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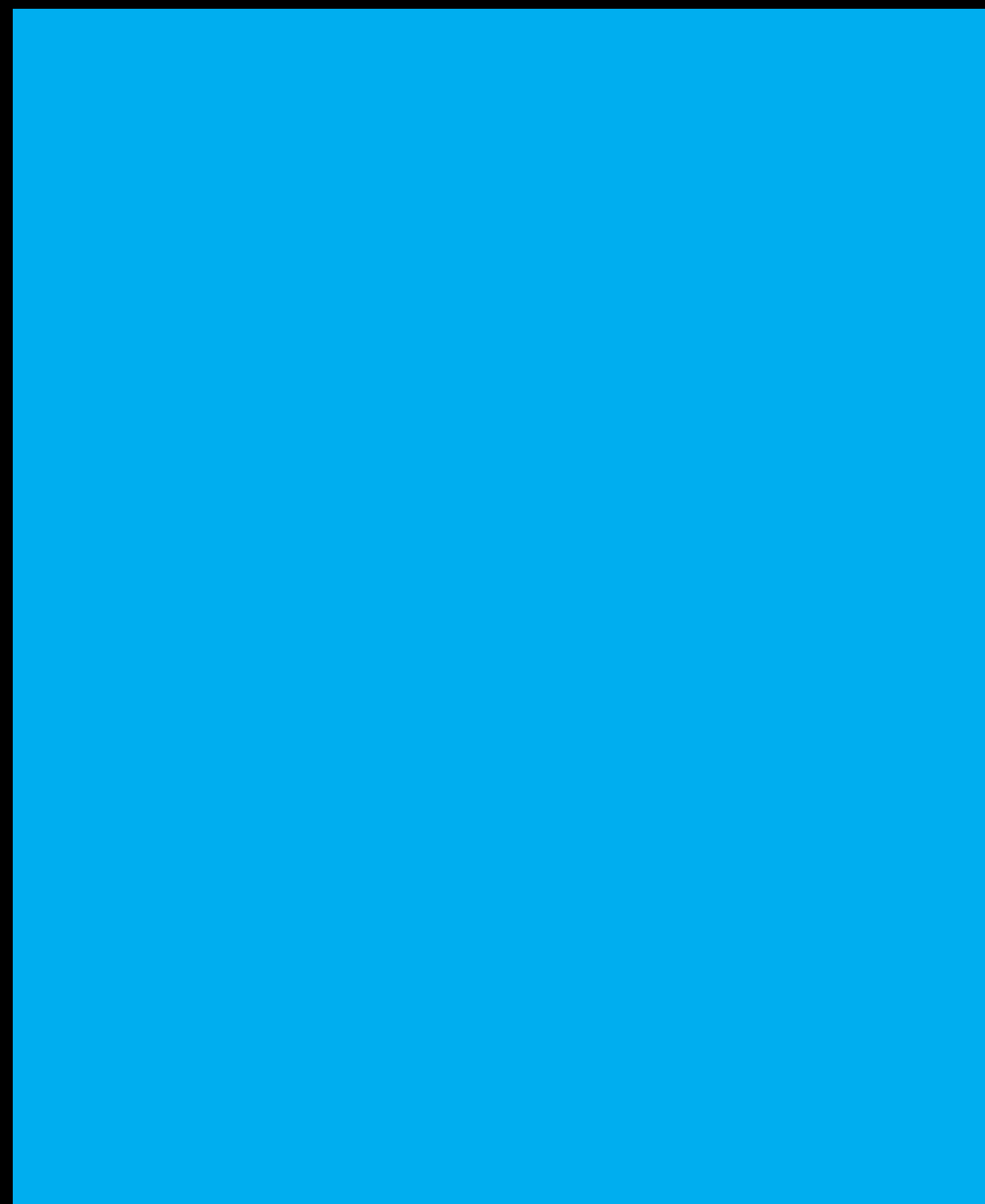
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Kill Brow

**PERFECT YOUR
KOREAN BROWS**



Kill Brow

PERFECT YOUR
KOREAN BROWS



KONGHYOJIN

Kong Hyo Jin
Award-winning actress
and celebrity figure

Make a statement with Ulzzang brows and eye makeup!

With just the right tools, you can perfect your Korean brows with Clio, the Asian Brow Expert!

Going beyond a top Korean Eyeliner brand, Clio introduces a collection of brow products – The Kill Brow Collection. With unique brow products with different benefits targeted at consumers of varying degrees of brow experience and skills, there is something for every Singaporean girl's brow needs.



Get your

BROW GAME ON POINT

The Clio Kill Brow Collection is straightening out your eyebrows even more than before.

If there is a trend to raise eyebrows about, it has to be straight brows.

