Nº67- Fuchsia, with matte finish.
- Nº68- Pinky coral, with vinyl finish.

GIFT!

LIPLINER WATERPROOF

The essential beauty complement to define lips and draw a perfect contour. Creamy waterproof formula with high pigmentation, long fixation, without transfers, which glides smoothly and guarantees a perfect stroke throughout the day.



EYES

4 EYESHADOW

A new and elegant combination of 4 colors:

- Soft Lilac
- 3 different shades of blue: steel, navy and cobalt.

Ideal to use combined and highlight, outline or shade, and create harmonious “smokey eyes” in blue tones, or, to apply individually.

The color palette is versatile and easy to use on any occasion.

To create “Classic Blue” smokey eyes “:

1. The soft lilac shade to get started as a base with;
2. Steel blue - all over the lid first;
3. The navy, marine, blue shade to be layered over;
4. The rich in pigment and vibrant cobalt blue to draw on, with a precise brush, a thick, exaggerated winged cat eye liner or as an artful liner, by placing it between the eye crease and brow bone. It instantly brightens up face.
5. If desired, illuminate the tear with the soft lilac tone.

NEW COMBINATION OF
SUBLIME CLASSIC BLUES!



Nº502

GIFT!

EYESHADOW PREMIER BASE

Ultra light and colorless texture base that creates a smooth and uniform film, to fix and prolong colors intensity. An impeccable look throughout the day.



LASHES & BROWS

Professional formulation for “length extension”. Its long-lasting ultra-strong formula, enriched with jojoba, argan and castor oil, ginkgo biloba extract and hyaluronic acid

EYE LINER WATERPROOF

1) Apply it just under the brow bone, as the final stage of eyebrow makeup: the pink-beige shade of the pencil will blend with the color of your skin and your eyebrows will be better defined.

2) Apply it in the lower part of the eye, in the so-called “water line” to enlarge the eyes.

We often use a pencil or a white shadow to enlarge the look, but the disadvantage is that the “super” white color of the pencil or the shadow interferes with the real white color of the eye (sclera) and makes it appear more opaque and gray.

The pink-beige tone, on the other hand, looks more naturally integrated, clears the eye and brings a good dose of light to the look.

3) To refresh the look and create a point of light, apply it in the inner corner of the eye (in the tear). This technique is especially good if you have your eyes close together, or when you want to “lift” the look (“lifting” effect).

4) Use this pencil to highlight your features, when you don't want to use a highlighter. Draw a line from the forehead to the nose and blur it to stylize your face; apply it to the cheekbones or Cupid's arch to give more volume to your cheeks or lips.

5) You can use this pencil as an anti-feathering lip liner to keep lipsticks and glosses from feathering and improve their hold: after lip makeup, apply it along the outer contour and blur it gently, melting it with the color of the lipstick.

6) In addition, you can use this pencil as a base for shadow or lipsticks. Its creamy texture will help eyes or lips makeup to be set better and, thanks to its neutral color, the shade of the shadow or lipstick will not change.

7) If your skin tone is light, you can use it as a concealer for correcting small imperfections.

Ultimate PERFORMANCE LENGTH EXTENSION Mascara

Nº01

Beauty treatment for lashes. Professional formulation for “length extension”. Its long-lasting ultra-strong formula, enriched with jojoba, argan and castor oil, ginkgo biloba extract and hyaluronic acid, nourishes, revitalizes, fortifies and protects the eyelashes. The technological pigments ensure a vibrant color, and the polyamide fibers, enormously flexible, adhere perfectly from the root to the tip for a more seductive and intense look. The design of the brush allows a precise application, capturing, separating and defining perfectly each lash, both upper and lower ones. .



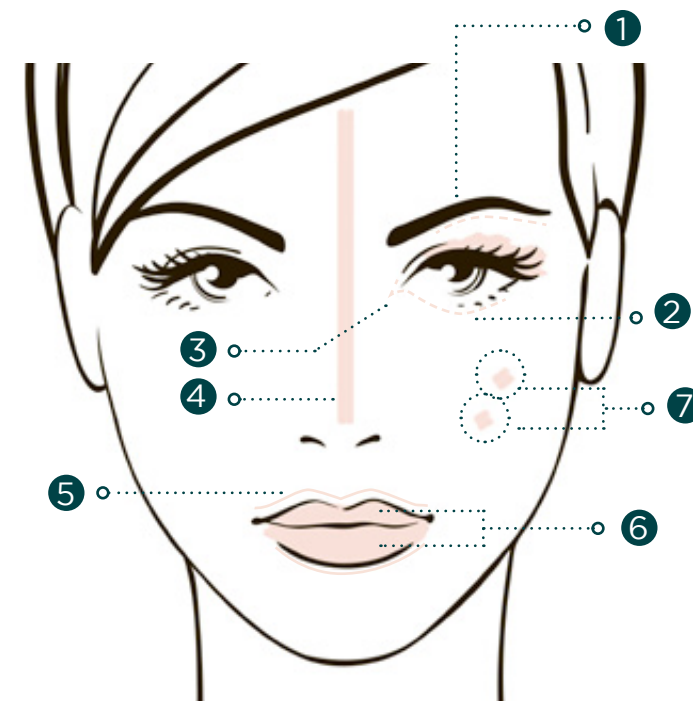
How to use: Apply in zigzag, sliding from the lash line towards the outer end, reapply until desired length and volume is obtained.



THE “INTELLIGENT” LINER A BEAUTY
MUST-HAVE! MULTIPLE USES:

GIFT!

Nº65



BROWS

NEW PRODUCT!



TATTOO Microblading Waterproof Eyebrow Tint Pen

Inspired in microblading technique, its 4 exclusively designed multi-prong (4) tip allows to easily draw natural strokes and perfectly fill defined natural-looking eyebrows in 3 easy steps. Its quick-dry, long-lasting, water resistant formula provides a tattooed eyebrow effect that lasts 24 hours, with no transfer.



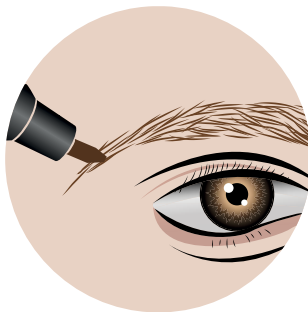
How to use:
Use on the eyebrows only. Apply on clean and dry skin.



Step 1: Tilt the pen tip 45° up and draw eyebrows along the growing direction of the eyebrow.



Step 2: Fill eyebrows with the wide side (using the entire surface of the applicator).



Step 3: Use the narrow side to fill the end of eyebrows.

**Let dry. For more intensity, reapply.*

NAILS

NEW FORMULA!

Cream acetone-free nail lacquer remover

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. 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.

PEONIA EXTRACT + NEW FRAGRANCE
+ NEW COLOR

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



NAIL LACQUERS

N°47- BLOSSOM - delicate light peony pink with cream finish. Perfect for creating a feminine and elegant spring manicure for any occasion.

TOP COAT GEL - its transparent gel texture replicates gel manicure finish and provides extra volume, softness and shine.



Trends and



Makeup Techniques

Spring - Summer 2020

Complexion

A perfect skin, again, the central character of the makeup trends

An impeccable and refined makeup is an important component of every woman's image. However, without a good canvas, although we have the most innovative products and the trendiest colors, we can't do a lot.

Therefore, again, this season, perfect skin is in the center of makeup trends.

To care for skin is basic, since skin treatment, cleansing and preparation are the key elements to maintaining healthy skin.

In this sense, **KEENWELL**, besides offering professional treatment solutions, develops innovative cleansing and skin preparation products every season, such as the new Sensory Makeup Remover, Gel-to-Oil EXTREME COMFORT & RADIANCE-REVEALING and the newly formulated MULTIFUNCTIONAL 4 IN 1 PRIMER & MAKEUP SETTING WATER MIST to prepare and perfect makeup.

The radiant, juicy and ultra-hydrated skin, with a healthy "illuminated from within" effect, a velvety finish and natural (bare-skin, "no makeup-makeup") effect stands strong again this season.

The key is to use ultrafluid formulas, such as BB CREAM - Rejuvenating Protective Base SPF 20 # 02 to achieve a perfect natural effect, and facial cleansers, such as the new SUBLIME EXTREME COMFORT & RADIANCE-REVEALING Oil-in-Gel that eliminates makeup and impurities with extreme softness and efficiency, leaving skin soft, perfectly clean and radiant, with an unequaled feeling of comfort.



'GLOSSY SKIN'

Unlike the previous ones, this season "no makeup-makeup" trend recreates a fresh face, a sublimated and spring, "illuminated from within", bright and juicy skin.

KEENWELL places "glossy" skin (with spring shine) trend at the center of **"BOHEMIAN GARDENS"** collection with the new ILLUMINATE MOISTURIZING & SKIN PERFECTING HIGHLIGHTER, which becomes a main element of makeup and the ideal instrument to create a juicy, healthy and flawless skin.

