

# KEENWELL

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

**TIARE TAHITI**  
Makeup Collection  
Spring / Summer 2019

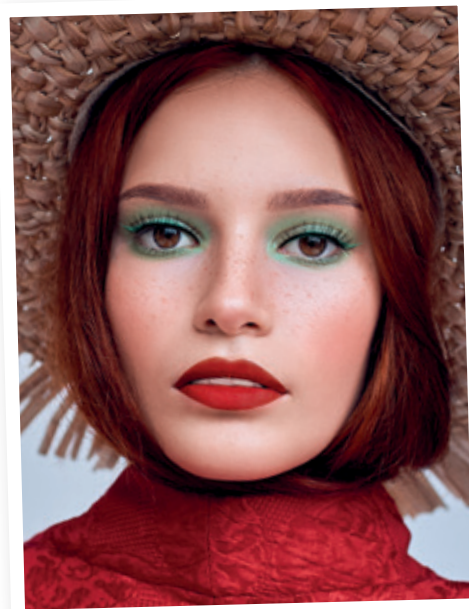
**Body Treatment**  
Modeling Body System  
Textura  
Scented Sublimating  
Dry Oil & Tonic  
TRIPLE ACTION

**Sun Care**  
Sun Attitude  
Sun Promotion 2019

**Skin Care**  
OPTIMA 2019

Spring / Summer  
**2019**





## In Cover:

### Model Wearing:

- Extraordinary Eclat Anti-Aging & Ultra-Radiance Color Cream SPF 20 N°02
- Dual Coverage Concealer Stick N°02
- Terranova N°104
- Invisible Barrier - Anti-feathering Lipliner
- Lipstick N°34
- Eyebrow Pencil N°2
- Eyeshadow Primer Base
- 4 Eyeshadow N°01 Color "Mint Green"
- Eyeliner Pencil N°64
- Bold Performance Curl Volumizing Mascara. Color: Black

The products that appear in this magazine belong to KEENWELL TIARE TAHITI Spring-Summer seasonal collection and KEENWELL Modeling Body System, Textura, Sun Attitude and Optima Collections. Free copy; sale or commercialization prohibited.

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

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

# TIARE TAHITI

# Summary

04 TIARE TAHITI  
Spring / Summer Makeup Collection 2019

13 MAKEUP TIPS  
Spring / Summer Makeup Collection 2019

22 SEASONAL PACKS  
Spring / Summer Makeup Collection 2019

29 BODY CARE  
Modeling Body System  
  
Textura  
Scented Sublimating Dry Oil & Tonic  
TRIPLE ACTION

33 SUN CARE  
Sun Attitude: Sun Promotion 2019  
\*Gift

39 SKIN CARE  
OPTIMA 2019

# TIARE TAHITI

## Makeup Collection



This season KEENWELL introduces TIARE TAHITI. Tahiti is a land immersed in lush forests, majestic mountains, turquoise waters and white sandy beaches. The exotic beauty of Tahiti inspires TIARE TAHITI collection, which is dressed with tropical motifs and blossoming flowers. The name of the **TIARE TAHITI** collection refers to the delicate "Flower of Tahiti" (Gardenia taitensis) which is the symbol of the region and which is usually offered to visitors as a welcome sign. The wild beauty of Tahiti and its bright colors come to life this season through the products of the new **TIARE TAHITI** collection by KEENWELL.

**TIARE TAHITI** is a luminous, vital, optimistic and energetic collection, for free-spirited, adventurous and confident women, with delicious and vibrant combinations of color and contrasted textures, inspired by the exotic Polynesian landscape, perfect for creating sophisticated and relaxed looks in equal parts, fresh and hyper-feminine, ideal for the warmer season. **TIARE TAHITI** proposes a sun-kissed skin, with an exquisite natural luminosity, a dazzling look with flattering monochromatic proposals and graphic lines, sensual and delicate lips, and an elegant and perfect manicure for any situation.

## EXTRAORDINARY ECLAT

### Anti-Aging & Ultra-Radiance Color Cream SPF 20

Extremely **velvety**, lightweight, oil-free texture color cream that features SPF20 protection and delivers powerful anti-oxidant, hydrating and firming actives, with a new generation correcting and brightening pigments to create an ultra-natural radiance for a flawless, perfect skin. It primes, conceals and reduces the appearance of skin's imperfections as fine lines, wrinkles, dark spots, post-acne marks, redness and pores. How to use: after your care treatment, apply on the face and blend with your fingertips, from the center of your face outwards toward your ears. For all skin types.

New shade for medium or medium-to dark skin tones with neutral or moderately warm undertones with a light bronze finish for an extraordinarily radiant, ultra-natural appearance all day long.



Product - Extraordinary Eclat: Pack S07.

n°02



Gift!

## NEW COLOR DUAL

**Green concealer** may seem like an odd choice but it can actually neutralize the redness, pimples and acne. Complementary colors are colors that fall on opposite sides of the color wheel. When used together, these colors cancel each other out. The color that falls opposite red on the color wheel is green.

If you have breakouts, redness, rosacea or colored pimples, green concealer neutralizes the shade and help you successfully cover up the blemish. Correct use of green concealer can leave your skin looking smoother and more even.



