

MAKE UP
FOR EVER

PROFESSIONAL

P A R I S

Originally a painter and sculptor, MAKE UP FOR EVER creator Dany Sanz ultimately found her inspiration in a more organic application of color: the living, moving, three-dimensional canvas of the human body. It was her passion for this type of artistry that altered her course, taking her from sculptor to makeup artist extraordinaire. But her passion for makeup didn't stop there; she created a world of beauty that has industry insiders and beauty buffs alike For Ever indebted.

In 1984, Dany Sanz created MAKE UP FOR EVER. Her objective: To develop an all-encompassing line for fashion and show-business professionals that has every product, texture, and color needed to achieve any effect a makeup artist's heart could desire. At the same time, she was experimenting with unique techniques in body painting – the first makeup artist in France to be so specialized.

Shortly after developing the line, she opened the first MAKE UP FOR EVER boutique at 5 rue la Boétie in Paris. It was a place where she bounced product ideas and formulations off her makeup artist collaborators. The shop served – and continues to serve – today as a studio and workshop where every bit of feedback from colleagues goes into refining and perfecting her product.

Aside from creating high-performance, wearable makeup, Sanz also makes products for every facet of the makeup industry. Her experience with theater makeup artists showed a need for products to recreate visual effects such as wounds, burns, and even prosthetic devices. Makeup for the ballet, opera, and open-air theater can be subject to harsh conditions – cold, heat, perspiration, humidity – necessitating long-lasting, stable products with enough pigment to be seen from afar. And once adjustments have been made for those conditions, it's a no-brainer to apply these concepts to fashion shows, where MAKE UP FOR EVER often gives conceptual and backstage direction.



WORKS OF ART

Dany Sanz Creates Makeup That's For Ever

The latest changes in the broadcast industry called for Sanz to create one of the most relevant and technologically advanced high-definition compatible ranges of products: MAKE UP FOR EVER's award-winning HD Complexion line. Reinforcing the brand's position as the leading professional makeup artist line, HD Complexion is already adored by both television and movie professionals who shoot in high definition, as well as consumers who desire full coverage with the look of truly natural skin.

With MAKE UP FOR EVER established and growing, Sanz took the art of makeup a step further. Having been principal of the Ecole Chauveau – an exclusive school in Paris specializing in professional makeup application – she was itching to open her own school to share her know-how and passion with the makeup artists of the future. So in October 2002, the MAKE UP FOR EVER Academy in Paris was born.

Backed up by her international experience with all types of makeup – cinema, television, stage, fashion, artistic – and as an instructor, Sanz herself directs the MAKE UP FOR EVER Academy in Paris. She trains every teacher, ensuring that the students' education is not only one of quality, but also one that embodies the experimental spirit of the company. Intensive courses, offered in both French and English, cover topics from fashion and television to special effects, body painting, and airbrush. To complement the curriculum, specialized outside professionals – photographers, hairdressers, wig makers, cameramen, chemists – share their expertise during conferences and demonstrations. Association with the Academy also grants students access to hard-to-get internships while an on-site photo studio, with resident photographer, ensures that students graduate with a working portfolio.

Dany Sanz started out simply filling a niche and fulfilling a passion – never suspecting that her creation would become a major cult brand. But by honoring the history of her art and investing in the future, Sanz doesn't just make great makeup for now. She creates MAKE UP FOR EVER.

MAKE UP FOR EVER

PARIS

PROFESSIONAL

The go-to brand for industry insiders and beauty buffs the world over, Make Up For Ever was created in 1984 in the discreet Parisian workshop-boutique of makeup artist Dany Sanz. It didn't take long before famous makeup artists, models, and movie stars heard about the collection and came calling for its amazing shades and high-performance formulations.

Now, Make Up For Ever has grown into a major beauty brand, without ever losing its cult appeal. Its products are prominently featured in Sephora stores in Europe and the United States, as well as stand-alone boutiques and in department stores in Asia and the Middle East, where the brand has been a great success.