ILLUMINATE MOISTURIZING & SKIN PERFECTING HIGHLIGHTER is perfect for capturing and reflecting light in order to make skin to look radiant (and rested). During the day, it helps creating a juicy and radiant look, and at night it helps capturing everyone's attention.





Lips

The trendiest lip makeup techniques of the season are:

“90’S” STYLE CONTOUR LIPS are making a comeback:

Use this technique to make your lips look bigger by lining them in a significantly darker shade than the rest of your lips. In a few seconds, it will create an optical effect of volume and will help your lips to become the center of all your looks.



How to do:

USE a dark profiler to draw the outline of the lips well and then FILL THEM with a lighter shade, to get the contrast.

KOREAN GRADIENT LIPS:

with the central part of the lips in a darker shade, (like you’ve just eaten cherries), and the rest much lighter, in a nude tone.



If you prefer a matte, stained look, you can stop here.

If you’re looking to go for a more juicy, succulent look, go on to the next step!

6. APPLY A TRANSPARENT LIP GLOSS ON TOP OF YOUR GRADIENT LIPS - topping your gradient lips with a transparent lip gloss can actually do wonders to making your lips look extra delicious and almost gummy-like.



How to do:

1. EXFOLIATE YOUR LIPS FOR A PERFECT CANVAS FOR GRADIENT LIPS- exfoliating your lips will help to get rid of the dead skin cells and make your lips smoother and softer for better lipstick application. To do this, use the new DUAL PERFORMANCE SCRUB & LIP BALM.

2. APPLY LIP BALM FOR A SMOOTHER-LOOKING GRADIENT LIPS - now that we have gotten rid of the dead skin on our lips, it is time to replenish the loss of moisture from our lips. We shall use REPAIRWEAR LIP TREATMENT - triple action lip treatment: ultrahydrating + regenerating + antioxidant that guarantees global care and protected lips all year round.

3. USE CONCEALER ON YOUR LIPS - This step can be optional, but it will really help to make your gradient lips pop.

The gorgeous gradient look relies on a contrast of dark and light shades, and because our natural lips are already slightly reddish, the contrast is not as strong. Using concealer to lighten up your lips will help to give your gradient lips a better canvas to work on, and will go a long way in making the color stand out. Apply a small dab of concealer on to the back of your hand, use a finger to get a tiny bit of the product and tap it gently over your lips.

4. CHOOSE A LIP COLOR THAT YOU LIKE FOR THE GRADIENT LOOK - after the preparation is done, choose a shade of lip color that you wish to put on your lips. Fill in the inner and lower area of your lips with the color.

5. BLEND OUT THE LIP COLOR - after applying the lip product, it is time to blend it out to achieve the gradient that will complete the look. Using a lip brush, a cotton bud, or your own finger, blend the edges of your lip color with a left-to-right wiping motion. As usual, do it gently so that you will not tug your lips too hard.

Effects & Shades

In terms of **EFFECTS**, this season, matte still remains in trend, although giving way to shine and vinyl effect.

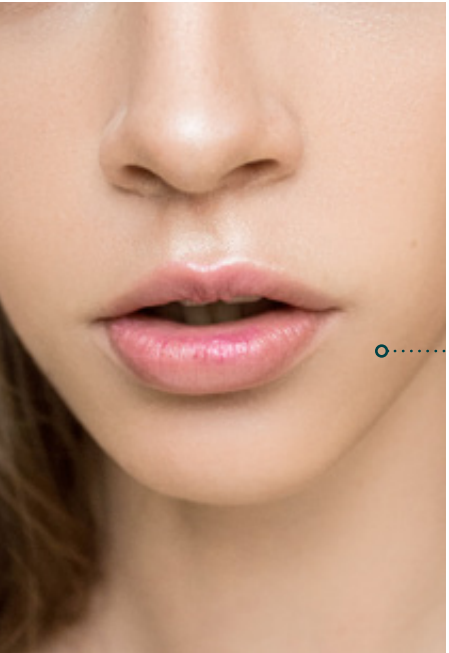
In terms of **SHADES**, practically all fit, there are no barriers to color; spring is filled with lipsticks in neutral and warm nuances, such as fuchsias and corals.

This spring, in addition, if lips are made up in bright colors, eyes are kept in the background and, either, they are not made up (we apply only mascara), or they are laconically contoured close to the lash line.



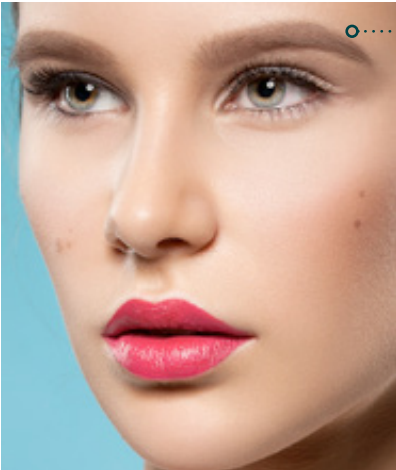
Red Lips

The reds, in satin and bright textures, will continue to be the ideal timeless complement, because they look good on everyone, no matter their face shape or skin tone.



Nude Lips

Nude tones will be fashionable this season in a glossy finish to provide more freshness, volume and luminosity. Nudes are ideal for thin lips and also for creating a more casual and natural makeup.



Fuchsia Lips

Fuchsia will be a tendency for lips this spring. It is a color that provides energy and brings a fun, positive and, at once, sensual touch.



Gothic Lips

For intense colors fans, dark tones will still have options to succeed.

The star colors? Shades of wine, terracotta and burgundy, especially in matte and glossy textures.



“Frosty” Lips

Lips with metallic effects and “frosty” (with bright, metallic or glitter sparkles), inspired by “Euphoria”, will also be trendy in 2020, especially for night looks.

Whatever the chosen texture, color or effect, it is important to prepare well lips for the application of the lipstick with a lip scrub, as the new DUAL PERFORMANCE SCRUB & LIP BALM. Its comfortable 2 in 1 texture gently exfoliates lips, while deeply taking care of them, leaving them soft and smooth.

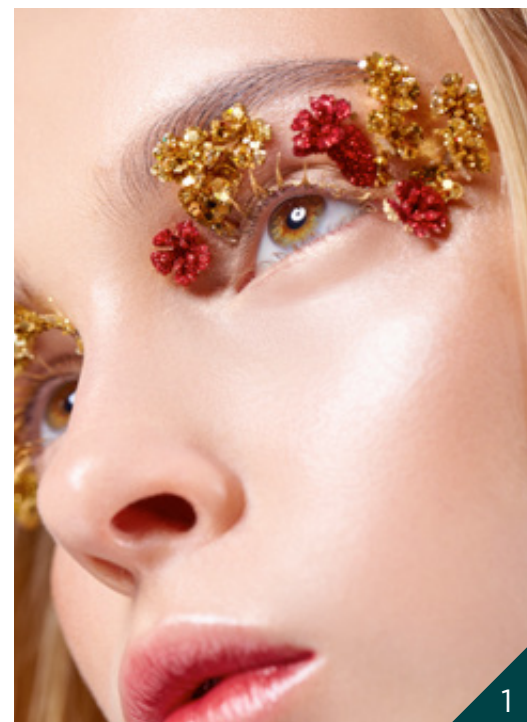
Eyes



1/ JEWEL-GLITTERY EYES

The Euphoria-inspired jewel makeup in neon tones, adorned with bright pearl inlays, ornaments, glitter, metallic ... is undoubtedly the hottest trend of the year.

The classic black eyeliner on the lash line is reinvented and redraws in blues, greens, whites, beige... and is decorated with glitter, gold leaf, diamonds..



2/ COLOR EXPLOSION AND UNCONVENTIONAL FORMS

The eyes are dressed with colored lines or, more creatively, building looks with shadows or liner, applying them in an unconventional way.

It's all about creating beautiful and different shapes that enhance the individual beauty of every woman, using:

- White eyeliner, outlining wings or clouds that frame the eyes, or making waves outside and inside the eyes. This is a very easy to perform style, that works very effectively to achieve an original, different and creative look.
- Color-block eyeshadows, with diffuse contours, softly blurred and applied in a disorderly manner.



3/ CLASSIC BLUE EYESHADOW

The blue shadows, like those of the new **KEENWELL 4 EYSHADOW** No. 502, will undoubtedly be one of the star trends in 2020, as they are the best way to transfer the hue chosen as Color of the Year by Pantone, the Classic Blue, to makeup looks. Blues may be gradient, on lash line, glittered, smoked ... also in eyeliner.

Blues highlight any look and bring originality and personality. In addition, they are ideal for blondes and brunettes, regardless of their skin tone.

- For light eyes and blond hair: better to choose softer shades of blue: from light blue, turquoise or baby blue to royal blue.

- For dark eyes and brown hair: the best option is to bet on more intense and deep blues: indigo, cobalt, marine ...

4/ LILAC SHADOWS

Another of the eye shadow colors featured in current season makeup trends is lilac, a soft and floral shade - perfect for spring, like color 1 in new **KEENWELL** No. 502 4 EYESHADOW.



