

KEENWELL

Savage

MAKEUP COLLECTION
Trends & Makeup Techniques

Facial Care
Evolution Sphere

Displays

Facial Treatment
& Makeup

New Launch - Navidad

Packs / Gadgets

Fall - Winter

20/21

WWW.KEENWELL.COM

Savage

Makeup collection
Fall - Winter 20/21



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IN COVER - MODEL WEARING:

- Multifunctional 4 In 1 Primer & Makeup Setting Water Mist.
- BB Cream SPF 20 N°02.
- Lipgloss N°69.
- Eyeshadow Premier Base .
- Mono Eyeshadow N°62.
- Extreme Performance Colored Mascara N°2 - Brown.
- Tattoo Microblading Waterproof Eyebrow Tint Pen.
- Nail Polish N°48 - Ivory.

Summary



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DISPLAY

MAKEUP - COLLECTION

Fall - Winter 20/21



Paper bag "SAVAGE".
Ref. K9013109



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Savage

Makeup collection



This season **KEENWELL** invites you to take a road trip in the African savanna and go on an adventure with "Savage" makeup collection.

"Savage" travels across the savanna, a journey that is part safari, part jungle exploration.

"Savage" is inspired by the diverse beauty of landscapes of the African savanna and looks towards nature, with graphic references to wild and exotic animals abound.

"Savage" is boundless freedom, adventure spirit, safari chic and fierce glamour.

"Savage" combines modern spirit with tradition and consist, mainly of earthy shades, motivated by the play of lights & colors on the spectacular savanna landscape from earliest dawn to nightfall.

In "Savage" converge: the cosmopolitan elegance, intuitive sensuality, assertive femininity and the exquisite elegance, romanticism and mystery of earthy shades.

"Savage" is addressed to women who pursuit effortless, supernatural, fresh and glowy elegant and versatile looks.

This autumn, with **KEENWELL** new collection "Savage", embark on a safari with fierce shades of lipstick, nude lipgloss and earthy neutral foundations, sensual mink eye shadow, complemented with a milky nail polish.

This season, with **KEENWELL** "Savage", go on a wild adventure.



Complexion

The products that KEENWELL proposes this season for complexion help to create a captivating natural beauty with apparently naked, but glowy skin.

Moisturizes, prepares skin for the application of makeup, sets it or refreshes it during the day.



MULTIFUNCTIONAL 4 IN 1 Primer & Makeup Setting Water Mist

Multifunctional 4 In 1 Primer & Makeup Setting Water Mist. Inspired by Korean beauty, it is the makeup artist's best-kept secret. 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.



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.



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.



GIFT!






SUBLIME
Extreme Comfort & Radiance-Revealing
Gel-To-Oil

SENSORY CLEANSER

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 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.

MAT FINISH

Long-lasting waterproof foundation. Its ultra-comfortable formula fuses with skin and ensures a perfect, radiant and flawless complexion, a long-lasting fixation for a natural and non-transferable finish throughout the day. For all skin types.



How to use: shake before use. Apply over the forehead, nose, cheeks and chin. Then extend with a brush, makeup sponge, or your fingers from the center of the face, outward.

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.



LIPSTICKS

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

Red lips are always a classic bet that adds glamor and helps to focus any makeup proposal, especially when the rest of the makeup remains natural.

N° 50 - deep red with warm undertones. Glossy vinyl finish.
N° 51 - medium light red with cold undertones. Glossy vinyl finish.

NEW COLORS!



DUAL PERFORMANCE
Scrub & Lip Balm

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.



Extra-fluid texture, which does not dry the lips, for a velvety feeling throughout the day.

NEW COLOR!

LIGLOSS

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

N°69 - Nude caramel, with a warm pink undertone. Glossy vinyl finish.

GIFT!

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.



COLOR N°69

Eyes

MONO EYESHADOW

Sophisticated ultra-silky sensorial formulation, highly concentrated long-lasting compact eye shadow. Its delicate oily powder texture perfectly slides on eyelid. It combines the subtlety and fixation of the powder with the extensibility, comfort and softness of the oil.

N°62 - elegant mink color (cold and neutral tone). Matte finish.

EYESHADOW Primer Base

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

GIFT!

NEW COLOR!

COLOR N°62



COLOR N°59

BROWN

COLOR N°02

NEW COLOR!

BOLD PERFORMANCE CURL Volumizing Mascara

Beauty treatment for lashes. Professional formulation "curl & volume". Its advanced long-lasting formula with tocopherol, marine collagen, vegetable ceramides and avocado oil protects, nourishes and restructures the eyelashes from the inside, transforming them, making them more beautiful and stronger with every application. Its buildable texture does not clump or make lashes stick together. The polyamide fibers cover each lash, increasing its thickness. Its tri-spherical brush, in perfect synergy with the formula, capture even the shortest finest lashes.



How to use: Apply from root to tip with a zigzag movements to wrap them well. Repeat the application to achieve the desired curvature, length, definition and volume.

GIFT!

EYE LINER Waterproof

Creamy formula with high pigmentation, long hold, transfer-free, waterproof, that glides on smoothly and guarantees a perfect line throughout the day.



NEW COLOR!

EXTREME PERFORMANCE
Colored Mascara

Extreme performance colored 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.

EYE LINER
Waterproof

Waterproof eyeliner, with perfect coverage and long-lasting results for a flawless look throughout the day.



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.

Nails

OIL-BASED NAIL LACQUER
Cream 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.



EASY, FAST,
NO SMELL,
NO SPILLS,
NON- ACETONE.

NEW COLOR!

COLOR
N°48



NEW PRODUCT!

NAIL LACQUER

N°48 IVORY - an irresistible cream ivory longwear nail polish with semi-gloss finish.

NUTRITIVE NAIL AND CUTICLE OIL - with sweet almond oil, sunflower oil, vitamin E and myrrh essence. Protects, regenerates and strengthens nails and cuticles. With brush to facilitate its application.



How to use: apply daily to nail and its contour, and massage to facilitate its absorption and stimulate nail growth. If you want to apply the color next, after the massage, leave it to act for a few minutes, wash and dry your hands well and continue with the manicure.

Makeup Trends

FALL / WINTER

20/21



The fall 2020 makeup trends maybe have been a little more restrained than in previous seasons, but they still had a lot of charm.

To identify and predict which trends will trickle down to film, TV, red carpets, magazines, Instagram and day-to-day lives, we've closely examined the makeup looks from the fashion weeks of New York, London, Milan & Paris.

Complexion

When it came to complexion trends, we noticed that there was a lot of room to play around, with artists showing both camouflage-based techniques to really perfect the base and others celebrating a barer complexion.

In general terms, proposals for complexion show us a captivating natural beauty with apparently bare, but luminous skin.

#1 Foundation

On many of the runways, many makeup artists continued the trend of skipping foundation altogether and keeping the complexion as bare as possible.



#2 Dewy Complexion

Dewy complexion with glossy highlights is coming back for the fall 2020 beauty trends.

The dewy effect may be achieved by subbing traditional highlighter with a face gloss, which made the face look naturally healthy. Also may be achieved with a combination of lots of moisturizer and just a hint of highlighter.





#3 Barely made-up skin

This season, ethereal and barely made-up skin mostly dominated the runways. A hint of warm bronzer and highlighter, thanks to strobe cream under the cheekbones and along the temples, provides a look of barely made-up, very sensual skin.



