

MAKE UP FOR EVER  
PROFESSIONAL PARIS

# HOLO DIAM

HOLIDAY COLLECTION 2012



# INSPIRATION



HOLIDAY COLLECTION 2012

MAKE UP FOR EVER has created a spectacular look to light up the year-end holidays with a burst of glitter that takes glam to the extreme! The HOLODIAM collection captures the brilliance of the spotlights and the bold, brash glamour of a woman who is not afraid to take center stage.

'On the floor,' she dramatizes her eyes. They come to life with a bewitching smoky black that glistens with subtle holographic highlights. She mixes the HOLODIAM POWDER like a deejay compiling a playlist. The glitter achieves a holographic effect thanks to a technological first: multifaceted pearlescent particles that reflect no fewer than three different colors depending on the refraction angle of the light. The result is an optical phenomenon, a pulsing vibration of intense, ever-changing colors for electrifying eyes infused with mystery. Color turns to light, black turns to glitter.

Her cheekbones are accentuated with a simple blush, her lips with a nude champagne shade. And when she wants to take the look to the limit, limited-edition false lashes sprinkled with fine golden glitter give her the ultimate glamorous, festive look.

# BEAUTY WITH VIBRANT SENSUALITY

“

To finish the year in style, I'm celebrating womanhood in its entire splendor by showing an audacious woman endowed with the radiant light of her incandescent charm. I've created a collection of products which set off her beauty in a dazzling show of harmonious, colorful sequins and sparkles. Ready to set the evening ablaze, she moves through the night in a halo of fantastic glitter and holographic, sensual, irresistible reverberations.

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## DANY SANZ

Creator & Artistic Director of MAKE UP FOR EVER



# Holiday Collection 2012

## ALLURING SPARKLE



The HOLODIAM collection is a unique celebration of fabulously glittering nights out. To complement the HOLODIAM POWDERS, a new set of FALSE EYELASHES sprinkled with golden glitter completes the HOLODIAM look. Magnifying the unique beauty of the woman whose eyes are adorned with these precious lashes, they catch the spotlight and radiate it outwards. Party lights glint off the iridescent shine of her eyelids, which seem to twinkle with the light of a thousand stars. The fine layer of gold that graces her lashes creates an intoxicating beauty that captivates everyone she meets.

# HOLODIAM POWDER

LIMITED EDITION

## A PRECIOUS SHIMMER

HOLODIAM POWDER, a loose powder that catches the light in a glittering rainbow of iridescent colors, was designed to enhance both eyelids and cheeks. The sleek box contains a thousand different hues just waiting to add drama to smoky or incandescent eyes, or amplify the cheekbones with a flurry of colorful stars. Color becomes light, and even black sparkles.

## 4 irresistible shades

4 shades combine in enchanting harmony to highlight each and every complexion.

### RETAIL PRICE SGD41



**BROWN GOLD**  
Yellow, green and blue highlights



**PLUM**  
Turquoise, violet and pink highlights



**COPPER**  
Pink, orange and yellow highlights



**WHITE**  
Gold, green and blue highlights

## Key ingredients:

- Fluorophlogopite > Synthetic mica with very thin layered structure to increase the reflection and refraction of light.
- Mineral Pigments > are obtained by mineral raw material synthesis, they give intense pearlescent color and chameleon effect.
- Glass base > give a very sparkling effect.

## PRO TIPS

- For a 3D and multi reflecting eye liner: Apply Aqua Eyes or Aqua Shadow with a brush No. 2S. Quickly before the Aqua dries: Superimpose a shade of Holodiam with the brush No. 5SB
- For a waterproof result, apply Aqua Seal as base and dab on a shade of Holodiam powder.
- Leave to dry and spray Mist & Fix to fix Holodiam Powder at the end of the make-up.

# AQUA EYES KIT

LIMITED EDITION

Award-winning, waterproof, smudge-proof, and fade-proof eyeliner that doubles as a vibrant eyeshadow. Dany Sanz originally created this product for performers of water ballet.

This best-selling eyeliner has become a favorite among all women who fear the dreaded raccoon eyes. Formulated to glide on effortlessly and withstand the most extreme conditions, it stays put on eyelids without melting for precise application and intense color throughout the day.

Available in an extensive range of 25 unique and vibrant shades.