5/ NEON FLOATING OR NEGATIVE EYELINERS

Although black is still the king of the eyeliner colors, this season is committed to color, so makeup artists suggest trying more striking nuances.

Another of the most powerful trends is to recover 80's eyeliners: floating or with negative space lines in neon or metallic colors.

The key to this look is clear the rest of the makeup must be kept neutral and basic.

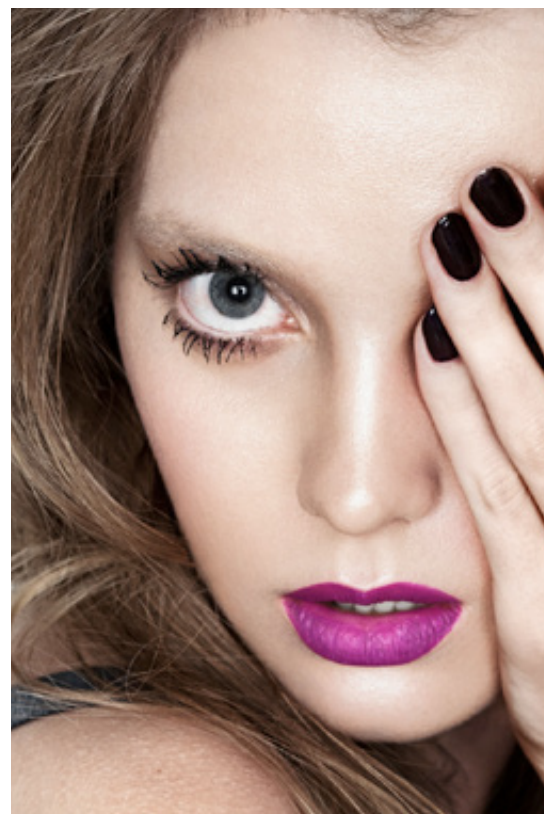
Lashes and Brows

DRAMA LASHES

This spring, eyelashes will rock, again, 'beauty looks', and mascara will continue to be the indispensable cosmetic product when it comes to provide intensity to the eye look.

Eyelash makeup will go back in time and celebrate the 60s, with romantic looks, with eyelids full of iridescent glitter and eyelashes (especially lower), well separated and coated with many layers of mascara, for a dramatic effect.

To achieve this look, use the **Ultimate PERFORMANCE LENGTH EXTENSION Mascara N°01 BLACK** mascara; with its ergonomic applicator, it allows a precise application, capturing, separating and perfectly defining lashes, both upper and lower ones.



“LION MANE” BROWS

During the last years, eyebrow design has gone through different stages; first thin eyebrows were trendy, then natural, thicker brows, as Cara Delevigne's, became fashionable.

Now, wild eyebrows or also called "lion mane" (combed up and fixed with gel—, as Cher did in 70's) are in vogue thanks to celebrities like Dua Lipa or Cristina Pedroche.

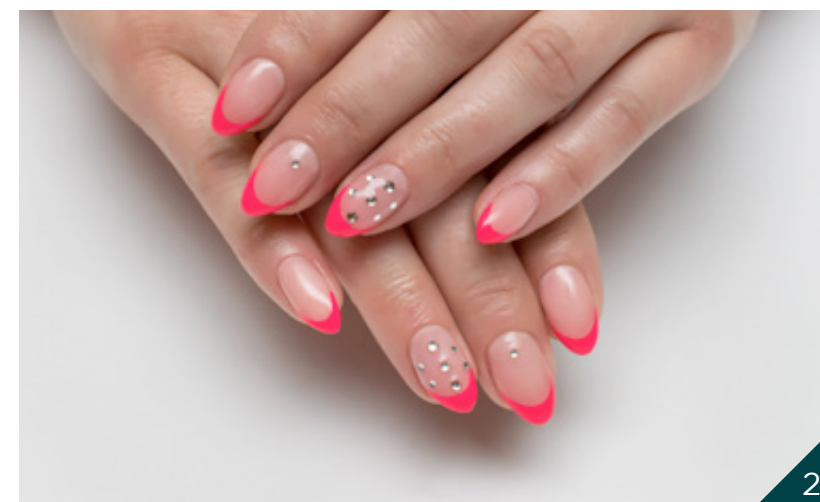
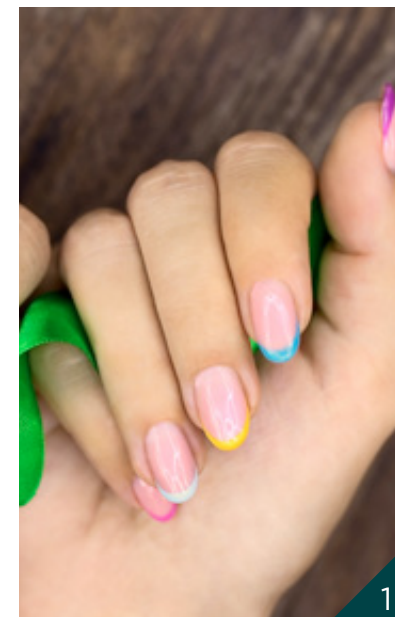
To create a thick eyebrows line, with a wild spirit, but still natural, **KEENWELL** proposes this season the new **TATTOO Microblading Waterproof Eyebrow Tint Pen** that allows to easily draw natural strokes and perfectly fill defined natural-looking eyebrows in 3 easy steps.



Nails

1/ REVISED FRENCH MANI

The fashion collective obsession with the 90s continues, and, officially, this season comes to the nails, with the return of the French manicure, which comes back reinvented and updated. It has nothing to do with those long and square nails we used to wear. What makes the 2020 version look more modern is that, unlike the classic combination of pink and white, which used to be done with many layers of nail lacquer, this spring is painted in a single layer with a virtually transparent base or very pale pink, with tips as thin as possible.



In addition, tips do not necessarily have to be white; this spring, nails are a canvas, where any color is possible. The new French manicures can be in black ('black french-mani'), silver, glitter or hot pink ...

You can choose the style that better suits your personality, from a classic and polished, to a double French, a gradient (ombré), one in neon or pastel tones, one that changes the white tips for golden moons, or with a small drawing...

To conclude your French manicure perfectly, do not forget the new **TOP COAT GEL** - its transparent gel texture reproduces the finish of the gel manicure and provides extra volume, softness and shine.

2/ SPARKLING NAILS: JOYFUL AND DARE

Eyelids, lips ... and of course, nails. The influence of Euphoria reaches manicures. Nails with bright appliques, colors, glitter and nail art in all its forms will also be a trend we'll be seeing everywhere in 2020 spring, creating bold and playful looks. Empower your creative imagination!

3/ ULTRA NATURAL NAILS

The 'no makeup makeup' trend also reaches manicure and we can find its reflection in bright, neat nails: short and rounded, with the right length and a layer of an elegant retro lacquers, like the new color **No. 47-BLOSSOM**- a delicate light peony pink with a cream finish that is ultra-flattering for all skin tones and ages. This look can be completed with a simple pearl that elevates ultra-natural nails to a completely different level.



4/ DIFFERENT COLOR GRADIENT NAILS

The trend involves painting each nail with a different tone of the same hue, creating a satisfying gradient of color, an illusion of a subtly shifting rainbow of colors.



Packs
Temporada
Makeup


Primavera - Verano
2020

Bohemian Lips

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.

Dual Performance Scrub & Lip Balm : its innovative convenient and easy-to-use, 2-in-1, ultra-nutritive formula, with a pink "core" and an external scrub that act together, delicately exfoliates the lips, while deeply taking care of them, leaving them soft and smooth, perfectly prepared for the application of color. **How to use:** use when necessary; apply directly onto clean lips; using your fingertips, gentle massage in circular motions. Leave on for a few seconds and remove the excess with a tissue. Apply the color. For a deeper treatment action, leave on overnight.

SS1

| | | |
|-----------|------------------------------------|---|
| Ref. Pack | Ref. K5750101 | EAN Code |
| Capacity | 4 g. e 0.14 oz. 4 g. e 0.14 oz. |  |

SS2

| | | |
|-----------|------------------------------------|---|
| Ref. Pack | Ref. K5750102 | EAN Code |
| Capacity | 4 g. e 0.14 oz. 4 g. e 0.14 oz. |  |



Bohemian Kiss



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.

Lipliner. A profile pencil for your lips with a smooth texture that slides easily, providing a perfect finish, accentuating your lips natural curve.

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|-----|-----------|--|-----------------|
| SS3 | Ref. Pack | Ref. K5750103 | EAN Code |
| | Capacity | 4 ml. e 0.14 fl.oz. 1,5 g. e 0.04 oz. | 8 435002 126526 |

| | | | |
|-----|-----------|--|-----------------|
| SS4 | Ref. Pack | Ref. K5750104 | EAN Code |
| | Capacity | 4 ml. e 0.14 fl.oz. 1,5 g. e 0.04 oz. | 8 435002 126533 |

Bohemian Eyes



Ultimate PERFORMANCE LENGTH EXTENSION Mascara

Its long-lasting ultra-strong formula, enriched with jojoba, argan and castor oil, ginkgo biloba extract and sodium hyaluronate, nourishes, revitalizes, fortifies and protects the eyelashes. The technological pigments ensure a vibrant color, and the polyamide fibers, enormously flexible, adhere perfectly from the root to the tip for a more seductive and intense look. The design of the brush allows a precise application, capturing, separating and defining perfectly each lash, both upper and lower ones. Instantly, intense care, immediate definition, maximum thickness and extreme length.

