

# PREMIUM!COSMETICS

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# #1

#1 in delivering the  
best private solutions  
to our clients!

Colour Cosmetics . Skincare .  
Oral Care . Natural Products .  
Personal Hygiene . Accessories . POS Solutions .  
Additional Services .



# WHAT WE DO .

We find your path in the private label world. We create concepts and manage the whole process – from first idea to the finished product on the market.

Our spirit for innovations drives us, and we care about our clients meeting their goals.



# ORAL CARE

Toothpaste . Mouthwash . Mouth Spray . Mouth  
Rinse . Mouth Tablets . Pets . Bleaching . Dentures .  
Polish .

# PERSONAL HYGIENE

Natural Lube . Deodorants .  
Intimate Care Products . Hair Removal .

# COLOUR COSMETICS

Face . Eyes . Brows . Lips . Nails .  
Body . Men . Kids .

# POS SOLUTIONS

Primary Packaging . Secondary Packaging . Sets . Displays .  
Gift Sets . Special Occasions . Ready To Shelf Solutions .

# SKIN CARE

Face . Body . Hands . Feet . Nails .  
Pharmaceuticals . SPF Products .

# & MORE SERVICES

Warehousing . Logistics .  
Regulatory . Marketing .

# NATURAL PRODUCTS

Oral Care . Colour Cosmetics .  
Skincare . Personal Hygiene .  
Accessories . Packaging and Displays .



The background of the slide is a full-page photograph of a calm body of water reflecting a sunset sky. The sky transitions from a deep orange near the horizon to a soft purple at the top. In the distance, a range of dark, silhouetted mountains stretches across the horizon. The water is perfectly still, creating a clear mirror image of the sky and mountains.

# OUR VISION & MISSION.

To be the first choice for  
Private Label.

#1 in delivering the best private  
solutions to our clients!



# PATHFINDER .

We find a way to develop your best solution. Which means: we are constantly looking for improvement. We learn and optimize our service for you.





# CARE .

We care about each other and our clients. You can trust us to bring the best in Private Label.



# SPIRIT .

Our spirit is innovative and driven. We learn from our experiences and are always looking to the future.





# EXPERIENCE, SUCCESS AND SUSTAINABILITY .

We have experience in the  
Private Label sector for over  
25 years.

We orient our behavior towards  
the sustainability goals of the  
United Nations.





Stella:  
„Seeing my  
ideas come to life  
motivates me“

Randolf:  
„I love my work  
and my team“

Romy:  
„Seeing the result  
of our work in stores  
makes me proud“

Denise:  
„New challenges  
make me grow.“

Marleen:  
„Cosmetics and aesthetics  
inspire me and let me  
get creative.“

Petra:  
„Think Positive.  
Be Positive“

Erika:  
„Cosmetics are  
my great passion“

Miriam:  
„We're better  
together“.

Andrea:  
„Cosmetics inspire me“

Dunja:  
„Do what makes you happy –  
everyday.“

Laura:  
„It is beautiful to  
make people smile  
with your work.“

Tiffany:  
„A young dynamic  
work environment  
makes me happy“

Marietta:  
„Building a strong brand  
is about delivering high  
quality consistently“

Bettina:  
„Quality is our  
top priority.“

Madeleine:  
„I love challenge  
and complexity“

# NATURAL TOOTHPASTE & MOUTHWASH PRODUCTS .

*WITH &  
WITHOUT  
FLUORIDE .*





# NATURAL TOOTHPASTE WITH FLUORIDE .

We have developed different sorts of toothpaste based on NATRUE and vegan society criteria:

- Mint
- Charcoal
- Charcoal Bubbles
- Complete
- Sensitive
- Coconut & Salt
- Cinnamon
- Orange & Ginger
- Whitening
- Children



## NATURAL MINT TOOTHPASTE

Freshness pure. The combination of peppermint oil, aloe vera, salvia and camilla creates an ultra fresh feeling.

### CLAIMS/INGREDIENTS

- Sodium fluoride:
  - For adults only. Contains 1450 ppm fluoride
  - Remineralizes and hardens the tooth enamel; cavity prevention; anti-tartar control
- Zinc: Antibacterial for teeth and tongue
- Camilla
- Salvia
- Myrrh

### FLAVOUR

Mint flavour: Long-lasting fresh breath

# NATURAL CHARCOAL TOOTHPASTE

Black is trendy – The ultra black toothpaste formulation with mint flavour creates an unique daily toothpaste experience.