## TERRANOVA

### New Formula & Color

A delicate medium-brown with warm undertones and a soft, champagne shimmery sheen finish that highlights the skin's natural radiance and accents the tan.

Ideal for providing a natural and golden luminosity, and get a radiant and glowing skin, reminiscent of the freshness of a spring morning.

Texture is soft and bendable—very easy to diffuse, and the finish is glowing and luminous, "seamless", without emphasizing pores.

It is delicately scented, has SPF20 and wears well for almost 9 hours.

To achieve a very natural effect, it should be gently applied, not as marked as the contouring, on the upper part of the forehead, on the cheekbones and on the chin.

# SPF 20



Product - Terranova: Pack S08.

# n°104

## MULTIFUNCTIONAL

### 4 IN 1

### Primer & Makeup Setting Facial Mist

Innovative and versatile 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 green tea 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.



NEW PRODUCT

# 4 IN 1

## Moisturizes

## Primes

## Sets

## Refreshes

Product - Multifunctional 4 in 1. Primer & Makeup Setting Water Mist: Pack S09.

**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.



## MICELLAR REMOVER SERUM



**Micellar 3 in 1 Make-Up Remover Serum** - its advanced technology in 3 phases perfectly combines facial treatment serum's cosmetic benefits, with micellar water's excellent tolerance and high cleansing action and softness of oil. Instantly, a perfectly comforted, cared and free of impurities and makeup skin. With natural origin ingredients, ideal for all skin types including sensitive skin. The serum phase (Intermediate layer), with restorative and revitalizing plant extracts, soothes, nourishes and stimulates skin regeneration, leaving it clean, soft and luminous. The water phase (Dower layer), thanks to its micellar-biomimetic composition, captures impurities and perfectly removes make-up from face, lips and eyes, respecting and reinforcing skin barrier function, performing a double cleansing action, both on the surface and in depth, without irritating or drying, creating a sense of immediate well-being. The oil phase (upper layer), enriched with antioxidants actives and vitamin E, combats aging, while delicately and effectively eliminates impurities and makeup traces, including long-wearing and waterproof formulas; it doesn't leave behind an oily residue.

**How to use:** Shake well before use to mix the 3 phases. It can be used on face, eyes and lips. Use daily, gently cleansing by delicate movements face, neck and décolleté. Remove makeup from your lips first, continue with your eyes and finish cleansing your face. Use a cotton pad for each area. To remove makeup on lips, hold the cotton pad for a few seconds, before wiping, to dissolve the makeup well. In the eye contour area, swipe gently moving from the inner corner of your eyes outward. To remove makeup from eyelashes use downward motions from root to tip. On face, neck and décolleté, in an upwards motions from cleavage to forehead, and from the inside to the outside. Do not rinse. Follow-up with lotion and facial treatment.

## New Colors LIPSTICK



Two new sophisticated, bold, blackcurrant scented and long-lasting matte shades that feel weightless and very comfortable on the lips. They keep that “just applied” look for hours.

n°34

A daring, intensely pigmented, full coverage medium **red color** with sensual warm undertones, which delivers a velvety ultra matte finish.

n°35

A timeless pretty **pale brown caramel-toned nude** shade in an ultra matte finish that looks flattering on fair to medium skin tones.

## GIFT! EYE PENCIL



Delicately textured eye pencil provides precise definition and lasts for hours to create the perfect eye contour.

n°54

A medium **cool blue** with a matte finish.

n°64

A vibrant, **green-leaning** teal with cool undertones and a pearly sheen.



Ultra light formula  
Intense & moduable color  
Vinyl lacquer finish  
Long-lasting, without migration  
Non-sticky feel



## Gift! INVISIBLE BARRIER ANTI-FEATHERING LIP LINER

Anti-feathering lip liner. It creates an invisible barrier that delimits the lip contour, keeping lipsticks and glosses from feathering and improving their hold. Result: perfectly defined lips all day round.

### New Colors

## LIPGLOSS



A flattering, high impact medium **fuchsia pink** with cool, blue undertones that delivers intensely pigmented color and a sensual vinyl lacquer, ultra shiny finish, that instantly captivates.



A medium **coral-beige** with slightly warmer undertones and a lacquer finish. It's a very wearable, casual shade that can be worn with a natural makeup look. A color appropriate for any time of the day. A colour to suit every skin tone and mood.



Product - Gift! Invisible Barrier Anti-Feathering Lip Liner: Pack S03 & S04.

### New Mascara

## BOLD PERFORMANCE CURL VOLUMIZING MASCARA

n°2

Product - Bold Performance Curl Volumizing Mascara: Pack S05.



Product - Gift Eyebrow Pencil  
N°102: Pack S05.

## Gift! EYEBROW PENCIL

Enhances, defines, fills, gives color and adds intensity to the look to guarantee perfectly defined eyebrows throughout the day.

### NEW FORMULA & PENCIL

**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 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, 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 to wrap them well. Repeat the application to achieve the desired curvature, length, definition and volume.





New!