How to use: apply in zig-zag, sliding from the lash line towards the outer end, reapply until desired length and volume is obtained.

Eyeliner Waterproof. 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.

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| SS5 | Ref. Pack | Ref. K5750105 | EAN Code |
| | Capacity | 10 ml. e 0.33 fl.oz. 1,5 g. e 0.04 oz. | 8 435002 126540 |

Bohemian Visage

BB Cream SPF 20

- All-in-one cream: unifies, minimizes pores, illuminates, moisturizes, corrects imperfections, protects (SPF20), regulates, with antioxidant properties. **How to use:** apply a thin, even layer to your face.

Lip treatment. Rich in active ingredients lip balm formula with triple action: regenerating + ultra-moisturizing + antioxidant that ensures global treatment and care to achieve soft lips anytime.



| | | | |
|-----|-----------|---|-----------------|
| SS6 | Ref. Pack | Ref. K5750106 | EAN Code |
| | Capacity | 40 ml. e 1.35 fl.oz. 3 g. e 0.10 oz. | 8 435002 126557 |


*BB Cream numº 02 Pack SS6



Bohemian Eyes

4 Colour Eyeshadow has a delicate formula. It applies evenly and remains resistant throughout the day and does not migrate into the eyelid folds. A high concentration of tiny dye particles makes the shades intense but delicate. The opaque and pearlescent shades allow contouring, defining, enlarging and enhancing eyes. Combinations perfectly match and combine harmoniously to create the most attractive looks. **How to use:** with a brush-applicator, with a gentle movement, apply uniformly the shades on the eyelids and, then, blend.

*Eyeshadow - 4 Colors Numº 502 Pack SS7


| | | | |
|-----|-----------|--|--|
| SS7 | Ref. Pack | Ref. K5750107 | EAN Code |
| | Capacity | 4 x 1,2 g. € 0.04 oz. 7 ml. € 0.24 fl.oz. |  |

Eyeshadow Primer Base.

Colorless and ultra-light texture Eyeshadow that creates a uniform and smooth film to set the intensity of the colors for a flawless look all day long.

Bohemian Glow



| | | | |
|-----|-----------|---|--|
| SS8 | Ref. Pack | Ref. K5750108 | EAN Code |
| | Capacity | 30 ml. € 1.01 fl.oz. 3 g. € 0.10 oz. |  |

Moisturizing and translucent cream skin perfecting highlighter that covers skin with a silky pearl veil that enhances its natural luminosity and brightness to provide freshness and radiance, to reveal, a more radiant complexion, without looking artificial. **How to use:** Shake well before use. It can be used on bare skin for an "illuminated from within" effect. Apply directly and then spread with the fingertips or with a little brush in the areas that naturally capture light. It can be applied over makeup to highlight cheekbones, superciliary arches and Cupid's bow. It can also be applied to the tear to brighten the eye look. You can also add a few drops to the makeup base or moisturizer to add a touch of extra light to the face.

Lip treatment. Rich in active ingredients lip balm formula with triple action: regenerating + ultra-moisturizing + antioxidant that ensures global treatment and care to achieve soft lips anytime.



Bohemian Sublime



| | | | |
|-----|-----------|--------------------|---|
| SS9 | Ref. Pack | Ref. K5750109 | EAN Code |
| | Capacity | 150 ml. € 5 fl.oz. |  |

Extreme Comfort & Radiance-Revealing Gel-to-Oil

Sensory Cleanser for face and eyes. Its innovative hybrid oil-in-gel texture, which, in contact with water, transforms into an ultra-luxurious milk, removes makeup and impurities with extreme smoothness and efficiency. Its sensory-awakening formula, with a selected mixture of oils and active ingredients, leaves skin looking soft, impeccably cleansed and radiant, with an unequalled sensation of comfort, and turns the ritual of facial cleansing into an authentic spa experience.

How to use: in the morning and / or evening, apply a small amount on face, eyes and/or décolleté; massage by gentle movements until the gel transforms into a delicate oil. Add a few drops of water to emulsify the oil that transforms into milk. Cleanse skin by circular movements. Rinse thoroughly with cold water.

SS10

Bohemian Nails



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.

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| SS10 | | | |
| Ref. Pack | Ref. K5750110 | EAN Code | |
| Capacity | 50 ml. e 1.76 fl.oz. | | |

Bohemian Brows

TATTOO Microblading Waterproof Eyebrow Tint Pen.

Inspired in microblading technique, its 4 exclusively designed multi-prong (4) tip allows to easily draw natural strokes and perfectly fill defined natural-looking eyebrows in 3 easy steps. Its quick-dry, long-lasting, water resistant formula provides a tattooed eyebrow effect that lasts 24 hours, with no transfer.

How to use:
Use on the eyebrows only.
Apply on clean and dry skin.

- STEP 1:** Tilt the pen tip 45° up and draw eyebrows along the growing direction of the eyebrow.
- STEP 2:** Fill eyebrows with the wide side (using the entire surface of the applicator).
- STEP 3:** Use the narrow side to fill the end of eyebrows.

Let dry. For more intensity, reapply.



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|-----------|------------------|----------|--|
| SS11 | | | |
| Ref. Pack | Ref. K5750111 | EAN Code | |
| Capacity | 2 ml. e 0,06 Oz. | | |

SS12



| | | | |
|-----------|-----------------------|----------|--|
| SS12 | | | |
| Ref. Pack | Ref. K5750112 | EAN Code | |
| Capacity | 100 ml. e 3.39 fl.oz. | | |

Bohemian Prep

Innovative and versatile Multifunctional 4 in 1 Primer & Makeup Setting Water Mist.

A translucent, ultra-light, non-sticky texture, quick drying and easy to apply water based formula. For all skin types. With matte finish and a delicate fragrance. It deposits on the skin an ultra-thin, invisible film that protects it and provides multiple benefits with professional results. With antioxidant and antipollution active ingredients, moisturizes and protects from pollution, improving its texture, reducing pores and softening the appearance of lines and wrinkles; It delicately refreshes and creates a feeling of well-being, revitalizing skin and adding extra radiance. It can be used as a primer to prepare skin for makeup application; as a setting spray, once applied, to prolong its duration; or as an invigorating mist for touch-ups to refresh skin and keep makeup impeccable, throughout the day.

How to use: Shake before use. Avoid the area around the eyes. As make-up primer: before applying makeup, hold bottle 20 cm away from face and mist onto skin evenly (2 - 4 times), in an "X" and "T" formation. Close eyes and mouth before misting. Allow time to dry (if necessary, remove excess product with a tissue) and proceed with makeup. As setting spray: once foundation is applied, mist it likewise. To refresh complexion and prolong makeup duration: reapply throughout the day.

Nail Lacquer

Nº47- BLOSSOM - delicate light peony pink with cream finish. Perfect for creating a feminine and elegant spring manicure for any occasion.

TOP COAT GEL - its transparent gel texture replicates gel manicure finish and provides extra volume, softness and shine.

| | | | |
|--------------|----------------|----------|-----------------------|
| Nº 47 | Ref. K10010047 | Capacity | 12 ml. e 0. 40 fl.oz. |
| Top Coat Gel | Ref. K1019001 | | |

TOP COAT GEL

Nº47



Nº47
BLOSSOM

Sun Attitude



NEW LAUNCHES 2020

Safe tan is an ATTITUDE.

Sun Attitude is a collection of professional sun care products, tailored to the specific needs of face and body skin, to **EFFECTIVELY** protect and **ENJOY** the sun in total **SAFETY**.

Thanks to a perfect combination of physical, chemical and biological filters, Sun Attitude provides a Broad Spectrum protection against **UVB-UVA-VISIBLE-IR- HEV (BLUE LIGHT) + ANTIPOLLUTION + ANTIAGE**.

Floor Display
Sun Attitude Ref. K2043064

Sun Attitude textures are light for an easy and comfortable application, and invisible protection.

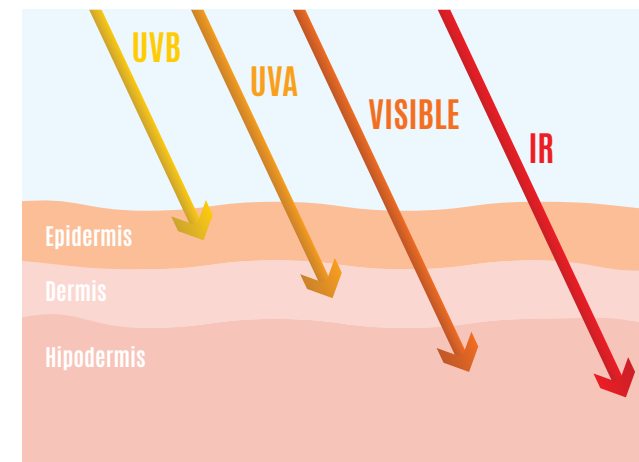
Sun Attitude is your best ally for a **SAFE, INTENSE, EVEN** and **LONG LASTING TAN**.