The brand boasts a wide range of 1,000 products which includes: foundations, eye shadows, lipsticks, gloss, body make up, eyeliner pencils, loose powders, cleansers, brushes, false eyelashes, glitter and more.

For the start of the new year 2012, we would like to bring to your attention the best of our best, not to be missed – HD High Definition range.



MAKE UP
FOR EVER
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HD
HIGH DEFINITION
COMPLEXION



IHD HIGH DEFINITION

Range for your complexion

Welcome to the era of **TOTAL PERFECTION**

Lights! A high-definition image contains around six times more information than a standard image perceived by the human eye. **Camera!** With the development of new film and video technologies, fine details are visible onscreen, accentuating skin imperfections. **Action!** Small flaws, redness and blemishes are much more visible onscreen. For artists to camouflage these imperfections and still create the illusion of a natural look has become a challenge for professionals.



Make Up For Ever spotlights the new HD make up line

A revolution
on film

To respond to the new demands of digital technology, Make Up For Ever has created the HD make up line. Included in this high-tech line is a foundation and a powder with exceptional texture, and complimentary accessories to ensure perfect application. The goal is to perfectly correct the complexion while also improving skin aspect. The product's innovative textures were developed to respond to the highest standards of both professionals and the everyday woman.

Cutting-edge technology

- Extra-fine granulometry, for make up that is imperceptible onscreen or in photos
- Innovative formulas that adapt to the skin's needs (dehydration, lack of radiance)
- A rich, varied palette of shades that adapt to all skin tones like a 'second skin'. These shades correct the skin's colorimetry while refreshing the complexion and helping it face changing artificial light in front of the cameras.

Studio result

Natural imperfections are erased without heavy coverage. The skin's texture is still visible and well-defined. The skin looks younger, natural and radiant. The complexion is truly beautified.

'Indispensable' accessories

Make Up For Ever has created special accessories to optimize the application of its new HD line. These professional tools have a close affinity with the products and follow the contours of the face perfectly.

Backstage at film or video shoots: a flawless complexion is imperative

Make Up For Ever and its founder, Dany Sanz, are closely linked to the show-business world. They work with performers and models backstage in the theater, cabaret and fashion industries as well as on film and video shoots. As make up artists, their job is to prepare the complexion before a performance, and they are always seeking new ways to perfect it. Make Up For Ever strives to to evolve at the same pace as technology. Now that high definition is here to stay, Make Up For Ever offers a high-resolution complexion! On television film and in photos, the skin can look perfect, with a luminous, natural look, without retouching.

Dany Sanz, Make Up For Ever's founder: "I want perfect-looking skin, with invisible coverage and a natural appearance."



Step 1
Prime

HD High Definition Elixir

WHAT IT IS:

An innovative serum that instantly hydrates and adds radiance to the skin.

WHAT IT DOES:

HD complexion collection uses innovative formulas to create a new generation of makeup that is invisible on high-definition cameras and to the naked eye. This unique, lightweight elixir absorbs quickly into the skin, instantly hydrating and brightening the complexion. The breakthrough formula contains D-Panthenol and Glycerin to ensure an immediate boost of hydration (+520% after 15 minutes) that lasts throughout the day (+175% after 6 hours). Argatensyl is added to provide an immediate smoothing effect. Each ingredient was specifically added to prepare skin for high-definition makeup – so you can count on the camera picking up the perks of this perfecting formula. This product is oil and paraben free and dermatologist tested.

RETAIL SELLING PRICE

SGD63.00 / 12ml

HD High Definition Microperfecting Primer

WHAT IT IS

A lightweight, oil-free complexion corrector that enhances the skin's texture and primes the skin for makeup application.

WHAT IT DOES

HD Microperfecting Primer deeply nourishes, moisturizes, and softens the skin, creating a glowing effect. Creates a protective layer on the skin allowing foundation to glide on easily and last longer.