## 4 EYESHADOW PALETTE

A new and limited spring palette in 4 sweet energetic and vibrant bright pastel shades to create the monochromatic color block effect\*.

Eyeshadow should be applied all over the lid into the eyebrow and in the corner of the eyes.

- PINK: a bright cotton candy sweet and innocent pink with a matte finish.
- GREEN: a light-medium, fresh and positive mint green with warm undertone and a satin finish.
- YELLOW: is a bright medium yellow sorbet, luminous and vital, with warm undertones a satin finish.
- BLUE: light-medium, brightened, serene and peaceful, sky blue with a matte finish.

Gift!

## EYESHADOW PRIMER

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



New Colors!

## NAIL POLISH

**N°44** A subtle but luminous and cheerful long-lasting quick-dry hue with creamy finish, perfect to wear in Spring and Summer for fresh and stylish manicure and pedicure. We suggest two coats to achieve perfect opacity.

**N°45** A long-lasting, quick dry, highly pigmented, medium-dark on-trend color pink-purple with 1 coat optimal covering to create a rich, flawless summer manicure and pedicure looks.



Makeup trends for spring - summer 2019 are similar as last season – focus on:

Glowy Skin  
Pop of Bold Color in Lips and Eyes  
Graphic Eyeliner  
Natural Brows & Lashes  
Glitter



# FACE TRENDS

## An Exquisite Natural Luminosity



NO MAKEUP  
MAKEUP

"No makeup" makeup is still a trend, but this season is presented in a new way.

Skin shows up sun-kissed, with a healthy, well-rested glow, fresh like just back from the facialist or after a restful night, impeccable, relaxed, without signs of fatigue or imperfections.

It is a spring-tanned skin, away from contouring, with no glitter or pearls on the face, only radiant reflections, without artificial "filters", exquisitely natural.

Bronzer comes back strongly and is applied along the cheekbones, not beneath them to create a chiseled, sculpted by sun effect.

Hydration and natural luminosity are the keys to facial care and makeup routine this season.

All that is required is the application of high quality cosmetics with moisturizing formulas, extremely light textures and very natural

finishes such as the **EE Cream Spf 20** of **Keenwell N°02**, the **Corrector Dual Coverage Concealer Stick N°02** and the new **Terracota N°104**.

To moisturize the skin, prepare it for the application of makeup, fix it or refresh it during the day, KEENWELL recommends this season the new **Multifunctional 4 in 1 Primer & Makeup Setting Facial Mist**.

To cleanse delicate, but effectively, and at the same time take care of the skin of the face, eyes and lips, KEENWELL proposes the new **Micellar 3 In 1 Make-Up Remover Serum**.

# LIP TRENDS

Lips are, along with the eyes, one of focuses of this season makeup trends.

## Matte Or Shiny Lips?

The good news is that this season, you have not to choose. Both are fashionable.

*No risk to get caught up in the wrong trend!*

## Bold Colors

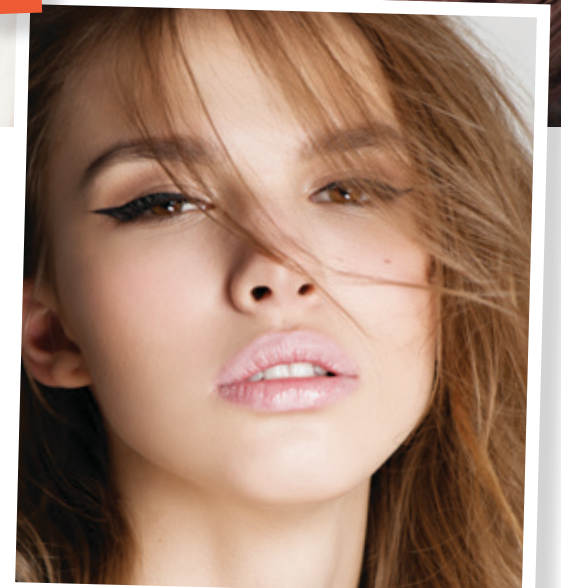
On spring / summer catwalks, intense colors and cheerful bright colors are the statement for lip makeup. Classic red, vibrant fuchsia and coral shades are the favorites for this season.



## Red Passion

The main protagonist is, undoubtedly, red color. Different shades of the most passionate color of the palette are extraordinary popular this season.

Red lips – are the perfect complement for any outfit and a slight accent that can turn a daytime look into a sophisticated evening one, and a tender, romantic girl - into a femme fatale. Good news is that this season red lips can be worn from day to night.



## Nude Colors

Despite the triumph of more intense colors, the subtlety of nude is also present this season, especially when it is part of minimalist proposals or, conversely, it is combined with a high impact eye makeup.



