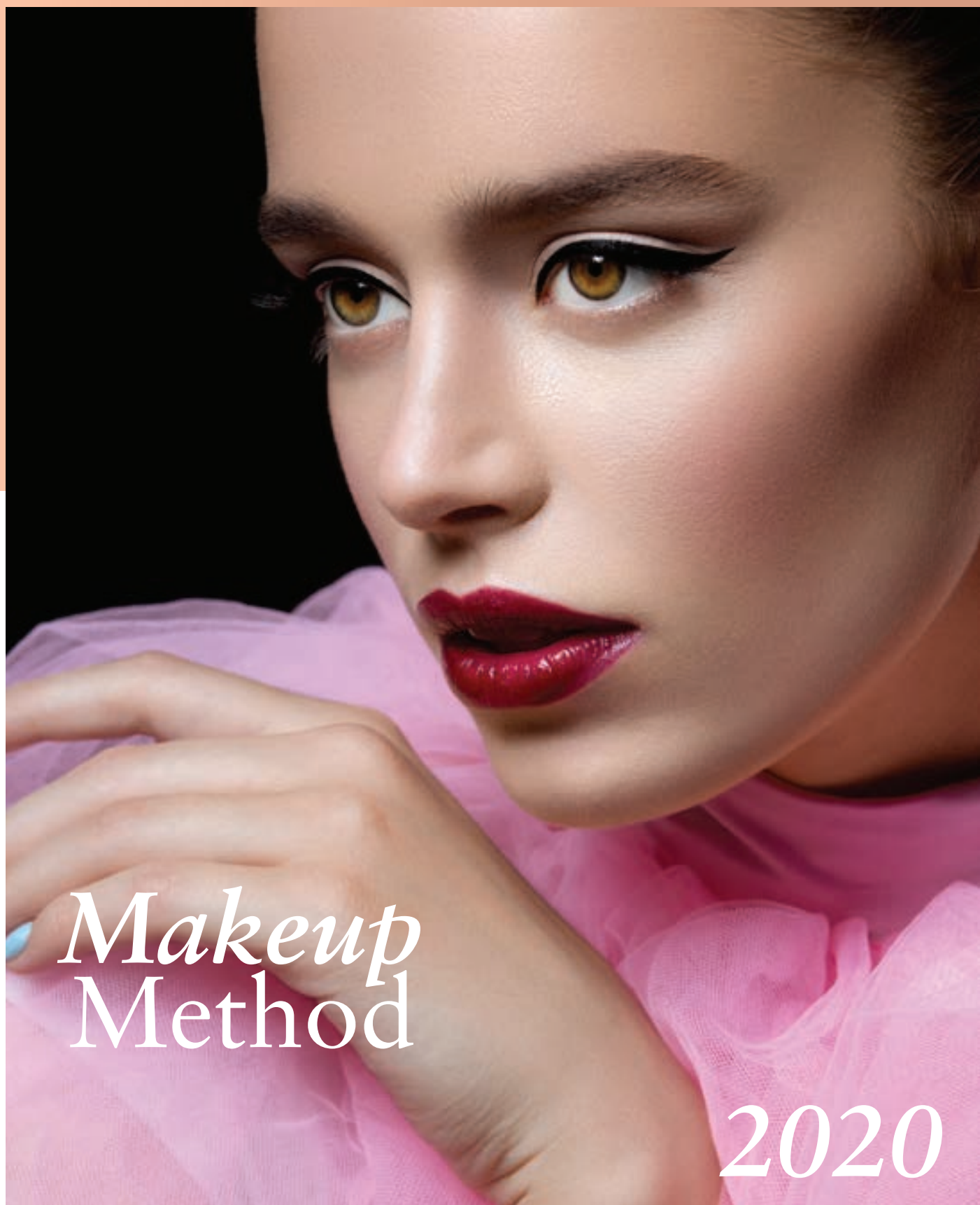


# KEENWELL



*Makeup  
Method*

*2020*

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

# KEENWELL

## **MAKEUP COLLECTION**

Inspired by modern  
glamour and global beauty,  
with a timeless spirit and  
latest in quality and luxury,  
to create sophisticated looks  
for all skin types, ages or  
lifestyles.



---

## SUMMARY

• LIPSTICK	4
• LIPGLOSS	6
• HIGH PERFORMANCE VOLUME MASCARA	7
• ULTIMATE PERFORMANCE LENGTH EXTENSION MASCARA	8
• BOLD PERFORMANCE CURL VOLUMIZING MASCARA	9
• FIX LINER 24 H. Liquid Eyeliner Waterproof	10
• MULTITASKING RADIANT TOUCH	11
• HIGH PERFORMANCE CONCEALER Dual Coverage Concealer Stick	12
• BB CREAM - SPF 20. Rejuvenating Protective Base	13
• CLONATURE - SPF 20. Invisible Anti-aging Foundation	14
• INALTERABLE - SPF 20. 24-hour Wearing Professional Foundation Medium-to-full Coverage - Semi-matte Finish	16
• EXTRAORDINARY ECLAT - SPF 20 Anti-Aging & Ultra-Radiance Color Cream	18
• EXTRAORDINARY ECLAT Anti-aging & Ultra-radiance EE Overnight Cream-Mask	20
• INVISIBLE BARRIER. Anti-feathering Lipliner	22
• LIPLINER WATERPROOF	23
• EYE LINER WATERPROOF	24
• EYEBROW PENCIL	25
• MONO EYESHADOW	26
• 4 COLOUR EYESHADOW	27
• MULTITASKING BLUSH	28
• MULTITASKING COMPACT POWDER - SPF 20	29
• MULTITASKING COMPACT SPHERES - SPF 20	30
• MULTITASKING SPHERES	31
• NAIL LAQUER	32
• MAKEUP DISPLAY	34
• FOUNDATION DISPLAY	35
• LUXE MAKEUP DISPLAY	36

*Disclaimer. All images used are for illustrative purposes only. Individual features such as textures and colors, etc. may vary.*

# LIPSTICK

## Description:

High-pigment, extremely comfortable lightweight lipstick that provides full-coverage color in one swipe.

It applies smoothly (without dragging or skipping).

In an array of modern and vibrant shades, from elegant neutrals to daring tones with variable degrees of coverage, for a fashion look and extraordinary comfort for hours.

## Main features & how it works:

Formula is packed with nourishing ingredients. Ingredients blend comforts, hydrates, and enhances, leaving lips soft and conditioned, and never dry. Jojoba oil and Shea butter nourish and soften lips. Vitamin E delivers a hint of antioxidants. Squalane guarantees long-lasting moisture while providing a silky, smooth and luxurious touch.

## Trendy textures and finishes:

• **CREAM:** classic, ultra-creamy and sophisticated finish.

• **CREAM + SHIMMER:** glossy finish, with pearly effect.

• **MATTE:** ultra-comfortable formula, highly pigmented and matte finish.

• **VINYL:** an intense color with lacquered effect and extreme shine.

## How to use:

Outline the lips with a lipliner and then apply the lipstick with a brush or directly on the lips and blend out towards the corners.



## What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTHALATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE

## Results:

Sublime lips, perfectly hydrated and protected, with an intense, highly pigmented color, with a great comfort feeling and long duration.



Capacity:  
4 gr. € 0.14 oz.

## Key ingredients:

• **JOJOBA OIL:** It enhances skin natural suppleness and elasticity. It is suitable for oily and sensitive skin types.

• **SHEA BUTTER:** Emollient rich in unsaturated fats (cosmetic vegetable oils). It increases local capillary circulation, allows tissues oxygenation and improves metabolic residues elimination. It has a high healing and soothing effects and protects against chemical and / or environmental aggression.

• **SQUALANE:** Sustainably sourced from sugarcane. It is one of the highest quality and most versatile emollients on the market due to its sensorial profile, biocompatibility and consistently robust composition. With exceptional moisturizing properties and ability to penetrate the skin, prevents moisture loss while restoring skin's suppleness and flexibility. It is highly moisturizing and fast-absorbing while providing a silky, smooth and luxurious touch.

• **VITAMIN E:** Tocopherol: antioxidant and restorative.



JOJOBA OIL



VITAMIN E



SQUALANE



SHEA BUTTER

## Colors:



Nº	COLOR	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº38	CREAM+SHIMMER	K1115038	K7115038
Nº39	CREAM+SHIMMER	K1115039	K7115039
Nº40	VINYL	K1115040	K7115040
Nº41	CREAM	K1115041	K7115041
Nº42	CREAM	K1115042	K7115042
Nº43	VINYL	K1115043	K7115043
Nº44	CREAM	K1115044	K7115044
Nº45	VINYL	K1115045	K7115045
Nº46	VINYL	K1115046	K7115046
Nº47	VINYL	K1115047	K7115047

### Makeup artist professional trick:



- For thin lips, the best colors are nude, coral, pink, apricot, red. With these colors an optical effect of thickness is achieved. The colors to avoid are the darkest tones, such as maroon, currant and burgundy.

- In normal or thick lips you can use any tone you like, especially the darker ones, which will make lips the focal point of makeup.

- To optically increase lips volume: use two shades of lipstick the same color range: the darker to fill and the lighter in the center of the mouth.

# LIPGLOSS

## Description:

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

## Main features & how it works:

Extra-fluid texture that does not dry out lips for a velvety sensation throughout the day.

## 5 Trendy finishes

- **MATTE:** lightweight formula for a matte look with an intense color pay-off and transfer-proof properties.
- **METALLIC MATTE:** perfect balance between a matte metal look with full-impact and full-coverage color.
- **METALLIC:** foil-effect metallic finish with an immediate color release.
- **GLITTER:** extremely wearable micro-glitter hues to sparkle in the light for a gorgeous intergalactic finish.
- **VYNIL:** drenches lips with an intense color, a lacquer effect and a mirror like shine.