Originally hailed from Korea, soft, straight brows is the Ulzzang look to perfect. Dubbed the exclusive Korean makeup style, Ulzzang or “얼짱” is the Korean word for “best face” or “good-looking”. For the signature Korean look of innocence and youth, it's all about flaunting a dewy and flawless looking complexion, brighter eyes and concentrating on straight, defined brows.

You can't deny it: Eyebrows are having a major beauty moment. Moving away from the previously beloved arched brows, the no arch brow has taken Hollywood by storm. Full, thick and straight brows are the key to a natural makeup and a more youthful appearance as they frame the face. While brow experts have claimed that arched brows were a fashionable style thanks to their ability to open the eyes up, they actually draw attention to your fine lines. Inspired by K-pop stars and Hallyu starlets such as IU and Jeon Ji Hyun, everyone from runway models and our favorite celebrities are ditching the arches, including Emma Watson and the most famed brow babe, Cara Delevigne.

Whether you are a beginner, intermediate or advanced user, increase your brow arsenal with Clio's latest Kill Brow Collection and your quest for the perfect Korean brows can be easily achieved with just the right mach.



The Clio Kill Brow Collection is available at selected Watsons stores from December 2015.

Beginner

Get The Basics Right: NATURAL BROWS



Often the first product picked up on a journey to defined brows, brow pencils are the most basic ways to fill in your brows. Great for beginners, brow pencils give a soft look as they go on naturally and smoothly, without the risk of harsh lines.

Create the perfect canvas for your brows with the Clio Kill Brow Tattoo-Lasting Gel Pencil.

Resistant to water and sweat, this 2-in-1 pencil has a creamy gel formula that glides on smoothly. Blendable and easy to apply, this gel pencil has a 24-Hour Tattoo effect as it provides long-lasting colour. For a precise finish and shape, use short, gentle strokes to fill in and the custom spooly to soften it out.

A Closer Look

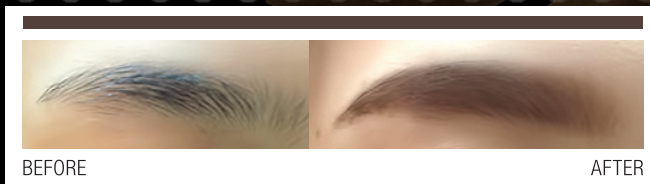


Gel Pencil

Creamy texture pencil with fixing wax

Screw Brush

To comb and line brows



BEFORE

AFTER

The Clio Kill Brow Tattoo-Lasting Gel Pencil, \$14.90, is available in two shades (No. 1 Natural Brown and No. 2 Light Brown) at selected Watsons stores.



Intermediate

Build On Your Craft: DEFINED BROWS

Eyebrow mascaras are great on top of other eyebrow products as they help blend and keep your eyebrow hairs in place.

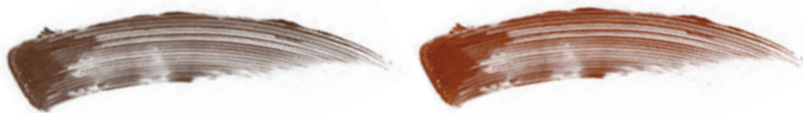
Enhance your brow skills or simply use it on its own for an even and comfortable hold with the Clio Kill Brow All Day Tattoo Brow Cara.

Resistant to water and sweat, this dual combination brush coats each brow hair with adhesion power to stay in place and combs each brow hair without creating clumps. Perfect if your eyebrows are on the fuller side, this perfect sized brow mascara lets you shape your brows while adding a hint of colour with 24-Hour Tattoo effect.



Dual-Comb Brush

The dual-combo brush allows you to comb through the brow without creating clumps for perfectly defined and evenly coloured brows:



**No. 1
Natural Brown**

**No. 2
Light Brown**

The Clio Kill Brow All Day Tattoo Brow Cara, \$17.90, is available in two shades (No. 1 Natural Brown and No. 2 Light Brown) at selected Watsons stores.



*Intermediate
Plus*

Step Up Your Game: TINTED BROWS

A two-in-one brow pen and mascara, Clio Tinted Tattoo Kill Brow 'tans' skin under the brows over time with the Tattoo Brow pen using a natural plant-based ingredient called D.H.A (Dihydroxyacetone).

D.H.A reacts with the amino acids in skin to create a temporary brown colouration akin to that, so that skin here becomes similar to your natural brow colour with no undesirable side effects.

It's the no-fuss brow tool to get K-brows in a jiffy.



The Clio Kill Brow Tinted Tattoo Kill Brow, \$23.90, is available in two shades (No. 1 Earth Brown and No 2 Soft Brown) at selected Watsons stores.