## CLAIMS/INGREDIENTS

- Sodium fluoride:
  - For adults only. Contains 1450 ppm fluoride
  - Remineralizes and hardens the tooth enamel; cavity prevention; anti-tartar control
- Charcoal: Charcoal powder is made of coconut shells
- Zinc: Antibacterial for teeth and tongue
- Allantoin: Strengthens gums and teeth

## FLAVOUR

Mint flavour: Long-lasting fresh breath

# NATURAL CHARCOAL BUBBLE TOOTHPASTE

Charcoal toothpaste 2.0. White holographic formulation with black charcoal bubbles. Breath taking look and long-lasting freshness!

## CLAIMS/INGREDIENTS

- Sodium fluoride:
  - For adults only. Contains 1450 ppm fluoride
  - Remineralizes and hardens the tooth enamel; cavity prevention; anti-tartar control
- Charcoal: Charcoal powder made of coconut shells
- Zinc: Antibacterial for teeth and tongue

## FLAVOUR

Mint flavour: Long-lasting fresh breath

# NATURAL COMPLETE TOOTHPASTE

One toothpaste with many benefits, thanks to the combination of different raw materials.

## CLAIMS/INGREDIENTS

- Sodium fluoride:
  - For adults only. Contains 1450 ppm fluoride
  - Remineralizes and hardens the tooth enamel; cavity prevention; anti-tartar control
- Zinc: Antibacterial for teeth and tongue, prevents the formation of tartar, Intensive oral hygiene with the antibacterial agent zinc
- Salt
- Coconut Oil
- Camilla

## FLAVOUR

Mint flavour: Long-lasting fresh breath

# NATURAL SENSITIVE TOOTHPASTE

This natural toothpaste formulation helps to protect your teeth from pain sensitivity. With the included raw materials the formulation is the perfect choice.

## CLAIMS/INGREDIENTS

- Sodium fluoride:
  - For adults only. Contains 1450 ppm fluoride
  - Remineralizes and hardens the tooth enamel; cavity prevention; anti-tartar control
- Hydroxylapatite: Clinically tested; helps to desensitized the teeth and cares pain-sensitive teeth.
- Zinc: Antibacterial for teeth and tongue.
- Camilla, Aloe Vera and Magnolia Extract

## FLAVOUR

Mint flavour: Long-lasting fresh breath

# NATURAL COCONUT & SALT TOOTHPASTE

The tropical combination of coconut and salt reminds you of a beautiful summer day. The included mint flavour creates also a fresh breath.

## CLAIMS/INGREDIENTS

- Sodium fluoride:
  - For adults only. Contains 1450 ppm fluoride
  - Remineralizes and hardens the tooth enamel; cavity prevention; anti-tartar control
- Zinc: Antibacterial for teeth and tongue
- Coconut
- Salt

## FLAVOUR

Mint flavour: Long-lasting fresh breath

# NATURAL CINNAMON TOOTHPASTE

This unique cinnamon toothpaste is an aromatic experience for your mouth.

## CLAIMS/INGREDIENTS

- Sodium fluoride:
  - For adults only. Contains 1450 ppm fluoride
  - Remineralizes and hardens the tooth enamel; cavity prevention; anti-tartar control
- Zinc: Antibacterial for teeth and tongue
- Coconut
- Salt

## FLAVOUR

Mint flavour: Long-lasting fresh breath

# NATURAL ORANGE & GINGER TOOTHPASTE

The fruity orange aroma meets spicy ginger. Ginger also in combination with mint provides an exciting fresh tooth brushing experience.

## CLAIMS/INGREDIENTS

- Sodium fluoride:
- For adults only. Contains 1450 ppm fluoride
  - Remineralizes and hardens the tooth enamel; cavity prevention; anti-tartar control
- Zinc: Antibacterial for teeth and tongue
  - Orange
  - Ginger

## FLAVOUR

Mint flavour: Long-lasting fresh breath

# NATURAL WHITENING TOOTHPASTE

Freshness and green clay in one toothpaste for the perfect natural bright smile.

## CLAIMS/INGREDIENTS

- Sodium fluoride:
  - For adults only. Contains 1450 ppm fluoride
  - Remineralizes and hardens the tooth enamel; cavity prevention; anti-tartar control
- Zinc: Antibacterial for teeth and tongue
- Green clay
- Mint oil

## FLAVOUR

Mint flavour: Long-lasting fresh breath



# NATURAL TOOTHPASTE

## FOR CHILDREN

Natural Toothpaste for children - healthy teeth and smiling children.