Classic “No-Makeup Makeup”

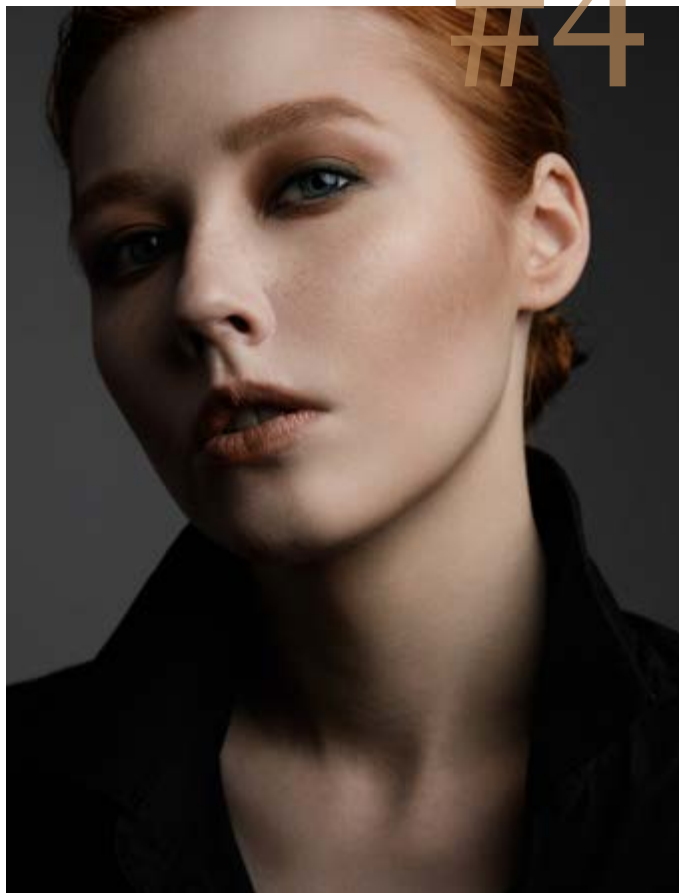
You really can't go wrong with a natural makeup look. Perfected and enhanced, but not visibly made up - it's flattering for everyone and totally timeless. Just apply foundation in a very thin layer to appear invisible, along with a nude lipstick, mascara for the eyes and a rosy blush and the look is classic and irresistible.



#5

Rosy blush

A hint of neutral pink on the cheeks or lids is a quick and easy way of making the complexion look more youthful and livelier, which is perfect for countering the cold weather. You may generously apply blush to the cheeks, but if you do not wish to look like a doll, just keep the rest of the makeup very soft and natural.



#4

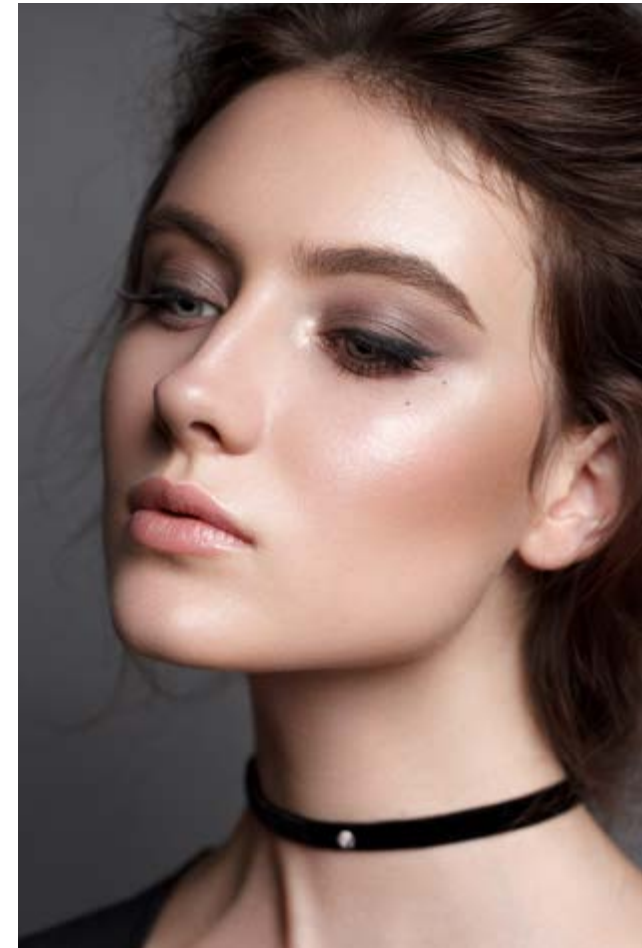
Eyes

The eye makeup this season wasn't extravagant, for the most part, but there was still a lot of creativity, especially when it came to the use of eyeliner or pops of color.

#6

Grungy and Smokey Eye Makeup

This fall, the somewhat messy and smudged look is one of the most powerful eye makeup trends.



#7 Gold Glam

The metallic trend is one of the most powerful for this fall / winter 2020-2021, where gold is the king.

You may apply a thin layer of gold eyeshadow to the lid and inner corner of the eye, contouring the crease with a neutral brown.

You may also achieve a smokier look with a more saturated gold on the lid, a slightly metallic brown in the crease, and a healthy layer of smudged black eyeliner all around the eye.

For more conceptual looks, gold can be used to create glamorous eye looks and combine it with metallic lips.

Jewel-Tone Eyes

Jewel tones are a perfect way to play with color in your fall 2020 makeup looks without taking away any sophistication from your look. They are more interesting than earth tones. Combined with burgundy lips and kilometer-long eyelashes, they create a very rocky, 80s diva look.



Glitter Eyes

A touch of glitter was a major trend in the spring, and a few makeup artists decided to keep it going for the fall 2020 makeup looks. A subtle hint of shine may be created by applying small metallic fragments to the lids or under the eyes.



Appliqués



To create fantasy makeup, we find small crystals or jewels that are applied in a circle around the eyes, covering the eyebrows, as oversized glasses or as shiny wings.

#11 The Outer Wing

The outer wing is the most interesting eyeliner trend to inspire your fall 2020 makeup ideas. Instead of that upward pointing winged eyeliner that's only applied to the top lash line, this season, makeup artists instead bring the wing a hint lower to connect it to the underliner and to make sure to emphasize the outer corner of the eye.



Winged Liner

It is incredibly stylish as it intensifies the eyes and lashes.

This fall / winter 20-21, makeup trends mostly show it in the form of larger-than-normal wings.

It is ideal to combine it, in a classic way with nude lips, or with red lips to create a retro style.

This season is usually presented in black, but don't be afraid to trace it in white, coral, or any pastel or neon color!



#13 Floating Crease Liner

Floating crease liner is a modern and theatrical reinterpretation of the 60s eye shadow, which elevates any look, making it much more groundbreaking, original and with more personality.

Artsy Black Liner

#14

You may draw sketchy and evocative black designs around the eyes that even go up into the forehead and temples.

Black eyeliner provided the perfect tool for stretching the imagination and designing unique fall 2020 makeup looks.

There is not fixed way to wear it. The common denominator of this makeup proposal is a black line, sometimes combined with other colors.

#15 Brown Smokey Eyes

Smokey brown eyes have same sultry effect as black one, it's not as dark which makes it more suitable in nearly all circumstances.

To give a modern touch to what is one of the most traditional styles, shadow is applied in the crease, in the outer corner of the eye and below the lash line, in a smoky shape, with irregular edges.

A gentle and diffused taupe smokey eye adds a hint of depth to the eyes and combines perfectly with a soft and natural makeup.