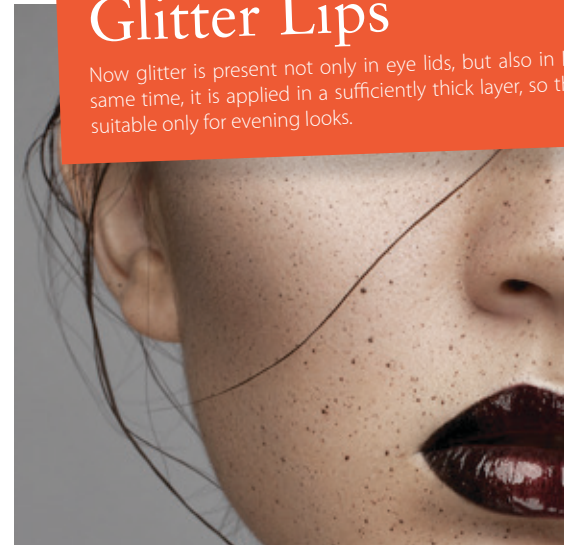
## LIP TRENDS

### Extravagant Colors

Extreme, futuristic, unconventional colors: turquoise, bright green, neon orange, intense purple ... Make your choice, everything is allowed!

### Glitter Lips

Now glitter is present not only in eye lids, but also in lips. At the same time, it is applied in a sufficiently thick layer, so this trend is suitable only for evening looks.



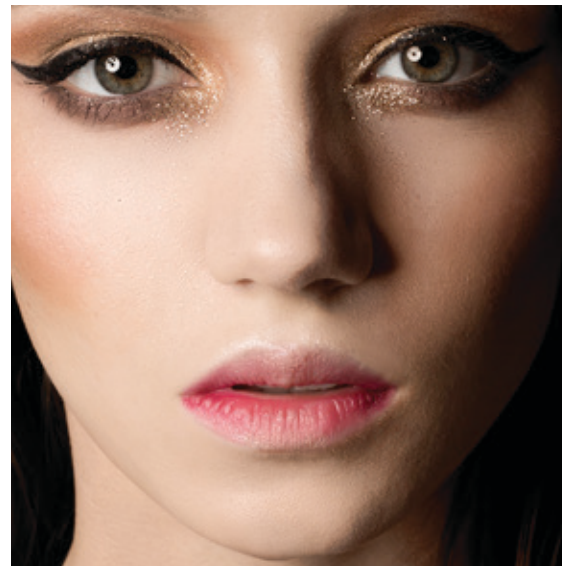
### Gore Lips

Dark and sexy colors will also be fashionable, especially the dark purple-almost black.

### Soft Blurred Lips

Romantic blurred lips technique, where lip contours are slightly smudged instead of staying perfectly defined-with matte, lacquered or glossy finish- like just-kissed, completes this season's proposals for lips.

Unlike previous seasons, this spring, the diffused lips are audaciously combined with full of color eyes and cheekbones.



## EYES TRENDS

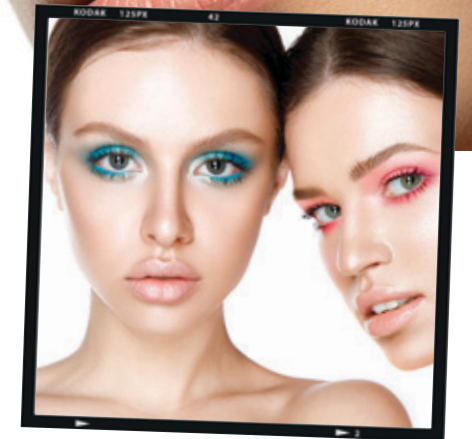
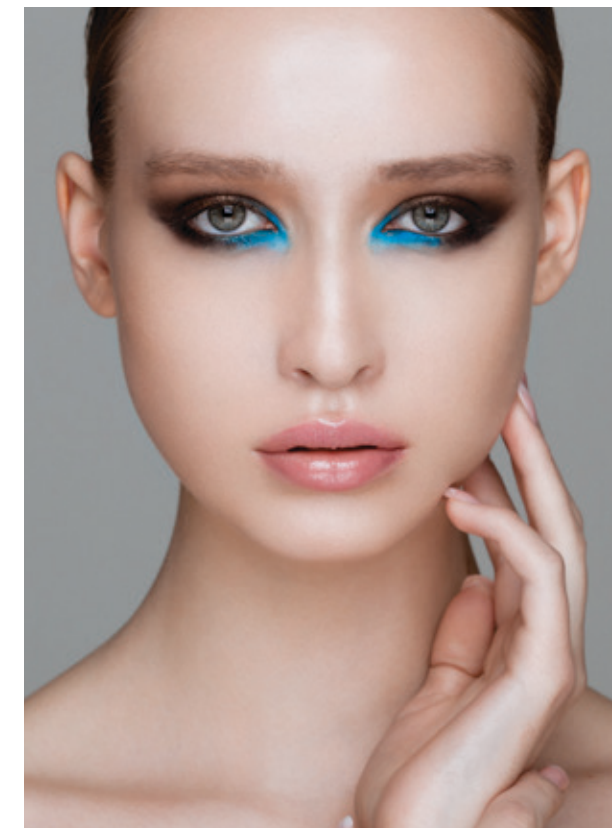
### Color Block Eyeshadow

This season spring-summer 2019, eye makeup "color block" is up-to-the-minute: a single color is applied boldly on the upper eyelid and slightly in the corners of the lower. In many cases, it seems that the color has been applied quickly using the fingertips.

