

# Intuition

www.keenwell.com

FALL / WINTER  
Make up Collection by  
**KEENWELL**

18-19

# FACE

**FACE** is wintry fresh skin (CLONATURE Invisible Anti-aging Foundation SPF 20 N°5) with a natural flushed cheeks (Multitasking COMPACT SPHERES BLUSH N°A01).



**INTUITION** refers to feminine subconscious and mystic, to the inner voice and emotional elements that guide and push each woman forward in her life.

**INTUITION** evokes feminine creative spirit and imaginative thinking.

**INTUITION** is optimistic and empowering and celebrates woman’s instinct, accentuating her individuality and spirituality with classic products updated with a new-chic twist.

Inspired by exciting collections of the latest fashion shows, **INTUITION** combines surprising modernity and elegance, through the subtle contrasts of color and light.

Collection encompasses two different elements - MATTE and SHINY - to express ourselves depending on the mood we are going for.

Collection dare you to play in a world of bold, luminous and impactful color with the latest wave of shades that dazzle eyes, lips and nails with chromatic color and sparkling shine.

This modern gorgeously feminine and sensual spectrum of color features new finishes and textures to allow each woman to express herself in all her versatility of mood and create her most alluring look.

## CLONATURE Invisible Anti-aging Foundation SPF20

Multifunctional foundation that combines a powerful anti-aging action with perfecting features. With SPF20 protection factor and anti-aging actives - hyaluronic and ferulic acids, Aloe Vera and soy proteins - that prevent and combat signs of age and, providing extra elasticity, comfort and hydration to skin; with perfecting and illuminating pigments a for perfect coverage, without settling into wrinkles. Its ultra-comfortable texture, with a “second skin” effect, clones skin natural color for a luminous, radiant and natural finish, imperceptible and unalterable for 24 hours.

**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. Especially recommended for mature skin.

Product - Clonature: Pack F07. N°5



Product - Multitasking Compact Spheres blush: Pack F08.



N°A01

## Multitasking COMPACT SPHERES BLUSH

Multitasking COMPACT SPHERES BLUSH - Sophisticated harmony of compact spheres blush designed to give your cheeks a touch of color. The combination of different shades fuses perfectly to suit all skin tones and seasons. Its texture, in several finishes, is ideal to instantly modulate and perfect the tone and delicately enhance the complexion. Its ultra-light formula melts into the skin and is subtly fixed for a velvety finish.

**How to use:** apply with a brush, by light touches, in the center of the cheeks, gently diffusing it towards the nose and the hair growth line. For a “sun kissed skin” effect, apply on the bridge of the nose, temples and upper part of the forehead



# EYES

EYES are heightened with a deep plum purple with sparkles that accentuate and entice Mono EYESHADOW (N°54) & a warm plum with a frost finish High PERFORMANCE LONG WEAR Eyeliner (N°5) and become the focal point of the makeup with new mascaras ULTIMATE PERFORMANCE LENGTH EXTENSION MASCARA (N°01) & warm plump EXTREME PERFORMANCE COLORED MASCARA (N°05).



Product - Eyeshadow: Pack F10.

## MONO EYESHADOW

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

N°54: a deep plum purple with sparkles.

## ULTIMATE PERFORMANCE LENGTH EXTENSION MASCARA

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

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

NEW  
FORMULA  
& BRUSH



Product - Mascara - Ultimate Performance Length Extension: Pack F05.

## EXTREME PERFORMANCE COLORED MASCARA



Product - Mascara - Extreme Performance Colored: Pack F06.

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

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

N°05 a warm plum.

High-performance, waterproof, long-lasting eyeliner. In 1 soft glide, the look is accentuated and sublimated with a perfect and intense layout, an ultra-pigmented color and an exceptional no-transfer fixation.

**How to use:** Apply as close to the lash line as possible to accentuate the shape of the eye or intensify the look.

N°05: a warm plum with a frost finish that is permanent.

Product - High Performance Long Wear Eyeliner: Pack F06.

## EYELINER HIGH PERFORMANCE LONG WEAR





# LIPS

**LIPS** come alive with an exuberant purple sheer color packed with tiny glitters (LIPSTICK N°32), a stunning brownish burgundy red with a matte finish (LIPSTICK N°33), a mauve pink shimmer (TATTOO N°32) and a warmer coral red (TATTOO N°33) that offer unprecedented beauty to define a woman's whole look. To perfectly define lip contour – new long duration High PERFORMANCE LONG WEAR Lipliner N°01 – a neutral mauve with a satin finish and N°02 – a dark red cherry with a matte finish.