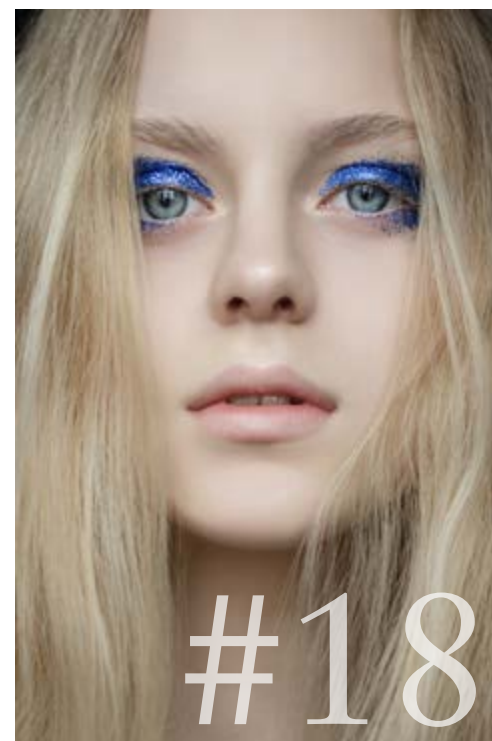
Gold Leaf #16

One of the most extravagant and luxurious beauty trends for fall 2020 is the application of "gold leaf" on the upper lash line, as if it were a shadow or an eyeliner.

Neon Brights

To help add a bit of brightness to a cold day, one of the most viewed trends was the use of colorful eye shadows, in shades of neon blue, bright pink, purple ...

Its application, following in the wake of the previous season, is artistic, around the eyes, with no defined limits, somehow blurred.



#18

#19 Chalk shadow effect

This new trend of heavy and monochromatic eyelids as if painted with chalk pleads for a minimalist and pure air, light years away from the neon ombré effects that have reigned in previous seasons.



#17

Classic Blue Eyeshadow

As we advanced the previous season, after Pantone chose "classic blue" as color of the year, blue eyeshadow has become one of the queen trends of this fall 2020.

The application of the matte blue color from the eyelids to the crease, with clean lines in the outer corners, combined with winged black eyeliner, defined eyebrows, immaculate skin and a nude lipstick brings a touch of sophistication and modernity to any look.



#20

Colorful Mascara

This season, again, color is on the front line, and on the catwalks, we saw fun looks, created with richly colored masks. A color combination that is reminiscent of the earth and sky consists in the use of blue lashes and brown eyeshadow.



#21

Spiky Lashes

Spiky lashes are dramatic and wonderfully effective for opening up the eye, giving a doll eye effect.

They were very popular during the 1960s and are making a strong comeback this season.

When combined with very light make-up bases and dark lips, they give also some grunge vibes.



#22

Oddly Defined Brows

This 2020 fall, skinny, rounded 20s" brows to come back in fashion.



#23

Bushy Brows

In contrast to the previous trend, bushy eyebrows, combed upwards, also find their place among the fashion trends for this fall, and ideally complement natural beauty looks.

Lips

This fall 2020 lip makeup trend is all about the comeback of shine, no matter the format: lipstick or lipgloss, neither the color: red, pink, nudes...

Bitten Lips

Lips "bitten" or "just kissed" have become very popular in recent seasons, possibly thanks to the influence of K-beauty.

This season they again take up space on the catwalks, but they reinvent themselves by appearing in a wide spectrum of colors and finishes: in matt plum, in dark nude browns in the center, mixed with warm pinks, in peachy color...



#24



#25

Hot Red Lips

Red lips are always a classic bet that adds glamor and helps to focus any makeup proposal, especially when the rest of the makeup remains natural.

This season too, especially the brightest and freshest shade of red, which, combined with a deep black eyeliner, is perfect for recreating a glamorous Hollywood look. Plus, it works perfectly with any skin tone.

The more sober and deep reddish tones, with a touch of brown pigment, in a matte finish, are also one of the most important lip trends this season.

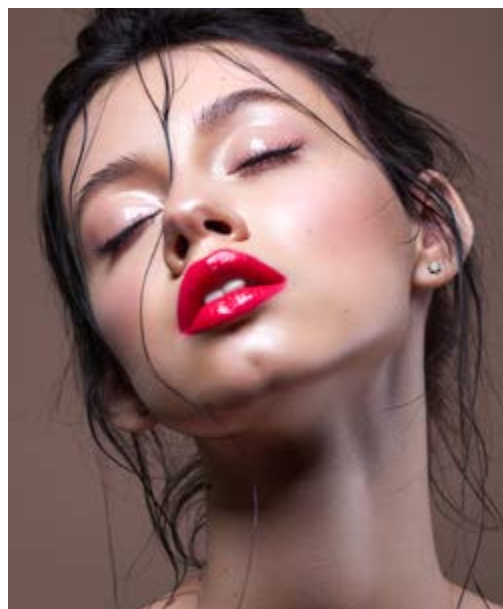


#26 Dark Lips

Dark lipstick was a very important part of the fall 2020 makeup looks.

Among the darker shades, aubergine and burgundy, in both matte and satin finishes, have been the most widely used bets on the catwalks.

In order not to detract from the limelight, nor to overload the look, dark lips were combined with extremely natural skin and slightly defined and minimalist eye makeup.



#27 Glossy lips

Glossy, lush lips are back to enhance your fall 2020 makeup ideas. Whether applied over bare lips or over lipstick, gloss adds a sexy dimension to any makeup look.



Nails

Where we really saw the innovation for the fall / winter 2020 nail trends was in the shapes of the nails, especially in their length. From rounded to square going somewhere in between, the artists had a little fun.

#28



Short & Natural

Short, natural nails were extremely common, proving that you don't need long nails to enjoy the fall 2020 nail ideas.

Stiletto Square

This season, the novelty is in its square tip and in the use of basic colors, such as white or blue in a matte finish.

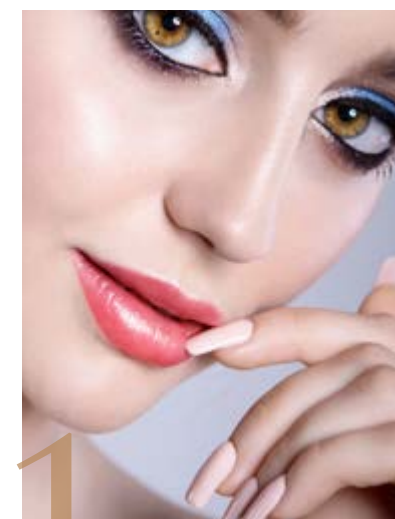
#31

“Squoval”

Their soft shape that's somewhere between an oval and a square that is extremely flattering but also not overly fussy.



#29



#30

Almond

Almond nail is a little more dramatic than a short or squoval nail, but it's not quite as intense as a stiletto.

#32



Pointed

They may not be the easiest option to carry out, wear or maintain, and they are somewhat “aggressive”, but they undoubtedly add great drama to the look.

Fall/ Winter 2020-2021 Nail Trends: Colors



#33 Bare Nails

Bare nails are a trend this season, but in no case should we confuse them with carelessness. They must be perfectly cared, filed and painted with transparent enamel. They can also be subtly decorated by painting a small white stripe along the side of the nail.

Nude Manicure #34

Bare nails are the least compromised option, but you can also take the "nude" look to a higher level, using a beige or cream nail polish.