In addition, if in previous seasons simplicity prevailed, this season the eyes are dressed with vibrant and intense colors, both matte and satin. Bright colors and pastels in pink, blue, green and yellow tones dominate this season's palette, refreshing the look and giving it a touch of romance, innocence, sweetness and expressiveness.

Following this trend, KEENWELL proposes for this season a new 4 EYESHADOW PALLETTE with a fresh and modern range of 4 intense colors, very bright, positioned between pastel and neon: pink cotton candy, mint green, yellow sorbet and sky blue.

### COLOR BLOCK



### In The Corner of the Eyes

This season there is a new way to shine! Give out the highlighter and apply eye shadow in a vibrant hues, preferably with a shimmery or iridescent finish, in the inner corner of the eyes, near the tear ducts' area.

This "eye strobing" technique was already trendy since previous seasons, but this season is given a new life by changing metalized eyeshadow for a pop of intense color.

This makeup proposal, which refreshes the look and brings light, combines perfectly with a face with cheeks sculpted by the sun and lips in bright nude tones. Satin tones of the 4 EYESHADOW PALLETTE are ideal to create this look.



# EYES TRENDS

## NO-Black Smokey

"Smokey eyes" are reinterpreted in a romantic and chic style with new tones, abandoning the classic black. The favorite tone is brown, elegant and sober, perfectly combines with all skin tones, and is drawn on the eyelid by subtle gradual nuances, which give the look a special intensity.

It opts also for more spring gradations, in sophisticated and feminine shades of orange or pastel pink, coloring the eyelid up to touch the eyebrows.

## Cat-Eye

Iconic cat-eye liner is back at the beauty forefront this season, though taking on a number of new guises.



## Glitter Sparkling Cat Eye

Sparkling hand-applied Swarovski crystals in sharp shapes and eyelids with layers of glitter, framed with semi-circles of black liner were shown on the catwalks.

For a less extravagant and more wearable take on the trend look, try drawing exaggerated flick wings with metallic colored liners and outlining them with a black eyeliner to finish this feline and sexy look.

## NO-Black Cat-Eye

This season, the classic cat-eye reinvents in a neutral key, in nude and taupe hues, and extends and tapers at the outer corners to go almost unnoticed.

## Double Cat-Eye

A modern take on the classic look is to extend the eyeliner into double ticks. Why have just one cat-eye flick when you could have two?

## CAT EYE



## Negative-Space Cat-Eye

To give the cat-eye a more sophisticated take, another of the proposals of this season is to draw out thin flicks without filling them in.



## The Colourful Cat-Eye

Last take on cat-eye proposes to use an inky hue along the lash line before adding a flash of blue, turquoise, lilac or pink through the flick itself.



## Romantic Cat-Eye

One of the most romantic proposals for this spring-summer is to refine the thickness of the outline, drawing it up and lengthen the length of the "flick".



# BROWS LASHES



## Bushy Brows

No contours or clear lines - natural eyebrows are the trend; big, bushy, raw, in some places deliberately unkempt. Put tweezers, wax strips and all hair removal devices into the chest! Simple gel fixer, eyebrow pencil and brush - all you need to stay in trend.

To define, fill, color, add intensity and create a natural brow look KEENWELL proposes **EYEBROW PENCIL N°2**.

## More Natural Lashes

This season lashes look more natural than in previous seasons. However, that does not mean dispensing with mascara: in the proposals, where the look is the focal point, lashes appear curly, well defined, with volume and length. This spring the main color is black, although colored mascara isn't going anywhere. Following this trend, KEENWELL presents the new mask **BOLD PERFORMANCE CURL VOLUMIZING MASK** in black color.



# NAILS TRENDS



Catwalks showed a wide variety of nail trends, from simple nails in nude tones to colorful and elegant metallic designs or with extravagant gems.

As for colors, it seems that spring / summer season 2019 have done a flip-flop with neon colors, so cool last season, and gives way to less traditional colors for this time of year, as the elegant black. Nevertheless, the elegant natural tones (sand, beige), the cheerful and energetic yellows and the vibrant magentas remain trendy.



## Nail-art Designs

The proposed nail-art designs for this season are simple and minimalist (a single line, a dot drawn at the center, a darker color applied to the tips of nails, or a stripe traced around the cuticle), and the nails, unlike previous seasons, will be again short.



## EXQUISITE

Lips Kit



## SOPHISTICATED

Lips Kit

LIPGLOSS + Invisible Barrier  
ANTI-FEATHERING LIP LINER

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.

**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.

PACK S3	
Ref. Pack S3	Ref. K5750076
Capacity	4 ml. e 0.14 fl.oz.   1,5 gr. e 0.04 oz.
EAN Code	8 435002 125451

PACK S4	
Ref. Pack S4	Ref. K5750077
Capacity	4 ml. e 0.14 fl.oz.   1,5 gr. e 0.04 oz.
EAN Code	8 435002 125468

## LIPSTICK + EYE LINER Waterproof

**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.

**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.

PACK S1	
Ref. Pack S1	Ref. K5750074
Capacity	4 gr. e 0.14 oz.   1,5 gr. e 0.04 oz.
EAN Code	8 435002 125437

PACK S2	
Ref. Pack S2	Ref. K5750075
Capacity	4 gr. e 0.14 oz.   1,5 gr. e 0.04 oz.
EAN Code	8 435002 125444





## MAXIMALIST Eyes Kit

### Bold Performance Curl Volumizing MASCARA + EYEBROW PENCIL

**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.

**Eyebrow Pencil.** Soft pencil that enhances, defines, fills and gives color to the eyebrows, and adds intensity to the look.