### CLAIMS/INGREDIENTS

- Sodium fluoride: Effective caries protection for the deciduous teeth
- 500 ppm: Recommended from ages 0-6
- 1000 ppm: Recommended from ages 6
- 1450 ppm: Recommended from ages 6 (pea-sized amount of toothpaste)

### FLAVOUR

- Strawberry
- Strawberry & Raspberry
- Apricot
- Banana & Cherry





# NATURAL TOOTHPASTE WITHOUT FLUORIDE .

The demand for toothpaste without fluoride is growing and growing. Some consumer do not want to use fluoride and are looking for alternatives. Natural Toothpaste without Fluoride:

- Aloe Breeze
- Charcoal
- Sensitive
- Kids

There are different flavours and ingredient combinations possible.



## NATURAL ALOE VERA BREEZE WITHOUT FLUORIDE

One toothpaste with many benefits, thanks to the combination of different raw materials.

### CLAIMS/INGREDIENTS

Fluoride-free

- Hydroxylapatite: Clinically tested; helps to desensitized the teeth and cares pain-sensitive teeth
- Bio Aloe Vera
- Dead sea salt

### FLAVOUR

Mint flavour: Long-lasting fresh breath

# NATURAL CHARCOAL TOOTHPASTE WITHOUT FLUORIDE

Black is trendy – The ultra black toothpaste formulation with mint flavour creates an unique daily toothpaste experience.

## CLAIMS/INGREDIENTS

- Fluoride-free
- Charcoal: Charcoal powder is made of coconut shells
- Zinc: Antibacterial for teeth and tongue
- Allantoin: Strengthens gums and teeth

## FLAVOUR

Mint flavour: Long-lasting fresh breath

# NATURAL SENSITIVE TOOTHPASTE WITHOUT FLUORIDE

One toothpaste with many benefits, thanks to the combination of different raw materials.

## CLAIMS/INGREDIENTS

- Fluoride-free
- Hydroxylapatite: Clinically tested; helps to desensitized the teeth and cares pain-sensitive teeth.
- Bio Aloe Vera
- Camilla
- Salvia

## FLAVOUR

Mint flavour: Long-lasting fresh breath



# NATURAL MOUTHWASH

For the extra fresh mouth feeling and an ultra gorgeous smile.

## FORMULATIONS

- Anti-Cavity: sodium fluoride, peppermint oil, aloe vera, stevia
- Charcoal: sodium fluoride, charcoal, mint oil, stevia
- Strawberry: sodium fluoride, strawberry flavor, stevia

## CLAIMS/ INGREDIENTS

Sodium fluoride: 470ppm fluoride included

## PACKAGING

Round bottle (different filling volumes 250ml, 300ml and 500ml) with safety cap  
We can offer formulations with and without alcohol

# NATURAL MOUTH OIL

For the daily mouth wash routine.

## FORMULATIONS

- Vegan and natural formulation
- Menthol for a fresh mouthfeel
- High-quality organic mint oil
- Without synthetic preservatives, colourings or aromas

Rinse: Dosage: One teaspoon (approx. 5ml)

Application: Rinse and gargle in the mouth for 3 to 5 minutes.

Oil pulling: Dosage: One tablespoon (about 15ml)

Application: For 10 to 20 minutes in the mouth by pulling, sipping and chewing

## PACKAGING

Round bottle (different filling volumes 250ml, 300ml and 500ml) with safety cap



**SKIN CARE .**

# NATURAL HAND CREME

The daily SPA to your hands.

**CHARACTERISTICS:**

- Light and creamy formulation
- The soft and creamy hand cream melds on the skin and is quickly absorbed
- Vegan & gluten free.

**CLAIMS/ INGREDIENTS**

Contains high quality oils like almond oil or soy oil

**PACKAGING**

(ABL) tube, 30ml

# NATURAL STRIPED HAND CREME

Best combination: Lightweight, caring formulation and an eye catching first impression.

**CHARACTERISTICS:**

- Duo Striped look - eye catcher, nurturing & soft
- Two stripes of hand cream melt together easily and provides instant moisture and care
- Vegan & gluten free

**CLAIMS/ INGREDIENTS**

It is rich in avocado oil, apricot kernel oil and almond oil

**PACKAGING**

(ABL) tube, 30ml

# NATURAL HAND REPAIR SCRUB

Your hands will be rosy and super soft.

## CHARACTERISTICS:

- The scrub gently removes dry scales from the skin and at the same time supplies the hands with nutrients and moisture
- Tipp: apply a hazelnut-sized amount of scrub on your hands in circular motions. Wash your hands after a few minutes with warm water. Your hands will be rosy and super soft. For an extra portion of care apply some of the hand cream and massage it into your skin
- Vegan

## CLAIMS/ INGREDIENTS

Sugar and high quality coconut oil and natural waxes

## PACKAGING

Plastic or glass jar, 15-30ml

# NATURAL HAND REPAIR MASK

Rich in care & gently replenishing.