Product - Lipstick n°33: Pack F02.



Product - Lipstick n°32: Pack F01.

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.

N°32: an exuberant purple sheer color packed with tiny glitters

N°33: a stunning brownish burgundy red with a matte finish.

## LIPLINER High PERFORMANCE LONG WEAR

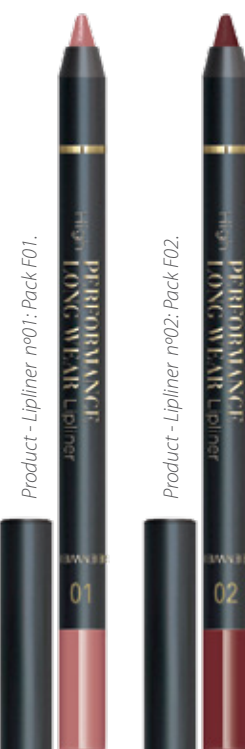
### NEW FORMULATION & COLORS

High PERFORMANCE LONG WEAR Lipliner. In 1 soft pass, it accentuates and sublimates lips contour with a perfect and intense trace, an ultra pigmented color and an exceptional fixation, without transfer.

**How to use:** trace along the natural lip line.

N°01: neutral mauve with a satin finish.

N°02: a stunning brownish burgundy red.



Product - Lipliner n°01: Pack F01.

Product - Lipliner n°02: Pack F02.

## LIPGLOSS TATTOO



Product - Gloss Tattoo n°32: Pack F03.

Product - Gloss Tattoo n°33: Pack F04.

N°32: a mauve pink shimmer.

N°33: a warmer coral red.

High impact liquefied pigment long lasting lipgloss, with multiple effects and finishes: matte, satin, metallic ... Its extremely creamy flexible and light moisturizing texture provides a spectacular color, beautiful glide, single stroke coverage and a pleasant feeling of comfort on the lips. Its convenient applicator enables a perfect application.

**How to use:** Apply the color starting at the center, moving outward toward the corners. Let dry down for a few seconds for an impeccable fixation.



# CLEANSING URBAN PROTECT Oil-infused Micellar Water

Oil-infused micellar water combines the freshness of water with the functionality of oil. Its biomimetic formula, that respects skin, with nanoparticles containing grape polyphenols and tocopherol, Osmocity®, green tea extract and sesame oil exerts a potent protective action against anti-pollution and anti-radicals, while removes efficiently and with

unique smoothness all makeup, even long-lasting one, without leaving oily residues.

**How to use:** shake well before use. Apply the product to a cotton pad and wipe the face, eyes and lips. Do not rinse. For all skin types.

**NEW PRODUCT**  
ANTI-POLLUTION  
FORMULA!



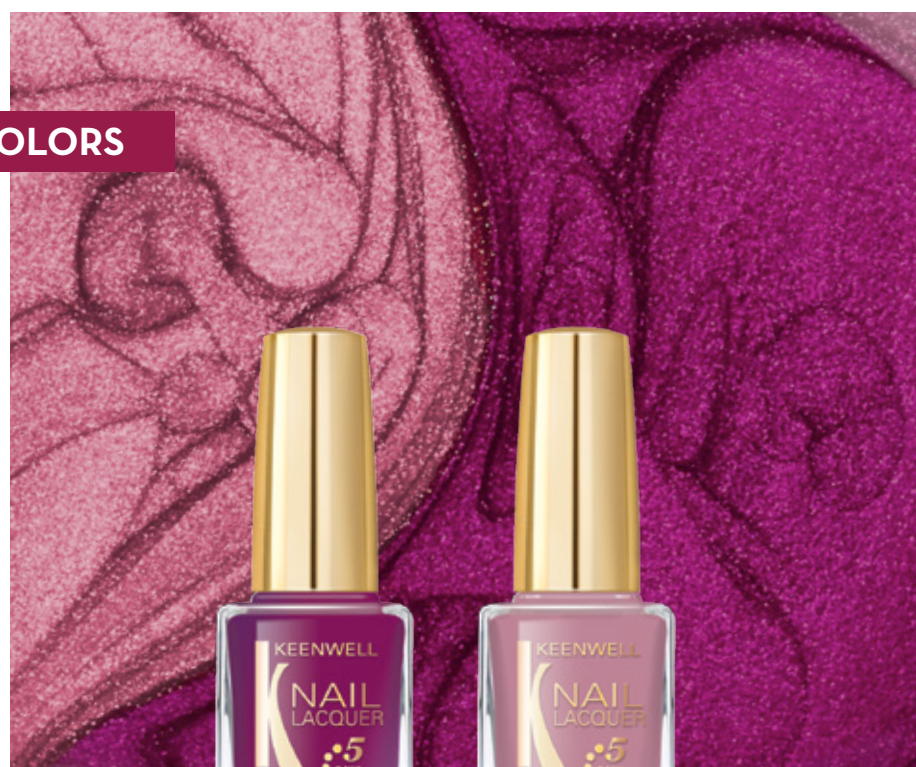
Product - Oil-infused Micellar Water-Pack F09.

