

ARMANI
BEAUTÉ





Discover ARMAF BEAUTÉ Where Beauty Knows No Limits

Embark on a transformative journey with **ARMAF BEAUTÉ** – where self-expression is celebrated in every stroke. Beyond being a makeup brand, we're a powerful declaration of your individuality.

Guided by inclusivity, we honor every skin tone, gender and style. Our makeup range is as diverse as you are – a symphony of colors, extraordinary formulations, and bold packaging.

In a world that confines, we stand tall for the individual. **ARMAF BEAUTÉ** is an empowering experience, encouraging creativity as self-love.

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Face



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**HYDRA
MAX**
HYDRATING PRIMING SERUM

Hyaluronic Acid + Panthenol
96.5% Natural Origin Ingredients
e 30ml / 1.01 fl.oz

Parfaite Fix Mattify Primer



Parfaite Fix-Mattify Primer is a clear gel primer that will face shine head on for a complete matte finish. If you want to control your glow, use this primer as your base and add highlighter to the areas of your face you want radiance. It contains antioxidant-rich vitamin E to help nourish your skin.

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- ◆ Gel Based Formula
- ◆ Matte Finish
- ◆ Controls shine on the face
- ◆ Enriched with Vit-E
- ◆ Total: 1 SKU

Hydra Max Hydrating Priming Serum



This moisturizing and fluid formula is based on bio-fermentation hyaluronic acid and is developed with 96.5% natural origin ingredients. It contains Hyaluronic Acid at 3 different molecular weights offering multilayer hydration. The high concentration of hyaluronic acid is enhanced by the presence of Panthenol, improving the hydration of skin surface and keeping skin healthy and plumped. A perfect skin care product, can be used either for Healthy Hydrated Skin or as a seamless makeup base.

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- ◆ 96.5% natural origin ingredients
- ◆ Enriched with Hyaluronic Acid & Panthenol to lock the skin moisture
- ◆ Semi-gel, refreshing and soothing Hydrating serum
- ◆ Gives a natural glow and create a perfect base for daily makeup
- ◆ Total: 1 SKU



Matte Max High Coverage Concealer



Matte Max Concealer is a fluid concealer with high pigmentation and a smoothing effect, which last for a long duration. This concealer is designed to ensure a high coverage even on skin dyschromia, dark circles and blemished. It is enriched with Hyaluronic acid for hydrated skin and comes with SPF 20 for daily Sun protection.

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- ◆ High Coverage Concealer
- ◆ Matte Finish
- ◆ SPF20 for sun protection
- ◆ Enriched with Hyaluronic Acid
- ◆ Highly pigmented and long lasting
- ◆ Total: 8 SKU's



Porcelain



Fair



Nude



Beige



Warm Beige



Tan



Maple



Toffee

Matte Max High Coverage Foundation

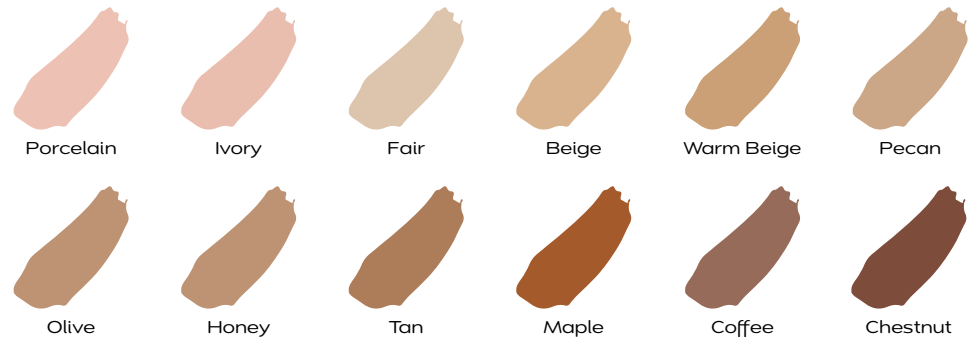


Matte Max Foundation comes in dense formulation with a very high coverage and a matte finish that covers the blemishes and spots on the skin. It is enriched with Hyaluronic acid for hydrated skin and comes with SPF 20 for daily Sun protection.

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- ◆ High Coverage Foundation
- ◆ Matte Finish
- ◆ SPF20 for sun protection
- ◆ Enriched with Hyaluronic Acid
- ◆ Highly pigmented and long lasting
- ◆ Total: 12 SKU's



Parfaite Fix Concealer



The Parfaite Fix- Concealer is a vegan formula which is buildable, blendable and effortlessly covers & conceals blemishes and dark under eye circles for a flawlessly smooth base with a soft matte finish. This lightweight liquid concealer glides onto the skin easily with just a doe foot applicator.