Available in six color-correcting shades and one transparent shade.



RETAIL SELLING PRICE

SGD67.00 / 30ml

Step 1
Prime



HD High Definition Invisible Cover Foundation

Wouldn't you love to envelop your skin with a soft, supple veil that is easy to work with and provides full yet invisible coverage? That's exactly why Make Up For Ever has created the new HD Foundation.

WHAT IT IS

An oil-free medium-to-full-coverage liquid foundation that covers skin imperfections flawlessly while remaining invisible on-screen and in real life. It perfectly conceals imperfections and improves the skin with even, natural-looking, transparent coverage. You'll forget you're wearing it as soon as you apply it.

WHAT IT DOES

This long-wearing foundation creates a soft-focus effect, which is designed to meet the coverage concerns of those in the spotlight. It leaves your complexion with such a flawless finish, it can withstand bright or harsh lighting.

KEY INGREDIENTS & TECHNOLOGY

- High Performance formula with coated micro-pigments to even out the complexion.
- Relipidium moisturizes the skin (moisturization increased by 46% after four hours).
- Fucogel forms a film that protects from dehydration and environmental factors.
- Sericite extends the diffusion of light rays and makes the complexion glow.
- The oil-free formula gives the complexion a matte, non-oily finish.
- The very fine granulometry means that the result is as natural-looking as possible.

Available in a wide range of shades – 25 colors - it is suitable for all skin tones. Dermatologically tested.



RETAIL SELLING PRICE

SGD76.00 / 30ml

Step 2
Cover



Foundation Sponge & Brushes

To optimize its application, Make Up For Ever has developed two perfectly adapted a sponge and brushes.

High Definition Sponge

Allows highly precise application of HD Foundation. Made of polyurethane, it is very soft, supple and easy to use. Its original shape is suitable for every facial structure: the pointed tip allows for precise application on difficult-to-reach areas of the face, while the wide, rounded side can be used for quick sweeping movements over the entire face.

RETAIL SELLING PRICE
SGD26.00

2 Special Foundation Brushes

The Finishing Brush Ref: 20N is especially adapted for the application of HD Foundation to small areas or for targeted correction.

RETAIL SELLING PRICE
SGD50.00

The 29 mm Complexion Brush ref 35N is designed for even application of HD Foundation to the face, chest and body.

RETAIL SELLING PRICE
SGD75.00

HD High Definition Invisible Cover Concealer

WHAT IT IS

An oil-free, medium-coverage concealer that covers imperfections while remaining invisible to high-definition televisions and the naked eye.

WHAT IT DOES

This concealer creates a soft-focus effect, brightening the eye area while reducing the appearance of fine lines and wrinkles for a natural, radiant look. The innovative soft silicone applicator enables precise application for a perfectly even finish on camera and in person.

Available in 14 shades to suit all skin tones.



RETAIL SELLING PRICE
SGD52.00 / 15ml

Step 2
Cover



HD High Definition Microfinish Blush

Step 3
Finish



WHAT IT IS

A cream blush that naturally sculpts and highlights the cheeks for a healthy glow.

WHAT IT DOES

HD Microfinish Blush combines mattifying and reflecting powders to create a soft-focus effect for a radiant complexion. Its ultra-fine, second-skin texture blends seamlessly, imparting a healthy glow that's hard not to notice. Formulated with evaporating oils, HD Microfinish Blush has a long-lasting result. Dermatologist tested. Paraben free.



RETAIL SELLING PRICE

SGD55.00 / 10ml

HD High Definition Microfinish Powder

The challenge facing Make Up For Ever was to invent a powder with avant-garde technology. Result: micro-particles so fine that they even out and smooth the complexion without being seen.

Step 3
Finish



RETAIL SELLING PRICE

SGD55.00 / 10g

WHAT IT IS

A universal translucent finishing powder to be applied over foundation or worn alone. The powder's revolutionary texture feels incredible: touch it with your fingers and experience a soft, fine, gliding consistency like you have never felt before.