## NAILS

**NAILS** sparkle with an alluring bright warm AURORA CRIMSON N°42 and a chic neutral ROSE TEA N°43 that deliver high coverage and shine to complete the look.

## NAIL LACQUER

### NEW COLORS



N°42 an alluring bright warm AURORA CRIMSON.

N° 43 a chic neutral ROSE TEA.

# MAKEUP TRENDS & TECHNIQUES

FALL - WINTER / 2018-2019



### NUDE LIPS

Fashion shows offer several options: either you get a nude lipstick, slightly darker than its naturally pinkish skin tone, as our KEENWELL TATTOO N°32, or we just create an effect gloss with a transparent gloss, just to sublimate natural lips color. Anyway, this year, less is more.

### “PARIS GIRL” RED LIPS

On the catwalks, classic powerful red lip always triumphs. Signature beauty of the Parisian, crimson carmine red with a matt finish is the color to adopt. This punchy color is teamed with minimal, barely-there eyes which gave it the look an effortless edge.

### SUPER-DARK LIPS

This year, the make-up artists of the prêt-à-porter maisons set the style: super-dark lips. Dark shades: wine-red, burgundy, cherry or black vinyl are back in trend. (Lipstick N°32 and N°33).

### IRIDESCENT , HOLOGRAPHIC & METALLIC LIPS

One of the biggest beauty trends of the moment are holographic , iridescent and metallic makeup. They are the perfect addition to any beauty routine to take an everyday makeup look from drab to fab.



# LIPS



LIP STROBING

The lip strobing trend is a look that fits any season, especially the upcoming AW18-19 makeup collections. In-keeping with the metallic makeup trend, and the bonus of the appearance of a fuller, more plumped pout, all you need is KEENWELL RADIANT TOUCH to transform the way that your lips look. The iridescent pigments focused in the middle of the mouth reflect light to give a plumping effect to lips. What's great about this look is that it's completely subjective. If shimmer isn't you, you could use the below technique with a matte nude shadow, or, you could replace SHIMMERING KEENWELL RADIANT TOUCH N°101 with the matte one N°2, get creative with it!

How to:

- 1 **Define:**  
It's true what they say: lip liners are a crucial step to creating the perfect lip look.
- 2 **Colour:**  
Firstly, you can use any colour that you like, but make sure it is in contrast with the lip liner; the lip strobing trend will work with any shade, light or dark.
- 3 **Highlight:**  
Now for the finishing touch! To add depth and dimension to your lips, all you need is a dab of KEENWELL RADIANT TOUCH onto the middle of your lips to highlight; then, blend outwards toward the edges to create the illusion of a three-dimensional finish.
- 4 **Finish:**  
Apply some nice gloss on your lips. This will give a nice shimmer and fresh look to the overall makeup of your face. Voilà! your lip strobing look is complete – it's honestly that simple.



FLUSHED CHEEKS NEW TAKE ON DRAPING

Beauty is on a break from contouring and rediscovering the joys of blush. 'Run for the bus' blush is the catwalk's latest trend.

How to:

This season blush is applied onto the tippy tops of the cheekbones and around the temples and brow bones, creating a new take on draping.



EYES No Makeup

makeup

This year again, eyeliner sublimates the eyes. It is adopted from every angle and is dumped according to every personality. In graphic mode for a rock look, colorful strasses for a totally extravagant look or more classic demi-liner.

Silver Or Iridiscent Inner Eye Corner HIGHLIGHT "STROBING"

This year the eyes remain bright thanks to subtle silver or iridescent touches in the inner corner. A beautiful blending and application technique- a universal solution to tired eyes that will illuminate your eyes with one easy step. It highlights your entire eye area with a light, glowing tone and makes the eyes look brighter, fresh and especially awake against bare skin.