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- ◆ Last upto 16 Hours
- ◆ Conceals Blemishes/
Pigmentation
- ◆ Breathable Formulation
- ◆ Easy to Blend
- ◆ Medium-Buildable coverage
- ◆ Total: 6 SKU's



Fair



Porcelain



Beige



Warm
Beige



Sand



Tan

Parfaite Fix Liquid Foundation



A 24 Hr lasting liquid foundation with a natural matte finish that unifies uneven skin tone and covers imperfections with buildable coverage.

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- ◆ Water Resistant
- ◆ Buildable Coverage
- ◆ Last up to 24 hours
- ◆ Natural Matte Finish
- ◆ Enriched with Hyaluronate Acid
- ◆ Enriched Vitamin C/E/B5
- ◆ Total: 8 SKU's



Fair



Porcelain



Natural



Beige



Warm
Beige



Sand



Honey



Tan

Parfaite Fix Skin Tint



A natural looking skin tint with silk smooth texture that delivers breathable coverage and SPF protection with a semi-matte finish.

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- ◆ Semi Matte Finish
- ◆ SPF 30 for Sun Protection
- ◆ Breathable Coverage
- ◆ Silk Smooth Texture
- ◆ Total: 6 SKU's



Fair



Natural



Beige



Warm



Sand



Honey

Parfaite Fix Setting Powder



A lightweight, exquisite texture Setting Powder that is packed with delicate pigments for brightening your skin in appropriate shade. The ultra-fine and smooth powder blends seamlessly into skin leaving a soft, airbrushed matte finish without cakey look and flashback in photographs.

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- ◆ Matte Finish
- ◆ Silky Texture
- ◆ Ultra-fine Powder
- ◆ Soft Focusing Effect
- ◆ Absorbs Oil and Shine
- ◆ Weightless Formula
- ◆ Total: 1 SKU

HD Loose Powder



HD Loose Powder is a feather-light, vegan formula that gently fuses with your skin, and masks the irregularities, giving you a velvety matte, even finish. Weightless and ultra-smooth textured powder wins you a flawless definition that stays all day long helping you up your beauty game without compromising your perfect makeup.

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- ◆ High Definition
- ◆ Ultra Soft
- ◆ Feather Light
- ◆ Total: 3 SKU's





Parfaite Fix Compact Powder



Parfaite Fix-Compact is a feathery light powder that mops away any excess oil production and imparts a seamless veil on your skin. It blurs and smoothens imperfections, never settling into fine lines or creases. All you need to do is dab some compact on the sweat-prone zones of your face, and it will last you through the day, even if you decide to take a dip in the pool.

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- ◆ Seamless Matte Finish
- ◆ Lightweight Formula
- ◆ Ultra Fine Powder
- ◆ Blur Imperfections
- ◆ Long Lasting
- ◆ Silky Smooth Texture
- ◆ Total: 6 SKU's



Fair



Porcelain



Beige



Warm
Beige



Sand



Tan

Stanner Bronzer



Define your features like a pro with the Stanner: Bronzer that sculpts your face with its high pigmented matte formula. Its feathery lightweight feel and smooth texture allows for beautiful blending and contouring that can be built from subtle definition to chiseled cheekbones.