Sun Attitude : **FEEL** the warmth of the **SUN** on your skin **SAFELY**.

Facial Protection

NEW FORMULATION!

Global broad-spectrum protection against **UVB-UVA-VISIBLE LIGHT-INFRA-RED-HEV (blue light)** and pollution, as well as **bio-protection** to prevent and repair photo-induced aging.



UVB-UVA-VISIBLE-IR-
HEV (BLUE LIGHT)
+ ANTIPOLLUTION +
ANTIAGE

Facial Protection

SPF 50 // SPF 30

NEW FORMULATION!

*Protects, prevents
and repairs
photo-ageing*

Ref. K4049002 (SPF50)
Ref. K4049003 (SPF30)

**Multi-protective
Anti-age Facial
Cream**

SPF 50 / SPF 30
UVB-UVA-VISIBLE-IR-
HEV (BLUE LIGHT) +
ANTI POLLUTION + ANTIAGE

Description:

Effective facial cream with SPF 50 and SPF 30 that offers a broad-spectrum global protection against UVB-UVA-VISIBLE-INFRARED-HEV (blue light) and pollution, as well as bio-protection to prevent and repair photo-induced aging.

Main features:

Water and sweat resistant, its ultralight, immediate absorption, invisible finish and dry touch ("dry touch") texture, extends evenly, even on wet skin, for effective protection, without leaving traces. For all skin types, including oily skin.



How it works:

Its innovative formula with a natural multi-active booster (Arabian Cotton PRCF) and active encapsulated protecting actives (SunCat MTA) provides global protection with a broad-spectrum sunscreen against solar radiation (UV / VIS / IR) and BIO-protection against photo-induced aging. With polypeptides that act as anti-aging, energizing, stimulating and repairing agents. With wrinkle filling effect, they reduce the depth and length of expression lines and provide extra luminosity.

With Niacinamide that protects the skin and acts as a shield against daily aggressions, caused by free radicals, blue light and pollution, and hyaluronic acid that restores skin lipid balance and deeply moisturizes it.

With sophisticated multifunctional ingredients that provide a water and sweat resistance formula with excellent absorption, spreadability and application that melts into skin for a comfortable protection with a silky, dry, non-greasy and non-sticky after-feel.

How to use:

Shake well before use. Apply 20 minutes before sun exposure and as needed. Gently massage on face, neck and décolletage until completely absorbed. Keep out of eyes. Re-apply frequently to maintain protection, especially after sweating, towel-drying, swimming. For external use only. Do not use on damaged or broken skin.

When to use:

Sun protection and a touch of color any time of the year, before and during sun exposure.

Key ingredients:

• **SUNCAT^{MTA}**: New encapsulated solar protection system that incorporates 3 filters to provide broad spectrum UVA + UVB effective protection, evenly, with a comfortable and refreshing touch.

• **VITAMINE E**: Tocopherol: acts as a biological filter, antioxidant and repair agent.

• **NIACINAMIDE PC**: niacinamide (vitamin B3) is a very stable vitamin which offers a wide range of well-documented topical benefits. Niacinamide stimulates ATP production and has a central role in DNA repair and skin homeostasis. UV and blue light-stressed Skin Care: Helps protect from UV and blue light damage for beautiful and healthy skin; reduces the appearance of lines and wrinkles; improves the elasticity of the skin; rebalances uneven skin tone; reduces discoloration. Pollution Care: protects against damage from urban pollutants for beautiful and healthy skin. Blemish Care: blemish-free, shine-free, refined skin appearance.

• **HYALURONIC ACID**: thanks to its low molecular weight; it is able to penetrate deep inside the skin. It accelerates extracellular matrix macromolecules synthesis, improving elasticity and skin water retention capacity.

• **OXYLASTILTM PH POLYPEPTIDES**: It acts as an anti-aging, energizing, stimulating and repairing agent. It provides cell oxygenation for an anti-aging efficacy, by producing new collagen. With wrinkle filling effect, thus reduces expression lines' depth and length. It provides extra radiance.

• **ARABIAN COTTON PRCF**: natural multi-active booster developed with the exclusive Plant Cell BiofactoriesTM technology, benefits from molecular synergy to extract the greatest power from plants and obtain the Plasma Rich in Cell FactorsTM to provide global protection with broad spectrum photoprotection against solar radiation (UV / VIS / IR) and BIO-protection against photo-induced aging. With antioxidant, photoprotective, photorepairing, regenerating and soothing action.

• **PHYSAVIE[®]**: Physalis angulata plant extract with a powerful action against photo-aging, caused by the increase in temperature (thermal aging). By keeping skin temperature constant, it protects skin against damage caused by heat during sun exposure. In addition, it provides excellent protection against infrared and visible light. It also stimulates skin's natural antioxidant defenses and fights free radicals by activating extracellular matrix production

and recovering skin barrier.

Results:

Facial sun care that combines a broad-spectrum sunscreen with an active tanning enhancer for a global and effective protection. Fights photoaging and prevents damage caused by solar radiation for a longer lasting golden and perfectly maintained skin.



**Vegan
Friendly**



Color + Facial Protection

*Protects, prevents
and repairs
photo-ageing*

NEW FORMULATION!

Ref. K4049004 (SPF50)

CC Multi-protective Anti-age Color Correcting Facial Cream

SPF50
UVB-UVA-VISIBLE-IR- HEV
(BLUE LIGHT) + ANTIPOLLUTION
+ ANTIAGE

Description:

Effective facial color cream with SPF 50 that offers a broad-spectrum global protection against UVB-UVA-VISIBLE-INFRARED-HEV (blue light) and pollution, as well as bio-protection to prevent and repair photo-induced aging.

Main features:

Ultra-silky, light and comfortable texture.
For all skin types, including oily skin.



60 ml.

Daily use all
year round

How it works:

Its innovative formula with a natural multi-active booster (Arabian Cotton PRCF) and active encapsulated protecting actives (SunCat MTA) provides global protection with a broad-spectrum sunscreen against solar radiation (UV / VIS / IR) and BIO-protection against photo-induced aging. With polypeptides that act as anti-aging, energizing, stimulating and repairing agents. With wrinkle filling effect, they reduce the depth and length of expression lines and provide extra luminosity.

With Niacinamide that protects the skin and acts as a shield against daily aggressions, caused by free radicals, blue light and pollution, and hyaluronic acid that restores skin lipid balance and deeply moisturizes it.

With sophisticated multifunctional ingredients that provide a water and sweat resistance formula with excellent absorption, spreadability and application that melts into skin for a comfortable protection with a silky, dry, non-greasy and non-sticky after-feel.

How to use:

Shake well before use. Apply to face, neck and décolletage liberally 20 minutes before sun exposure, ensuring that the cream is fully massaged. Use alone or layer over a treatment cream or serum. Keep out of eyes. For external use only.

When to use:

Sun protection and a touch of color any time of the year, before and during sun exposure.

Key ingredients:

• **SUNCAT^{MTA}**: New encapsulated solar protection system that incorporates 3 filters to provide broad spectrum UVA + UVB effective protection, evenly, with a comfortable and refreshing touch.

• **VITAMINE E**: Tocopherol: acts as a biological filter, antioxidant and repair agent.

• **NIACINAMIDE PC**: niacinamide (vitamin B3) is a very stable vitamin which offers a wide range of well-documented topical benefits. Niacinamide stimulates ATP production and has a central role in DNA repair and skin homeostasis. UV and blue light-stressed Skin Care: Helps protect from UV and blue light damage for beautiful and healthy skin; reduces the appearance of lines and wrinkles; improves the elasticity of the skin; rebalances uneven skin tone; reduces discoloration. Pollution Care: protects against damage from urban pollutants for beautiful and healthy skin. Blemish Care: blemish-free, shine-free, refined skin appearance.

• **HYALURONIC ACID**: thanks to its low molecular weight; it is able to penetrate deep inside the skin. It accelerates extracellular matrix macromolecules synthesis, improving elasticity and skin water retention capacity.

