

INNOVATION TREE PRODUCTS

INNOVATION... AT THE HEART OF THE SHOW

The Winning Products are

Accessories

- Lock In Your Look Retractable; ANISA INTERNATIONAL
- Sephora Double Down Brush Set; HCT
- FILL N'GO; LIVCER
- Tip and Blend Brush Collection; PENNELLIFARO
- Flex Appli; TAIKI

Full-Service

- Eyebrow Gel Volume; ABC TEXTURE
- Fusion des Teintes; AIRCOS
- Liquid Like Gel Sensation EL; ALKOS GROUP
- Art of Contouring; FABER CASTELL
- Dewy Light Eye Serum; MASCARA PLUS
- Cushion Liner; PASCUAL COSMETIQUES
- Triangle Shaped Eyebrow Pencil; TAEIK

Packaging

- Attraction; ALBEA
- Blue & Love Story Powders; EFA PACKAGING INDUSTRIAL
- Curved Tip & Single Rollerball Airless Directs Applicators; FUSION PACKAGING
- Special acid etching for glass; JIH HSIN GLASS
- APP GREEN PE; LUMSON
- The Powder Lifter and Eye Lifter; ROBERTS COSMETICS

Formulation

- Gilded Forest Green Watercolor Eyeshadow; BASF CORPORATION
- Aqua Power Foundation; PASCUAL COSMETIQUES
- Wax'up; STRAND COSMETICS
- Liquid Metal Coloured; ICC
- Luminous Eye Shadow; CSR COSMETIC SOLUTIONS
- BB Cream for Man; ICC
- Cream To Powder Blush; PASCUAL COSMETIQUES
- Matistick; STRAND COSMETICS



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FORMULATION

Luminous Eye Shadow

CSR COSMETIC SOLUTIONS

A unique silky texture that applies beautifully with a finger or brush. Metallic finish that is available in a variety of shades and pearl levels. Superior water resistant formula that doesn't crease or smudge.



PASCUAL COSMETIQUES

Cream To Powder Blush

Sensoriality, transforming texture powdery finish touch.

This cream blush that changes into powder on the cheeks for a subtle halo of color and a good result guaranteed.



BB Cream for man -ICC

Innovative nail product specifically thought for men. Formulate to reactivate nail barrier and protect nails to the breakage and the flaking due to the dehydration caused by the nail exposition to solvents and surfactant. The special base is lightly coloured but not gloss gives a healthy and natural look to nails.



STRAND COSMETICS

Matistick

Mat and very comfortable lipstick with long lashing properties



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FORMULATION

Gilded Forest Green Watercolor Eyeshadow **BASF CORPORATION**

Waterbased eyeshadow that applies a wash of color and dries to an ultra soft and smooth finish. Can be washed out with water or used as is.



Aqua Power Foundation **Pascual Cosmetiques**

This natural foundation is like a "water foundation". Instantly covers the face with freshness and gives it a powder like comfortable effect.

Compliant with the current regulations in EU and US. It is made of 85% ingredients of natural origin.



Wax'up **STRAND COSMETICS**

New make-up remover gesture. Very efficient to remove long lasting make-up



Liquid Metal Coloured **ICC**

A nail polish with a extreme metallic effect with an Ultra fast drying (less than 60sec).



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PACKAGING

Special acid etching for glass

JIH HSIN GLASS

A newly developed acid etching technique allows glass surface to have unique pattern. The glass shows very distinctive pattern and gives a very luxurious look.

The pattern embedded on the glass will not come off.



APP GREEN PE

LUMSON

Eco-friendly material, deriving from sugar-cane applied to airless system.

Available in 30ml and 50ml capacities, APP in GREEN PE stays true to the innovative performance and characteristics of the Airless system with Pouch: No Air-In-Take protects sensitive ingredients and reduces the use of preservatives.

Very low product residue after total dispensing (>95% restitution rate).



The Powder Lifter and Eye Lifter

ROBERTS COSMETICS

Powder lifter that provides a specially calibrated dose of powder that raises from the jar, and delivers cleanly to the product. The user receives the perfect dose of powder, uses the dose, leaving a clean powder well behind and ready for the next use. To activate the perfect dose of powder, simply turn the jar upside once, return to normal position, and open lid. Your powder is ready.