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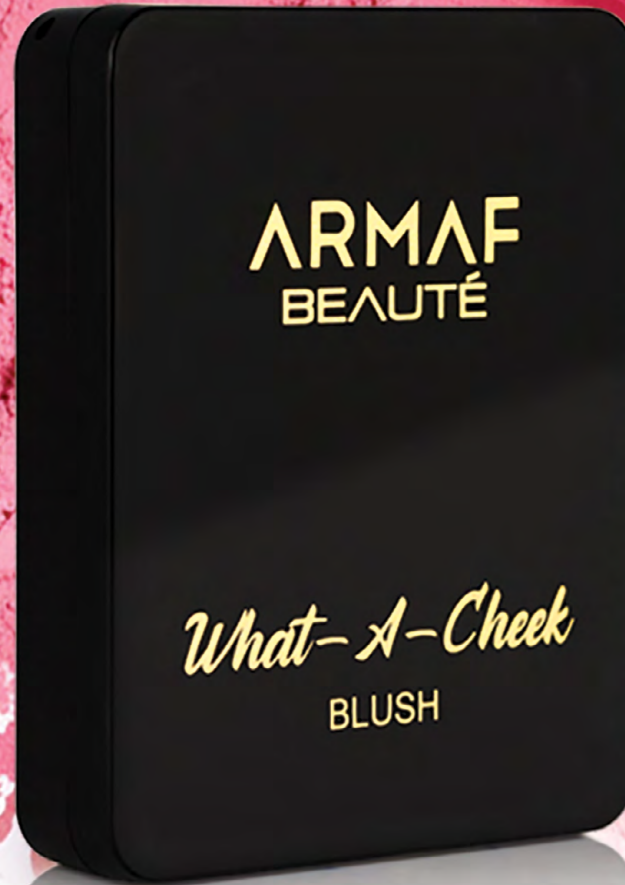
- ◆ Ultra Fine Powder
- ◆ Long Lasting
- ◆ Buildable Formula
- ◆ Lightweight
- ◆ Matte Finish
- ◆ Highly Blendable
- ◆ Total: 3 SKU's


Sandy
Shine


Rustic
Rusk


Tawny
Tan

What-A-Cheek Blush

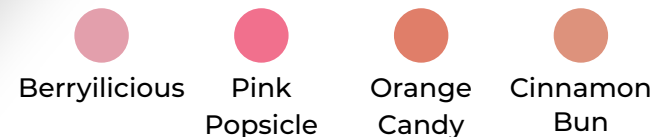


Immerse your cheeks in luminous color. What-A-Cheek Blush has a lightweight, silky texture that hugs your cheeks with a soft touch. Available in 4 gorgeous shades to choose from, this buildable blush delivers natural-dramatic color to perfectly enhance your look the way you want.

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- ◆ Ultra Fine Powder
- ◆ Blendable
- ◆ Long Lasting
- ◆ Buildable Formula
- ◆ Highly Pigmented
- ◆ Lightweight
- ◆ Total: 4 SKU's



What-A-Glow Highlighter



Achieve a luminous and radiant glow with What-A-Glow Highlighter. This highlighter has a silky, smooth, and blendable formula that adds dimension and definition to the features. Infused with light-reflecting pigments, the this Highlighter gives a stunning, high-shine finish and is perfect for adding radiance to your complexion. Designed to complement all skin tones.

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- ◆ Ultra Fine Powder
- ◆ Natural Radiance
- ◆ Blendable
- ◆ One Stroke Glow
- ◆ Long Lasting
- ◆ Luminous Finish
- ◆ Total: 4 SKU's

What-A-Glow



Rhodonite



Amber



Topaz



Rose
Quartz

Hydrating 3-In-1 Micellar Water



Armaf Beaute Hydrating Micellar Water is designed for all skin type that deeply cleanses pores and smoothly removes make-up. Gently draws out impurities that can clog pores: pollution, makeup and dust. Use day and night for the skin that looks hydrated and clear for long period.

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- ◆ Minimize Enlarged Pores
- ◆ Balance Skin Tone
- ◆ Moisturizes & Hydrates
- ◆ Suitable for all skin types
- ◆ Total: 1 SKU



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Lips

Plumpy Pout Lip Plumper



A warming, hydrating lip plumper with moisturizing emollients for fuller looking lips. Infused with Hotflux offering instant tingle sensation and glides easily onto lips giving mirror-like and plumpy looking finish.

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- ◆ Enriched with Vit E
- ◆ Super Hydrating
- ◆ Plumping Mirror Finish
- ◆ Fuller Lips
- ◆ Total: 1 SKU

Intense Shine Lip Gloss



Intense Shine is a moisturizing lip gloss that delivers a saturated, high shine color. The innovative formula is ultra-nourishing, smooth and provides intense immediate hydration the moment it is applied over lips. The lightweight pigment perfectly delivers high-coverage, wet-shine color in a single swipe.

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- ◆ Immediate High Shine
- ◆ Instant Hydration
- ◆ Non-sticky
- ◆ Enriched with Cloudberry Seed Oil, Inca Inchi Oil & Calendula Oil
- ◆ Enriched with Vit E & Mango Butter
- ◆ Total: 5 SKU's



Peach



Brownie



Cotton
Candy



Cherry



Sugar

Shine-A-More Hydrating Gloss



Get ready to make a difference in your makeup!
Thanks to Shine-A-More lip gloss formula, which does not leave a sticky and heavy feeling on the lips and is very easy to achieve shiny lips! With this series of eye-catching colors, you can add sparkle to your daily make-up with moisturized lips for a long time. To have full, shiny and attractive lips, you can create radiant looks by applying them alone or just a shiny swipe over your lipstick!