WHAT IT DOES

Sets the foundation and slightly mattifies skin without changing its natural contours. Thanks to its ultra-fine granulometry, HD Powder offers an even, natural-looking finish. Its universal translucent shade becomes a transparent veil and adapts to all skin tones. It unifies the complexion perfectly while respecting the skin's natural relief. This 100% mineral silica powder softens the appearance of imperfections and completely evens out the complexion for a glowing, radiant look.

KEY INGREDIENTS & TECHNOLOGY

- Revolutionary 100% mineral particles
- Ground-breaking formula contains a high concentration of mineral silica powder.
- Does not contain talc => does not dry out skin
- Spherical micro-beads with a 'Soft Focus' effect smooth out imperfections and light up the complexion
- Extra-fine granulometry offers a high-definition complexion both onscreen and in real life.

Available in one universal shade for all skin tones Dermatologically tested.

Kabuki Brush



Achieve precise application by applying with the Kabuki Brush developed exclusively for this powder:

Perfect for sweeping a sheer layer of HD Powder over the face. Its rounded shape facilitates the circular movements needed for the application of the Powder. Its nylon bristles are just the right width and are ultra-soft but firm so they feel good when brushed over the face. Carry the brush in its black zipper pouch for daytime touchups.

RETAIL SELLING PRICE

SGD85.00

“ Make Up For Ever: From brushes to film shoots. From students at the Academy to Professional Cinema Make-up Artists

From the beginning, cinema professionals and make-up artists have worked together closely. Many of the students at the Make Up For Ever Academy have chosen this specialization. To adapt the training to the demands of the silver screen, Dany Sanz began collaborating very early on with a number of cinema schools and the top professionals in the area of film.

When High Definition came on the scene, it revolutionized the worlds of cinema, television and make up. The new technology required even more precision, but, because technique is not everything, Make Up For Ever decided to create a new generation of products. This was done by Make Up For Ever's formulation experts in collaboration with cinema professionals. Many of the Academy's students who had become make-up artists also tested the formulas.

The result of this teamwork: a new generation of products with reinvented textures and colors to respond to HD technology's requirements for light and definition. Since this natural-looking make up lets facial contours retain their relief and does not freeze facial features, actors can freely express themselves in their roles. Both onscreen and in real life, the products of the HD line offer a 'second skin' with a perfect finish.

Guy Espitallier

Professional Make Up Artist for the TV industry

"HD revolutionizes all the jobs related to cinema, including that of make-up artist. It was a pleasure to participate in Make Up For Ever's HD Foundation adventure with Dany Sanz. The HD products support the make-up artist's technical gestures. They are indispensable professional tools for make-up artists in the Digital Era."

Chantal Léothier

Professional Make Up Artist for the movie industry

"HD Powder is one of the most innovative products made available to professional make-up artists in recent years. Actors often dislike powder, because it covers facial features and dries the skin; talc-free HD Powder envelops the skin in a veil of softness and leaves a uniform, natural-looking finish."

Antonella Podence

Director of the Make Up For Ever Academy in Paris

"In our courses, we have to teach our students about modern make up techniques for the cinema. HD products are used by the students under the supervision of the teachers and are highly appreciated by collaborators from cinema schools".

Kevin J. Bennett

US Make Up Artist, Multiple Emmy Awards Winner

"Make Up For Ever HD products not only stand up to the scrutiny of HD Vision... They redefine the possibilities of Make Up Artistry in this medium."

CONTACT INFO:

For media enquiries or additional product information or visuals,

please do not hesitate to contact:

Sabrina Meier

PR & Communications Manager

DID: +65 6836 9615

Mobile: +65 9138 6528

Email: meiers@makeupforever.sg

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LVMH FRAGRANCES & COSMETICS (SINGAPORE) PTE LTD

1 Kim Seng Promenade #18-07/12 Great World City West Tower Singapore 237994