#35 Gothic Colors

Black was more common than ever in the fashion world this season, so no surprise, it was also one of the most favored shades for the fall 2020 nail polish trends. We also saw other really deep and dark shades, especially extra-dark burgundy.

Gray #36

Also the gray tones, both matt and bright, are also in fashion, from dirty white to wet asphalt.



#37 Red & Burgundy

When it came to red nail polish trends, everyone kept it old-school classy, making sure to match red nails to red lipstick.

The red used at was extra bright and vivid; although we also saw more sober combinations of deep red, combined with deeper reds lipsticks.



#38 Autumn pastels

Another of the trends for nails this season is the use of pastel colors, such as blues or oranges, which may seem more typical for spring.

Multi-Color Nails #39

If you prefer bright colors combined with each other, you will surely love this autumn 2020 nail multi-colored trend: rainbow, color gradients - imagination has no limits this season when it comes to "tutti colori" nails.



Fall/ Winter 2020-2021 Nail Trends: Art

This season there are trends for everyone: from simple designs to more complicated and extravagant.



#40 French Variation

French manicure is always an elegant and timeless choice. This season comes with fun and colorful variations in pretty pastel shades with white painted tips.

#41 Half-Moon Nails



Half-moon manicures (sometimes also referred to as a reverse French) are modern and fun, but they're not too ridiculous so they can fit into most situations.



This season, we have seen half moons drawn with...

Nude shade applied near the nail bed and a deep, warm red throughout the rest of the nail; also in red, shaped like a crescent in negative space. The most dramatic - in the color of the season, black combined with a stripe of glitter along the bottom.



#42

Half moons and asymmetrical designs

It is the most modern version of the half moons, it is also very easy to do: apply nail lacquer, in one or more colors, irregularly, on the tips or along the sides, and leave the center and nail bed bare or in nude color.



#43

Appliqués and Nail Piercings

When it comes to decorations, really anything goes: crystals, pearls, gems, stickers, piercings ... better bold than plain.

Collection Savage

20/21

Savage 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.



FW1

Ref. Pack Ref. K5750201

EAN Code

Capacity 4 g. e 0.14 oz.
4 g. e 0.14 oz.



FW2

Ref. Pack Ref. K5750202

EAN Code

Capacity 4 g. e 0.14 oz.
4 g. e 0.14 oz.



FW1

Nº50



FW2

Nº51



Savage Gloss



Savage Curl



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.



FW3

Ref. Pack Ref. K5750203

EAN Code

Capacity 4 ml. e 0.14 fl.oz.
| 1,5 gr. e 0.04 oz.



FW4

Ref. Pack Ref. K5750205

EAN Code

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



Bold Performance Curl Volumizing Mascara

, Beauty treatment for eyelashes. Its advanced long-lasting formula with tocopherol, marine collagen, vegetable ceramides and avocado oil protects, nourishes and restructures the eyelashes from the inside, transforming them, making them more beautiful and stronger. Its buildable texture does not clump or make lashes stick together. The polyamide fibers cover each lash, increasing its thickness. Its tri-spherical brush capture lashes, for an exceptional curvature, infinite length, exceptional lift, intense volume and impeccable finish. **How to use:** apply from root to tip with a zigzag movements. Repeat the application to achieve the desired curvature, length, definition and volume.

Eye Liner 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.



Savage Color



Extreme Performance Colored Mascara. Extreme performance colored 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.

Eye Liner 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.



FW5	Ref. Pack	Ref. K5750206
Capacity	4 ml. e 0.13 fl.oz. 1,5 gr. e 0.04 oz.	
EAN Code		

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.

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



FW6	Ref. Pack	Ref. K5750207
Capacity	4 gr. e 0.14 oz. 7 ml. e 0.24 fl.oz.	
EAN Code		

Savage Skin

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.



FW7	Ref. Pack	Ref. K5750208
Capacity	40 ml. e 1.35 fl.oz. 3 gr. e 0.10 oz.	
EAN Code		



Savage Complexion



Mat Finish. Long-lasting waterproof foundation. Its ultra-comfortable formula fuses with skin and ensures a perfect, radiant and flawless complexion, a long-lasting fixation for a natural and non-transferable finish throughout the day. For all skin types. **How to use:** shake before use. Apply over the forehead, nose, cheeks and chin. Then extend with a brush, makeup sponge, or your fingers from the center of the face, outward.

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.

FW8	Ref. Pack	Ref. K5750209
Capacity	50 ml. e 1.69 fl.oz. 3 gr. e 0.10 oz.	
EAN Code		



Savage 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.

FW9

Ref. Pack

Ref. K5750210

Capacity

100 ml. e 3.39 fl.oz.

EAN Code


8 435002 127363



Savage Sublime



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.

FW10


Ref. Pack

Ref. K5750211

Capacity

150 ml. e 5 fl.oz.

EAN Code


8 435002 127370





Savage 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.



FW11

Ref. Pack

Ref. K5750212

Capacity

50 ml. e 1.76 fl.oz.

EAN Code

Savage 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.

FW12

Ref. Pack

Ref. K5750213

Capacity

2 ml. e 0,06 Oz.

EAN Code

NEW COLOR!

COLOR N°48

NEW PRODUCT!

NAIL LACQUER

N°48 IVORY - an irresistible cream ivory longwear nail polish with semi-gloss finish.

NUTRITIVE NAIL AND CUTICLE OIL - with sweet almond oil, sunflower oil, vitamin E and myrrh essence. Protects, regenerates and strengthens nails and cuticles. With brush to facilitate its application.

How to use: apply daily to nail and its contour, and massage to facilitate its absorption and stimulate nail growth. If you want to apply the color next, after the massage, leave it to act for a few minutes, wash and dry your hands well and continue with the manicure.

N° 48	Ref. K1001048	Capacity	12 ml. e 0. 40 fl.oz.
Nutritive Nail and Cuticle Oil		Ref. K1016001	

DISPLAY MAKEUP - COLLECTION Fall - Winter 20/21

Ref. Display Ref. K8120164



Packs Launch

Christmas
20/21

Pack OPTIMA

1- OPTIMA - Crema Antiarrugas Triple Acción Día



Anti-wrinkle Triple Action Day Cream - It improves and reduces the three types of wrinkles: superficial, expression and deep wrinkles, maintaining the "triangle of beauty". It activates cell metabolism and exerts an antioxidant action that combats premature aging. It prevents free radicals formation and preserves skin hydrolipidic reserve. It reactivates 14 genes in 4 collagen phases: synthesis, maturation, assembly and anchorage, to exert a real dermic recovering. How to use: Complimentary home regimen. Apply on face, neck and décolleté, in the morning, after cleansing and toning routine, and after Anti-Wrinkle Concentrated Serum 30.5% Active Complex OPTIMA.

55 ml. € 1.85 Fl.Oz

2-PROGRESIF Eye Contour Hydra-Gel



Sophisticated water gel with intensive anti-fatigue action (express and long-term), specifically formulated for the delicate eye contour area. With 2 powerful peptides with revitalizing action, which awaken cells and stimulate energy production, promoting hydration and lymphatic circulation; with a combination of 4 types of hyaluronic acid that form a three-dimensional network to precisely reach the different layers of the skin, replenish water on the outside and retain it from the inside; with niacinamide, Cryomarine complex with Palmaria Palmata and Dermoclorella Algae, Gotu Kola and cucumber extracts. It also contains a cryomarine extract, which provides an instant feeling of freshness and provides an express anti-fatigue effect; with optical pigments that illuminate instantly to revitalize eye look, and reduce dark circles, bags and expression lines. For all skin types.