## CHARACTERISTICS:

- Provides stressed hands with an extra portion of care and make them feel soft and smooth
- Tipp: put on a cotton clove to intensify the nutritional effect of the hand repair mask
- The mask
- Vegan & gluten free

## CLAIMS/ INGREDIENTS

Contains valuable oils like sunflower and baobab oil

## PACKAGING

(ABL) tube, 30ml



# NATURAL FACE MASK

Caring & smoothing formulation.

**CHARACTERISTICS:**

- The light, creamy formulation absorbs quickly and gently pampers the face
- Application: Apply a regular layer of this mask onto the skin and let it take effect for approx. 10 minutes. Massage the rest of the formulation into the skin
- Vegan

**CLAIMS/ INGREDIENTS**

Sunflower and baobab-oil

**PACKAGING**

(ABL) tube, 30ml

# NATURAL MOISTURIZE GLOW ROLL-ON

Moisturizing and cooling.

**CHARACTERISTICS:**

- A high amount of moisturizing hyaluronic acid feeds the skin with moisture and supports the delicate skin around the eyes
- Fine shimmer particles in the liquid formulation make the skin look fresh, healthy and slightly shimmery
- Vegan

**PACKAGING**

Glass veil with aluminium roll-on, 10ml



# NATURAL LIP SCRUB

Gentle peeling and replenishing.

**CHARACTERISTICS:**

- Gentle peeling and replenishing
- The lip repair scrub is a combination of sugar and high quality coconut oil and natural waxes
- The scrub gently removes dry scales from the skin and at the same time supplies the lips with nutrients and moisture
- Tipp: scrub your lips once a week to keep them smooth and even. Afterwards put some lip balm or caring lip-oil-mask on
- Vegan

**CLAIMS/ INGREDIENTS**

Sugar and high quality coconut oil and natural waxes

**PACKAGING**

Plastic or glass jar, 5-10 ml

# NATURAL CARING LIP-OIL-MASK

Oily and rich, caring formulation.

**CHARACTERISTICS:**

- Supports lips with high quality oils and make them feel smooth and soft
- Apply during the day: put a small amount of the caring lip-oil-mask on your lips and use it like a lip balm to keep your lips moisturized during the day
- Apply at night: cover your lips with the mask - either remove any surplus remaining after 10 minutes with cleansing tissues or leave the mask on as an overnight treatment
- Vegan

**CLAIMS/ INGREDIENTS**

Contains valuable oils and shea butter

**PACKAGING**

(ABL) tube with soft bevel, 10ml

# NATURAL GOOD NIGHT SLEEPING SPRAY

Liquid spray, well scentend.

## CHARACTERISTICS:

- The liquid and moisturizing formulation is super easy to apply, due to the spray bottle
- Use the spray instead of moisturizing cream to care your skinf after you removed your make-up
- The calming scent of lavender and valerian relaxes you for a good sleep
- Vegan

# NATURAL MAKE-UP REMOVER SPRAY

Liquid spray, well scentend.

## CHARACTERISTICS:

- liquid spray, well scented
- The liquid and moisturizing formulation is super easy to apply, due to the spray bottle
- Use the spray by spraying a bit of the formula on a cotton ball and remove your make-up softly
- After your make-up is removed completely the rest of the formula will care your skin, so you don ´t need an additional moisturizer afterwards
- Vegan

# NATURAL CREME DEODORANT

Antibacterial, creamy, dries down quickly.

### CHARACTERISTICS:

- Super powdery cream deodorant
- Due to the containing zinc oxide unpleasant body odors are a thing of the past
- The super soft texture dries down quickly, for 48h protections
- Vegan

### CLAIMS/ INGREDIENTS

contains a combination of coconut oil, shea butter and berry wax

### PACKAGING

Glass jar or tube with domed applicator

# BAOBAB SKIN CARE RANGE

Developed according to the strict guidelines of NATRUE.

### KEY INGREDIENTS

- Baobab-Oil – Oil of the tree of life  
The golden colored baobab oil is extracted from the seeds of the baobab fruit. It contains a high amount of vitamin A, vitamin E, essential fatty acids and stereols.

### PACKAGING

- Tubes contain 50% recycled materials
- Sunflower seed-jar, sustainable, contains less plastic , 30ml-250ml
- Folding Box contains 25% grass

# BAOBAB SKIN CARE LINE

## DAY CREAM / NIGHT CREAM

Ultra light & soft, non sticky formulationg

**CHARACTERISTICS:**

- It contains a variety of high-quality raw materials which help to maintain the skin naturally hydrated
- NATRUE certified

**CLAIMS/KEY INGREDIENTS**

Apricot kernel oil, shoreabutter and baobab oil

# BAOBAB SKIN CARE LINE

## FACE SERUM

Super light, fast absorbing, moisturizing.