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- ◆ High-shine gloss for a dazzling finish
- ◆ Enriched with Vitamin E
- ◆ The non-sticky, lightweight formula
- ◆ Total: 6 SKU's



Bliss



Pine



Flamingo



Dazzle



Coral



Crystal

Stay-A-More Matte Lipstick



Stay-A-More lipstick stands out by providing a comfortable and lightweight feel on the lips. It does not dry out or crack, ensuring that your lips remain hydrated and comfortable throughout the wear. This lipstick has re-defined the concept of long-lasting lip color, delivering on its promises and exceeding expectations. Its exceptional performance, impressive range of shades, and comfortable wear make it a true beauty essential for anyone who wants a lip color that stays put from morning to night

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- ◆ Matte Finish, long lasting formula stays upto 8hrs
- ◆ Enriched with Vitamin E
- ◆ Highly pigmented with one glide payoff
- ◆ Creamy texture light on lips
- ◆ Total: 12 SKU's


Nude Brown


Cocoa


Fawn


Peach
Melody


Stella Rose


Dusty
Rose


Almond


Merlot


Periwinkle


Heather


Royal


Mulberry

CRÈME TOUCH
LIQUID MATTE LIPSTICK

CRÈME TOUCH
LIQUID MATTE LIPSTICK

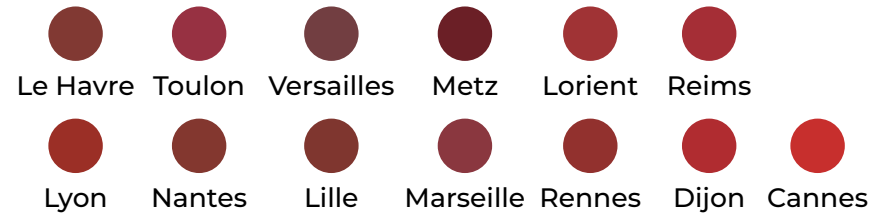
Crème Touch Liquid Matte Lipstick



A lightweight creamy formulation that glides over the lips like butter. Comfortable wear for long hours with no compromise on lip hydration. Time to Say No to chapped and cracked lips.

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- ◆ Highly Pigmented
- ◆ Single Swipe Payoff
- ◆ Soft Matte Finish
- ◆ Hydrating
- ◆ Lightweight
- ◆ Total: 13 SKU's





Crème Touch Bullet Lipstick



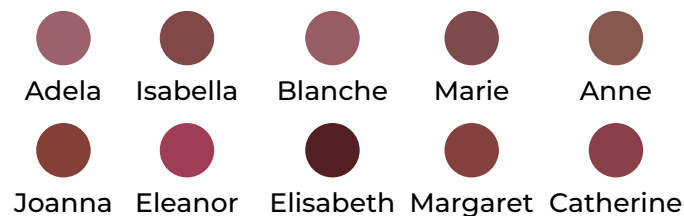
This semi-matte lipstick is locked with rich pigments, glides on effortlessly and delivers a soft creamy matte finish in just a single stroke.

This non-drying texture is light over the lips.

Time to enjoy comfortable long wear lipstick.

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- ◆ Semi Matte Finish
- ◆ Lightweight
- ◆ Highly Pigmented
- ◆ Enriched with Vit E
- ◆ Enriched with Shea Butter
- ◆ Total: 10 SKU's



True Matte Transferproof Liquid Lipstick

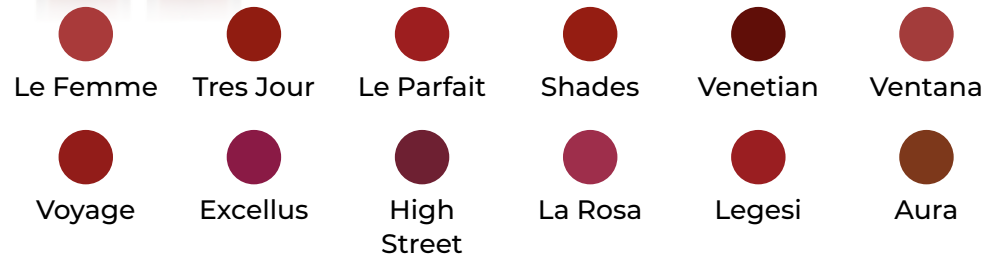


This true matte lipstick gives one swipe pigmentation for super-saturated payoff. The weightless matte formulation dries down quickly with no stickiness, leaving a comfortable transfer proof color over the lips.