## 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.



## What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTHALATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE

## Results:

Lips covered with bold color from AM to PM—no need to reapply or touch up throughout the day.



Capacity:  
4 ml. e 0.135 fl.oz.

## Colors:



Nº	COLOR	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº55	SHIMMERING	K1130055	K7130055
Nº56	MATTE	K1130056	K7130056
Nº57	METALLIC	K1130057	K7130057
Nº58	MATTE	K1130058	K7130058
Nº59	MATTE	K1130059	K7130059
Nº60	MATTE	K1130060	K7130060
Nº61	METALLIC MATE	K1130061	K7130061
Nº62	MATTE	K1130062	K7130062
Nº63	METALLIC MATE	K1130063	K7130063
Nº64	MATTE	K1130064	K7130064

## Makeup artist professional trick:

- For more "juicy" lips: apply a little gloss only in the center of the lower lip.



# HIGH PERFORMANCE VOLUME MASCARA

## Description:

Professional formulation for "high performance volume".

## Main features & how it works:

High performance volume mascara with silk proteins, panthenol (Provitamin B5) and keratin, which care and condition 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.

## Key Ingredients:

- **KERATIN:** protein that attaches to hair shaft to ensure its protection and flexibility.
- **PANTHENOL:** provitamin B5 that deeply moisturizes and strengthens hair roots.
- **SILK PROTEIN:** cationic conditioner, vegetable derivative of silk hydrolyzed protein and coconut oil. Its low molecular weight allows cationic protein to deeply penetrate into hair shaft, thus strengthening damaged hair. With excellent moisturizing and film-forming properties to improve hair fibers density, shine and flexibility.
- **NYLON-66 FIBERS:** polyamide fibers that adhere to lashes, providing length, density and volume.



## What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTALATE FREE
- ALCOHOL FREE
- SILICON FREE
- MINERAL OIL FREE
- FRAGRANCE FREE



Capacity:  
10 ml. e 0.34 fl.oz.

## Results:

Perfect buildable volume and intense colors without flaking, smudging, or clumping

## Colors:



N°	COLOR	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
N°01	TOURMALINE (BLACK)	K1320001	K7320001
N°02	SAPPHIRE (BLUE)	K1320002	K7320002
N°03	EMERALD (GREEN)	K1320003	K7320003
N°04	VIOLET (VIOLET)	K1320004	K7320004



## Makeup artist professional trick:



To make up eyelashes and make eyes look bigger and look more rested:

### - Upper lashes:

- Apply mascara from root to outer end by zigzag movements.
- Give another mascara layer, but only in the middle lashes, starting from the middle to outer ends.
- Finish with another layer, but this time only at the roots. If you want an even more marked effect, end

up leaving the brush at the root for a few seconds to further mark its curvature.

### - Lower eyelashes and small eyelashes at the end of the eye:

- Use the tip of the mascara brush.



# ULTIMATE PERFORMANCE LENGTH EXTENSION MASCARA

## Description:

Beauty treatment for lashes. Professional formulation for "length extension".

## Main features & how it works:

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 zig zag, sliding from the lash line towards the outer end, reapply until desired length and volume is obtained.

## Key ingredients:

• **JOJOBA OIL:** it enhances skins natural suppleness and elasticity. It is suitable for oily and sensitive skin types and beneficial for acne conditions.

• **ARGAN OIL:** obtained from the kernels 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.

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

• **GINKGO BILOBA EXTRACT:** Ginkgo Biloba tree leaves extract, originally from Asia. The leaves contain high content of flavonoids and terpenes. It is a powerful antioxidant, captures free radicals and protects skin and hair from oxidizing agents. Prevents hair loss, providing shine, softness, nutrition and strength.

• **HYALURONIC ACID:** due to its dimensions it is able to penetrate in depth. Accelerates macromolecules synthesis in extracellular matrix, which it is a precursor, improving its elasticity and water retention ability.

• **NYLON-66 FIBERS:** polyamide fibers that adhere to lashes, providing length, density and volume.



## What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTHALATE FREE
- ALCOHOL FREE
- SILICON FREE
- MINERAL OIL FREE
- FRAGRANCE FREE

## Results:

Instantly, intense care, immediate definition, maximum thickness and extreme length for your lashes.



JOJOBA  
OIL



ARGAN  
OIL



CASTOR  
OIL



GINKGO  
BILOBA  
EXTRACT



HYALURONIC  
ACID



NYLON-66  
FIBERS

Nº	COLOR	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº01	BLACK	K1320006	K7320006

## Colors:



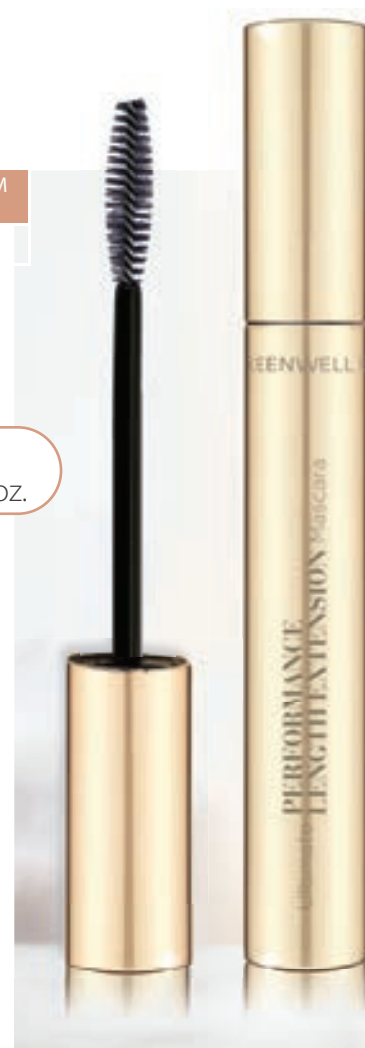
Capacity:  
10 ml. e 0.34 fl.oz.



## Makeup artist professional trick:

- To lengthen eyelashes and make eyes look bigger: work well the roots, divide the eyelashes into 3 zones and apply mascara in a different way in each of those areas:

- On the eyelashes at the end, the brush should be directed towards the temple.
- On the eyelashes in the center, the movement should go up, in the direction of the eyebrow.
- And when applying eyelashes that are closer to the tear, the movement should be made towards the nasal septum.



# BOLD PERFORMANCE CURL VOLUMIZING MASCARA

## ¿Description:

Beauty treatment for lashes. Professional formulation "curl & volume".

## Main features & how it works:

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.

## Key ingredients:

• **AVOCADO OIL:** avocado oil is very stable due, in particular, to a specific refining process, including a winterization step. 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 skin.

• **TOCOPHEROL:** prevents premature aging blocking membrane lipids peroxidation and has anti-inflammatory properties against ultra-violet rays and wound healing in association with vitamin A.

• **MARINE COLLAGEN:** particularly suitable for the care of dry, UV-exposed and environmentally stressed skin as well as aging skin. Its nature identical structure helps to form a protective shield on the skin.

• **VEGETABLE CERAMIDS:** rice extract aqueous extract derived that contains a mixture of sphingolipids and phospholipids. Ceramides play an important role in the structure and quality of the stratum corneum by controlling several essential biological functions:

-the cohesion of the layers of the stratum corneum and skin protection;

-the restoration of the skin barrier;

-regulation of trans-epidermal water flow.

• **NYLON-66 FIBERS:** polyamide fibers that adhere to lashes, providing length, density and volume.



## What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTHALATE FREE
- ALCOHOL FREE
- SILICON FREE
- MINERAL OIL FREE
- FRAGRANCE FREE

## Results:

Perfectly cared lashes, an exceptional curvature, infinite length, exceptional lift, intense volume and impeccable finish.



AVOCADO  
OIL



TOCOPHEROL



MARINE  
COLLAGEN



VEGETABLE  
CERAMIDS



NYLON-66  
FIBERS



## Makeup artist professional trick:

- To regulate the intensity of eye makeup, better make up eyelashes before applying eyeshadows. In many cases, if eyeshadow and eyeliner are applied first, and when mascara is applied, eye look becomes overelaborated. Applying mascara before, allows looking fresh-faced and younger.



Capacity:  
10 ml. e 0.34 fl.oz.

## Colors:



Nº	COLOR	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº01	BLACK	K1320005	K7320005

# FIX LINER 24 H

## Liquid Eyeliner Waterproof

### Description:

Water-based formula eyeliner, which dries in just a few seconds, and provides an extremely intense color, with a waterproof finish, for 24 hours.

### Main features & how it works:

Its applicator with fine felt tip allows a comfortable, easy and extremely precise application to accentuate the look with an intense long-lasting stroke.

### How to use:

Shake well before using. Draw a line with a smooth and even stroke near the line of the eyelashes from the inside to the outer corner of the eye. To intensify and highlight the look, draw a second stroke over the first.