GOLD GLITTER

Golden powder effect by applying "gold leaf" loose glitters on the entire eyelid mobile to give our look "bling bling" to sublimite it and illuminate with thousand lights our beauty! To create this look, you can use an eye primer under your eye and using a brush you can dab on some loose glitter or alternatively you can use glitter eyeliner.

MONOCHROME EYES

From lashes to lids, vibrant, dynamic colors dominated eye trends.

PASTEL EYESHADOW

From sky blue to pink and mauve, pastel tones made for a childlike look to brighten up the winter weather.





# EYES

## Cat-eyes



### EYELINER

This year again, eyeliner sublimates the eyes. It is adapted from every angle and is dumped according to every personality. In graphic mode for a rock look, colorful rhinestones for a totally extravagant look or more classic.



### PUNK-INSPIRED EYES

Cat-eyes were pushed to extremes, with thick black liner that produced a grungy rock look.

### UNFINISHED BLACK EYELINER

For a striking, arty look, black liner was broken up with blank spaces on the lower lashline.

### EDGY “THUMBPRINT” EYELINER

As the name suggests thumbprint eyeliner looks like the thumbprint of your thumb dipped in black pigment and pressed on the corner of your eye. It doesn't have a sharp, conical edge or doesn't even look that elaborate and overdone. There is no need to perfect it like the wing eyeliner, it is fresh, innovative and effortless and looks pretty cool, casual and playful. It is all over the social media and beauty gurus are loving it. Take a look at how it looks.

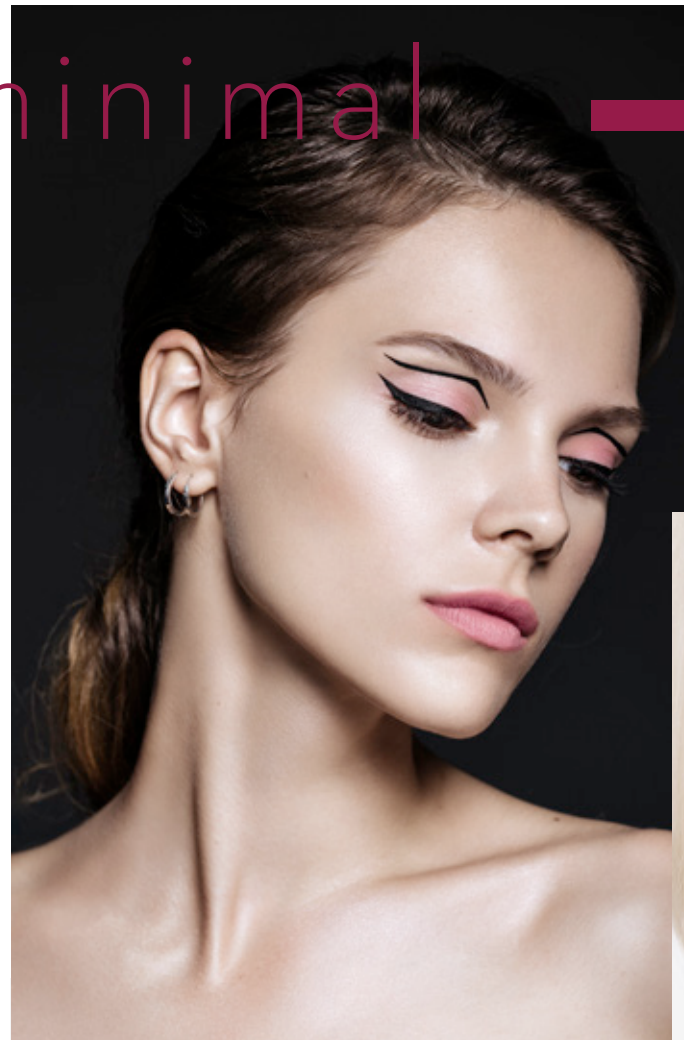
#### How to:

To get the look, simply grab a dense, rounded eye brush and pick up a deep pigment (you can use any smoky color). Wet your brush for precision, then start slow, adding pigmented eye shadow, until you have a dead ringer for this look — or create your own take. Using your finger or a brush, drag the color up and outward past the corner of your eye, smudge it until it's imperfectly gorgeous, and don't be afraid to flatten it slightly with your pinky to create an enviable thumbprint.



Thumbprint

## minimal



### FLOATING EYELINER

The floating eyeliner trend is all negative-space and color.

#### How to:

Simply draw on a floating liner just above the crease. You can do it simple or double – once in black, and then accentuated over the top with a color of your choice-. Ensure your brows are brushed up to the heavens to frame your handiwork, and keep the rest of your makeup fresh and minimal.

