

ARTISAN BRUSHES



BRUSH TALK

WHY BRUSHES
& NOT FINGERS?

DISCOVER
THE INSPIRATION
& TECHNOLOGY
BEHIND THE
BRUSHES WITH
DANY SANZ THE
VISIONARY ARTISAN

**FACTS YOU
SHOULD KNOW**
HOW BRUSHES BRING
MAKE-UP RESULTS
TO A WHOLE NEW LEVEL

MAKE UP FOR EVER

PROFESSIONAL - PARIS

“ As a make-up brand designed for professionals and enthusiasts of the arts, we at MAKE UP FOR EVER have now created a brush revolution with our new collection of 75 make-up brushes.



This collection is both practical yet creative, and I am confident that it will meet all the needs and desires of both make-up artists and women from all over the world.

The materials for the brushes materials were chosen from a variety of non-natural fibers with the most perfect quality, and it is a technological breakthrough for us that these fibers are close to the silky softness that natural hair brushes offer.



And with this new range of brushes, I hope to showcase how closely linked MAKE UP FOR EVER is to the world of painting and artistic creation. By producing an amazing range of 75 make-up brushes with new shapes and 100% engineered fibers, we are definitely paving the way for a bold, radical revolution of brushes for the make-up industry!

FOR PROS - FOR YOU - FOR EVER ”

XOXO,

Dany Sanz

Creator and Artistic Director, MAKE UP FOR EVER



04 WHAT'S NEW
Brush Collection

07 PERSONALITY
Dany Sanz The Visionary Artisan

11 FACTS YOU SHOULD KNOW
100% Engineered Fibers 0% Natural Hair

15 BRUSH TALK
Why Brushes & Not Fingers?

16 COVER STORY
The Art of Brushes

17 STAR BRUSHES
6 Key Brushes

35 BAG ESSENTIALS
Pros' Secrets



BRUSH COLLECTION

75 signature
designs
by Dany & make-up
artists for precise
results & infinite
creativity

Hand-crafted
by brush artisans
for timeless
quality



**100% engineered fibers tailor-made
for ultimate skin comfort**



30 YEARS OF MAKE-UP EXPERTISE

“ For every step in the make-up process, there is a brush. Whether it is using the tip or the edge, with liquid or powder textures, the extreme diversity of brushes comes in all kinds of shapes, providing an endless supply of possibilities; MAKE UP FOR EVER has created 75 new brushes combining aestheticism with usefulness to help you paint new stories in your life. ”

Dany Sanz

Creator and Artistic Director
MAKE UP FOR EVER

DANY SANZ

THE VISIONARY ARTISAN

In the 1980s, the make-up offering was not extensive and there was a very limited choice of colors. To satisfy her desire to find the best products and to

grant the overwhelming wishes of her students and make-up artists, Dany Sanz designed and created MAKE UP FOR EVER in 1984 with the assistance of her husband.

She remembers: "The founding of my own brand had become essential, not just to design products that will meet the needs of make-up artists, but also for all women throughout the world."

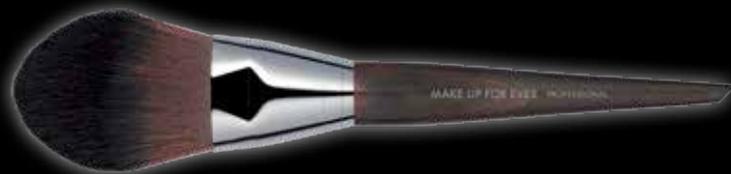


Thanks to Dany's constant hard work, the brand gained global exposure and interest in no time. The reputation of the brand has since grown from strength to strength to become the French make-up brand coveted by top industry make-up artists and beauty aficionados today. Known for her dedication to innovation and passion, Dany is always perfecting the range of products MAKE UP FOR EVER has to offer, making it the indispensable backstage make-up brand with unstoppable success.

For the creation of new brushes, Dany, who never believed in

making compromises in her artistic choices and product development, chose to work closely with her network of make-up artists, who devoted their time and energy to help her develop the most extensive range of professional make-up tools available.

This innovative collection marks a real breakthrough and will shake up the ideas and habits of make-up artists, who are used to working with natural bristles. These high technology fibers with many different usages push make-up application even further, beyond what was possible in the past.