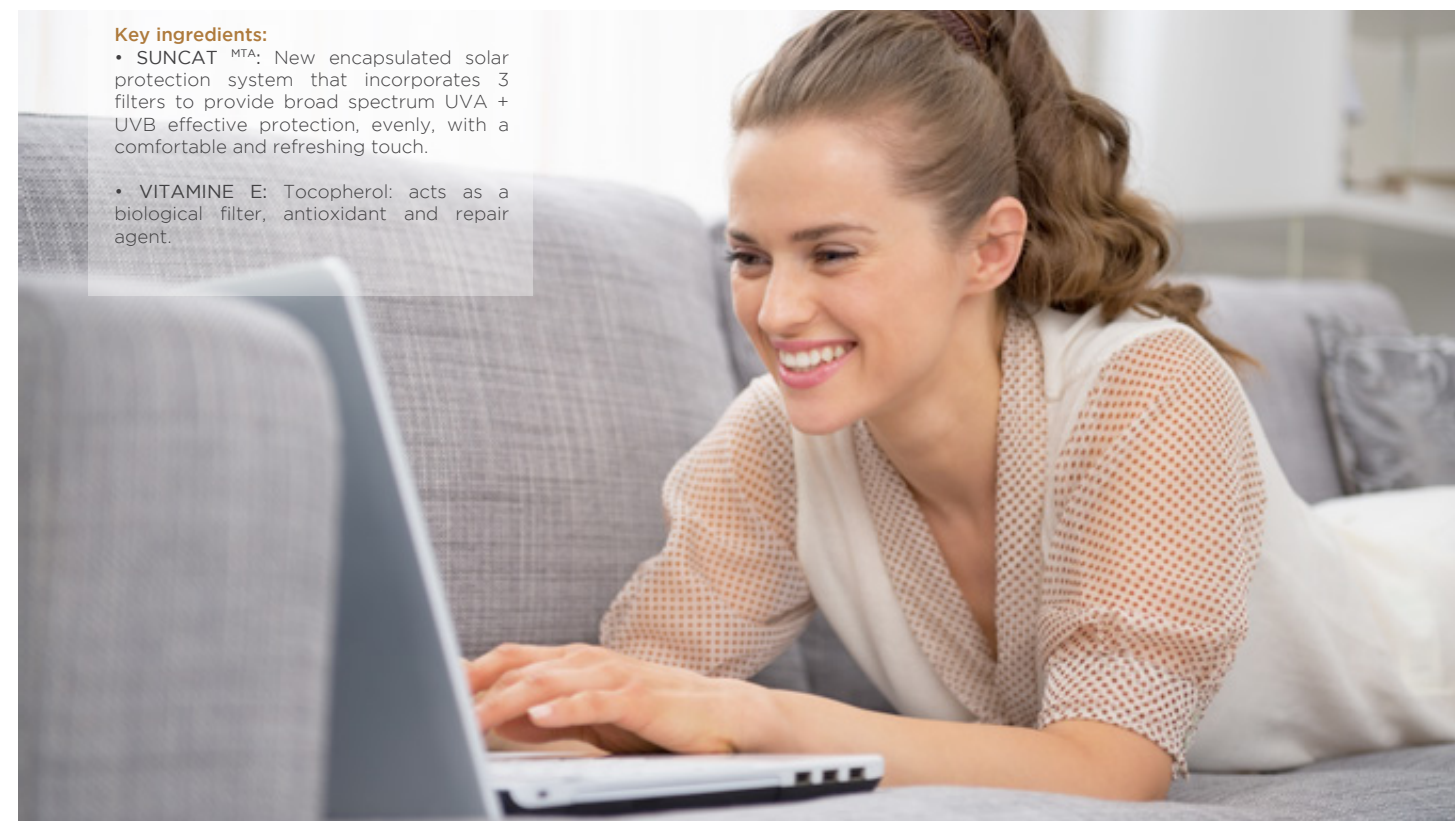
• **OXYLASTIL™ PH POLYPEPTIDES**: It acts as an anti-aging, energizing, stimulating and repairing agent. It provides cell oxygenation for an anti-aging efficacy, by producing new collagen. With wrinkle filling effect, thus reduces expression lines' depth and length. It provides extra radiance.

• **ARABIAN COTTON PRCF**: natural multi-active booster developed with the exclusive Plant Cell Biofactories™ technology, benefits from molecular synergy to extract the greatest power from plants and obtain the Plasma Rich in Cell Factors™ to provide global protection with broad spectrum photoprotection against solar radiation (UV / VIS / IR) and BIO-protection against photo-induced aging. With antioxidant, photoprotective, photorepairing, regenerating and soothing action.

• **PHYSAVIE®**: Physalis angulata plant extract with a powerful action against photo-aging, caused by the increase in temperature (thermal aging). By keeping skin temperature constant, it protects skin against damage caused by heat during sun exposure. In addition, it provides excellent protection against infrared and visible light. It also stimulates skin's natural antioxidant defenses and fights free radicals by activating extracellular matrix production and recovering skin barrier.

Results:

Effectively protects against UVB-UVA-VISIBLE-IR- HEV (BLUE LIGHT) and pollution; provides "long lasting" moisture, cares and protects skin against environmental aggressions. Instantly diffuses and corrects imperfections, enhances skin tone for a velvety smooth and radiant finish.



Body Protection

Protects, prevents and repairs photo-ageing



NEW PRODUCT!

150 ml.

Dermatologically tested and safe for the consumer

Adequately protects, according to the characteristics of a 50+ SPF product

Safe for children

Ref. K4043009 (FPS50+)

Multi-protective Fluid Emulsion PEDIATRIC

SPF50+ EXTREME PROTECTION

Description:

Photoprotector specially formulated for children's delicate skin and pediatric tested. It delivers an active protection and broad spectrum UVB, UVA, visible and infrared light and cellular protection so that children can enjoy the sun safely.

Main features:

Suitable for all skin types, even the most sensitive. Its innovative light and ultra-moisturizing formula, immediately absorbs; with an invisible and silky finish, protects and strengthens the hydrolipidic layer, providing intense hydration. It can be applied to wet skin and it's water and sweat resistant.

How it works:

With antioxidant, soothing and regenerating features. In addition, thanks to its "anti-sand" actives, it prevents sand sticking and sand-caused irritation. With active ingredients that control temperature, biological filters (vitamin E and D-Panthenol) and state-of-the-art encapsulated sunscreens it offers immediate and long-lasting, very high-spectrum protection against solar radiation: UVB, UVA, visible and infrared light, and extra cellular protection, by stimulating children's delicate skin self-defense systems during sun exposure.

When to use:

Any time of the year, before and during sun exposure.

How to use:

Shake before use. Spray evenly onto body 20 minutes prior to sun exposure. Gently massage into skin until completely absorbed. Avoid sun exposure during peak hours and in children under the age of 3 years. Keep out of eyes and mucous membranes. Re-apply frequently to maintain protection, especially after sweating, towel-drying, swimming. For external use only. Do not use on damaged or broken skin.

Key ingredients:

· **PHYSAVIE®:** Physalis angulata plant extract with a powerful action against photo-aging, caused by the increase in temperature (thermal aging). By keeping skin temperature constant, it protects skin against damage caused by heat during sun exposure. In addition, it provides excellent protection against infrared and visible light. It also stimulates skin's natural antioxidant defenses and fights free radicals by activating extracellular matrix production and recovering skin barrier.

· **BAYCUSAN® C 1004:** aqueous filmogen that creates an invisible film on skin that acts as a water and sweat resistant shield; with "anti-sand" action that reduces sand adherence and minimizes friction with the skin to improve sun protection efficacy.

· **SUNCAT^{MTA}:** New encapsulated solar protection system that incorporates 3 filters to provide broad spectrum UVA + UVB effective protection, evenly, with a comfortable and refreshing touch.

· **VITAMINE E:** Tocopherol: acts as a biological filter, antioxidant and repair agent.

· **D- PANTENOL:** acts as a biological filter. D-Panthenol is a precursor of vitamin B (pro-vitamin B5). It becomes an active ingredient once it penetrates the skin, becoming pantothenic acid. Stimulates mitotic activity (cell regeneration), accelerates epithelization, improves hydration, reduces inflammation and redness, and promotes skin elasticity.

Results:

Delicate children skin is effectively protected so that they can enjoy having fun in the sun, in the water, or playing outside safely.



Facial Protection



Sport SPF 50+

MULTI-PROTECTIVE SPORT FACIAL CREAM

Facial treatment, specially formulated for outdoor sport practice to get an extreme sun protection, resistant to water and sweat.

Capacity: 60 ml.

Ref. K4043005

Daily use all year round



Depigmenting and Antiaging Action SPF50+

MULTI-PROTECTIVE FACIAL CREAM

Effective multi-protection water resistant facial cream, with depigmenting and anti-aging action, with Real SPF 99.14, fast absorption, dry touch and light and silky finish. Its innovative depigmenting formula with a natural multi-active booster and modern encapsulated sun protection, antioxidants and regenerating active ingredients, prevents and combats induced by solar radiation.

Capacity: 50 ml.

Ref. K4043007

Body Protection

SPF 50 & SPF 30

MULTI-PROTECTIVE FLUID EMULSION SPRAY

Body sun care that combines a broad-spectrum sunscreen with an active tanning enhancer for a global and effective protection. Fights photoaging and prevents damage caused by solar radiation for a longer lasting golden and perfectly maintained skin.

Capacity: 150 ml.

Ref. K4049001 (FPS50)
Ref. K4048001 (FPS30)



Multi-Protective Sun Water SPF 15

SPRAY MULTI-PROTECTIVE & TAN BOOSTER SUN WATER

Body sun care that combines a broad-spectrum sun screen with an active tanning enhancer for a global and effective protection. It fights photoaging and prevents damage caused by solar radiation for a longer lasting golden and perfectly maintained skin.