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- ◆ Highly Pigmented
- ◆ 1 swipe Payoff
- ◆ Long Lasting
- ◆ Transfer proof
- ◆ Total: 12 SKU's



True Matte Bullet Lipstick



A creamy and smooth matte formula that delivers longwear, water resistant, ultra color payoff and a perfect lip look.

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- ◆ Lightweight
- ◆ Comfortable Wear
- ◆ Intense Payoff
- ◆ Long Lasting
- ◆ Total: 10 SKU's



Velvet Matte Bullet Lipstick



An ultra-matte, super-rich lipstick with the supple feel of a hydrating lip treatment. The formula includes shea butter at levels known to provide additional comfort and moisture.

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Time to elevate matte to a new elegance.

- ◆ Silky smooth texture
- ◆ Velvet matte finish
- ◆ Intense payoff
- ◆ Lightweight
- ◆ Enriched with Shea Butter
- ◆ Total: 12 SKU's



Tint It Up Lip & Cheek Tint



Tint It Up Lip & Cheek tint is a beautiful creamy texture which is designed for the smooth and highly pigmented application. This multiuse product solves the problem of carrying multiple products for your go to look. A tint perfect for the natural wash of colors.

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- ◆ Long-Lasting
- ◆ Highly Pigmented
- ◆ Intense color
- ◆ Non-sticky
- ◆ Total: 5 SKU's

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Eyes



Xtra Mile Lengthening Mascara



Xtra Mile Lengthening Mascara is enriched with nylon fibers and Vitamin E, which offers a spectacular lengthening effect, defining each lash for a magnetic look. This water-resistant long-lasting formula is boosted by polymers which ensures a flawless result that withstands everything from day to night.

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- ◆ Water Resistant
- ◆ Long-lasting and light weight formula
- ◆ Enriched with Vitamin E , Kaolin & Panthenol which works on strengthening the lashes
- ◆ Enriched with nylon fibers
- ◆ Total: 1 SKU



Mega Lash Extra Volume Mascara



This waterproof and smudge-proof mascara is designed for high volume, which visibly intensifies and enhances the look of lashes with each coat. As it is enriched with castor oil which helps in retaining moisture and avoids drying of lashes.

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- ◆ Water Proof & Smudge Proof
- ◆ Long-lasting formula
- ◆ Enriched with Castor Oil
- ◆ Buildable without clumps
- ◆ Total: 1 SKU



Long Lashting Mascara



This flake free, non clumping mascara defines, curls and lengthens your lashes giving it a perfect long lash look. Achieve clean definition with this formula that weightlessly lifts and separates every lash.

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- ◆ Clean & Precise Application
- ◆ Buildable
- ◆ Water Resistant
- ◆ Longwear
- ◆ No Clumping
- ◆ Total: 1 SKU



Black

Enchanting Brow Fiber Eyebrow Gel



A weightless eyebrow gel infused with microfibers that sculpts, tints and tames for naturally filled in brows. Gives a natural volume to the eyebrow that stays in place all day long.

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- ◆ Precise Application
- ◆ Lightweight
- ◆ Buildable Formula
- ◆ Natural Finish
- ◆ Total: 3 SKU's



Ebony



Dark
Brown



Brown

Enchanting Brow Fiber Eyebrow Duo



The unique smooth powder formula of Enchanting Brow Eyebrow Duo helps regain natural brow fullness and reshape brows. Each kit comes in two tones to create the perfect custom shade and follow your natural hair gradient whilst the buildable formula helps you dial up from soft definition to a bolder look using the double ended angled and spoolie brush included in the kit.

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- ◆ Dual Tone Kit
- ◆ Easy Application
- ◆ Buildable Coverage
- ◆ Natural Look
- ◆ Intense Payoff
- ◆ Total: 2 SKU's

 Espresso  Cappuccino



Enchanting Brow Eyebrow Pencil



Enchanting Brow Eyebrow Pencil is a multi-functional and immensely pigmented brow product that comes with a spoolie brush to create natural looking eyebrows instantly. This dual-sided pencil applies color with the fine tip on one side and tames and combs brows with the spoolie on the other end. It lets you create well defined eyebrows and a flawless arch in no time.