This revolutionary launch of new brushes marks the beginning of an exciting journey for Dany, whose life has always revolved around make-up artists from all generations and different backgrounds. Together with these make-up professionals, she has created for women a set of brushes with the highest standards ever possible. This collection of 75 unique make-up brushes is a remarkable innovation that propels MAKE UP FOR EVER as the future of tomorrow's make-up.

DANY SANZ INSPIRED BY ART

Brushes have always been key to Dany as they are essential in all forms of artistic creations, especially in painting and sculpting, which are areas that she specializes in other than make-up.

That is why brushes are at the heart of the brand's history, because they are a compulsory accessory for all make-up professionals. The pros need the best tools to get the best make-up results and when technology keeps evolving, make-up products' formulas and techniques have to change, and that means the make-up tools must be updated so that they can perform.

Looking at the obvious need for brush evolution to adapt to the latest make-up technologies, Dany worked on developing the brush collection to help fulfil the needs of the make-up artists, whom she has always paid full attention to – listening to their wishes and the problems they are facing.

And it is through these make-up professionals that she gathered valuable insights in which helped her conceive a new generation of engineered brushes that are meant for the pros, for you and to last forever.



BRUSHES HAVE BEEN PART AND PARCEL OF
MAKE UP FOR EVER HISTORY SINCE
THE EARLY BEGINNINGS.





BRINGING MAKE-UP RESULTS TO A WHOLE NEW LEVEL!

100% ENGINEERED FIBERS
0% NATURAL HAIR

Using a new generation of fibers, the choice of engineered fibers for this incredible brush collection is the result of modern advancements in technology to improve performance, as well as to meet the global needs of a society concerned with animal welfare. For Dany, not only do these new fibers deliver more precise and consistent make-up results for the PROS, the various combinations of straight and wavy fibers mean an infinite creativity of make-up possibilities for YOU! MAKE UP FOR EVER brushes, your best friends FOR EVER.



A TRUE PIONEER IN BRUSH DESIGN & TECHNOLOGY

75 CUSTOMIZED CREATIONS BY DANY & MAKE-UP ARTISTS

Tapered, trapeze, square, fan, flared, round, pointy and angled - the 75 brushes come in assorted shapes and sizes to allow for optimized control in applying, blending, sculpting, shading, and lining of make-up.

100% ENGINEERED FIBERS FOR SKIN COMFORT

To ensure that every extraordinary brush piece will be instantly recognized as a MAKE UP FOR EVER brush, Dany specifically chose exclusive bi-color fibers for the brush head; black for the tip and deep-red brown on the bottom. Brush bristles are also sculpted and positioned with great care, to ensure that softness and performance of each bristle is maintained.

ULTRA-RESISTANT & HUMIDITY-PROOF

Made of a brass base with a 3 top-coating consisting of nickel with gun metal lacquer and a transparent protection varnish, the gun metal ferrule is highly resistant to collision and can withstand humidity, making it a perfect tool that can last forever.

SIGNATURE DESIGN, PREMIUM CRAFTSMANSHIP

Exclusively hand-made by highly qualified specialists, every single brush of the MAKE UP FOR EVER Brush Collection requires 25 different production steps, involving 30 people in each hand-crafted manufacturing process. The brushes are then submitted to over 50 quality checks before they are released to be sold internationally. Each brush is a unique creation and by combining significant features (fiber type + diameter + density+ shape), it enables a multitude of combinations of tufts which allow specific, multiple and diverse make-up applications.



A UNIQUE 2-IN-1 ACCESSORY

Extremely convenient for professional make-up artists, the unique bevelled tip is designed to collect, mix and adjust make-up textures. A truly 2-in-1 make-up tool that make-up artists and enthusiasts will appreciate!

ENVIRONMENTALLY FRIENDLY WITH ECO-CERTIFIED WOOD

One of the most resistant and finest woods and environmentally friendly with ecolabel delivered by the Forest Scholarship Council, the dark brown beech wood brush handle contains natural qualitative grain aspects that preserve the longevity of the brush and ensure natural reproducibility.

WHY BRUSHES

& NOT FINGERS?

PRECISION 1

Unlike fingers, brushes can distribute products on your face more evenly.

COVERAGE 2

With brushes, you can control the amount of products and build on as and where more coverage is needed. Remember what they say about less is more?



BUFF & BLEND 3

Achieve a smoother and more natural long-lasting look with the help of brushes. You can reach inner corners around the nose more easily too!

SAVE TIME, SAVE MONEY 4

You may not realize it, but using fingers waste more products, because you are swiping your make-up away and not blending it! It is a lot easier to blend textures with brushes and not create a BIG mess on your face.