## style



### UNDERLINER TREND

The trend of the moment - which we also see among the celebrities - is to reverse the line of liner and place it right at the lower lashes. Designed to bring attention to your lower lids while keeping your upper lids neutral.

#### How to:

So, skip the ultra-dark upper eye makeup and refocus your energies on bold pops of color and more neutral smokes for a one-of-a-kind lid look that's sure to make you stand out in all the best ways. You can underline with GLITTER, go SMOKY or DEGRADE or be more creative with GRAPHIC IDEAS and bold colors.



### “OMBRE LASH”

The new ombre lash trend has just made the colored mascara look a little easier to play with, giving your eyelashes a splash of color.

This dark-to-light technique magnifies the eyes and intensifies the look. It's a simple way to incorporate interest and color to highlight the eyes.

#### How to:

To get the look, you need two mascaras — one black and one that's a colored shade, like purple. Begin by applying a deep-black voluminous mascara, such as NEW KEENWELL ULTIMATE PERFORMANCE LENGTH EXTENSION MASCARA №01, just at the root of the lashes, sliding the wand back and forth to create dimension. Then, apply a lighter-colored mascara, such as warm plum NEW KEENWELL EXTREME PERFORMANCE COLORED MASCARA №05 from the middle to the tips.

EVERLASTING  
COLOR KIT



EVERLASTING  
COLOR KIT



LIPSTICK + High PERFORMANCE LONG WEAR Lipliner

**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.

**HIGH PERFORMANCE LONG WEAR LIPLINER.** In 1 soft pass, it accentuates and sublimates lips contour with a perfect and intense trace, an ultra pigmented color and an exceptional fixation, without transfer. **How to use:** trace along the natural lip line.

Ref. Pack Fo1

Ref. K5750064

Capacity

4 GR. e 0.14 OZ. | 1,5 GR. e 0.04 OZ.

EAN Code

8 435002 125079

Ref. Pack Fo2

Ref. K5750065

Capacity

4 GR. e 0.14 OZ. | 1,5 GR. e 0.04 OZ.

EAN Code

8 435002 125086

CAPTIVATING  
COLOR KIT

Lipgloss TATTOO + INVISIBLE BARRIER  
ANTI-FEATHERING WEAR 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. **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.

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

Ref. Pack Fo3

Ref. K5750066

Capacity

4 ML. e 0.14 FL.OZ. | 1,5 GR. e 0.04 OZ.

EAN Code

8 435002 125093

Ref. Pack Fo4

Ref. K5750067

Capacity

4 ML. e 0.14 FL.OZ. | 1,5 GR. e 0.04 OZ.

EAN Code

8 435002 125109



# Intuition

## ULTIMATE BEAUTY KIT



### ULTIMATE PERFORMANCE LENGHT EXTENSION Mascara + LIPGLOSS

**ULTIMATE PERFORMANCE LENGTH EXTENSION Mascara.** Its long-lasting ultra-strong formula, enriched with jojoba, argan and castor oil, ginkgo biloba extract and sodium hyaluronate, nourishes, revitalizes, fortifies and protects the eyelashes. The technological pigments ensure a vibrant color, and the polyamide fibers, enormously flexible, adhere perfectly from the root to the tip for a more seductive and intense look. The design of the brush allows a precise application, capturing, separating and defining perfectly each lash, both upper and

lower ones. Instantly, intense care, immediate definition, maximum thickness and extreme length. **How to use:** apply in zig-zag, sliding from the lash line towards the outer end, reapply until desired length and volume is obtained.

**GLOSS** Extra comfortable gloss with high concentration of pigments for a unique lacquered coverage and long-lasting hydration on lips.

Ref. Pack 5	Ref. K5750068
Capacity	10 ML. € 0.34 Oz.   4 ML. € 0.13 Oz.
EAN Code	8 435002 125116

### CLONATURE Invisible Anti-aging Foundation SPF 20 + WRINKLE ERASER

Ref. Pack F07	Ref. K5750070
Capacity	30 ML. € 1.01 Oz.   5,5 ML. € 0.18 Oz.
EAN Code	8 435002 125130



## EYEXPRESSON EXTREME KIT

### EXTREME PERFORMANCE COLORED Mascara + High PERFORMANCE LONG WEAR

**EXTREME PERFORMANCE COLORED Mascara** Extreme performance colored mascara with silk proteins, panthenol (Provitamin B5) and keratin, which care and condition the eyelashes. Its modern formula with technological pigments and polyamide fibers covers each eyelash, from root to tip, with bold long lasting colors. The brush is designed to maximize the volume of the eyelashes, without smudging or clumping. **How to use:** Apply from root to outer end by zigzag movements to distribute the product evenly. Repeat the application for an even more spectacular volume.