How to use: apply morning and evening, by gentle massage, with small taps to facilitate product absorption.

20 ml. € 0.6 Fl.Oz



Ref. K4750217

3- Anti-Wrinkle Concentrated Serum 30.5% Active Complex OPTIMA



Effective anti-wrinkle concentrated serum, inspired by the most advanced cosmeceutical treatments. Highly concentrated (30.5%) and formulated with exclusive cosmetic technologies, it is the best beauty tool to prevent, combat and reverse the visible signs of aging. Its vegan formula, with 97% natural origin ingredients and without oils, contains a combination of 4 types of hyaluronic acid, which form a three-dimensional network to precisely reach the different layers of the skin, replenishing water on the outside and retaining it from the inside; with bakuchiol (the natural, plant-based and non-irritating alternative to retinol), ferulic acid, niacinamide (vitamin B3), different peptides with powerful anti-wrinkle activity: Argireline®, copper tripeptide. Also contains Wakame algae, Chia and Edelweiss extracts. It helps to instantly improve visible signs of aging, and contributes to reducing the 3 types of facial wrinkles and improving, in the long term, the appearance of facial and cleavage skin. For skin with signs of chronological / photo-induced aging, oxidative stress and dehydration, both in men and women. Ultralight, easy to apply and quick absorption texture.

How to use: shake before use; morning and night, on clean face, and before using the routine cream, apply 4 drops to the 4 key areas of the face (forehead, nose, chin and cheeks) and on neck and décolleté. Extend from the inside out, avoiding eye contour area. Perform a gentle massage with the fingertips to activate circulation and promote ingredients penetration. For external use only. In case of contact with the eyes, rinse with plenty of water. Keep out of the reach of children.

30 ml. € 1.1 Fl.Oz

Pack OXIDANCE



1- Antioxidant Multidense Cream Vit. C+C SPF15.

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. Neutralizes free radicals, caused by skin cells metabolic functions (ROS and RNS). Reduces inflammation and repairs cell membrane damaged by free radicals. Increases skin hydration. It fights ageing, by preserving and stimulating collagen production. Protects skin from solar radiation.

How to use: Complimentary home regimen. Morning, apply on face, neck and décolleté, after cleansing, toning and Oxidance - Anti-Stress Oxidative Concentrated Serum 32.5% Active Complex OXIDANCE.

50 ml. € 1.7 Fl.Oz

2-PROGRESIF Eye Contour Hydra-Gel

Sophisticated water gel with intensive anti-fatigue action (express and long-term), specifically formulated for the delicate eye contour area. With 2 powerful peptides with revitalizing action, which awaken cells and stimulate energy production, promoting hydration and lymphatic circulation; with a combination of 4 types of hyaluronic acid that form a three-dimensional network to precisely reach the different layers of the skin, replenish water on the outside and retain it from the inside; with niacinamide, Cryomarine complex with Palmaria Palmata and Dermoclorella Algae, Gotu Kola and cucumber extracts. It also contains a cryomarine extract, which provides an instant feeling of freshness and provides an express anti-fatigue effect; with optical pigments that illuminate instantly to revitalize eye look, and reduce dark circles, bags and expression lines. For all skin types.

How to use: apply morning and evening, by gentle massage, with small taps to facilitate product absorption.

20 ml. € 0.6 Fl.Oz

3- Anti-Stress Oxidative Concentrated Serum 32.5% Active Complex OXIDANCE

Effective concentrated antioxidant serum, inspired by the most advanced cosmeceutical treatments. Highly concentrated (32.5%) and formulated with exclusive cosmetic technologies, which act in synergy, it is the best defense against oxidative stress. Its vegan formula, 95% natural origin ingredients and without oils, provides skin a renewed appearance, while improving its texture and tone. It contains a combination of 4 types of hyaluronic acid, which form a three-dimensional network to precisely reach the different layers of the skin, replenishing water outside and retaining it inside. Also contains innovative biomimetic skin composition release systems with improved antioxidant and anti-aging effects, based on new generation liposomes, with encapsulated active ingredients: vitamin C and resveratrol. With alpha lipoic acid (ALA) and ferulic acid, niacinamide (vitamin B3), vitamin E and powerful antioxidant Edelweiss, pomegranate and Camu-camu extracts. For skin that shows superficial and deep dehydration, scaling, lack of oxygen and accumulation of toxins due to circulatory or pH changes, imperfections and lack of light, both in men and in women. Ultralight texture, easy to apply and quickly absorbed.

How to use: shake before use; morning and night, on clean face, and before using the routine cream, apply 4 drops to the 4 key areas of the face (forehead, nose, chin and cheeks) and on neck and décolleté. Extend from the inside out, avoiding eye contour area. Perform a gentle massage with the fingertips to activate circulation and promote ingredients penetration. For external use only. In case of contact with the eyes, rinse with plenty of water. Keep out of the reach of children.

30 ml. € 1.1 Fl.Oz

Ref. K4750218



Pack TENSILIFT

1- TENSILIFT Superlifting Anti-wrinkle Day Cream

Rapid absorption cream, indicated for skin with loss of elasticity and firmness day treatment. It tones and exerts an antioxidant action, protects cellular functions with natural actives, recovers skin tone and elasticity. 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 Emilin-1Elastin 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.

How to use: Complimentary home regimen. Morning, apply on face, neck and décolleté, after cleansing, toning and TENSILIFT Sérum Concentrado Firmeza 38% Active Complex.

50 ml. € 1.69 Fl.Oz

3- TENSILIFT Concentrated Serum Firming 38% Active Complex

Effective firming concentrated serum, inspired by the most advanced cosmeceutical treatments. With an exclusive combination of highly concentrated active ingredients (38%), it is the ultimate weapon against the signs of aging, loss of elasticity and firmness. Its vegan, oil-free formula, with 96% natural origin ingredients, contains a combination of 4 types of hyaluronic acid, which form a three-dimensional network to precisely reach the different layers of the skin, replenishing water on the outside and retaining it from the inside. With a wide range of innovative cosmetic technologies, formulated to address the multiple signs of chronological and photoinduced aging. With niacinamide (vitamin B3), Argireline®, Elestan™, Palmitoyl hexapeptide-12 peptide complex, botanical soy serum with immediate tightening effect and long-term repairing and regenerating effect. With a system of biomimetic composition and dermal release, based on high-efficiency liposomes, with encapsulated Epidermal Growth Factor (EGF) that promotes cell regeneration, increasing collagen, elastin and hyaluronic acid production. In addition, its high content in rich plant extracts of Centella Asiatica, Ginkgo Biloba and Edelweiss contributes to slow down skin aging, stimulates cell regeneration, attenuating signs of aging and providing extra hydration, elasticity and freshness. TENSILIFT concentrate repairs and maintains dermal matrix and exerts a firming-lifting action. In addition, it fights free radicals, reduces inflammation and helps restoring skin tone and elasticity. Improves hydration, regenerates and, consequently, reduces signs of aging, such as lack of firmness and wrinkles.

How to use: shake before use; morning and night, on clean face, and before using the routine cream, apply 4 drops to the 4 key areas of the face (forehead, nose, chin and cheeks) and on neck and décolleté. Extend from the inside out, avoiding eye contour area. Perform a gentle massage with the fingertips to activate circulation and promote ingredients penetration. For external use only. In case of contact with the eyes, rinse with plenty of water. Keep out of the reach of children.