THE ART OF BRUSHES

//

A brush is an extension of the hand, and is a fundamental tool for a make-up artist – whether he is a professional or amateur make-up artist; his canvas is the face."

//

by
Dany Sanz



KEY BRUSHES

THE CONTROL LINER

#260 Bent Eyeliner Brush

Specially-created for ultimate control when lining the eyes, the brush has been angled at a specific 30° and is able to draw lines to a precision of 1mm. Winged and cat eyes become an easy-to-achieve look.



THE POWDER FLUFF

#128 Precision Powder Brush

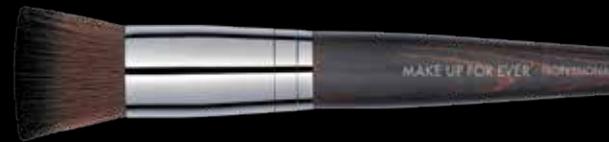
A hybrid between a brush and puff, this make-up tool provides the best of both worlds; the flexibility and precision of a brush with the coverage and soft finish of a puff. Used with a tapping motion over the face, it covers large and small areas expertly.



THE CLASSIC KABUKI

#124 Powder Kabuki

An all-time favourite, this all-rounder brush applies fine powders like HD Powder and powder foundations in a diffused fashion for a bonafide airbrush effect in seconds.



THE FOUNDATION BUFFER

#154 Buffer Blush Brush

Perfect for beginners and pros alike, this foundation brush applies liquid foundation like a dream with no streaking or any need for a particular technique. Swirl, stipple or stroke to create a second-skin, poreless finish.

THE SMOKY SMUDGER

204 Double-Ended Shader & Smudger Eye Brush

Achieve the alluring impact of smoky eyes easily with this double-ended tool. The smudging tip blends eyeliner pencils for a soft, hazy look while the brush tip allows for precise application and blending of eyeshadows. Takes literally minutes to achieve!



THE BLUSHER BLENDER

#158 Double-Ended Sculpting Brush

Never deal with streaky blush that makes your face appear blotchy again! Use the angled end to achieve a sculpted blush placement for a slimmer and uplifted appearance. Follow with the fluffy end to blend away harsh lines and diffuse the glow.

FOUNDATION *brushes*

#106 Foundation Brush (Medium) is an essential brush for fashion shows as its large size allows for ultra-fast application and blending of all kinds of foundations, from cream and liquid foundations to loose and compact powders.

106  **HOT Favorite**



104

102

100



- 100 Precision Foundation Brush (Small)
- 102 Foundation Kabuki (Small)
- 104 Foundation Brush (Small)
- 106 Foundation Brush (Medium)

- 108 Foundation Brush (Large)
- 110 Foundation Kabuki (Medium)
- 112 Precision Foundation Brush (Medium)

108

110

112



POWDER *brushes*



120



128 **HOT Favorite**



HOT Favorite
122



130



132



HOT Favorite
124

Long and flat with a tapered tip, **#128 Precision Powder Brush** is loved by make-up artists for its shape, softness and precision. They use it to sculpt the shape of the face, neck and upper shoulders in both shadow and light.



126



134

120 Powder Fan Brush (Medium)

122 Blending Powder Brush

124 Powder Kabuki

126 Powder Brush (Medium)

128 Precision Powder Brush

130 Powder Brush (Large)

132 Powder Flat Kabuki

134 Powder Fan Brush (Large)

CONCEALER *brushes*



170

172

174 **HOT** Favorite

All professional make-up artists must own the **#174 Concealer Brush (Small)** – it is a basic yet multi-purpose brush that is used to apply cream and liquid concealers to cover imperfections on the face.

176

- 170 Fine Corrector Brush
- 172 Precision Corrector Brush

- 174 Concealer Brush (Small)
- 176 Concealer Brush (Medium)



BLUSH *brushes*



- 140 Highlighter Brush (Small)
- 142 Flat Highlighter Brush
- 144 Precision Highlighter Brush

- 146 Flat Blush Brush
- 148 Blending Blush Brush

140 142 144 146 148



BLUSH *brushes*

150 Precision Blush Brush

152 Highlighter Brush (Medium)

154 Buffer Blush Brush

156 Flat Round Blush Brush

158 Double-Ended Sculpting Brush

160 Blush Brush



Designed like a shaving brush, **#154 Buffer Blush Brush** is very firm, round brush that is used for blending colors quickly and easily for a softer and more natural result by doing small circular movements.