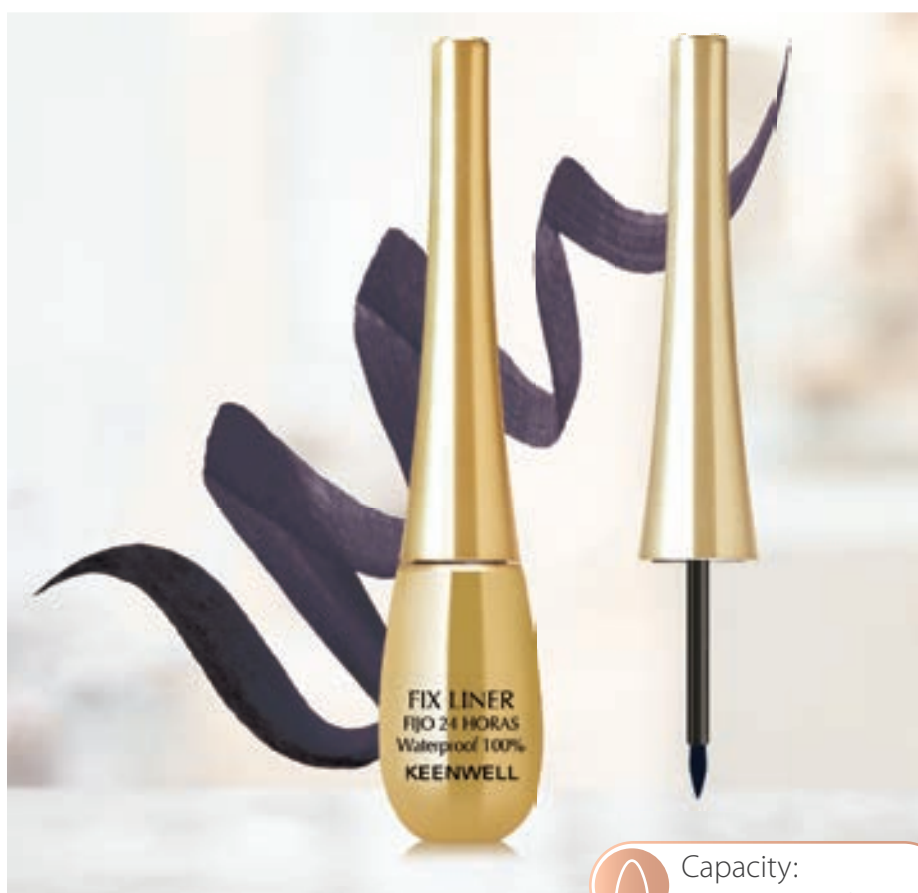


### What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTALATE FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE (GREEN TEA)
- VEGAN FRIENDLY

### Results:

An intense look all day round.



Capacity:  
7 ml. e 0.24 fl.oz.

### Makeup artist professional trick:



#### For a professional eyeliner:

- Pay attention to eyes shape and eyebrows direction to choose the style and length of the eyeliner that suits best.
- Do not pull or tug your eye when you draw on eyeliner. When you pull and then release your eye, it bounces back—and your eyeliner does, too. This can create bumpiness, texture, and that dreaded check-mark shape hanging off the eye
- You have to look up and raise your chin to get the right angle to draw line.
- Start from the outer corner and draw inward.
- Start sliding the eyeliner along lash line for later thicken the stroke and fill the space.
- Eyeliner's aim is to enlarge eyes or stylize the look (in round or very small eyes), so the wing (flick) should be extended outwards at an upward angle.

### Colors:



Nº	COLOR	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº01	BLACK	K1317001	K7317001
Nº05	BLUE	K1317005	K7317005
Nº06	DARK BROWN	K1317006	K7317006

# Multitasking RADIANT TOUCH

## Description:

Essential multifunctional product in comfortable format with pen-brush, which, thanks to its multiple shades, finishes and effects, allows to perform different makeup techniques.

## Main features & how it works:

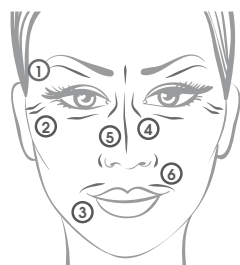
Its formula, enriched with hyaluronic acid, vitamin E (Tocopherol), HIBISCIN®, Shea and rice oils, protects skin, improves hydration, softness and flexibility with an immediate tightening effect.

With technological and soft focus pigments that provide a buildable coverage to perfectly match all skin tones.

Its pen-brush applicator enables a uniform application and adapts perfectly to all face areas.

Suitable for all skin types.

## How to use:



- 1- Brights eyes.
- 2- Lifts cheekbones.
- 3- Plumps lips.
- 4- Conceals signs of fatigue in eye contour.
- 5- Sculpts and thin nose.
- 6 - Conceals signs of fatigue in lip contour.

## Results:

In "1 single click" allows to camouflage and neutralize small imperfections, smooth fine lines and wrinkles, minimize signs of fatigue and dark circles, illuminate and perfect the face.



## What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTALATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE
- VEGAN FRIENDLY



HYALURONIC  
ACID



VITAMIN E



HIBISCIN®



SHEA  
BUTTER



RICE OIL



Capacity:  
2,5 ml. e 0.08 fl.oz.

## Key ingredients:

• **HYALURONIC ACID:** due to its dimensions it is able to penetrate in depth. Accelerates macromolecules synthesis in extracellular matrix, which it is a precursor, improving its elasticity and water retention ability.

• **VITAMIN E:** Tocopherol: antioxidant and restorative.

• **HIBISCIN®:** it is obtained by bio-transformation of native proteins from the seeds of Hibiscus esculentus L. The seeds of Hibiscus esculentus L. contain proteins, calcium and vitamins, and offer excellent nutritive properties. The proteins of Hibiscus esculentus L. are similar to those of soybean or milk casein because of their comparable amino-acid content. It offers a strong, immediate tensor effect and, with continued use, a significant firming effect. It also improves moisturization of the stratum corneum. Consequently, the skin's softness and suppleness are improved.

• **SHEA BUTTER:** is a vegetable oil rich in specific unsaponifiables that protects the skin and repairs damage caused by climatic aggressions, pollution and UV radiations. It provides the skin with unique plant molecules with soothing, regenerating and protective virtues.

• **RICE OIL:** rich in the natural plant sterol and anti-oxidant, gamma oryanol. This can promote the building of muscle mass but is also an excellent moisturizer giving soothing and smoothing effects to skin.

Nº	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº102	K1237102	K7237102
Nº103	K1237103	K7237103
Nº104	K1237104	K7237104
Nº105	K1237105	K7237105

## Colors:



# HIGH PERFORMANCE CONCEALER

## Dual Coverage Concealer Stick

### Description:

A multipurpose, versatile and practical concealer with double function: perfecting and correcting.

Suitable for all skin types.

### Main features & how it works:

Ultralight formula, with the center of the stick infused with Vitamin E, Aloe vera and rice and corn extracts, the colorless base protects skin and attenuates small imperfections and the colored outer part covers them and melts with the skin for an invisible finish.

### How to use:

Apply directly to the area to cover and diffuse delicately with your fingertips or a make-up brush.

With double application area: face and eyes.

• On the face: covers the irregularities with a uniform and natural coverage for an always flawless complexion.

• In the eye contour area: it hides the signs of fatigue for a visibly more rested and radiant look.

### Key ingredients:

• **VITAMIN E:** Tocopherol: antioxidant and restorative.

• **ALOE VERA:** a very precious plant and used in beauty due to the great amount of properties that it offers to take care of the skin and to improve its appearance. Aloe vera contains vitamin E, which has a great moisturizing power to nourish and revitalize all the skins, but especially the most dry and battered. With astringent, moisturizing, regenerating, renewing, rejuvenating, antibacterial action. It is an important cell regenerator, healing, toning and high penetration in the skin, when used regularly, prevents premature wrinkles and retards chronological ones.

• **RICE EXTRACT:** rich in the natural plant sterol and anti-oxidant, gamma oryanol. This can promote the building of muscle mass but is also an excellent moisturizer giving soothing and smoothing effects to skin.

• **CORN EXTRACT:** rich in linoleic acid. Increases tolerance against chemical and environmental aggressions. Emollient, decongestant, helps reducing inflammatory states and increases skin resistance.



### What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTHALATE FREE
- SILICON FREE
- ALLERGEN FREE FRAGRANCE

### Results:

Effectively covers localized skin imperfections.

### Makeup artist professional trick:



#### Color Correction Guide:

Pearly White: Brightens

Skin Tone: Corrects Blemishes

Brown: Contours

Green: Cancels Redness

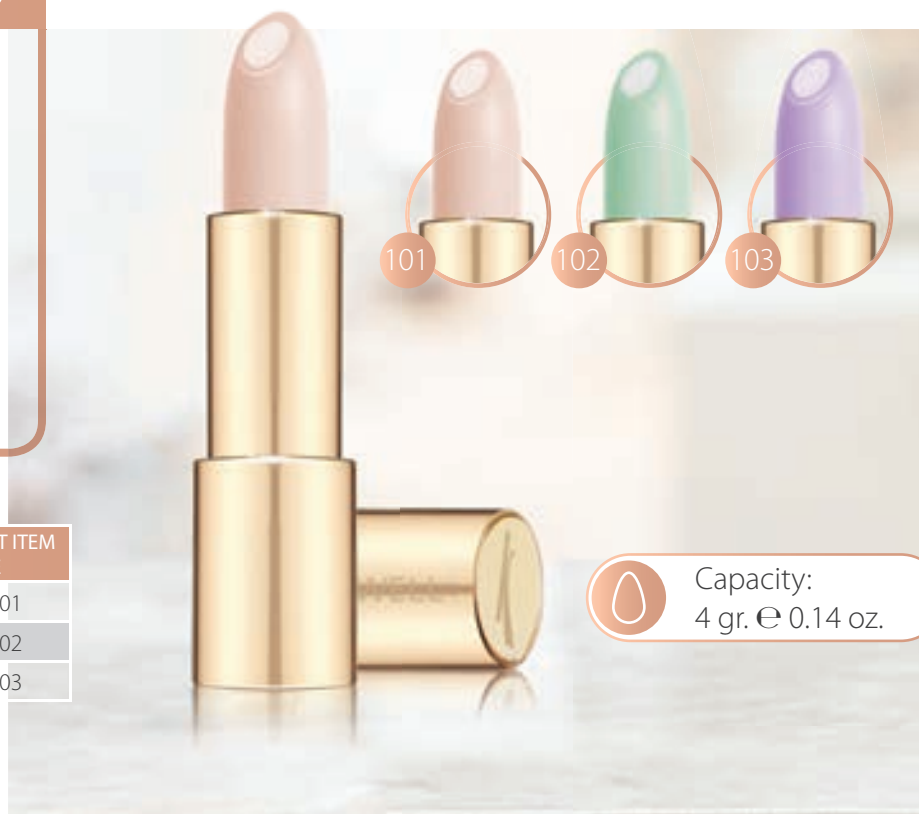
Pink: Balances Blue

Lavender: Cancels Yellow

Yellow: Brightens Purple Tones

Salmon: Balances Blue

### Colors:



Nº	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº 101	K1231101	K7231101
Nº 102	K1231102	K7231102
Nº 103	K1231103	K7231103



Capacity:  
4 gr. e 0.14 oz.