30 ml. € 1.1 Fl.Oz



Ref. K4750216

2-PROGRESIF Eye Contour Hydra-Gel

Sophisticated water gel with intensive anti-fatigue action (express and long-term), specifically formulated for the delicate eye contour area. With 2 powerful peptides with revitalizing action, which awaken cells and stimulate energy production, promoting hydration and lymphatic circulation; with a combination of 4 types of hyaluronic acid that form a three-dimensional network to precisely reach the different layers of the skin, replenish water on the outside and retain it from the inside; with niacinamide, Cryomarine complex with Palmaria Palmata and Dermoclorella Algae, Gotu Kola and cucumber extracts. It also contains a cryomarine extract, which provides an instant feeling of freshness and provides an express anti-fatigue effect; with optical pigments that illuminate instantly to revitalize eye look, and reduce dark circles, bags and expression lines. For all skin types.

How to use: apply morning and evening, by gentle massage, with small taps to facilitate product absorption.

20 ml. € 0.6 Fl.Oz



Pack JALEA REAL & GINSENG



Ref. K4750220

ROYAL JELLY & GINSENG
Super-moisturizing
Anti-fatigue Day Cream



DAY

Fast absorption fresh emulsion indicated for day treatment of stressed, fatigued and asphyxiated skin. It hydrates and confers additional strength and resistance to keratin barrier. It increases skin oxygenation, improving its luminosity. It relaxes the skin, minimizing the signs of stress and aging.

How to use: apply every morning on face, neck and décolleté, after cleansing, toning and ROYAL JELLY & GINSENG Energy And Vitality Concentrated Serum 36.5% Active Complex.

50 ml. € 1.69 Fl.Oz

ROYAL JELLY & GINSENG
Energy And Vitality Concentrated Serum
36.5% Active Complex

Effective energizing concentrated serum, inspired by the most advanced cosmeceutical treatments. Intensively revitalizes skin and recharges its energy, thanks to its high concentration of powerful revitalizing actives (36.5%). The formula, with 93% natural origin ingredients and without oils, contains a combination of 4 types of hyaluronic acid, which form a three-dimensional network to precisely reach the different layers of the skin, replenishing water on the outside and retaining it from the inside; with niacinamide (vitamin B3), copper tripeptide, soy proteins, vitamins A, C and E encapsulated in highly effective liposomes that work in synergy to improve skin elasticity, regenerate, prevent oxidative stress and protect against radicals free; with peony, ginger, ginseng and royal jelly extracts that optimize skin cells mechanism, significantly improve cellular vitality and increase defense system. Skin recovers its vitality and energy, its luminosity and elasticity,

while the signs of age and stress caused by external aggressions are attenuated. For all skin types, especially for tired, fatigued skin with first signs of aging, both for men and women. Fluid and light, easy to apply and fast absorption texture.

How to use: shake before use; morning and night, on clean face, and before using the routine cream, apply 4 drops to the 4 key areas of the face (forehead, nose, chin and cheeks) and on neck and décolleté. Extend from the inside out, avoiding eye contour area. Perform a gentle massage with the fingertips to activate circulation and promote ingredients penetration. For external use only. In case of contact with the eyes, rinse with plenty of water. Keep out of the reach of children.

30 ml. € 1.1 Fl.Oz

Pack AQUASPHERA



DAY / NIGHT

Moisturizing
Concentrated Serum
37.6% Active Complex
AQUASPHERA

Effective concentrated moisturizing serum, inspired by the most advanced cosmeceutical treatments. Authentic source of hydration for the skin, thanks to its high concentration of powerful moisturizing actives (37.6%). Its vegan formula, with 96% natural origin ingredients and without oils, contains a combination of 4 types of hyaluronic acid, which form a three-dimensional network to precisely reach the different layers of the skin, replenishing water on the outside and retaining it from the inside; with niacinamide (vitamin B3), D-Panthenol and glycerin that strengthen skin's natural barrier, stimulate stratum corneum hydration and short-term water retention, leading to medium and long-term improvement in flaking and in epidermal barrier function; with Lipomoist™, molecular film, to avoid transepidermal water loss,

Pentavitin® that guarantees instant and deep hydration, and generates a long-term moisture reserve, and Aloe Vera and Edelweiss extracts, which increase the resistance of the skin to external influences, stimulate cell regeneration and attenuate signs of aging. Plus, it plumps, smoothes texture, and restores radiance for a more elastic, smoother, fresher, and softer skin, and a visibly healthier, younger-looking appearance. For all skin types, especially dehydrated, for both men and women of any age. Fluid and light, easy to apply and fast absorption texture.

How to use: shake before use; morning and night, on clean face, and before using the routine cream, apply 4 drops to the 4 key areas of the face (forehead, nose, chin and cheeks) and on neck and décolleté. Extend from the inside out, avoiding eye contour area. Perform a gentle massage with the fingertips to activate circulation and promote ingredients penetration. For external use only. In case of contact with the eyes, rinse with plenty of water. Keep out of the reach of children.

30 ml. € 1.1 Fl.Oz

AQUASPHERA
Super-Moisturizing
Multi-Protective Day Cream



DAY

Light emulsion, specially developed for dehydrated skin treatment. It repairs and restores skin hydrolipid 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.

How to use: For home use. Apply every morning on face, neck and décolleté, after cleansing, toning and Intense Moisturizing Serum Aquasphera.

80 ml. € 2,7 Fl.Oz



Ref. K4750221

Pack DENSILIFT

DENSILIFT -
Redensifying
Day Cream
SPF15



Day cream with SPF 15 and powerful active ingredients for an immediate and long-lasting improvement of skin firmness, volume and density. It helps reinforce cell structure and restores skin firmness and tone from inside-out. Provides higher density, elasticity and smoothness to increase facial volume, re-sculpt contours and achieve facial contour visibly more defined.

How to use: Complimentary home regimen. Apply daily in the morning, using a light upward massage from the base of the neck, emphasizing especially the face contours.

50 ml. € 1.69 Fl.Oz

Ref. K4750219



DENSILIFT
Redensifying
Concentrated Serum
33.5% Active Complex



Effective concentrated redensifying and firming serum, inspired by the most advanced cosmeceutical treatments. With an exclusive combination of highly concentrated active ingredients (33.5%), it is the perfect antidote against the signs of aging, sagging, loss of density and elasticity. Its vegan formula, with 96% natural origin ingredients, contains a combination of 4 types of hyaluronic acid, which form a three-dimensional network to accurately reach the different layers of the

skin, replenishing water on the outside and retaining it from the inside ; with niacinamide (vitamin B3) and powerful anti-aging actives, such as PhytoCellTec™ Goji, Collageneer®, Elastan™ and the Palmitoyl Hexapeptide-12 peptide complex, organic silicon, genistein liposomes, hibiscus and soy proteins botanical serum and Edelweiss extract. Deeply stimulates collagen and elastin production, strengthens skin structures, redensifies extracellular dermal matrix, clearly improving firmness, density, elasticity, smoothing and attenuating wrinkles, and improving skin tone for a facial contour visibly more defined and a better hydrated, more uniform and radiant skin. For skin with signs of age (chronological and photoinduced aging), sagging, loss of density and firmness, both in men and women Silky and light, easy to apply and fast absorption texture.