PACK  
S5

N°01

Ref. Pack S5	Ref. K5750078
Capacity	10 ml. e 0.33 fl.oz.   1,5 gr. e 0.04 oz.
EAN Code	8 435002 125475

### 4 EYESHADOW + EYESHADOW Primer Base



**4 Colour Eyeshadow** has a delicate formula. It applies evenly and remains resistant throughout the day and does not migrate into the eyelid folds. A high concentration of tiny dye particles makes the shades intense but delicate. The opaque and pearlescent shades allow contouring, defining, enlarging and enhancing eyes. Combinations perfectly match and combine harmoniously to create the most attractive looks.

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

PACK  
S6

Ref. Pack S6	Ref. K5750079
Capacity	4 x 1,5 gr. e 4 x 0.04 oz. 7 ml. e 0.24 fl.oz.
EAN Code	8 435002 125482

## GLOWING Skin Kit



Pack: S7

N°02

PACK  
S7

Ref. Pack S5	Ref. K5750080
Capacity	40 ml. e 1.35 fl.oz.   4 gr. e 0.14 oz.
EAN Code	8 435002 125499

## EXTRAORDINARY ECLAT SPF 20 + Dual Coverage Concealer Stick

**Extraordinary Eclat Cream.** Extremely velvety, lightweight, oil-free texture color cream that features SPF20 protection and delivers powerful anti-oxidant, hydrating and firming actives, with a new generation correcting and brightening pigments to create an ultra-natural radiance for a flawless, perfect skin. It primes, conceals and reduces the appearance of skin's imperfections as fine lines, wrinkles, dark spots, post-acne marks, redness and pores.

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

## SUN - KISSED Skin Kit



N°104

Pack: S8

## TERRANOVA

PACK  
S8

Ref. Pack S5	Ref. K5750081
Capacity	25 gr. e 0.88 oz.
EAN Code	8 435002 125505

**Terranova.** Sophisticated and innovative compact powder with non-occlusive long lasting formula, newest diffractive pigments, micronized powder and SPF20 that softens and protects skin against pollution and solar radiation. It adapts perfectly to different skin tones. Its modular coverage 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.



## MULTIFUNCTIONAL 4 IN 1

### Primer & Makeup Setting Facial Mist Anti-pollution Formula

Innovative and versatile 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 water based formula. For all skin types. With matte finish and a delicate green tea 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, cucumber extract and vitamins B & E 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.



PACK  
S9

Ref. Pack S9 Ref. K5750082

Capacity 100 ml. e 3.38 fl.oz.

EAN Code



TIARE TAHITI - SS/19

## SERUM MICELLAR 3 IN 1

### Micellar 3 in 1 Make-Up Remover Serum

Its technology in 3 phases perfectly combines facial treatment serum's cosmetic benefits, with micellar water's excellent tolerance and high cleansing action and softness of oil. Instantly, a perfectly comforted, cared and free of impurities and makeup skin. For all skin types including sensitive skin. The oil phase (upper layer), with antioxidants actives and vitamin E, combats aging, while delicately and effectively eliminates impurities and makeup traces, including long-wearing and waterproof formulas; it doesn't leave behind an oily residue. The serum phase (intermediate layer), with restorative and revitalizing plant extracts, soothes, nourishes and stimulates skin regeneration. The water phase (lower layer), thanks to its micellar-biomimetic composition, captures impurities and perfectly removes make-up, respecting and reinforcing the skin barrier function, performing a double cleansing action, both on the surface and in depth, without irritating or drying, creating a sense of immediate well-being.



PACK  
S10

Ref. Pack S10 Ref. K5750083

Capacity 100 ml. e 3.38 fl.oz.

EAN Code



## NAIL POLISH

Nail Lacquer; long-lasting,  
quick-drying nail polish.

Ref. N°44 Ref. K1001044

Ref. N°45 Ref. K1001045

Capacity 12 ml. e 0.40 fl.oz.

N°44  
Sorbet Yellow



N°45  
Gerbera





# DISPLAY



Display  
Ref. K8120134

## Model wearing:

- Extraordinary Eclat Anti-Aging & Ultra-Radiance Color Cream SPF 20 N°02
- Dual Coverage Concealer Stick N°02
- Terranova N°104
- Lipgloss N°54
- Invisible Barrier - Anti-feathering Lipliner
- Eyebrow pencil N°2
- Eyeshadow Primer Base
- 4 Eyeshadow N°01 (Color: Yellow Sorbet)
- Bold Performance Curl Volumizing Mascara. Color: Black

# BODY CARE

## Modeling Body System

The essence of a perfect silhouette

Rediscover the essence of a perfect silhouette and reconquer your shape



# DISPLAY

Modeling Body System Display Ref. K2043063

Modeling Body System is an exceptional collection of effective specially developed body treatments to rediscover the essence of a perfect silhouette.