# BB CREAM - SPF 20

## Rejuvenating Protective Base

8 Effects in 1 step

### Description:

All-in-one cream: unifies, minimizes pores, illuminates, moisturizes, corrects imperfections, protects (SPF20), regulates, with antioxidant properties.

Its creamy and non-greasy texture leaves skin velvety, flawless and perfect throughout the day.

### Main features:

Silky, lightweight and comfortable formula. Subtle and pleasantly scented. For all skin types.

### How it works:

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.
5. Unifies skin tone.
6. Effectively brightens skin complexion.
7. Antioxidant, prevents premature skin aging
8. Regulates and balances skin.

### 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.

### Key ingredients:

- **PENTAVITIN:** moisturizes skin with "long-lasting" effect. It retains water, regulates humidity, preventing dehydration.
- **LIPOCHROMAN:** features a powerful antioxidant action that combats premature skin aging.
- **VITAMIN E:** prevents premature aging and provides protection against ultraviolet rays.
- **NATURAL PIGMENTS:** Technological pigments that unify the color and camouflage imperfections, restoring skin luminosity and transparency.



### What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTHALATE FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE
- VEGAN FRIENDLY

### Results:

Instantly, a luminous, well-cared, balanced and natural skin.

### Colors:



Nº	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº301	K1430301	K7430301
Nº302	K1430302	K7430302
Nº303	K1430303	K7430303
Nº304	K1430304	K7430304



PENTAVITIN

LIPOCHROMAN-6

VITAMIN E

NATURAL PIGMENTS

Capacity:  
30 ml. e 1.01 fl.oz.



## CLONATURE - SPF20

### Invisible Anti-aging Foundation

#### Description:

Multifunctional anti-aging foundation that combines the benefits of a sophisticated anti-aging treatment and a delicate long-lasting perfect coverage foundation, with a Broad Spectrum SPF 20 Sunscreen.

#### Main features:

Ultra comfortable texture that perfectly melts with skin, without weighing it down or clogging pores, for a "second skin" effect.

Gently scented with a delicate and subtle fragrance.

Especially recommended for mature skin.

#### How it works:

- It melts delicately with the skin, cloning its color and tone, creating a "second skin" effect, which improves skin appearance, to achieve the perfect balance between coverage and naturalness.
- It protects, increases the resistance to stress caused by aging, prevents and fights the signs of aging.
- Provides skin with extra elasticity, comfort and hydration.
- Provides a perfect coverage, even tone and natural color, without settling into wrinkles.

#### How to use:

Shake well. Apply a small amount of product on the face and blend with a brush, makeup sponge, or your fingers from the center outwards.

#### Results:

A perfectly cared and protected skin and a luminous, radiant and natural finish, imperceptible and unalterable for 24 hours.



#### Makeup artist professional trick:

- **To achieve the perfect correspondence between skin color and foundation color**, the chosen color should be as close as possible to skin natural tone. Do not choose a foundation 1 or 2 tones above skin natural color to look tanned.

- **Evaluate skin subtone:**

- For warm subtones - choose more golden or beige bases.

- For cold subtones - choose pink bases.

- For neutral subtones - choose neutral bases.

- **Always test the product on the skin:** always on clean skin and in different areas: on cheeks, forehead and neck, if possible.

- **Test the product with both natural light and artificial lighting.**





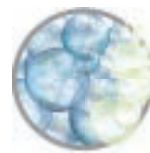
## Key ingredients:

- **HYALURONIC ACID:** because of 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.
- **FERULIC ACID:** enhances properties of other vitamins for healthy skin and offers sun and environmental agents damage protection.
- **SOY PROTEINS:** Help retain moisture, improve elasticity, and protect damage for healthy-looking skin.
- **ALOE VERA EXTRACT:** has antibacterial properties, helps protecting skin from UV rays, enhances microcirculation and is an excellent ingredient for anti-aging cosmetics thanks to its soothing and moisturizing properties.
- **PERFECTING & BRIGHTENING PIGMENTS:** technological pigments that unify the color and minimize skin imperfections, providing radiance and luminosity.



## What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTHALATE FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE
- VEGAN FRIENDLY



HYALURONIC  
ACID



FERULIC ACID



SOY PROTEINS



ALOE VERA  
EXTRACT



PERFECTING &  
BRIGHTENING  
PIGMENTS

## Colors:

Nº	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº1	K1424501	K7425501
Nº2	K1424502	K7425502
Nº3	K1424503	K7425503
Nº4	K1424504	K7425504
Nº5	K1424505	K7425505
Nº6	K1424506	K7425506
Nº7	K1424507	K7425507
Nº8	K1424508	K7425508



# INALTERABLE - SPF 20

## 24-hour Wearing Professional Foundation

### Medium-to-full Coverage - Semi-matte Finish

#### Description:

Medium-to-full coverage foundation transfer-resistant that remains flawless, with no "touch-ups", for 24 hours. Lightweight and breathable formula that combines comfort and coverage.

#### Main features:

Waterproof formula resists sweat and humidity.

Its buildable texture resists cracking, flaking, drying, fading for an extraordinary second-skin feeling.

Softly scented with a delicate and subtle fragrance.

Suitable for all skin types.

#### How it works:

- Infused with an anti-oxidant complex, it works like a skincare cream shielding complexion against exterior aggressors including UVA and UVB rays with SPF 20 Broad Spectrum Sunscreen.
- With the highest concentration of radiance correcting pigments, it perfectly evens out complexion and improves skin's texture, minimizing appearance of pores, blurring away imperfections, fine lines, wrinkles instantly enhancing the appearance of the skin, without masking its natural radiance.

#### How to use:

Shake well before use. Be sure to moisturize skin before foundation application. Always shake before use. Deposit a small amount (2-3 drops) on the back of your hand. Using your fingertips, beauty sponge, or foundation brush, dot product onto the center of your face and blend outwardly to neck.



#### What does not contain:

- PARABEN FREE
- PHTHALATE FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE
- VEGAN FRIENDLY

#### Results:

With a velvety subtle semi-matte shine-free finish that effortlessly blends and melts into the skin, to instantly embellish it, beautifully leaving it looking perfected, but not overdone, without a mask-like effect, all day round.

#### Key ingredients:

- **VITAMIN E:** Tocopherol: antioxidant and restorative.
- **POMEGRANATE EXTRACT:** Rich in vitamins A, B, C, potassium, phosphorus, magnesium, calcium, sodium. It is antioxidant, vasoprotective and regenerating, it combats skin aging.
- **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.
- **PERFECTING & BRIGHTENING PIGMENTS:** technological pigments that unify the color and minimize skin imperfections, providing radiance and luminosity.



VITAMIN E



POMEGRANATE EXTRACT



HYALURONIC ACID



PERFECTING & BRIGHTENING PIGMENTS



#### Makeup artist professional trick:

- **For a blurred and natural result** (second skin effects), apply the product by "dragging" it with the brush or your fingers, smoothly, from the central area out.

- **To achieve a better coverage**, apply the product by small touches without dragging, and blush it, applying more product in the areas where different pigmentation or imperfections are showed.



INALTERABLE  
24-h  
Professional Foundation

KEENWELL

Capacity:  
30 ml. e 1.01 fl.oz.

Colors:



N°	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
LG2	K1430702	K7430702
LG3	K1430703	K7430703
LG4	K1430704	K7430704
LG5	K1430705	K7430705

# EXTRAORDINARY ECLAT - SPF 20

## Anti-Aging & Ultra-Radiance Color Cream

### Description:

Multifunctional treatment cream that combines an effective anti-aging protection with the benefits of color. With powerful antioxidant, moisturizing and firming actives, Broad Spectrum SPF 20 Sunscreen and a new generation of correcting and illuminating pigments, which mimic the skin and provide an intelligent correction, for a perfectly protected skin and an extraordinarily radiant and luminous complexion all day long.

### Main features:

Extremely velvety, light and non-oily texture.

Gently scented with a delicate and subtle fragrance.

For all skin types.

### How it works:

- Protects skin from environmental, UV and free radical damage, combats aging signs.
- Improves elasticity and hydration of the skin.
- Perfects, corrects and evens skin tone, reducing the appearance of imperfections such as fine lines, wrinkles, dark spots, post-acne marks, redness and pores.
- Relives the original freshness and luminosity of the skin creating a radiant, healthy and natural look.

### 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.



### What does not contain:

- PARABEN FREE
- PHTALATE FREE
- SULFATE FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE
- VEGAN FRIENDLY



Capacity:  
40 ml. e 1.35 fl.oz.



### Results:

It oxygenates and actively protects skin, prevents aging, hydrates and revitalizes in depth, for an exceptionally protected, cared, luminous skin with an extraordinarily radiant, ultra-natural appearance all day long.