**CHARACTERISTICS:**

- The formulation will leave the skin refreshed and comfortably soft
- It contains a variety of moisturizing ingredients to keep the skin naturally hydrated without feeling sticky
- NATRUE certified

**CLAIMS/KEY INGREDIENTS**

Liquorice root extract, hyaluronic acid and baobab oil

# BAOBAB SKIN CARE LINE

## BODYLOTION

Ultra light & soft, non sticky formulation.

**CHARACTERISTICS:**

- soothing, & moisturizing
- The delicate, fast absorbing body lotion is perfect for dry and sensitive skin
- Soothing and moisturizing formulation for extra soft skin
- NATRUE certified

**CLAIMS/KEY INGREDIENTS**

Sunflower oil and baobab oil is well suited for dry and sensitive skin

# BAOBAB SKIN CARE LINE

## HAND CREAM

Non sticky & super soft.

**CHARACTERISTICS:**

- Nurturing formulation for daily use. Perfect on the go
- Quick-absorbing hand cream will make your skin feel soft and silky
- NATRUE certified

**CLAIMS/KEY INGREDIENTS**

Sunflower oil and baobab oil is well suited for dry and sensitive skin

# BAOBAB SKIN CARE LINE

## FOOT CREAM

Rich & caring, non sticky.

**CHARACTERISTICS:**

- Pleasant formulation that absorbs quickly and allows dry & sensitive skin to feel comfortable
- Perfect care from tiptoe to heel
- NATRUE certified

**CLAIMS/KEY INGREDIENTS**

Sunflower oil, shorea butter and baobab oil





# COLOUR COSMETICS .



# NATURAL LIGHT STRIPED FOUNDATION

Light formulation, medium coverage, striped.

## CHARACTERISTICS:

- The pleasantly light striped formulation is easy to apply and makes your complexion look fresh, natural, healthy, and even-toned
- The foundations consists of two different phases that melt together perfectly when blend into the skin: it is easy to apply and instantly blends into the skin for a moisturized even complexion
- Vegan
- Three colors developed:
  - Light
  - Light-medium
  - Medium

## CLAIMS/KEY INGREDIENTS

Contains Magnolia-Extract and Mango-Butter

# NATURAL LIGHT STRIPED BLUSH

Light formulation, 2-in-1, striped.

## CHARACTERISTICS:

- The pleasantly light striped formulation is easy to apply and makes your complexion look fresh, natural and healthy
- The Striped Rouge is a 2-in-1 product: the colored stripe makes your complexion look fresh and healthy while the white highlighter stripe adds reflection on your skin for a perfect highlighted look
- Vegan
- One colors developed:
  - Apricot

## CLAIMS/KEY INGREDIENTS

Contains Magnolia-Extract and Mango-Butter



# NATURAL MOUSSE PRIMER

Absolutely new on the market.

## CHARACTERISTICS:

- mousse formulation, refines pores
- This airy and creamy formulation can be applied evenly on your face
- Small bumps and pores are compensated
- A perfect preparation for every foundation
- Vegan
- One color developed

## CLAIMS/KEY INGREDIENTS

Contains nourishing apricot kernel oil

# NATURAL LIQUID SERUM FOUNDATION

For an even and healthy look.

## CHARACTERISTICS:

- light & soft formulation
- The powdery and super soft formulation is easy to for an easy perfection of the complexion
- Vegan
- Four colors developed
  - Soft sand
  - Natural beige
  - Dark beige
  - Summer bronze

## CLAIMS/KEY INGREDIENTS

Contains Apricot Kernel Oil

# NATURAL COVER STICK

Creamy texture, medium-high coverage, buildable.

## CHARACTERISTICS:

- The creamy formulation is easy to apply and to blend into the skin
- Spots or blemishes can be easily covered
- Vegan
- One color developed
  - Ivory

## CLAIMS/KEY INGREDIENTS

Contains jojoba wax and mimosa wax

# NATURAL GEL CONCEALER

Gelly texture, medium-high coverage, buildable.

## CHARACTERISTICS:

- The gelly formulation is easy to apply and contains soft focus pigments
- The formulation is cooling for extra dose of coolness
- Vegan
- One color developed

## CLAIMS/KEY INGREDIENTS

Contains certified organic melissa, hamamelis virginiana leave and sodium hyaluronate to care the skin

# NATURAL COLOR-CORRECTING PALETTE

Creamy texture, coverage, buildable.