RETAIL PRICE SGD65

MAKE UP FOR EVER  
PROFESSIONAL  
AQUA EYES COLLECTION



01  
Matte Black



2L  
Pearly Brown



3L  
Iridescent  
Navy Blue



11L  
Purple



12L  
Blue with Green  
Highlights



21L  
Dark Grey

MAKE UP FOR EVER  
PROFESSIONAL  
AQUA EYES COLLECTION

# FALSE EYELASHES

LIMITED EDITION

## EYES SET LIKE JEWELS

The eyes take on an unearthly glow when framed in false lashes flecked with the most precious of metals. Channeling the universal appeal of sparkling eyes, these lashes put out an irresistible siren call by a woman who's ready to set the dance floor on fire.

RETAIL PRICE SGD32



# 'PARTY MUST-HAVES' for the Holiday Season!



## AQUA CREAM

A long-wear waterproof cream eyeshadow ultra-concentrated with colour pigments and pure mother-of-pearl particles. Thanks to its melt-away texture, it glides easily over the eyelid and blends in perfectly. This practical cream can also be used on the cheekbones and lips.

**RETAIL PRICE SGD39**



## AQUA SEAL

An unprecedented and must-have product that transforms any powdery eye shadow or pencil into waterproof make-up. It also works by diluting the texture, which can then be used as an eyeliner, or to intensify colors and pearl effects. Pour a few drops of Aqua Seal onto the back of the hand, dip the brush into the product and blend with the make-up.

**RETAIL PRICE SGD45**



## MIST & FIX

This make up fixer spray is the final touch to your makeup, as it ensures a longer lasting make up and protection for the skin. After makeup application, hold the Mist & Fix spray 40 cm away from the face and mist continuously. Allow to dry or blot with a thick tissue to speed dry. To fix diamond powder and glitter, spray Mist & Fix over skin after application. This will guarantee strong hold and is suitable for all skin types.

**RETAIL PRICE SGD48** (Available in 125ml & 25ml)



## LAB SHINE

A gloss offering a high concentration of pearly pigments with multiple effects. A combination of Hyaluronic acid and Gold of Pleasure oil moisturizes and makes the lips supple. Beeswax improves the optimal hold of the gloss and provides a non sticky texture. Labshine offers a multitude of effects through Diamond, Star and Metal effects. This light formula on the lips adds a glossy yet subtle finish and is easy to apply. To maximize the effect add some Diamond Powder, Star Powder or Metal Powder to the Lab Shine.

**RETAIL PRICE SGD34**



## HD ELIXIR

After setting the dance floor on fire, reward your skin with our HD Elixir, a true lifesaver that will hydrate and brighten your complexion instantly. This breakthrough formula contains D-Pantheol and Glycerin to ensure an immediate boost of hydration (+520% after 15 minutes) that lasts throughout the day. Party the night away and rely on HD Elixir to give you that moisture boost the following day!

**RETAIL PRICE SGD63**



# GET THE LOOK

Discover our step-by-step guide and get that glamorous sparkling look for the festive Holiday season!

# STEP-BY-STEP GUIDE



1. Apply a thick line of Aqua Eyes 0L Matte Black on the top and bottom lash line.



2. Using brush 15S blend immediately on the top and bottom lash line.



4. Apply Aqua cream No. 13 WARM BEIGE in the crease with and blend well with Aqua cream No. 27 to create a harmonious effect.



5. Apply Aqua Cream No. 4 SNOW on the brow bone to create highlight with brush 10 S.



6. Finish with Aqua Eyes pencil 0L MATTE BLACK in the water line.



7. On top of the black Aqua Cream, apply Holodiam Powder No. 302 using 8N brush in a dabbing motion. Apply Holodiam Powder No.303 in the inner corner of the eyelid.



8. Apply Holodiam Powder No. 303 on the temples and top of the cheekbones. For long lasting result, fix the make up with a light mist of mist & fix spray.



9. For a more festive look , use glittery gold False Eyelashes from the collection. Spread the eyelash glue on the false Eyelashes, and stick them on the root of the upper lashes. Make sure that the inner and outer corners are well fixed, in order to increase the lasting effect.

Intensify the root of upper and lower lashes with Aqua Eyes 0L Matte black.



## CONTACT INFO:

For media enquiries or additional product information or visuals,  
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MAKE UP  
FOR EVER

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