## Key ingredients:

• **HIBISCIN®**: obtained by bio-transformation of native proteins from the seeds of Hibiscus esculentus L. The seeds of Hibiscus esculentus L. contain proteins, calcium and vitamins, and offer excellent nutritive properties. The proteins of Hibiscus esculentus L. are similar to those of soybean or milk casein because of their comparable amino-acid content. It offers a strong, immediate tensor effect and, with continued use, a significant firming effect. It also improves moisturization of the stratum corneum. Consequently, the skin's softness and suppleness are improved.

• **LARICYL®**: a purified, concentrated active, extracted from the pulp of Fomes officinalis, a basidiomycete mushroom that grows in eastern Europe. It has astringent, pore tightening and moisturizing effects on the skin. It minimizes the visible appearance of skin suffering from excess sebum secretion.

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

• **VITAMIN C+C (ASCORBOSILANE SP)**: silicium and Ascorbic Acid. It optimizes the cosmetic properties of its both components. Cutaneous detoxifier and anti-free radical active. Anti-aging agent provides protection, detoxification and cutaneous restructuring because it acts as skin firming and metabolic stimulator. Increases cell's membrane resistance against free radicals. Provides anti-aging: protection, detoxification and cutaneous restructuring. Acts as a skin firming and metabolic stimulator. Improves skin tone radiance providing extra illumination and uniformity.

• **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.

• **PERFECTING & BRIGHTENING PIGMENTS**: technological pigments that unify the color and minimize skin imperfections, providing radiance and luminosity.



HIBISCIN®



LARICYL®



VITAMIN E



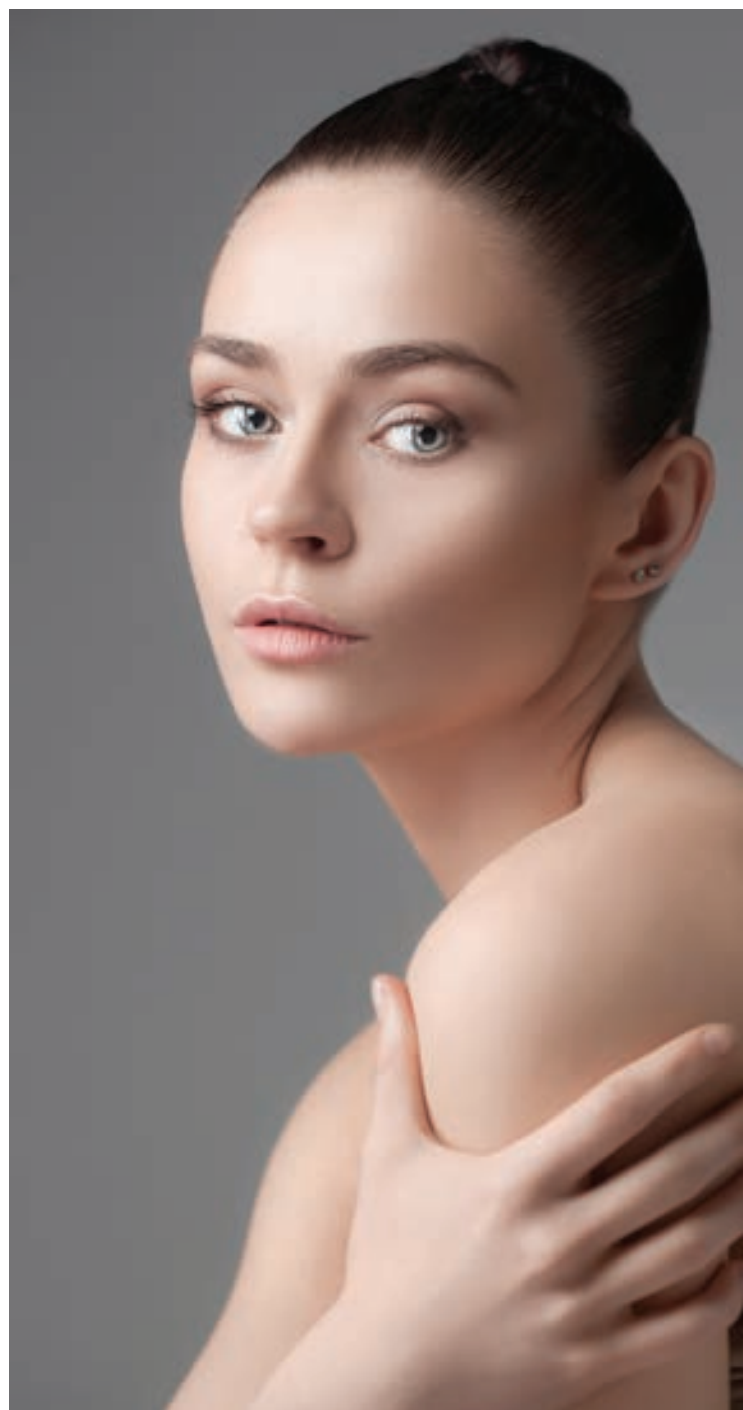
VITAMIN C+C  
(ASCORBOSILANE SP)



HYALURONIC  
ACID

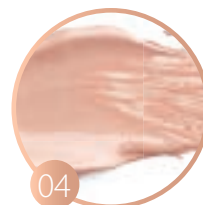
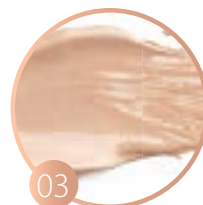


PERFECTING &  
BRIGHTENING  
PIGMENTS



N°	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
N°1	K1430601	K7430601
N°2	K1430602	K7430602
N°3	K1430603	K7430603
N°4	K1430604	K7430604

## Colors:



## EXTRAORDINARY ECLAT Anti-aging & Ultra-radiance EE Overnight Cream-Mask

### Description:

"EE family" anti-aging and ultra-radiance overnight cream-mask. Inspired by Korean cosmetics, it replicates the effects of a good night's sleep and is the perfect night beauty ritual for a renewed skin every morning.

### Main features:

Delicate hybrid texture absorbs quickly and fuses with the skin, without leaving a sticky or greasy feel afterwards.

Gently scented with a delicate and subtle fragrance.

For all skin types, even the most sensitive skin.

### How it works:

- Intensive formula combines the benefits of an anti-aging cream with a mask of energy and luminosity in a single treatment.
- Its powerful ingredients work throughout the night, when the skin is more receptive, stimulating cellular regeneration and restoring skin natural hydration barrier, to transform it, erasing fatigue signs, restoring firmness and elasticity.

### How to use:

Shake well before use. Use daily, after cleaning and toning, as the last step of the facial care routine or after serum and / or night treatment's application. Apply a thin, even coat on face, neck and décolleté, avoiding eye contour area; gently massage for 1 minute to transform the texture into cream. Do not rinse. To enjoy all its benefits, leave on overnight.



Capacity:  
40 ml. e 1.35 fl.oz.



### What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTALATE FREE
- MINERAL OIL FREE
- ALCOHOL FREE
- ALLERGEN FREE FRAGRANCE (GREEN TEA)
- VEGAN FRIENDLY

### Results:

A deeply hydrated, smooth, extraordinarily silky, rested and extremely radiant when you wake up.

## Key ingredients:

- **VITAMIN E:** prevents premature aging and provides protection against ultraviolet rays.
- **VITAMIN C+ C (ASCORBOSILANE SP):** silicium and Ascorbic Acid. It optimizes the cosmetic properties of its both components. Cutaneous detoxifier and anti-free radical active. Anti-aging agent provides protection, detoxification and cutaneous restructuring because it acts as skin firming and metabolic stimulator. Increases cell's membrane resistance against free radicals. Provides anti-aging: protection, detoxification and cutaneous restructuring. Acts as a skin firming and metabolic stimulator. Improves skin tone radiance providing extra illumination and uniformity.
- **HYALURONIC ACID:** because of 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.
- **FERULIC ACID:** enhances properties of other vitamins for healthy skin and offers sun and environmental agents' damage protection.

- **PEELMOIST™:** it is designed to obtain an optimized delivery of papain and to provide an improved moisture to skin, helping to preserve epidermis natural barrier function due to the ingredients contained from the natural moisturizing factor.
- **CENTELLA ASIATICA EXTRACT:** rich in amino acids, beta carotene, fatty acids, and phytochemicals. This super blend of nutrients offers fantastic benefits for the skin, including powerful anti-aging properties; it improves circulation as well as the synthesis of collagen and skin tissue. It boosts antioxidant activity, strengthening the skin and increasing blood circulation.
- **BILBERRY EXTRACT:** it is a relative of the blueberry; it has been used for nearly 1,000 years in traditional European medicine. It features an effective activity on skin protection and microcirculation improvement.
- **POMEGRANATE EXTRACT:** rich in vitamins A, B, C, potassium, phosphorus, magnesium, calcium, sodium. It is antioxidant, vasoprotective and regenerating, it combats skin aging.
- **LICORICE EXTRACT:** with anti-microbial, anti-irritant and anti-inflammatory properties and can be used for skin whitening. Anti-irritant and anti-inflammatory properties.

- **CHAMOMILE EXTRACT:** anti-inflammatory, antibacterial, anti-irritant as well as calming properties; especially suitable for sensitive and dry skin.
- **SWEET ALMOND OIL:** moisturizes and softens skin. It improves skin barrier function, conditions and repairs.
- **AVOCADO OIL:** avocado oil is very stable due, in particular, to a specific refining process, including a winterization step. 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.