**High PERFORMANCE LONG WEAR** In 1 soft glide, the look is accentuated and sublimated with a perfect and intense layout, an ultra-pigmented color and an exceptional no-transfer fixation. How to use: Apply as close to the lash line as possible to accentuate the shape of the eye or intensify the look.



Ref. Pack F06	Ref. K5750069
Capacity	4 ML. € 0.13 Oz.   1,5 GR. € 0.04 Oz.
EAN Code	8 435002 125123

## AGELESS COMPLEXION KIT

**CLONATURE Invisible Anti-aging Foundation SPF** Multifunctional foundation that combines a powerful anti-aging action with perfecting features. With SPF20 protection factor and anti-aging actives - hyaluronic and ferulic acids, Aloe Vera and soy proteins - that prevent and combat signs of age and, providing extra elasticity, comfort and hydration to skin; with perfecting and illuminating pigments for a perfect coverage, without settling into wrinkles. Its ultra-comfortable texture, with a "second skin" effect, clones skin natural color for a luminous, radiant and natural finish, imperceptible and unalterable for 24 hours. **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. Especially recommended for mature skin.

**WRINKLE ERASER** Effective treatment that relax and minimize wrinkles and fine lines.





Intuition

# ARMONIA VISSAGE KIT

## Multitasking COMPACT SPHERES BLUSH + ANTICERNES CORRECTOR MOUSSE



**ANTICERNES MOUSSE CORRECTOR** mousse texture eye concealer with special pigments that corrects eye dark circles. **How to use:** apply on the eye contour and then in the base of the forehead, cheeks, area between the nose and mouth and chin. It can be applied before makeup, for a natural effect, or after makeup, for a luminous effect.

**Multitasking COMPACT SPHERES BLUSH** Sophisticated harmony of compact spheres blush designed to give your cheeks a touch of color. The combination of different shades fuses perfectly to suit all skin tones and seasons. Its texture, in several finishes, is ideal to instantly modulate and perfect the tone and delicately enhance the complexion. Its ultra-light formula melts into the skin and is subtly fixed for a velvety finish. **How to use:** apply with a brush, by light touches, in the center of the cheeks, gently diffusing it towards the nose and the hair growth line. For a “sun kissed skin” effect, apply on the bridge of the nose, temples and upper part of the forehead.

Ref. Pack Fo8	REF. K5750071
Capacity	10 GR. e 0.35 OZ.   6 ML. e 0.20 OZ.
EAN Code	8 435002 125147

# URBAN PROTECT

## Oil - infused Micellar Water FORMULA ANTI-POLLUTION

**Oil - infused Micellar Water FORMULA ANTI-POLLUTION** Combines the freshness of water with the functionality of oil. Its biomimetic formula, that respects skin, with nanoparticles containing grape polyphenols and tocopherol, Osmocity®, green tea extract and sesame oil exerts a potent protective action against anti-pollution and anti-radicals, while removes efficiently and with unique smoothness all makeup, even long-lasting one, without leaving oily residues. **How to use:** shake well before use. Apply the product to a cotton pad and wipe the face, eyes and lips. Do not rinse. For all skin types.

Ref. Pack Fo9	REF. K5750072
Capacity	100 ML. e 3.38 FL.OZ.
EAN Code	8 435002 125154



# NAIL LACQUER



**NAIL LACQUER** A long-lasting, quick-drying nail polish.

Ref. No 42	REF. K1001042
Ref. No 43	REF. K1001043
Capacity	12 ML. e 0.40 FL.OZ.

# GLOSSY EYES KIT



Ref. Pack F10	REF. K5750073
Capacity	4GR. e 0.14 OZ.   7 ML. e 0.24 OZ.
EAN Code	8 435002 125161

## MONO EYESHADOW + EYE GLOSS

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

Stylish transparent **EYE GLOSS** that instantly gives every look a dramatic and glistening “wet glossy eyes” finish. Its long lasting formula does not stick and reflects the light to make your eyes sparkle. **How to use:** Use applicator or fingers to smooth gloss over lids. Dab it over your shadow to enrich payoff, or wear it alone for a “nude glossy eyes”.

# DISPLAY



Ref. Display	REF. K81201231
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