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PACKAGING

Attraction

ALBEA

Its closure system guarantees the protection of compact form and brings comfort handling. The system's innovation lies in fully plastic, pin-less hinge. No need for neodymium magnets to close the compact. Adaptable to all type of compact, with different types of plastic. The weight of the product is also reduced.



Blue & Love Story Powders

EFA PACKAGING INDUSTRIAL

EFA is an expert in vacuum metallization with UV varnish. His two powder packagings have been selected for the quality of their decoration



Curved Tip & Single Rollerball Airless

Directs Applicators

FUSION PACKAGING

Both direct airless applicators are designed for accurate dosing of eye creams and serums , spot correctors, line fillers, scar treatments , concealers and highlighters ... PP and TPE for a more tactile and easy application , colors and textures are customizable.



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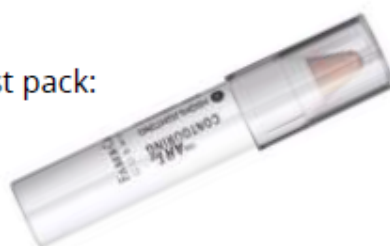
FULL-SERVICE

Art of Contouring

FABER CASTELL

A natural face lift in 3 steps in a moderne twist pack:

- Sculpting reshapes & contours the features
- Highlighting adds radiance to the face
- Blushing lends a youthful flush



Dewy Light Eye Serum

MASCARA PLUS

Dewy Light reduces the appearance of fine lines, wrinkles and other visible signs of aging. Apply on the eye contour before normal make-up or as a cream, Dewy gives an immediate fresh and emolliency sensation, in every moment of the day.



Cushion Liner

PASCUAL COSMETIQUES

Cushion liner - another derivative of the "cushion" trend, a fluid eyeliner captured in a foam and revealing an ultra-sharp and intense stroke.



Triangle Shaped Eyebrow Pencil

TAEIK

A pencil whose beveled mine and adjustable brush, ensure precise application. The aluminium components make the pencil really luxurious. The anodizing to match the aluminium components in target colour of the pencil needs skills and experiences specially, to match the gun metal or brownish (reddish brown) colour.



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FULL-SERVICE

Eyebrow Gel Volume **ABC TEXTURE**

EyeBrow Gel Volume, bring the spotlight onto brows with a formulation enriched in fiber. The 30° angled brush allows for precision, accuracy, evenness and easier application. Its rich and non-sticky texture effortlessly glides on the brows.



Fusion des Teintes **AIRCOS**

Surface effects with electric color to create volume. Powder turns into a real masterpiece. Technically with a random injection, a design at lower cost since it does not require development of a specific equipment.



Liquid Like Gel Sensation EL **ALKOS GROUP**

This super gliding gel texture combines the precision of a liquid liner with the easy application and the professional result of a pencil. Its ultra sensorial formula glides effortlessly, dries fast and provides an intense color in just one stroke. The formula is waterproof, long-lasting and so gentle that it can be used on the outside and the inside of the eye.



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ACCESSORIES

Tip and Blend Brush Collection

PENNELIFARO

This brush has been developed by studying the ways to applicate foundation cosmetics.

It has a rounded shape with a central tip in relief and it is made with dermatologically tested and registered synthetic hair. Given its particular shape, a small amount of liquid or cream foundation can be poured straight onto the tip, not having to put it first on the back of your hand, thus avoiding product's waste or its potential bacterial contamination.



Flex Appli

TAIKI

A flexible application solution with multiple options. Flexors are made of TPE verses the standard nylon flexor for a very flexible and durable application of formulation to skin. Available in two formats : with a mitt (perfect for makeup uses) and without a mitt (great for pinpoint skincare applications).



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ACCESSORIES

Lock In Your Look Retractable ANISA INTERNATIONAL

Retractable and adjustable brush on 3 different levels and a multi-purpose brush for several types of coverage.



Sephora Double Down Brush Set HCT

Patented 2-in-1 brush can be assembled into a double ended brush by removing the larger brush head and attaching it to the handle of the smaller brush. This exclusive design protects the smaller brush head from damage and debris keeping it clean and safe for eye area contact.



FILL N'GO LIVCER

Allow the sampling of four shades of lipstick or eyeshadow in an original presentation. Extra thin format.