Nº	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
-	K1430609	K7430609



VITAMIN E



HYALURONIC  
ACID



PEELMOIST™



BILBERRY  
EXTRACT



LICORICE  
EXTRACT



SWEET ALMOND  
OIL



VITAMIN C+C  
(ASCORBOSILANE SP)



FERULIC  
ACID



CENTELLA  
ASIATICA  
EXTRACT



POMEGRANATE  
EXTRACT



CHAMOMILE  
EXTRACT



AVOCADO  
OIL

# INVISIBLE BARRIER

## Anti-feathering Lipliner

### Description:

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

### 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.



### What does not contain:

- PARABEN FREE
- PHTALATE FREE
- SULFATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- FRAGRANCE FREE
- VEGAN FRIENDLY

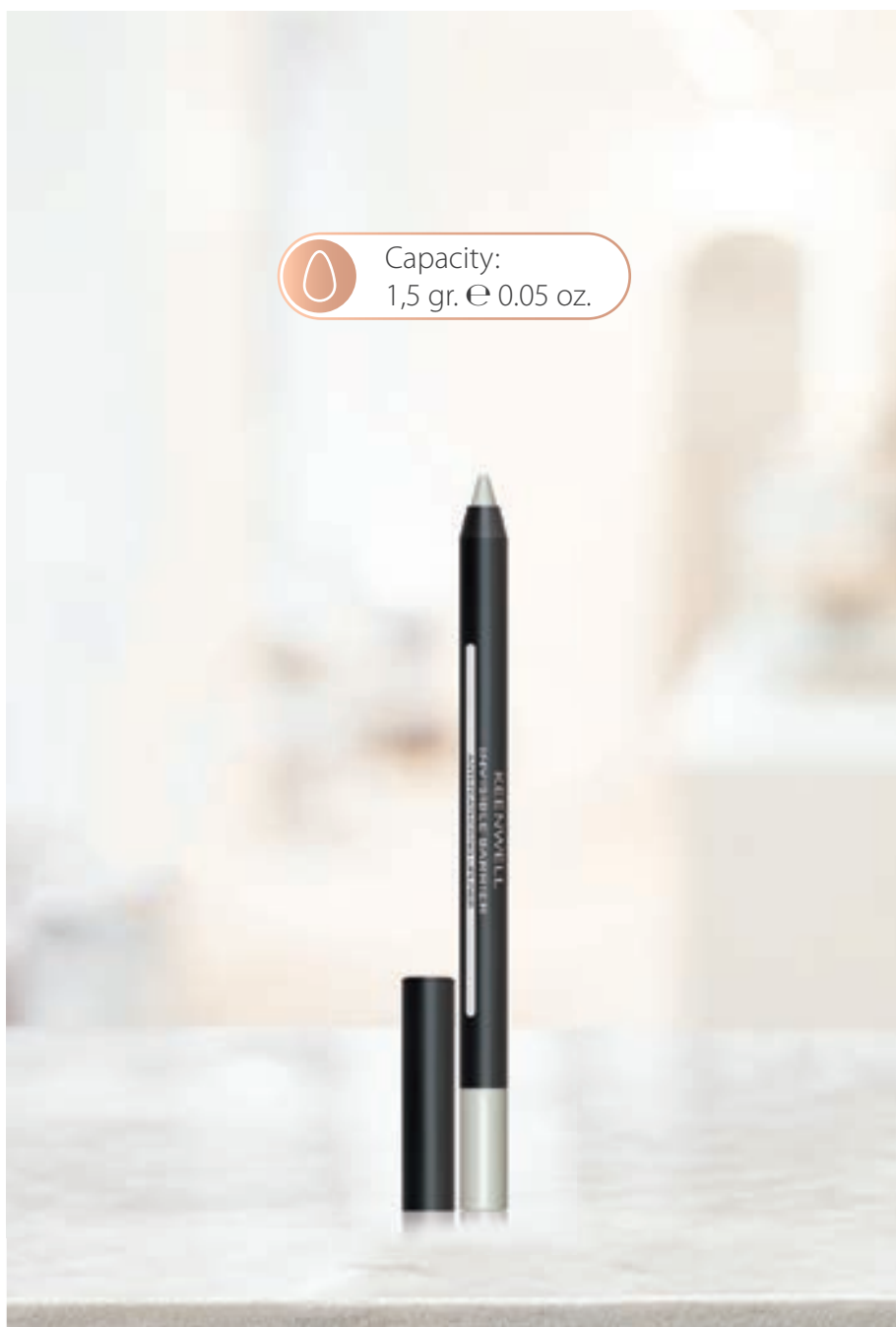
### Results:

Perfectly defined lips all day round.

Num.º	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
-	K1122401	K7122401



Capacity:  
1,5 gr. e 0.05 oz.



# LIPLINER Waterproof

## Description:

Lip liner - the essential beauty complement to define lips and draw a perfect contour before applying the lipstick or gloss shade you love the most.

Combine the lipliner waterproof with KEENWELL lipsticks or lipglosses to achieve the perfect look.

## Main features:

Waterproof creamy formula with high pigmentation, long fixation and no transfer, which glides smoothly and guarantees a perfect stroke throughout the day.

## How it works:

In 1 soft past, it accentuates and sublimates the lip contour with a perfect and intense stroke, an ultrapigmented color and an exceptional fixation.

## How to use:

To outline the lips:

Apply the pencil following the natural lips contour.

1. Mark three points: one in the center and two more at the tips of the upper lip, and connect them.

2. Mark another point in the center of the lower lip and draw a line from the corners to the center point.

3. Then apply lipstick or lipgloss.

It can also be used as a base for the lipstick, by applying it on the entire surface to prolong lipstick's fixation, or over lipstick for a trendy semi-matte finish.

## Colors:



## Results:

Well-defined lips, longer lipstick duration and more intense color.



## What does not contain:

- PARABEN FREE
- PHTALATE FREE
- SULFATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- VEGAN FRIENDLY



Capacity:  
1,5 gr. e 0.05 oz.



Num.º	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº21	K1122021	K7122021
Nº22	K1122022	K7122022
Nº23	K1122023	K7122023
Nº24	K1122024	K7122024
Nº25	K1122025	K7122025
Nº26	K1122026	K7122026
Nº27	K1122027	K7122027
Nº28	K1122028	K7122028
Nº29	K1122029	K7122029
Nº30	K1122030	K7122030
Nº31	K1122031	K7122031
Nº32	K1122032	K7122032

## Makeup artist professional trick:



- Pick up a lip liner that's one to two shades lighter than your lipstick, just be sure that the products belong to the same color family. If a darker than lipstick shade is used your lips won't appear fuller.
- To increase optically, naturally, the size of the lips: trace just outside the natural contour of the lips, as close as possible to the natural contour to avoid creating an artificial effect.
- To make thick lips appear smaller: apply makeup base or concealer over the entire surface of the lips, and trace the shape of the mouth just inside the natural contour of the lips.

# EYE LINER Waterproof

## Description:

Waterproof eye liner, with perfect coverage and lasting result. The perfect ally to enhance eyes beauty look. A makeup bag must-have.

## Main features:

Waterproof creamy formula with high pigmentation, long fixation and no transfer, which glides smoothly and guarantees a perfect stroke throughout the day.

## How it works:

In 1 soft pass, the eye look is accentuated and sublimated with a perfect and intense layout, an ultra pigmented color, an exceptional fixation, without transfer.

## How to use:

- 1- Trace from the interior to the exterior angle of the upper eyelid.
- 2- From the outer corner, draw the lash line to the inner eye corner.
- 3- Blur with a brush or a cotton swab.



## What does not contain:

- PARABEN FREE
- PHTALATE FREE
- SULFATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- FRAGRANCE FREE
- VEGAN FRIENDLY

## Results:

An irresistible look with a perfect and intense line for hours.

## Colors:



Nº	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº51	K1212051	K7212051
Nº52	K1212052	K7212052
Nº53	K1212053	K7212053
Nº54	K1212054	K7212054
Nº55	K1212055	K7212055
Nº56	K1212056	K7212056
Nº57	K1212057	K7212057
Nº58	K1212058	K7212058
Nº59	K1212059	K7212059
Nº60	K1212060	K7212060
Nº61	K1212061	K7212061
Nº62	K1212062	K7212062
Nº63	K1212063	K7212063
Nº64	K1212064	K7212064



## Makeup artist professional trick:

- Use the classic black to achieve a more intense look.
- For a lighter and more subtle look, use a taupe shade.
- To make eyes look larger and provide '60s vibe, draw the bottom line in white.
- To widen the appearance of the eyes, use beige color.



Capacity:  
1,5 gr. € 0.05 oz.

# EYEBROW PENCIL

## Description:

Soft pencil that defines, fills and brings color to eyebrows.

## Main features:

Its creamy, blendable, water and sweat resistant formula, glides smoothly and allows easily draw hair-like strokes, for perfectly defined eyebrows throughout the day.

## How it works:

By drawing fine hair-like strokes, define and fill the eyebrows, creating a natural look.

In neutral tones that adapt to each skin tone and hair color.

## How to use:

1. First at all, pick a shade the closest to the natural color of the eyebrows.
2. Brush eyebrows up to define their natural shape.
3. Next, draw horizontal strokes along the bottom of the brow.
4. Next, fill sparse areas, drawing thin lines.
5. Finally, brush again eyebrows to properly blur the color and achieve a natural result.



## What does not contain:

- PARABEN FREE
- PHTHALATE FREE
- SULFATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- FRAGRANCE FREE
- VEGAN FRIENDLY



Capacity:  
1,5 gr. e 0.05 oz.

## Results:

A perfectly framed face with defined, natural looking eyebrows.