How to use: shake before use; morning and night, on clean face, and before using the routine cream, apply 4 drops to the 4 key areas of the face (forehead, nose, chin and cheeks) and on neck and décolleté. Extend from the inside out, avoiding eye contour area. Perform a gentle massage with the fingertips to activate circulation and promote ingredients penetration. For external use only. In case of contact with the eyes, rinse with plenty of water. Keep out of the reach of children.

30 ml. € 1.1 Fl.Oz



Ref. K2047059

Individual pack

Hand & Nails Restoring Balm

Restoring hand balm, enriched, which hazelnut, arnica and oat oils, shea butter and D-panthenol that 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.

100 ml. € 3.38 Fl.Oz

VEGAN FRIENDLY
TRAVEL FRIENDLY

Lips & Nose
Recovering Balm

VEGAN FRIENDLY

Intensive hydro-nutritive treatment that relieves, regenerates and repairs dry and chapped lips, as well as irritations in the nostrils. With gotu kola, vitamin E, coconut and sweet almond oils and witch hazel extract. Its intense repairing, emollient, hydrating and protective action, nourishes and protects skin against external aggressions.

How to use: Apply directly to the external area of nose and lips.

15 ml. € 0.51 Fl.Oz



Ref. K2047061



Facial Moisturizing Lotion

Its hydrating formula, with water gel texture, hyaluronic acid and aloe Vera, preserves and strengthens skin barrier to actively defend skin from daily attacks and protect it from premature aging. In addition, it improves elasticity for a stronger and more resistant skin.

How to use: mornings apply in circular movements, before sunscreen. Avoid contact with eyes. Its ultra-light and non-greasy texture is ideal to use before foundation.

100 ml. € 3.38 Fl.Oz

VEGAN FRIENDLY
TRAVEL FRIENDLY

Ref. K2047062

Individual pack

GroomingCare Individual pack



Ref. K2047060

Enzymatic Peeling Yogurt Proteins

Enzymatic exfoliating cream with yogurt proteins and double action: exfoliating, non-mechanical, and hydrating. Indicated to treat skin that requires a reduction in the thickness of the stratum corneum, decongestion, rebalancing and hydration. It stimulates cell renewal and refines skin relief, favoring the absorption of cosmetics to be used later.

How to use: apply to face, neck and décolleté, as a rule once a week (twice a week in case of professional recommendation). After application, massage gently using delicate circular movements, insisting on the forehead, nose and chin. Leave it for a few minutes. Remove with water.

100 ml. € 3.38 Fl.Oz

VEGAN FRIENDLY
TRAVEL FRIENDLY



Ref. K2047063

Textura

Relaxing & Calming Body Emulsion

Delicate emulsion that combines the relaxing properties of lavender essential oil with the benefits of shea butter, aloe Vera, sweet almond oil, cucumber extract and natural moisturizers. It stimulates hydration and regeneration, and reinforces natural defenses. In addition, it provides nutrition and outstandingly improves skin softness and elasticity. Delicately scented, with excellent extensibility and fast absorption. Indicated for normal, dry and / or dehydrated skin.

How to use: apply daily on dry skin, and reapply as many times as necessary, massaging with gentle movements till its complete absorption.

100 ml. € 3.38 Fl.Oz

VEGAN FRIENDLY
TRAVEL FRIENDLY
DO NOT USE DURING PREGNACY



Ref. K2047064

Shaving Cream

Its cream texture, with Jojoba and sweet almond oils and vitamin E, melts in contact with skin, creating a protective barrier that guarantees a precise and extremely smooth glide and leaves a very pleasant sensation on the skin. Formulated for all skin types, especially most sensitive.

How to use: moisten face with warm water. Smooth on a small amount of shave cream. Glide the razor to achieve a precise and smooth shave .Rinse thoroughly and pat dry. Afterwards, complete the shaving ritual with the Keenwell After Shave Repair Balm.

100 ml. € 3.38 Fl.Oz

VEGAN FRIENDLY
TRAVEL FRIENDLY

Recovering After Shave Balm

Fluid emulsion, with coconut oil, allantoin and squalane, 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.

100 ml. € 3.38 Fl.Oz

VEGAN FRIENDLY
TRAVEL FRIENDLY



Ref. K2047065



Textura

TEXTURA MOISTURIZING BODY EMULSION

Limited Edition Christmas 2020

Delicately scented soft and light body emulsion, with excellent extensibility and fast absorption. Thanks to its content in plant extracts, it regulates water balance, prevents transepidermal water loss (TEWL), increasing skin hydration and regeneration, reinforcing its natural defenses to protect it from external aggressions. In addition, it provides substances with high nutritional charge, to restore softness and elasticity. A perfectly hydrated and comfortable skin for 24 hours. With a delicate fragrance that provides a delicious feeling of well-being throughout the day. Perfect for daily use. Indicated for the hydration of normal, dry and / or dehydrated skin.

How to use: apply daily after showering or bathing with light massages.

500 ml. e 16.9 FL.Oz

Ref. K5702003

Premium Makeup Gift Set



Ref. K4750222

Exclusive limited edition make up Christmas pack with 4 exceptional KEENWELL products in a cute golden makeup bag!

It features:

- 1 EXTRAORDINARY ECLAT Anti-aging & Ultra-radiance EE Overnight Cream-Mask (40 ml.)
- 1 Ultimate PERFORMANCE LENGTH EXTENSION Mascara (black) (10 ml.)
- 1 Moisturizing shower gel (100 ml.)
- 1 Nail lacquer - Rock Star Nº 37 (12 ml.)

Christmas Gadgets



Ref. K2043072



Daily Planner

Floor Stand Display



Ref. K2043079



Ref. K9013110

Bag



Ref. K8120165

X-mas Tree Display

Delicate Microsphere Creams

DAY



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



With *ENVIRONMENTAL & DIGITAL PROTECTION TECHNOLOGY*
Anti UV, IR, Blue Light & Pollution Shield



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, Matigenics 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

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.**

Ref. K6601011



50 ml.



50 ml.

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,

Ref. K6601012

Sepitonic™ M3, Squalane, Resveratrol®, Hyaluronic 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.

Delicate Microsphere Creams

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.



Ref. K6601013

Floor Stand Display



Ref. K2043076



Display

Ref. K8120170

Facial treatment displays

Up & Down

Tensilift & Densilift



Ref. K8120165

Oxidance



Ref. K8120166

Aquasphera



Ref. K8120169

Evolution Sphere



Ref. K8120170

Optima



Ref. K8120167

Jalea Real & Ginseng



Ref. K8120168

Biopure



Ref. K8120171

Progresif



Ref. K8120172

Displays

Makeup

Lipstick



Ref. K8120153 (10 units)

Lipgloss



Ref. K8120138 (10 units)

Clonature



(12 units)

Inalterable



Ref. K8120150 (12 units)

Eyexpression



Ref. K8120127 (4 + 4 units)

Nail lacquer



(36 units)

BB Cream



(12 units)

Bases and Foundation
General Display



(12 units)

For Makeup Displays

MAKEUP 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!