## CHARACTERISTICS:

- The formulation makes it possible to compensate small irregularities of the skin
- The palette is for all skin types and easy to apply
- Vegan
- Four colors developed:
  - Yellow – neutralizes blue shadows
  - Peach – corrects dark circles
  - Lilac – cancels out yellow tones
  - Green – camouflages redness

## CLAIMS/KEY INGREDIENTS

The formulation contains high quality oils and waxes

# NATURAL CONTOURING PALETTE

Powdery texture, light coverage, buildable.

## CHARACTERISTICS:

- The powdery and velvety formulation is easy to apply
- The Palette comes with two creamy colors and one creamy highlighter - everything that is needed to create a perfect contoured face
- Vegan
- Two colors developed:
  - Light
  - Medium

## CLAIMS/KEY INGREDIENTS

The formulation contains caring jojoba oil and berry wax

# NATURAL MOUSSE BLUSH

The mousse blush conjures a fresh, healthy complexion.

## CHARACTERISTICS:

- powdery texture, light coverage, buildable
- The airy and light formulation is easy to apply on the skin and leaves an unique, fresh feeling and a powdery velvety touch.
- Two colors developed:
  - Rosé
  - Soft brown

\* To claim it proof/test would have to be conducted

## CLAIMS/KEY INGREDIENTS

Enriched with antioxidants of the power Tealine® – a mix of green, white and red tea – nourishes, protects and makes the skin more beautiful at the same time

# NATURAL COVER & CONTOURING CHUBBY STICKS

Perfect on the go – due to the chubby format.

## CHARACTERISTICS:

- super soft and powdery matt texture
- 2-in-1 product: the matt formulation is perfect to cover little imperfections and to contour your face
- Vegan
- Two colors developed:
  - Light
  - Medium

## CLAIMS/KEY INGREDIENTS

The formulation contains caring jojoba oil and berry wax



# NATURAL STROBING PALETTE

Perfect highlights, nice accent.

## CHARACTERISTICS:

- With light and shadow effects, the face is beautifully modeled
- This soft and easy-to-apply texture leaves a velvety skin feeling and conjures up a great glow
- Medium to strong opacity compensates for redness and dark circles. Thus, the formulation ensures a natural to extravagant finish as desired
- In three different shades - suitable for all skin types
- Vegan
- One color developed:
- Light (champagne, apricot, bronze)

# NATURAL LIQUID HIGHLIGHTER & BRONZER DROPS

Liquid texture, medium-high coverage, buildable.

## CHARACTERISTICS:

- The super light formulation contains a high amount of high shine pigments – for a super glowy finish
- Easy to apply and to build, thanks to the liquid formulation
- Mix a small amount of the highlighter into your foundation for a glowy and shiny finish
- Vegan claim depending on color
- Four colors developed:
  - Silver
  - Rose gold
  - Gold
  - Lavender

## CLAIMS/KEY INGREDIENTS

Contains extracts from aloe vera and green tea. Optional with hyaluronic acid for a smoothing and moisturizing effect

# NATURAL SERUM BRONZER, BLUSH & HIGHLIGHTER

The formulation will leave the skin refreshed and comfortably soft.

## CHARACTERISTICS:

- moisturizing and glowy texture
- Vegan claim depending on color
- Three colors developed:
  - Soft rose
  - Silver
  - Soft brown

## CLAIMS/KEY INGREDIENTS

It contains a variety of high-quality raw materials which help to maintain the skin naturally hydrated with moisturizing hyaluronic acid

# NATURAL CREAM HIGHLIGHTER

The creamy texture allows you to create your individual look in an easy way.

## CHARACTERISTICS:

- creamy texture, buildable
- Soft shimmer pigments almost melt on the skin for a natural, healthy and glowy finish
- For subtle or bold highlights
- Vegan.
- One color developed:
  - Natural ivory

## CLAIMS/KEY INGREDIENTS

Contains a combination of caring mimosa sunflower, berry and jojoba wax

# NATURAL HOT POUR POWDER HIGHLIGHTER

The powdery, light texture contains a high amount of holographic, shimmery pigments.

## CHARACTERISTICS:

- powdery texture, holographic finish, buildable
- Due to the soft powder the holographic highlighter is buildable and super easy to blend into the skin
- You can put it on the top of your cheek bone, on your nose or even on your lids to get a modern shiny and holographic look
- Vegan
- Three colors developed:
  - Holographic rose
  - Soft gold
  - Shimmery silver

# NATURAL HOT POUR POWDER BRONZER & LUSH

Powdery texture, highly pigmented, buildable.