## Colors:



Nº	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº01	K1305101	K7305101
Nº02	K1305102	K7305102

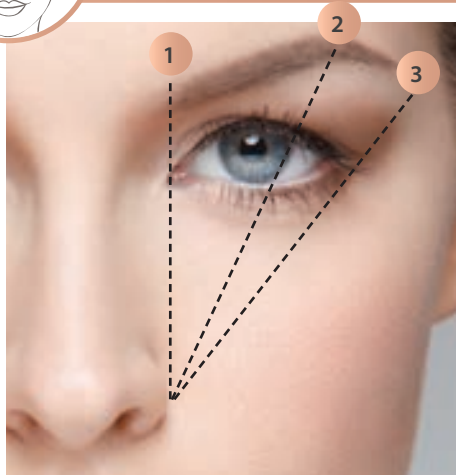


## Makeup artist professional trick:



### To draw perfect eyebrows:

- 1- The goal is for the beginning of the brow to align with the center of the nostril, through the tear;
- 2- Arc (highest point of the eyebrow) should be located just diagonally from your nostril to the outside edge of your iris.
- 3- Create a line from the outside corner of your nose diagonally to the outside corner of your eye to determinate where brow should end.



# MONO EYESHADOW

## Description:

Sophisticated ultra-silky sensorial formulation, highly concentrated long-lasting compact eye shadow.

## Main features:

Its delicate oily powder texture perfectly slides on eyelid.

Its formula combines the subtlety and fixation of the powder with the extensibility, comfort and softness of the oil.

## Trendy textures and finishes

- **SATIN:** with small pearl particles to provide the power of the pigment and the luminosity of the pearl and create a sophisticated look, full of light.
- **MATTES:** velvety, neutral, elegant and sophisticated finishes, to make eye look the undisputed protagonist of the makeup.
- **METALIZED:** they reflect the light achieving an instant metallic effect for a multidimensional look and extraordinary luminosity.

## How it works:

Its melting texture, highly modulable and easy to apply, provides, from the first pass, an intense color, with a silky touch, and an extraordinary adhesion that remains flawless, without cracking all day.

## How to use:

Apply the chosen color, evenly, on the eyelid to create monochromatic eye looks or mix several shades to get a personalized look. Start applying the lightest shade at the inner corner of the eye; continue applying the darkest tones outside, well blurring borders between colors, for a professional result.

## Results:

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



Capacity:  
4 gr. e 0.14 oz.

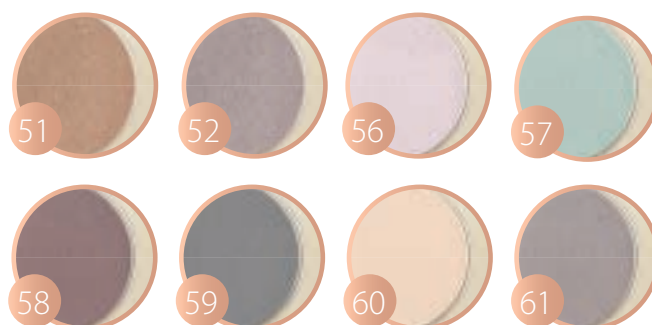


## What does not contain:

- PARABEN FREE
- PHTALATE FREE
- SULFATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- FRAGRANCE FREE



## Colors:



## Makeup artist professional trick:

Use the foam applicator to obtain an intense color and the hair brush for a subtle and natural blur.

- Choose light and metallic tones to open and brighten eye look, and darker or matt tones to sculpt and provide intensity and volume.
- Dark tones can also be applied along the lash line, as a eyeliner, by using an eyeliner brush.
- A beige / satin champagne color can be used as a highlighter, by applying it in the areas that capture the light: the brow

arch, the bridge of the nose, the cheekbones, the Cupid's bow of the lips. It can also be make eyes look brighter by applying it to the tear area.

### - The best eye makeup shades for every eye color:

- For blue eyes: oranges, terra-cotta and bronzes.
- For brown eyes: plum and purple tones.
- For green eyes: pale and neutral mauve tones.
- For hazel eyes: bright shades of violet.
- For gray eyes: bright silver and carbon tones.

Nº	EFFECT	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº51	METAL	K1202051	K7202051
Nº52	METAL	K1202052	K7202052
Nº56	SATIN	K1202056	K7202056
Nº57	SATIN	K1202057	K7202057
Nº58	SATIN	K1202058	K7202058
Nº59	SATIN	K1202059	K7202059
Nº60	MATTE	K1202060	K7202060
Nº61	MATTE	K1202061	K7202061

## 4 COLOUR EYESHADOW

### Description:

Extraordinary collection of shadow palettes with 4 elegant shades, in different finishes, which can be used separately or together, perfect to create a wide range of looks.

Ultra-silky, highly pigmented, long-lasting sensory formula.

### Main features:

Its delicate oily powder texture perfectly slides on eyelid.

Its formula combines the subtlety and fixation of the powder with the extensibility, comfort and softness of the oil.

### Trendy textures and finishes

• **SATIN:** with small pearl particles to provide the power of the pigment and the luminosity of the pearl and create a sophisticated look, full of light.

• **MATTES:** velvety, neutral, elegant and sophisticated finishes, to make the eye look the undisputed protagonist of the makeup.

• **METALIZED:** they reflect the light achieving an instant metallic effect for a multidimensional look and extraordinary luminosity.

### How it works:

Its melting texture, highly modulable and easy to apply, provides, from the first pass, an intense color, with a silky touch, and an extraordinary adhesion that remains flawless, without cracking all day.

### How to use:

Apply the chosen color, evenly, on the eyelid to create monochromatic eye looks or mix several shades to get a personalized look.

Begin by applying the lightest shade at the inner end of the eye, continue applying the darkest tones to the outside of the eye, blurring the border between colors well, for a professional result.

### Results:

Colores intensos y luminosos que permiten crear una mirada llena de matices.



### What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTALATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- FRAGRANCE FREE
- VEGAN FRIENDLY



### Makeup artist professional trick:

1. The soft shade to get started as a base with.
2. Apply the second shade - all over the lid first.
3. The 3rd shade to be layered over.
4. The rich in pigment and vibrant shade to be applied, 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 tone.



Num.º	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº502	K1204502	K7204502
Nº503	K1204503	K7204503
Nº504	K1204504	K7204504
Nº505	K1204505	K7204505
Nº506	K1204506	K7204506
Nº507	K1204507	K7204507

### Colors:



Capacity:  
4 x 1,5 gr. e 0.04 oz.

# MULTITASKING BLUSH

## Description:

Compact blush, in different finishes: matte, satin ... and shades that blend perfectly with skin color for a natural, long-lasting result.

## Main features & how it works:

Aerial formula, silky and ultrafine, that blends perfectly with the skin and subtly fixes for a velvety finish.

Its highly pigmented texture, long lasting and modulable intensity, is ideal for instantly perfecting tone, and delicately enhancing the complexion.

Subtly scented.

Suitable for all skin types.

## How to use:

Apply with a brush, by light touches, in the center of the cheeks, gently diffusing it towards the nose and the hair growth line.

For a "sun kissed skin" effect, apply on the bridge of the nose, temples and upper part of the forehead.

## Results:

Instantly a healthy, bright and attractive look.  
Natural and long lasting result.



## What does not contain:

- PARABEN FREE
- PHTHALATE FREE
- SULFATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE
- VEGAN FRIENDLY



Capacity:  
6 gr. e 0.21 oz.

## Makeup artist professional trick:



- Each skin has its perfect blush tone: the one that mimics the natural flush on babies and healthy young people after exercising.

- For making skin look healthy, bright and attractive: smile and apply the blush on the apples of your cheeks and glide the brush diagonally up and down across your cheekbones towards the temples, away from the area of the nose in order not to enhance a tired appearance, and always in circular movements to avoid creating a "blush 80's" effect.

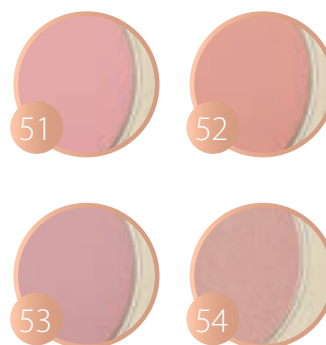
- For dull or olive tones use bright tones, such as cherry, strawberry or peach.

- To sculpt face and accentuate cheekbones, use two colors: apply a multidimensional satin hue on the upper part of the cheekbones, blur towards the temples and extend above the superciliary arch, and a matte tone on the apples of the cheeks.

- Do not apply blush under cheek bone (as in contouring), it will mark more the bones and the jaw shape.

- Terracotta tones can be applied in hollow of cheek, under the chin and around the oval to refine the face for a contoured look.

## Colors:



Nº	EFFECT	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº51	Mate	K1501051	K7501051
Nº52	Mate	K1501052	K7501052
Nº53	Mate	K1501053	K7501053
Nº54	Satinado	K1501054	K7501054

# MULTITASKING COMPACT POWDER - SPF 20

## Description:

Sophisticated and innovative non-occlusive long lasting formula with newest diffractive pigments, micronized powder and SPF20 that softens and protects skin against pollution and solar radiation.

## Main features & how it works:

Its wide color range adapts perfectly to different skin tones. Its modular coverage and its multiple finishes (matt, pearly, shimmery, tan, etc.) transforms it into a multi-functional product, perfect not only to sublimate the color, but also to provide a custom tan, define contours or reveal a pearly luminosity ...

Its delicate, ultra-light texture, with sophisticated green tea fragrance, slides perfectly and subtly sets for optimum coverage and a flawless make-up all day round.

Suitable for all skin types.

## How to use:

Apply with a tassel or brush, with light touches on the face from the middle to the outside of the face, without forgetting the neck.

To enhance strategic points of the face or to illuminate: apply in the center of the forehead, ciliary arch, cheekbones, bridge of the nose and arch of the upper lip.



## What does not contain:

- PARABEN FREE
- PHTHALATE FREE
- SULFATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE
- VEGAN FRIENDLY

## Results:

A subtle coverage and faded imperfections for a flawless skin.



Capacity:  
12 gr. € 0.42 oz.