#158 Double-ended Sculpting Blush is a two-in-one brush that is perfect for sculpting and highlighting – the slanted side can be used to create shadow under the cheek bones, and the dome side can either highlight or color.



EYEBROW *brushes*

EYELINER *brushes*

- 270 Angled Eyebrow Brush
- 272 Eyelash Brush
- 274 Double-Ended Angled Eyebrow & Eyelash Brush
- 276 Double-Head Eyelash Comb and Brush



270

272

HOT Favorite

274

HOT Favorite

276

A two-in-one tool for lashes and eyebrows, **#274 Double-ended Angled Eyebrow & Eyelash Brush** is used to fill in and define the brow line, and is especially useful for very quick application when applying color or glitter to create artistic eyebrows.

- 250 Extra Fine Eyeliner Brush
- 252 Fine Eyeliner Brush
- 254 Eyeliner Brush
- 256 Definer Eyeliner Brush
- 258 Precision Eyeliner Brush
- 260 Bent Eyeliner Brush
- 262 Angled Eyeliner Brush

#260 Bent Eyeliner Brush is the eyeliner brush for beginners as its bent neck allow make-up artists to reach the tiniest corners of the inner eye for precise and easy application.



HOT Favorite



250

252

254

256

258

260

262

EYESHADOW *brushes*

#204 Double-ended Shader & Smudger Brush consists of two different ends that allow for applying and smudging several eye colors accurately and quickly without wasting time.



- 200 Eye Fan Brush
- 202 Precision Smudger Brush (Small)
- 204 Double-Ended Shader & Smudger Brush
- 206 Smudger Brush (Small)
- 208 Precision Shader Brush (Small)
- 210 Round Shader Brush (Small)
- 212 Precision Smudger Brush (Medium)
- 214 Precision Crease Brush (Small)
- 216 Precision Blender Brush (Medium)
- 218 Blender Brush (Medium)
- 220 Shader Brush (Small)
- 222 Sponge Applicator

- 224 Silicone Applicator
- 226 Shader Brush (Medium)
- 228 Precision Shader Brush (Medium)
- 230 Shader Brush (Large)
- 232 Precision Crease Brush (Medium)
- 234 Angled Shader Brush
- 236 Precision Blender Brush (Large)
- 238 Smudger Brush (Medium)
- 240 Round Shader Brush (Medium)
- 242 Blender Brush (Large)
- 244 Precision Shader Brush (Large)
- 246 Sponge Applicator Refill

 **HOT Favorite**

Rounded with no sharp angles, **#228 Precision Shaded Brush (Medium)** is a brush that make-up artists working in film like to use to apply, blend and smudge all types of eye products for sharp and intense results.



LIP brushes

ARTISTIC brushes

300



302



304 **HOT Favorite**



400



402



404



#304 Lip Brush with Cap is a classic lip brush that is both practical and hygienic for daily application of lipsticks, and even lip pencils. Putting the long cap at the end of the brush handle helps to lengthen the brush size for easy usage.

- 300 Lip Brush
- 302 Precision Lip Brush
- 304 Lip Brush with Cap

- 400 Calligraphy Brush
- 402 Artistic Fan Brush
- 404 Artistic Angled Brush

ARTISTIC *brushes*

406



406 Body Foundation Brush (Small)

408 Paint Brush (Small)

410 Body Foundation Brush (Medium)

412 Paint Brush (Medium)

414 Body Kabuki

408



410



414



412



* The Artistic Brushes are only available for purchase at MAKE UP FOR EVER Academy & Pro Loft at 36 Armenian Street, #01-06.

Creator & Artistic Director

Dany Sanz

shares why it is so important to have these Pros' Secrets in her make-up bag!



HD ELIXIR

A unique serum that's a life-saver for photo shoots! Its boosts the skin's hydration level by 520% after 15 minutes of application. Great for women with dry skin or who didn't sleep enough the night before!

AQUA SEAL

If I am a magician, then Aqua Seal would be my wand! I use it to transform eye powders into waterproof make-up, just like that... instantly!



ALL MAT

Suitable for both women and men, this colorless primer helps to absorb excess sebum & keeps your face shine-free! It is my must-wear for hot & humid weather.



MIST & FIX

This bottle of mist is the last finishing touch that I spray on my models' faces to fix & protect their make-up. It can be used for easy touch-ups too!