Capacity: 150 ml.

Ref. K4047001



Anti-Sand SPF 30

MULTI-PROTECTIVE & TAN BOOSTER FLUID-EMULSION

Sun care body treatment in spray that combines state-of-the-art, broad-spectrum encapsulated sunscreens with tanning-boosting active ingredients that stimulate melanin synthesis and combat photo-aging for comprehensive and effective protection. Its formula improved with "temperature control" ingredients protects skin against infrared rays and visible light, preventing aging caused by temperature increase. It acts as a global protective shield against UVA, UVB, visible light and infrared. In addition, thanks to its innovative "anti-sand" technology, it prevents the sand grains from adhering to the skin and keeps it perfectly protected in the sun. Its ultra-light texture, immediate absorption, invisible finish and dry touch, can be applied on dry or wet skin, resists water and sweat, and is suitable for all skin types, even the most sensitive. Result: A safe tan and a golden and perfectly cared skin for longer.

Capacity: 150 ml.

Ref. K4043008



FPS 30 Dry Touch

MOISTURIZING - ANTIOXIDANT - ENERGIZING

Innovative photo-protector in biphasic texture, with immediate absorption, invisible finish, and silky dry touch. Suitable for all skin types. With thermo-active, sun-protecting and tanning-enhancing active ingredients, and antioxidant, moisturizing, regenerating and energizing ingredients. With thermo-photo-immunoprotective action, it actively protects against solar radiation: UVB, UVA, visible and infrared, stimulating antioxidant defenses, repairing collagen, promoting cutaneous barrier regeneration and neutralizing harmful effects of sun exposure to take care in a safe and effective way of skin and naturally activate tan.

Capacity: 150 ml.

Ref. K4043010

After Sun Care



After Sun Instant Cool

INSTANT COOL RESTORING & TAN PROLONGER FACIAL BALM

Instant cool repairing and tan prolonger balm with calming and antioxidant properties. Prevents damage caused by solar radiation, moistures and nourishes skin in deep, restoring its elasticity.

Capacity: 60 ml.

Ref. K4043006



After Sun Instant Cool Tan Maximizer

INSTANT COOL ULTRA REPAIRING & TAN MAXIMIZER FLUID EMULSION

New after sun fluid emulsion spray. With nourishing, repairing and prolonging tanning properties. Easy to apply, it quickly absorbs and instantly calms skin, especially sensitive after being exposed to the sun, promoting its regeneration and providing deep hydration. It gives an immediate sensation of freshness, comfort and well-being, and leaves skin feeling silky soft. It incorporates a tanning activating complex, which intensifies melanin production and allows to enhance and sublimates tan for a long-lasting seductive golden glow.

Capacity: 150 ml.

Ref. K4043011



Self-tanning

Facial & Body

PROGRESSIVE SELF-TANNING FACIAL CREAM & PROGRESSIVE SELF-TANNING BODY CREAM

Technology "Sun Progressive Attitude" gradually and evenly self-tans without sun. With natural origin self-tanning agents, it increases melanin production and enhances skin natural tone. With moisturizers and antioxidants actives to achieve a perfectly maintained skin, protected from free radicals, and a golden, bright and natural, day after day, bronzed tone.

Capacity: 60 ml.

Ref. K4043003

Capacity: 120 ml.

Ref. K4043004

Modeling Body System

The essence
of a
perfect
silhouette



BODY CARE

ANTI-CELLULITE SERUM “DRON TECHNOLOGY”

Triple Action: activates fat burn, combats fat storage and prevent its recurrence



250 ml. Ref. K6501016

Description:

Body serum, formulated with the innovative “drone technology”, effectively fights cellulite and shapes silhouette by reducing fat tissue volume. For all skin types, even the most sensitive. Its light aqua-gel texture, instantly absorbs, melts into the skin, offers ultimate comfort and softness without leaving behind a greasy feeling. Its delicate fragrance gives the skin a unique sensory experience.

Main features:

It contains the advanced X50 SILHOUTTE-Dron Cosmetic TM complex that represents an outstanding advance in the fight against cellulite, significantly reducing cellulite and the “padded” appearance of orange peel and visibly improving skin texture. The synergistic combination of active ingredients, specially formulated in an advanced release system, maximizes lipolysis (fat burning), minimizes lipogenesis (lipid storage) and inhibits adipogenesis (the maturation of new fat cells). Its mechanism of action increases the degradation of lipids and helps control the formation of new fat in adipocytes, preventing their reappearance.

Effectively fights cellulite and shapes silhouette by reducing fat tissue volume.

How it works:

The advanced drone cosmetic technology, with encapsulated plant extracts, is a release system that actively targets the “target” cells, the adipocytes, to release the active ingredients in them, in the fastest and most effective way. Drone technology is an intelligent technology, since it is directed only when necessary, avoiding unwanted interactions with secondary cells. It also improves the penetration actives, increasing their effectiveness and improving their tolerance. The drone technology releases the active ingredients where they are needed to increase their bioavailability and achieve optimal results, in the most optimal dose and the shortest term.

When to use:

For home use, combined with professional treatments KEENWELL Modeling Body System.

How to use:

Apply to the area to be treated (thighs, buttocks, hips and / or arms) by ascending circular massages, exerting slight pressure, until completely absorbed.

Key ingredients:

• **X50 SILHOUTTE:** combines a biomimetic peptide and a Coccoaloba extract in a unique delivery system, the Cosmetic Drone TM. It inhibits adipogenesis and lipogenesis. It also inhibits genes involved in adipocyte differentiation and fat storage and stimulates lipogenesis (2.5 times more compared to caffeine).

• **VITAMIN E SPHERES:** prevent premature aging and provides protection against ultraviolet rays.

• **AVOCADO OIL:** the balanced composition of avocado oil (fatty acids, essential fatty acids, unsaponifiables) makes it suitable for sensitive skin care. Avocado oil has excellent moisturizing and nourishing properties. Thanks to its specific free fatty acids composition, it presents a very good compatibility with skin hydrolipidic film. Its emollient and softening effects help to regenerate and rejuvenate the skin.

Results:

Help to reduce, in an effective way, the appearance of cellulite. Improvements in the appearance of the skin roughness, contour reduction and localized fat.



Modeling Body System



“DRONE TECHNOLOGY”

*SELECTIVITY + EFFICIENCY
+ EFFECTIVENESS.*

Detects fat cells, leads encapsulated active to the target cells, where it is selectively released.

Apply to the area to be treated (thighs, buttocks, hips and / or arms) by ascending circular massages, exerting slight pressure, until completely absorbed.





ANTI-CELLULITE & FIRMING OIL

BIRCH EXTRACT
100% NATURAL VEGAN

100 ml. Ref. K6501017

Description:
Natural treatment with extracts and vegetable oils. Powerful anti-cellulite and firming action.

Main features:
Light texture, non-greasy dry touch and rapid absorption. Natural perfume. For all skin types, even the most sensitive. Safe during pregnancy.

How it works:
With draining properties, which help fighting cellulite and firming skin. Its advanced formula, with extracts and natural oils, activates metabolism, facilitates liquids elimination and strengthens connective tissues. In addition, it stimulates regeneration, nourishes, smoothes, tones and softens skin. Its continued use improves the appearance of orange peel looking skin.

When to use:
For home use, combined with professional treatments KEENWELL Modeling Body System.

How to use:
Shake before use to ensure proper mixing of natural oils. Use daily, preferably on damp skin, after bathing or showering. Pour on the palm of the hand, and then apply, on the area to be treated (thighs, buttocks, hips and / or arms), performing a massage with circular movements until completely absorbed.

Key ingredients:
• **SUNFLOWER OIL:** high in vitamin E, linoleic and oleic acid. With antioxidant properties.

• **BIRCH OIL:** rich in vitamins, amino acids, minerals, proteins and antioxidants. With firming, anti-inflammatory, anti-seborrheic activity. It prevents loss of firmness, improves skin elasticity and, therefore, improves the appearance of orange peel.

• **AVOCADO OIL:** the balanced composition of avocado oil (fatty acids, essential fatty acids, unsaponifiables) makes it suitable for sensitive skin care. Avocado oil has excellent moisturizing and nourishing properties. Thanks to its specific free fatty acids composition, it presents a very good compatibility with skin hydro-lipidic film. Its emollient and softening effects help to regenerate and rejuvenate the skin.

• **ARGAN OIL :** obtained from the grains of the endemic argan tree (Argania Spinosa Kernel Oil). It contains 80% unsaturated fatty acids and is exceptionally rich in natural tocopherols, phenols, phenolic acid and carotenes.

• **JOJOBA OIL:** emollient agent that improves skin elasticity and flexibility.

• **SESAME OIL:** obtained from organic seeds of the "Sesamum Indicum". It has been cultivated for more than four thousand years. Sesame seeds contain between 40 and 55% lipids. With moisturizing, nourishing, purifying, detoxifying, regenerating and repairing effects.

Results: Perfectly nourished and hydrated skin, with reduction of cellulite and orange peel looking skin, and improved appearance of stretch marks and scars.