## Colors:



Nº	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº504	K1432504	K7432504
Nº505	K1432505	K7432505
Nº506	K1432506	K7432506

## MULTITASKING COMPACT SPHERES - SPF 20



Capacity:  
14 gr. € 0.49 oz.

### Description:

Sophisticated harmony of compact spheres. The combination of different shades allows adapting to all skin tones and seasons. Its texture, in several finishes, is ideal to modulate and perfect the tone, minimize imperfections, reflect light, delicately illuminate, confer an attractive tan....

### Main features & how it works:

It's texture, in several finishes, is ideal for modulating and perfecting the tone, minimizing imperfections, reflecting light, highlighting delicately, providing an attractive tan tone...

Its ultra-light texture slides perfectly and is subtly fixed for a velvety finish.

Subtly scented.

Suitable for all skin types.

### How to use:

Can be used alone (on clean face) or over foundation to set make-up and illuminate the complexion. Perfect for retouching the make-up during the day.

All-over: with a puff or brush, gently pad onto face, neck and neckline.

To create a customized luminosity and highlight strategic points of the face: apply in the center of the forehead, ciliary arch, cheekbones, bridge of the nose and arch of the upper lip.

### Results:

In a simple gesture, without effort- a perfect and uniform complexion, a radiant luminosity, a natural finish and a silky skin.



### What does not contain:

- PARABEN FREE
- PHTALATE FREE
- SULFATE FREE
- ALCOHOL FREE
- MINERAL OIL FREE
- SILICON FREE
- PETROLATUM FREE
- ALLERGEN FREE FRAGRANCE
- VEGAN FRIENDLY

### Colors:



Nº	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº102	K1452102	K7452102

# MULTITASKING SPHERES

## Description:

Subtle combinations of multi-colored, pearly and matt toning spheres, which incorporate the advantages of compact powder and loose powder, and blend in a balanced way to carry out different functions, such as refreshing complexion, defining cheekbones, illuminating ...

## Main features:

Ethereal texture, extreme softness and delicate fragrance.

For all skin types.

## How it works:

The exquisite multi-colored combinations of pearly and matt spheres, which mix in a balanced way, harmonize the tone, neutralize, capture the light, minimize imperfections and provide an extraordinary luminosity to complexion.

Perfect for sealing makeup, without caking or settling into wrinkles, pores or imperfections.

They are also ideal for creating depth and relief, defining the cheekbones and providing an extraordinary luminosity.

## How to use:

To refresh the tone, set the makeup and increase its duration: apply with a brush, evenly, on face, neck and décolleté.

To define cheekbones: with the help of a brush, mix the spheres, so that they blend together to achieve the perfect color, and apply towards the top of the cheekbone with circular movements and blur towards the temples.

To illuminate: apply in strategic areas of the face, neckline, clavicles...



## What does not contain:

- PARABEN FREE
- SULFATE FREE
- PHTHALATE FREE
- ALCOHOL FREE
- SILICON FREE
- MINERAL OIL FREE
- ALLERGEN FREE FRAGRANCE
- VEGAN FRIENDLY

## Results:

A wonderful feeling of comfort and a radiant and velvety skin.



Capacity:  
42 gr. e 1.48 oz.



## Colors:



Nº	EFFECT	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº12	Sun Highlighting Spheres	K1451012	K7451012
Nº13	Concealing-light revealing Spheres	K1451013	K7451013
Nº14	Light revealing Spheres	K1451014	K7451014
Nº15	Radiant complexion Spheres	K1451015	K7451015
Nº16	Blush Spheres	K1451016	K7451016
Nº17	Blush Spheres	K1451017	K7451017

## NAIL LAQUER

### Description:

Exclusive collection of fast-drying nail lacquers in irresistible shades and long-lasting finishes to dress your nails with impeccable color and a professional finish for more than 5 days.

### Main features & how it works:

Fluid formula.

Easy application

Irresistible colors with perfect coverage.

Intense shine.

Fast dry.

Long duration.

### How to use:

**Step 1:** Apply a very thin first coat, start around the center of the nail, and follow to the sides. Let dry. Next, apply a second thicker layer to add more intensity to the color.

If you want the nail polish to dry even faster, use the FAST DRYING transparent polish on the color.

**Step 2:** to achieve a perfect manicure whatever the color, with a gloss or matte effect finish, and prolong the duration of the lacquer, apply a KEENWELL top coat over the color.

It is easily removed with normal nail polish remover. We recommend the **KEENWELL EXCEPTION NAILS** oily cream nail polish remover, which removes old nail color effortlessly, anywhere, at any time. In addition, incorporates an exclusive solvent complex, infused with treatment and conditioning ingredients, 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.



### What does not contain:

- TOLUENE FREE\*
  - PHTHALATES FREE (BUTYL PHTHALATE \* INCLUDED)
  - FORMALDEHYDE FREE \*
  - FORMALDEHYDE RESIN FREE
  - CAMPHOR FREE
  - TRIPHENYL PHOSPHATE FREE
  - XYLENE FREE
- However, unavoidable traces of the indicated below ingredients might occur, but KEENWELL guarantees that its concentration does not exceed the indicated values:
- BUTYL PHTHALATE: 15 PPM
  - TOLUENE: 50 PPM
  - FORMALDEHYDE: 50 PPM

### Results:

It gives color to nails and allows them to breathe naturally. It provides vibrant color and intense long-lasting shine to create a perfect manicure.



Capacity:  
12 ml. e 0.4 fl.oz.



## Colors:



TOP COAT  
SILANOL



FAST DRYING



MATTE TOP  
COAT



TOP COAT  
GEL

Nº	EFFECT	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE	Nº	EFFECT	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
Nº2	White on White	K1001002	K7011002	Nº27	Urbanita	K1001027	K7011027
Nº3	Eclat Rose	K1001003	K7011003	Nº29	Nude Miss Cream	K1001029	K7011029
Nº4	Rose	K1001004	K7011004	Nº30	Candy Red	K1001030	K7011030
Nº9	Scarlet	K1001009	K7011009	Nº31	Bora Bora	K1001031	K7011031
Nº11	Red Pop	K1001011	K7011011	Nº33	Oceanic	K1001033	K7011033
Nº12	Burgundy	K1001012	K7011012	Nº34	Cosmic World	K1001034	K7011034
Nº14	Chocodisiac	K1001014	K7011014	Nº35	Ethereal Red	K1001035	K7011035
Nº17	Pink Gum	K1001017	K7011017	Nº39	Stellar Red	K1001039	K7011039
Nº18	Orange Poppy	K1001018	K7011018	Nº40	Sea Splash	K1001040	K7011040
Nº20	Navy Blue	K1001020	K7011020	Nº41	Pink Sorbet	K1001041	K7011041
Nº21	Strawberry	K1001021	K7011021	Nº42	Aurora Crimson	K1001042	K7011042
Nº22	Vison Chic	K1001022	K7011022	Nº43	Rose Tea Kee	K1001043	K7011043
Nº23	Party Red	K1001023	K7011023	Nº44	Sorbet Yellow	K1001044	K7011044
Nº24	Sweet Cherry	K1001024	K7011024	Nº45	Gebrera	K1001045	K7011045
Nº25	Dep Prune	K1001025	K7011025	Nº46	Deep Red	K1001046	K7011046

Nº	EFFECT	SALES UNIT ITEM CODE	TESTER UNIT ITEM CODE
TOP COAT SILANOL	Transparent nail lacquer with silanol that can be used on the natural nail or on color, and that protects, smoothes and strengthens the nails, providing extra shine to the manicure.	K1019000	K7009000
FAST DRYING	Transparent nail lacquer that applied on the color provides an express drying. In addition, it protects the lacquer and improves its duration and provides an extra shiny finish.	K1017000	K7007000
MATTE TOP COAT	Transparent nail lacquer that protects color and instantly transforms any manicure with a velvety, matte finish.	K1001047	K7001047
TOP COAT GEL	Transparent gel texture replicates gel manicure finish and provides extra volume, softness and shine.	K1019001	K7001001

## COLOR DISPLAYS



Lipstick Display  
(10 units)



Lipgloss Display  
(10 units)



EYEXPRESSION Display  
(4 + 4 units)



Nail Laquer Display  
(36 units)

# FOUNDATION DISPLAYS



CLONATURE Display  
(12 units)



INALTERABLE Display  
(12 units)



BB CREAM Display  
(12 units)



Bases and Foundation  
General Display  
(12 units)

# Makeup Display

## MAKEUP COLLECTION

### MAKEUP DISPLAY N° 1 KEENWELL

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

Ref. Ref. K8120145

### DISPLAY CONTAINS

Unit	Product
4	Mascara
3	Radiant Touch Multitasking
1	Fix Liner 24H - Liquid Eye Liner
2	Dual Concealer Stick
15	Nail Laquer
16	Foundation
20	Lipstick
20	Lipgloss
16	Liner (eye, lip, brow )
4	Blush
8	Eye Shadow ( Mono)
4	4 Eye Shadow
6	Compact Powder



# Makeup Display

## MAKEUP COLLECTION

### MAKEUP DISPLAY N° 2 KEENWELL

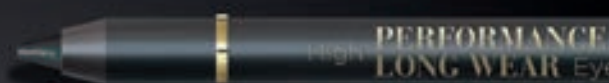
Its versatile and compact design, with integrated mirror and lighting, allows presenting a selection of the best-selling products and shades of KEENWELL makeup collection.  
An elegant and functional display perfect for small space!

Ref. Ref. K8120146

### DISPLAY CONTAINS

Unit	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





# KEENWELL

## **MAKEUP COLLECTION**

Inspired by modern  
glamour and global beauty,  
with a timeless spirit and  
latest in quality and luxury,  
to create sophisticated looks  
for all skin types, ages or  
lifestyles.



# *Makeup* Method



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