## CHARACTERISTICS:

- powdery texture, highly pigmented, buildable
- The powdery, light texture contains a high amount of pigments
- Due to the soft powder the blush & bronzer is buildable and super easy to blend into the skin
- You can use it single or in combination. The bronzer gives your skin a sun-kissed appearance; the blushes provide a healthy glow that flatters any skin tone
- Vegan
- Four colors developed
  - Warm copper
  - Rose
  - Coral
  - Berry

# NATURAL DEVY GLOW/FIXING & PRIMING SPRAY

The liquid and moisturizing formulation is super easy to apply, due to the spray bottle.

## CHARACTERISTICS:

- liquid spray, optional: with shimmery pigments
- You can use it like a primer, before applying your make-up as well as a fixing spray to finish your make up
- You can have the formulation without or with shimmery pigments, to get a glamorous, iridescent look
- Optional: Contains an ingredient for blue light protection\*
- Vegan
- Two colors developed:
  - Natural
  - Shimmery

\* To claim it proof/test needs to be conducted

# NATURAL LIQUID SKIN TINT

Naturally and easy to apply.

## CHARACTERISTICS:

- naturally and easy to apply
- The skin tint is antibacterial\*, refines pores and appearance of the skin. In addition it rescues the tint from loose particulars
- Through shaking the pigments combine with the formula and let the skin look smoothly for a natural optic
- The tint could be used with a make up sponge or cotton pad to get the best intense
- Vegan
- One color developed

\* To claim it proof/test needs to be conducted

## CLAIMS/KEY INGREDIENTS

Contains bio extracts from witch hazel and melissa leaf.



# NATURAL CC CREAM

Super light formula for a daily freshness.

## CHARACTERISTICS:

- The pleasantly light formulation is easy to apply and makes your complexion look fresh, natural, healthy, and even-toned
- The foundations instantly blends into the skin for a moisturized even complexion
- Vegan
- One color developed

## CLAIMS/KEY INGREDIENTS

Contains bio-extracts from witch hazel leafs, mango-butter and bio-jojoba oil

# NATURAL MOISTURIZE GLOW ROLL-ON

Super light formula for a daily freshness.

## CHARACTERISTICS:

- The pleasantly light formulation is easy to apply and makes your complexion look fresh, natural, healthy, and even-toned
- The foundations instantly blends into the skin for a moisturized even complexion
- Vegan
- One color developed

## CLAIMS/KEY INGREDIENTS

Contains bio-extracts from witch hazel leafs, mango-butter and bio-jojoba oil



**LIPS .**

# NATURAL CHUBBY LIPSTICK

## SHINY, MATT & METALLIC

Powerful colors with intense care.

### CHARACTERISTICS:

- high coverage, moisturizing\*, nourishing
- Ensures that lips are instantly saturated with rich, vivid pigments and a velvety matte finish
- Its non-drying formula is enriched with different caring waxes
- Balances bumps on the lips
- The lipstick has a particularly even application due to the very creamy and soft formulation
- Vegan claim depending on color
- 19 colors developed

\*To claim it proof/test needs to be conducted

# NATURAL LIP

## STAIN

Outperforming color, brilliance and unbelievable stay.

### CHARACTERISTICS:

- The formula of the lip stain is a high coverage and long lasting formula without dehydrating the lips
- With the applicator the product is easy to apply and its fast drying
- Vegan claim depending on color
- One color developed
  - Intense red

# NATURAL LIPSTICK PALETTE

high coverage, nourishing, creamy.

**CHARACTERISTICS:**

- 4-in-1/8-in-1 Lipstick Palette
- Matt, shiny or metallic lipsticks combined in one palette
- This super creamy formulation can be used alone or in combination with each other
- Vegan claim depending on color
- 19 colors developed.

# NATURAL LIPBALM WITH & WITHOUT CORE

For daily smooth and soft lips.

**CHARACTERISTICS:**

- tender, caring, creamy formulation
- The eye catching core lip balm is the best combination of design, color & care.
- Vegan claim depending on color
- Five colors developed:
  - White
  - Orange
  - Red
  - Yellow
  - Soft brown

**CLAIMS/KEY INGREDIENTS**

Contains a mix of high quality oils like coconut, avocado and mango plus an extra portion of shorea butter



# NATURAL LIPGLOSS

Semi coverage, caring, moisturizing.

## CHARACTERISTICS:

- Intense breathtaking colors and high-quality oils pamper your lips and leave a natural shine. The lips look fuller due to the glossy texture
- The light, not sticky formula melts on the lips for a fresh and nurturing feeling
- Lip wrinkles look moderated, the skin appears smooth and cared
- Vegan claim depending on color.
- Eight colors developed:
  - Rose
  - Nude
  - Coral
  - Taupe
  - Lilac
  - Purple
  - Red
  - Berry

## CLAIMS/KEY INGREDIENTS

Enriched with vegetable oils and shea butter - for an exclusive feeling on the lips

# NATURAL LIP OIL

Caring, moisturizing, light color, lightweight formula.