GEL-CREAM SPHERES

TRIPLE ACTION:
REDUCING +
RESHAPING +
ANTI-CELLULITE

100 ml. Ref. K6501018

Key ingredients:
• **ACTIGYM:** Marine origin active that acts as an internal personal trainer, to mimic the effects of aerobic exercise, activating the process of "burning" and release of fat, firming and toning the most likely to sagging body areas, especially, abdomen, arms and thighs.

• **IVY EXTRACT:** Due to its rich in flavonoids and saponins, provides dermal absorption and diffusion of other active ingredients, while increasing lymphatic and venous drainage, reducing lipid accumulation in adipocytes.

• **ALGISIUM C®:** One of the most effective sources of silicon available. Silicon is a structural component of skin: helps skip keeping it elasticity and firmness. Optimizes skin regeneration, protects against free radicals, prevents glycation of collagen and elastin, controls skin inflammation and normalizes lipolytic activity.

• **CENTELLA ASIÁTICA EXTRACT:** Stimulates collagen synthesis and facilitates the synthesis of new connective tissue (collagen / elastin), promoting tissue regeneration and healing. It improves skin elasticity and firmness.

• **CAFFEINE:** Accelerates lipolytic degradation, transforming fat cells and favoring its elimination, what reduces the appearance of orange-peel skin and remodels silhouette with longterm efficient results.

• **LIPOUT™:** Sea origin cosmetic active that induces the browning of white adipocyte cultures and stimulates thermogenesis and β-oxidation of fatty acids, stimulating fat burning mechanism of adipose tissue to reduce localised fat and cellulite and refine the silhouette.

• **HYALURONIC ACID:** thanks to its low molecular weight; it is able to penetrate deep inside the skin. It accelerates extracellular matrix macromolecules synthesis, improving elasticity and skin water retention capacity.

Description:
Delicate cream microspheres suspended in hyaluronic acid gel that combines a triple Reducing + Reshaping + Anti-Cellulite action.

Main features:
Cream microspheres that concentrate and treasure inside exclusive new active ingredients, suspended in hyaluronic acid gel, which preserves them intact. Its gel-cream texture is quickly absorbed. Exclusive Modeling Body System fragrance. For all skin types, even the most sensitive. Airless container with a perfect dosage, that guarantees less contamination and greater comfort.

How it works:
Thanks to the synergies between its powerful active ingredients, it activates the process of "burning" and release of fat, normalizes lipolytic activity and prevents fat accumulation recurrence. In addition, it detoxifies, improves circulation and tones skin. Thanks to its low molecular weight hyaluronic acid content, it restores skin's lipid barrier and deeply moisturizes it to restore its vitality, firmness and elasticity.

When to use:
For home use, combined with professional treatments KEENWELL Modeling Body System.

How to use:
Apply on the area to be treated (thighs, buttocks, hips and / or arms), performing a massage with circular movements until completely absorbed.

Results:
It burns body fat and prevents new adipose tissue appearance to visibly reshape the silhouette. Eliminates orange peel looking skin, helps minimizing cellulite, preventing its recurrence.



1

BODY SCRUB GEL

With gentle exfoliating particles and velvety texture scrub gel. Gel exfoliates in depth, removing dead skin cells without dehydrating skin, improving cell renewal and stimulating microcirculation, smoothing and toning skin that, instantly, shows softer, more radiant and receptive. Specially developed to act synergistically with all Keenwell Modeling Body System treatments.

Capacity: 200 ml. Ref. K6501107

2

ANTI-CELLULITE TREATMENT INTEGRAL ACTION

Comprehensive and effective body treatment, velvety instantly absorbed texture, specially formulated to combat cellulite, even the hardest one. It enhances the body's ability to breakdown stored fat, reduces water-retention, stimulates circulation, soothes skin texture, preventing development of new fat cells and provides skin extra elasticity and tone.

Capacity: 200 ml. Ref. K6501101

3

LIPO-SLIMMING TREATMENT INTEGRAL ACTION

Comprehensive and effective lip-slimming treatment, with ultra soft and light texture that absorbs immediately. It not only stimulates stored fats liberation, refining the silhouette and reshaping body contour, but rebalances the lipolytic function, blocking fat storage, preventing its recurrence.

Capacity: 200 ml. Ref. K6501102

4

FIRMING TREATMENT INTEGRAL ACTION

Innovative and highly effective firming treatment with fresh, light, readily absorbed texture. Imitates the effects of aerobic exercise. Activates the process of stored fats "burning" and liberation, reaffirms, tones and reshapes the silhouette for a visibly slimmer and toned shape.

Capacity: 200 ml. Ref. K6501103

5

ANTI-STRETCH TREATMENT INTEGRAL ACTION

A highly targeted deeply penetrating, fresh, light, readily absorbed texture, anti-stretch mark treatment .It improves skin density and reinforces its elasticity. Reduces the depth of stretch marks, attenuates pink color and rough texture of the skin. Renews, moisturizes and soothes.

Capacity: 200 ml. Ref. K6501104

6

LIPO-SLIMING TREATMENT ACTIVE DRENO MASSAGE

Attack lipo-reducing treatment specially formulated to combat adiposity and cellulite located in the most stubborn areas (thighs, buttocks, saddlebags, abdomen, arms, etc.). Its innovative ergonomic applicator performs an active deep massage which favors the tissues natural drainage and optimizes the efficiency of the formula.

Capacity: 150 ml. Ref. K6501106

7

LIPO-SLIMMING NIGHT TREATMENT INTEGRAL ACTION

Lipo-slimming intensive night treatment with creamy texture and quick absorption .With warm/cooling double effect and a high concentration of actives, specifically formulated for a comprehensive slimming action overnight. Promotes lipolysis, when the skin is more receptive, reduces localized fatty deposits, stimulates micro-circulation, drains, improves skin, preventing development of new fat cells.

Capacity: 200 ml. Ref. K6501105

8

INTENSIVE TREATMENT REAFFIRMING – VOLUMIZING – REMODELING BUST & DÉCOLLETÉ

Delicately perfumed, fresh texture and fast absorption gel-cream ultra-concentrated intensive treatment that reshapes, tones up, redensifies and reaffirms the bust, and helps protect skin on bust and décolleté, reducing and preventing loss of elasticity, volume and firmness. It exerts a global action on bust firmness, turgor and volume and acts as a "natural bra", which improves bust appearance, shape and placement, accentuating its natural beauty.

Capacity: 200 ml. Ref. K6501108

9

INTENSIVE TREATMENT ABDOMEN TONING & DEFINITION COOL EFFECT

High effectiveness cool effect gel that accelerates the elimination of localized in waist and abdominal area fat, and prevents its reappearance. Non-greasy texture, easy to apply and quick absorption, it reduces, firms and tones up for perfectly defined abds.

Capacity: 200 ml. Ref. K6501109

10

INTENSIVE TREATMENT BIPHASIC DRY OIL REDUCING + REMODELING + ANTI-CELLULITE

Convenient, exquisitely scented, dry oilwith triple reducing, remodeling and anti-cellulite action with smoothing effect.
Its silky biphasic texture, quickly absorbs, fuses with skin, providing supreme comfort and smoothness, leaving no oily residue.

The combination of the active ingredients shows a synergistic effect and stimulates lipolytic processes to mobilize and burn localized fat, reactivate venous / lymphatic circulation and decrease capillary permeability, to effectively decongest fluid excess and reabsorb edema.

Prevents new fat cells development, increases elastin and collagen and synthesis, improves elasticity and tone and increases density and firmness in the skin, to reshape silhouette, significantly reducing its visible imperfections.

Capacity: 250 ml. Ref. K6501110

Modeling Body System





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.

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Displays

NOW AVAILABLE



Lipstick Display
(10 units)



Lipgloss Display
(10 units)



CLONATURE Display
(12 units)



INALTERABLE Display
(12 units)



EYEXPRESSION Display
(4 + 4 units)



Nail Laquer Display
(36 units)



BB CREAM Display
(12 units)



Bases and Foundation
General Display
(12 units)

Displays

NOW AVAILABLE



CLONATURE Display
(12 units)



INALTERABLE Display
(12 units)



BB CREAM Display
(12 units)



Bases and Foundation
General Display
(12 units)

Makeup displays

COLOR COLLECTION

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!

DISPLAY CONTAINS

| Units | Product |
|-------|----------------------------------|
| 4 | Mascara |
| 2 | Radiant Touch Multitasking |
| 1 | Fix Liner 24H - Liquid Eye Liner |
| 2 | Dual Concealer Stick |
| 8 | Foundation |
| 10 | Lipstick |
| 10 | Lipgloss |
| 16 | Liner (eye, lip, brow) |
| 4 | Blush |
| 8 | Eye Shadow (Mono) |
| 4 | Compact Powder |

Ref. Ref. K8120146



Measurements: High: 140 cm | Width: 50 cm | Depth: 40 cm

Disclaimer: The graphic images of the displays are approximate reproductions for illustrative purposes only and may not correspond exactly with reality.



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