Modeling Body System is a high performance professional system, which works, at the same time, on adiposity, cellulite and muscle-cutaneous relaxation.

Modeling Body System treats the body as a whole, and, thanks to its innovative actives, result of the leading-edge aesthetic research, offers comprehensive solutions for visible and lasting results, to reconquer the shape and get a perfect body.



1 BODY SCRUB GEL

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

Capacity: 200 ml. Ref. K6501107

2 ANTI-CELLULITE TREATMENT INTEGRAL ACTION

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

Capacity: 200 ml. Ref. K6501101

3 LIPO-SLIMMING TREATMENT INTEGRAL ACTION

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

Capacity: 200 ml. Ref. K6501102

4 FIRMING TREATMENT INTEGRAL ACTION

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

Capacity: 200 ml. Ref. K6501103

5 ANTI-STRETCH TREATMENT INTEGRAL ACTION

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

Capacity: 200 ml. Ref. K6501104

6 LIPO-SLIMING TREATMENT ACTIVE DRENO MASSAGE

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

Capacity: 150 ml. Ref. K6501106

7 LIPO-SLIMMING NIGHT TREATMENT INTEGRAL ACTION

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

Capacity: 200 ml. Ref. K6501105

8 INTENSIVE TREATMENT REAFFIRMING - VOLUMIZING - REMODELING BUST & DÉCOLLETÉ

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

Capacity: 200 ml. Ref. K6501108

9 INTENSIVE TREATMENT ABDOMEN TONING & DEFINITION COOL EFFECT

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

Capacity: 200 ml. Ref. K6501109



INTENSIVE TREATMENT

BIPHASIC DRY OIL  
REDUCING + REMODELING + ANTI-CELLULITE

Convenient, exquisitely scented, dry oil with triple reducing, remodeling and anti-cellulite action with smoothing effect.

For all skin types, even the most sensitive.

Its silky biphasic texture, quickly absorbs, fuses with skin, providing supreme comfort and smoothness, leaving no oily residue.

Its delicate fragrance creates a unique sensory experience.

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

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

improves skin texture, reduces cellulite and the "padded" look of "orange peel"

Water Phase



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



**Herbasol® Extract (Centella Asiatica Extract):** stimulates collagen synthesis and facilitates the synthesis of new connective tissue (collagen / elastin), promoting tissue regeneration and healing. It improves skin elasticity and firmness.



**Ruscus Extract:** decreases capillary permeability and activates blood microcirculation.



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



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



**Tego® Xymenynic:** Phytochemical compound extracted from Sandalwood seeds. Increases cellular detoxification and anti-oxidation capacity. It leads to a strengthening of the extracellular matrix (ECM) and increases dermal strength.

Oil Phase

EFFECTO ALISADO  
SMOOTHING EFFECT



Capacity: 250 ml. Ref. K6501110



## TEXTURA

Scented Sublimating Dry Oil & Tonic  
**TRIPLE ACTION**



Scented sublimating body dry oils & tonics – multifunctional treatment.

Delicately perfumed with triple action.

Their biphasic dry oil + tonic velvety to the touch textures quickly absorb and melt in skin, leaving behind no greasy residue.

For all skin types, even the most sensitive.

Their captivating fragrances provide a unique sensory experience.



## SUN CARE

Sun Attitude  
Safe tan is an  
ATTITUDE.





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

Thanks to a perfect combination of physical, chemical and biological filters, Sun Attitude provides a Broad Spectrum protection against ultraviolet radiation A (UVA), ultraviolet B (UVB), visible radiation (VIS) and infrared (IR).

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

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

Floor Display  
Sun Attitude Ref. K2043064

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

FREE GIFT\*



\*Check out the conditions with your manager.

# Facial Protection

## SPF 50 & SPF 30

### MULTI-PROTECTIVE FACIAL CREAM

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

Capacity: 60 ml.

Ref. K4043002 (SPF50)  
Ref. K4043001 (SPF30)

Daily use  
all year round



## Multi-Protective Color Correcting SPF 50

### CC MULTI-PROTECTIVE COLOR CORRECTING FACIAL CREAM

Perfectly combines all the benefits of a color-correcting CC Cream with the sunscreen SPF50 advantages. effectively protects against UVA and UVB radiations, provides "long lasting" moisture, cares and protects skin against environmental aggressions. Instantly diffuses and corrects imperfections, enhances skin tone for a velvety smooth and radiant finish.

Capacity: 60 ml.

Ref. K4044001



Sun Attitude

## Sport SPF 50+

### MULTI-PROTECTIVE SPORT FACIAL CREAM

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

Capacity: 60 ml.

Ref. K4043005

## Depigmenting and Antiaging Action SPF50+

### MULTI-PROTECTIVE FACIAL CREAM

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

Capacity: 50 ml.

Ref. K4043007





# Body Protection

## SPF 50 & SPF 30

### MULTI-PROTECTIVE FLUID EMULSION SPRAY

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

Capacity: 150 ml.