How to apply

1

Create Shape



After washing your face at night, outline brow using the tattoo pen before applying skin care products.

Tip! Start applying at the brow arch if you have angled brows. For flat brows, starts at the lower brow line.

2

Fill In & Define

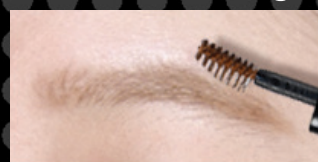


Fill in sparse areas

Tip! The more you apply the tattoo pen, the stronger effect you will get!

3

Add Color
in the Morning

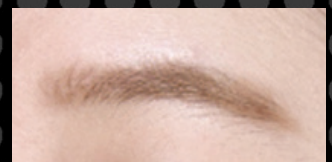


After washing your face in the morning, color your brows using the brow mascara.

Tip! Start brushing from the end of the brow for a stronger coloring effect! Always finishing by lining the brow from the start to the tail.

4

Perfect!



Voila! Perfect eyebrows in the seconds!

Tip! Keep applying the tattoo pen for 2 – 3 days for long lasting, natural looking eyebrows.

Advanced

Refine Like A Pro: POLISHED BROWS

Frame your face and give your brows an instant upgrade with the Clio Kill Brow Conte Powder Kit. This compact kit is packed with all the brow knowledge you need; two brow shades, a fixing wax, a round blending brush, an angled brush and a comb. The silky smooth powders are easy to apply and blend, they keep each eyebrow hair in place all day. The magic is in the wax: The unique fixing wax coats and sets your brows in place.

For a fuller and multi-dimensional look, start filling in your brows with the darker hue from the centre of your brows to the tip. When this is done, switch to the lighter hue to fill in the inner and outer contours of your brows. Finally, apply the setting wax to lock your eyebrows in place and keep them defined for a more polished look.

The Clio Kill Brow Conte Powder Kit, \$25.90, is available at selected Watsons stores.



How to apply

STEP 1



Line Brows

Comb and line brows using the Screw Brush

STEP 2



Fill In & Define

Fill in and define the desired shape using the Powder Brush.

STEP 3



Hold Brows in place

Apply Fixing Wax over brows to hold the shape in place.



Enjoy FLAWLESSLY CLEAN LINES

The Clio Sharp So Simple range provides you with laser precision and total control.

Bold, intense and waterproof; both pen and pencil represent a new generation of ultra-fine tips from Clio, letting you create different eyeliner looks, whether fine and subtle or extravagant and dramatic styles.

With a soft flexible tip of 0.01mm, the Sharp So Simple Pen Liner allows for incredibly delicate definition along the lashline while delivering the intensive amount of colour.

The micro-fine tip of 2mm of the Sharp So Simple Pencil Liner lets you blend smoothly and easily for a softer, delicate look.

Use black for definition or brown for a soft, natural look.



The Clio Sharp So Simple Pen Liner, \$22.90, and the Clio Sharp So Simple Pencil Liner, \$17.90, are available in Black and Brown.

Available at selected Watsons stores.



About

CLIO
PROFESSIONAL

Created by a talented group of Korean make-up artists in 1993, CLIO has established itself as one of the top makeup brands in Korea. With its fast-growing community of die-hard fans, CLIO continues to innovatively adapt itself towards their consumers' wants and needs, innovating and creating up to 70 products a year.

Since its launch in Singapore in 2011, the Seoul-based label has catapulted to one of the top mass market cosmetics brands, garnering numerous media raves, and sweeping up multiple awards for its well-loved eye makeup items. A frontrunner in K-cosmetics, it first made waves with its red-hot spokesperson Lee Hyo Lee, one of K-pop's most promising faces, Sandara Park from 2NE1 and continues to lead beauty trends with award-winning actress and celebrity figure, Kong Hyo Jin.

PRODUCT LIST

Kill Brow All Day Tattoo-Lasting Gel Pencil

Beginner

\$ 14.90



- 01 Natural Brown
- 02 Light Brown

Kill Brow All Day Tattoo Brow Cara

Intermediate

\$ 17.90



- 01 Natural Brown
- 02 Light Brown

Tinted Tattoo Kill Brow

*Intermediate
Plus*

\$ 23.90



- 01 Earth Brown
- 02 Soft Brown

Kill Brow Conte Powder Kit

Advanced

\$ 25.90



- ① Sand Brown
- ② Mocha Brown
- ③ Fixing Wax
- ④ Screw Brush: To comb & line brows
- ⑤ Powder Brush: For filling & contouring
- ⑥ Wax Brush: To hold brow ends & arches

Sharp, So Simple Pen Liner

\$ 22.90



- Brown
- Black

Sharp, So Simple Pencil Liner

\$ 17.90



- Brown
- Black