## CHARACTERISTICS:

- Perfect combination of color & care!
- Vegan claim depending on color
- Three colors developed:
  - Red
  - Berry
  - Yellow/Orange

## CLAIMS/KEY INGREDIENTS

The combination of high quality oils like: castor, apricot kernel and almond oil and the super fruity scent of cherry, raspberry and papaya make the natural lip oil a must have!

# NATURAL LIP GLOSS

## HOLOGRAPHIC & METALLIC

High coverage, caring, glossy and shiny.

### CHARACTERISTICS:

- High coverage, intensive shining holographic color and a creamy formulation without feeling sticky
- The formula protects and cares sensitive lips
- It has an positive effect on the micro-relief of the skin for soft and moisturized\* lips
- It also evens fine lines – and is perfect for every look and occasion
- Vegan claim depending on color
- Four colors developed:
  - Metallic white/ silver
  - Metallic rose

### CLAIMS/KEY INGREDIENTS

Enriched with a combination of shea butter and polyglycerides, known to nourish the skin

# NATURAL VINYL HIGH

## COVERAGE LIP GLOSS

High coverage, creamy formulation, glossy and shiny.

### CHARACTERISTICS:

- High coverage, intensive bold color with one strike
- For optically even and smooth lips
- Super soft and creamy formulation without feeling sticky
- Vegan claim depending on color
- Five colors developed:
  - Nude
  - Rosé
  - Peach
  - Red
  - Berry

# NATURAL MATT LIQUID LIPSTICK

Creamy formulation, high coverage, matt finish.

## CHARACTERISTICS:

- The formulation is super soft and has an amazing color pay-off
- The liquid lipstick is the perfect product for a matt finish without draining the lips
- Vegan claim depending on color
- Four colors developed:
  - Soft brown
  - Nude
  - Coral
  - Berry







**EYES .**



# NATURAL VOLUMEUP MASCARA

Long-lasting\*, intense black, volume.

## CHARACTERISTICS:

- The creamy and smooth texture covers the lashes and let them look longer and more voluminous
- As a result: Separated and shaped lashes without clumping
- The innovative formula is smudge proof
- Vegan
- Four colors developed:
  - Black
  - Black with fibers
  - Black blue
  - Black blue with fibers

\* To claim it proof/test needs to be conducted

# NATURAL LIQUID EYELINER

High color pay-off, quick drying, shiny finish.

## CHARACTERISTICS:

- Liquid Eyeliner - with an intense color pay-off
- It quickly dries down and lasts without fading
- The innovative applicator allows to create different eyeliner looks – from dramatically until thin and natural lines
- Vegan
- Three colors developed:
  - Black
  - Bronze
  - Blue

## CLAIMS/KEY INGREDIENTS

The ultra black formulation contains organic certified jojoba oil

# NATURAL EYEBROW POMADE

Creamy texture, easy to apply.

## CHARACTERISTICS:

- Creamy texture – therefore easy to apply with a brush
- A little amount is enough to fill in little gaps or to make the brow look fuller
- It quickly dries down without smudging
- Vegan
- One color developed:
  - Ash taupe

# NATURAL EYEBROW GEL

Light texture, easy to apply.

## CHARACTERISTICS:

- The light texture kind of hugs the brows for more defined and fuller brows
- The formulation ensures that your brows stay where they are put
- It quickly dries down without smudging
- Vegan
- Two colors developed:
  - Light brown with fibers
  - Light brown

# NATURAL MAKEUP CORRECTOR PEN

Light texture, easy to handle, refill.

## CHARACTERISTICS:

- The light texture and watery texture is super easy to use
- Due to the fine tip even little smudges can be corrected
- Perfect to correct lipstick smudges, eyeliner or mascara
- Vegan
- One color developed

# NATURAL HOT POUR EYESHADOW

Powdery texture, holographic finish, buildable.

## CHARACTERISTICS:

- The powdery, smooth texture contains a high amount of pigments for an easy application and a buildable look
- Due to the hot pour filling technology the eyeshadow is super soft and almost creamy
- Vegan claim depending on color
- Nine colors developed

# NATURAL EYESHADOW STICK

Balances bumps on the eyes.

## CHARACTERISTICS:

- Its non-drying formula is enriched with different caring waxes
- The eyeshadow stick has a particularly even application due to the very creamy and soft formulation
- Powerful colors with intense care
- Vegan claim depending on color
- 19 colors developed





# CHALLENGE US .

Personally in:

Europe

USA

Russia & Ukraine

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