INSTANT BRUSH CLEANER

I like to keep my makeup tools hygienic, & it's very convenient for me to use this to clean my brushes any time, anywhere! Not only is it quick drying, it doesn't contain alcohol either so my brushes are spared the harshness when being cleaned.



From Left to Right: **108** Foundation Brush (Large), **230** Eye Shader Brush (Large), **130** Powder Brush (Large), **174** Concealer Brush (Small), **172** Precision Concealer Brush, **210** Round Eye Shader Brush (Small), **216** Precision Eye Blender Brush (Medium), **228** Precision Eye Shader Brush (Medium), **128** Precision Powder Brush, **144** Highlighter Brush (Medium), **156** Flat Blush Brush (Large), **234** Angled Eye Shader Brush, **122** Blending Powder Brush, **250** Extra Fine Eyeliner Brush, **274** Double-Ended Angled Eyebrow & Eyelash Brush and **304** Lip Brush with Cap

FOUNDATION

- 100 Precision Foundation Brush (Small)
- 102 Foundation Kabuki (Small)
- 104 Foundation Brush (Small)
- 106 Foundation Brush (Medium)
- 108 Foundation Brush (Large)
- 110 Foundation Kabuki (Medium)
- 112 Precision Foundation Brush (Medium)

POWDER

- 120 Powder Fan Brush (Medium)
- 122 Blending Powder Brush
- 124 Powder Kabuki
- 126 Powder Brush (Medium)
- 128 Precision Powder Brush
- 130 Powder Brush (Large)
- 132 Powder Flat Kabuki
- 134 Powder Fan Brush (Large)

**CONCEALER**

- 170 Fine Corrector Brush
- 172 Precision Concealer Brush
- 174 Concealer Brush (Small)
- 176 Concealer Brush (Medium)

BLUSH

- 140 Highlighter Brush (Small)
- 142 Precision Highlighter Brush
- 144 Highlighter Brush (Medium)
- 146 Flat Blush Brush (Medium)
- 148 Blending Blush Brush
- 150 Precision Blush Brush
- 152 Highlighter Brush (Large)
- 154 Buffer Blush Brush
- 156 Flat Blush Brush (Large)
- 158 Double-Ended Sculpting Brush
- 160 Blush Brush

ARTISTIC

- 400 Calligraphy Brush
- 402 Artistic Fan Brush
- 404 Artistic Angled Brush
- 406 Body Foundation Brush (Small)
- 408 Paint Brush (Small)
- 410 Body Foundation Brush (Medium)
- 412 Paint Brush (Medium)
- 414 Body Kabuki

EYEBROW / EYELASH

- 270 Angled Eyebrow Brush
- 272 Eyelash Brush
- 274 Double-Ended Angled Eyebrow & Eyelash Brush
- 276 Double-Head Eyelash Comb and Brush

EYELINER

- 250 Extra Fine Eyeliner Brush
- 252 Fine Eyeliner Brush
- 254 Eyeliner Brush
- 256 Definer Eyeliner Brush
- 258 Precision Eyeliner Brush
- 260 Bent Eyeliner Brush
- 262 Angled Eyeliner Brush

EYE SHADOW

- 200 Eye Fan Brush
- 202 Precision Eye Smudger Brush
- 204 Double-Ended Shader & Smudger Eye Brush
- 206 Eye Smudger Brush (Small)
- 208 Precision Eye Shader Brush (Small)
- 210 Round Eye Shader Brush (Small)
- 212 Precision Eye Blender Brush (Small)
- 214 Eye Crease Brush (Small)
- 216 Precision Eye Blender Brush (Medium)
- 218 Eye Blender Brush (Medium)
- 220 Eye Shader Brush (Small)
- 222 Sponge Applicator
- 224 Silicone Applicator
- 226 Eye Shader Brush (Medium)
- 228 Precision Eye Shader Brush (Medium)
- 230 Eye Shader Brush (Large)
- 232 Eye Crease Brush (Medium)
- 234 Angled Eye Shader Brush
- 236 Eye Blender Brush (Large)
- 238 Eye Smudger Brush (Medium)
- 240 Round Shader Eye Brush (Medium)
- 242 Eye Blender Brush
- 244 Precision Eye Shader Brush (Large)
- 246 Sponge Applicator Refill X 6

LIP

- 300 Lip Brush
- 302 Precision Lip Brush
- 304 Lip Brush with Cap



MAKE UP FOR EVER
PROFESSIONAL – PARIS