Ref. K4049001(SFP50)  
Ref. K4048001(SFP30)



## Multi-Protective Sun Water SPF 15

### SPRAY MULTI-PROTECTIVE & TAN BOOSTER SUN WATER

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

Capacity: 150 ml.

Ref. K4047001



NEW!

## Anti-Sand SPF 30

### MULTI-PROTECTIVE & TAN BOOSTER FLUID-EMULSION

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

Capacity: 150 ml.

Ref. K4043008



NEW!

## Dry Touch SPF 30

### MOISTURIZING - ANTIOXIDANT - ENERGIZING

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

Capacity: 150 ml.

Ref. K4043010



NEW!

## Pediatric SPF 50+

### MULTI-PROTECTIVE FLUID EMULSION

Easy to apply, specially formulated for children's delicate skin and pediatric tested. Suitable for all skin types, even the most sensitive. Its innovative light and ultra-moisturizing formula, immediate absorbs with an invisible and silky finish, protects and strengthens hydrolipidic layer, providing intense hydration. With antioxidant, soothing and regenerating features, it can be applied to wet skin, it is water and sweat resistant. In addition, thanks to its "anti-sand" actives, it prevents sand sticking and causing irritation. With active

ingredients that control temperature, biological filters (vitamin E and D-Panthenol) and state-of-the-art encapsulated sunscreens it offers immediate and long-lasting, very high-spectrum protection against solar radiation: UVB, UVA, visible and infrared light, and extra cellular protection, by stimulating children's delicate skin self-defense systems during sun exposure.

Capacity: 150 ml.

Ref. K4043009





# After Sun Care



## After Sun Instant Cool

**INSTANT COOL RESTORING & TAN PROLONGER FACIAL BALM**

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

Capacity: 60 ml.

Ref. K4043006

NEW



## After Sun Instant Cool Tan Maximizer

**INSTANT COOL ULTRA REPAIRING & TAN MAXIMIZER FLUID EMULSION**

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

Capacity: 150 ml.

Ref. K4043011

# Self-tanning Face & Body



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

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

Capacity: 60 ml.

Ref. K4043003

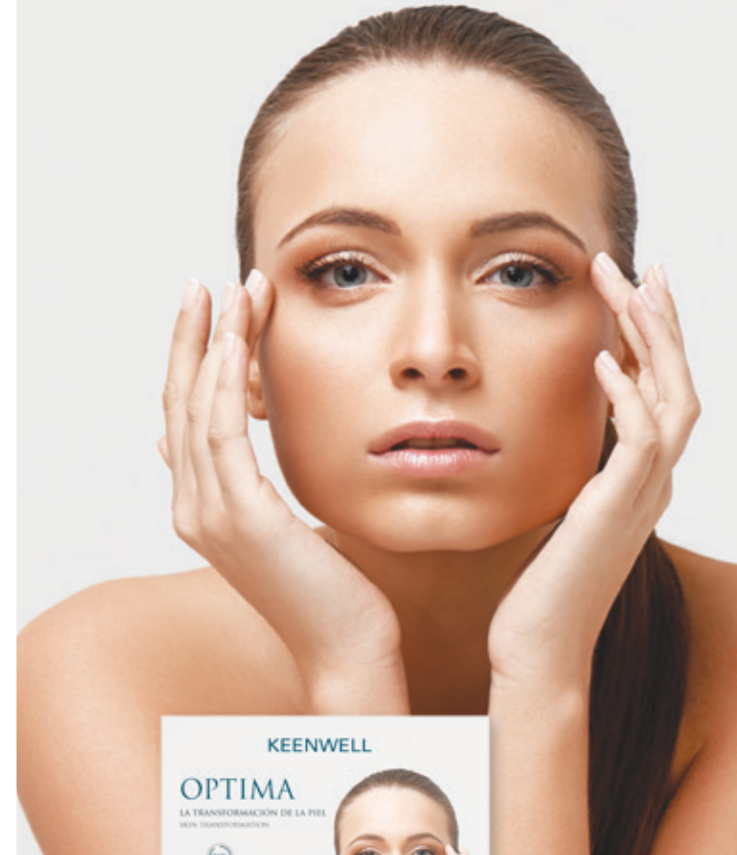
Capacity: 120 ml.

Ref. K4043004



# OPTIMA

## SKIN TRANSFORMATION



1 Anti-wrinkle Triple Action Day Cream



2 Facial Wrinkle Reverter Concentrate Elixir



3 Eye Wrinkle Reverter Concentrate Elixir



4 Expression Wrinkle Inhibiting Serum



5 Global Anti-wrinkle Face Mask



Display Optima Ref. K3450010

Optima Q10 is a collection of highly effective cosmetic products that increases the synthesis of collagen, elastin and hyaluronic acid, supplies skin with extra energy, stimulates metabolism and activates cell renewal. It protects cells from the action of free radicals and reduces the three types of facial wrinkles: superficial or fine wrinkles, dynamic or expression wrinkles and gravitational or deep wrinkles.



Floor Stand Display Optima Ref. K2043053



# KEENWELL



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

KEENWELL PRODUCTOS  
available in specialized beauty salons.