Ref. K8120146

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

NOW AVAILABLE



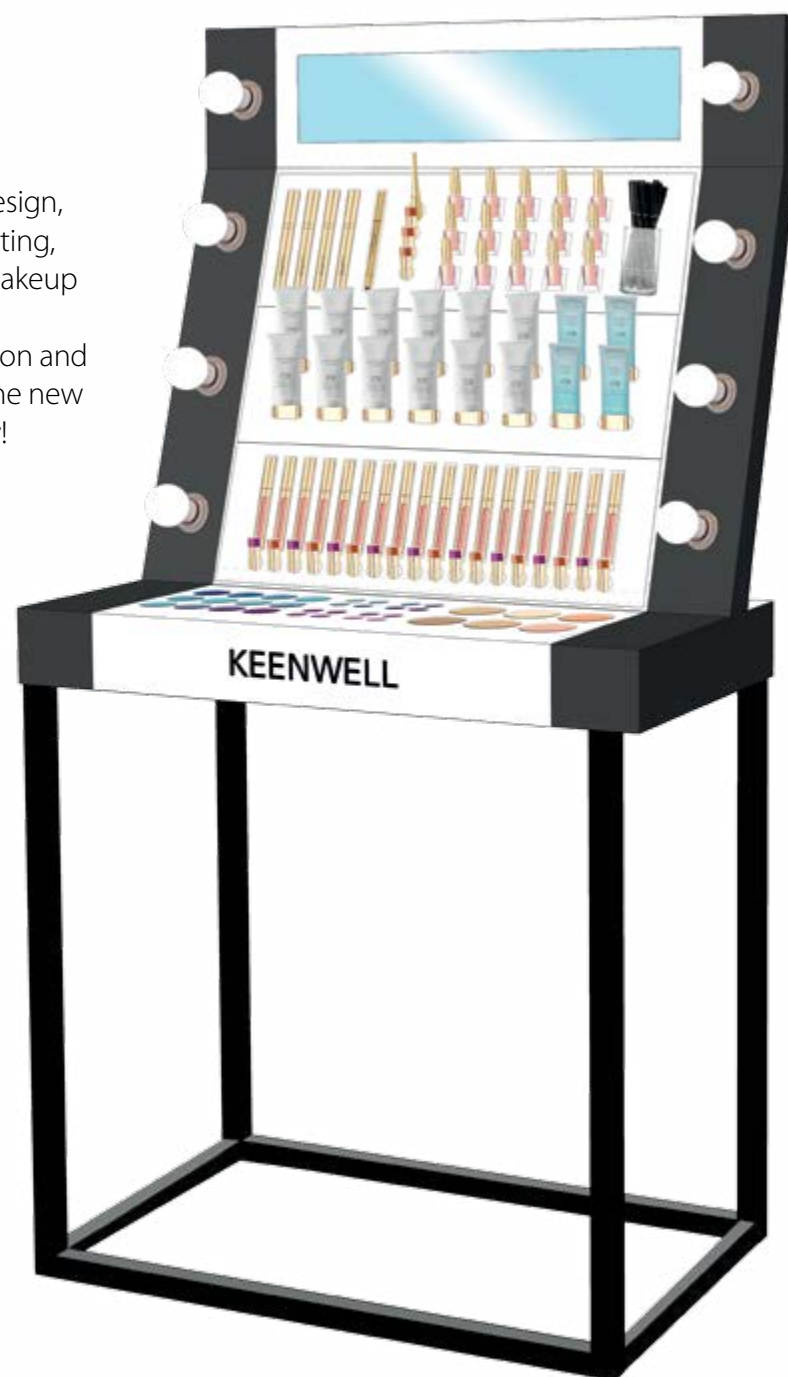
Measurements: High: 140 cm | Width: 50 cm | Depth: 40 cm

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

MAKEUP DISPLAY N° 1 KEENWELL

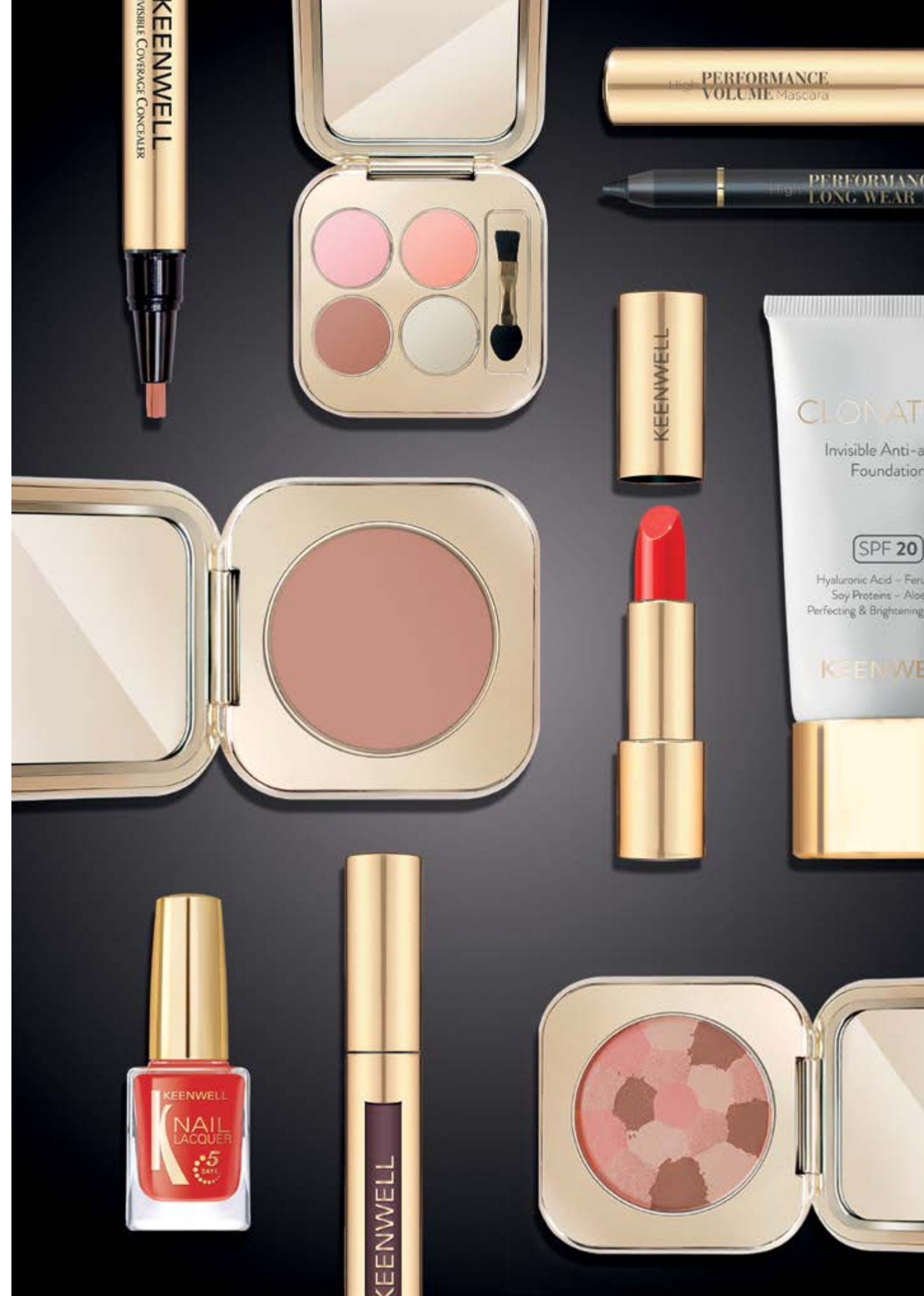
Its sophisticated and elegant design, with integrated mirror and lighting, presents the entire KEENWELL makeup collection. Create a beauty corner in your salon and make it a reference center with the new KEENWELL makeup display!

Ref. K8120145



Measurements: High: 150 cm | Width: 71 cm | Depth: 55 cm

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



Savage



KEENWELL



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KEENWELL PRODUCTS available in specialized beauty salons.