- ◆ Highly Pigmented
- ◆ Buildable
- ◆ Natural Look
- ◆ Easy Application
- ◆ Longwear
- ◆ Total: 3 SKU's



Ebony



Dark
Brown



Brown



Liquid Eyeliner Pen



Armaf Beaute intense black formula is richly pigmented, quick drying and offers a slick finish for up to 12 hours. It is sweatproof and transferproof which keeps your look clean and mess free for long. Not forgetting its fine and flexible felt-tip that delivers insanely precise lines and hassle-free application with every stroke to help create fierce eyeliner looks. Be your own Boss from bold graphic eye flicks to a simple wing, slay any look with utmost finesse

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- ◆ Waterproof
- ◆ Smudgeproof
- ◆ Long-Lasting
- ◆ Total: 1 SKU



Black

Glide It Waterline Eyeliner



Glide It: Waterline Eyeliner combines the precision of a pencil and bold finish of a gel that stays upto 24 hours. This waterproof and smudge proof formula glides on smooth and deliver high impact gel finish. It can be used along the lash and waterline or extended to create a dramatic wing.

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- ◆ Waterproof
- ◆ Smudge proof
- ◆ Last upto 24 Hours
- ◆ High Payoff
- ◆ Smooth Application
- ◆ Total: 5 SKU's

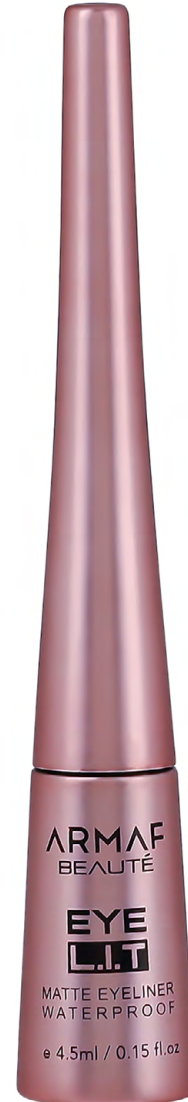


Eye L.I.T Matte Liquid Eyeliner



This super-fluid eyeliner draws deep black lines with absolute precision. We've equipped it with the best brush and a cartridge system that ensures a continuous flow of ink, for an easy application without imperfections or interruptions.

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- ◆ Waterproof
- ◆ Intense Black
- ◆ Matte finish with quick drying property
- ◆ Highly pigmented and long lasting
- ◆ Total: 1 SKU

Dip-In Liquid Eyeliner



Dip-in liquid eyeliner creates a water resistant, an opaque matte finish layer of color that stays in place without any budge. This film former formulation delivers longwear without flaking, fading and smudging.

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- ◆ Water Resistant
- ◆ Longlasting
- ◆ Lightweight
- ◆ Easy Application
- ◆ Total: 3 SKU's



Night



Aquamarine



Emerald

Shadow Palette 6-in-1



This eyeshadow palette contains matte, shimmer, and metallic finishes. It is easy to blend and highly pigmented that ensures you can maintain rich pigment from day-to-night.

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- ◆ Easy to Blend
- ◆ Highly Pigmented
- ◆ Comfortable Wear
- ◆ Buildable Formulation
- ◆ Ultra Fine Powder
- ◆ 6 Beautiful Shades
- ◆ Total: 4 SKU's



Shadow Palette 10-in-1



This eyeshadow palette contains matte, shimmer, and metallic finishes. It is easy to blend and highly pigmented that ensures you can maintain rich pigment from day-to-night.

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BEAUTÉ



- ◆ Easy to Blend
- ◆ Highly Pigmented
- ◆ Comfortable Wear
- ◆ Buildable Formulation
- ◆ Ultra Fine Powder
- ◆ 10 Beautiful Shades
- ◆ Total: 3 SKU's

Glimmer Jelly Highlighter



Glimmer Jelly Highlighter is a smooth, jelly-textured highlighter that blends into the skin for a luminous, glowing skin effect. The versatile jelly formula makes it the perfect for multi-use from highlighter on your face to beautifully glowing eyeshadow on your eyes.

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- ◆ Buildable Formulation
- ◆ Highly Pigmented
- ◆ Intense Color Payoff
- ◆ Long Lasting
- ◆ Total: 5 SKU's


Alhena


Felis


Petra


Castor


Vega

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Accessories

Premium matte finish wooden brush with fine super soft bristle for that fur feeling while application. Brush collection that fits well for the chiseled jaw line or the bold eye look, perfectly blended foundation or rosy cheeks with the hint of the tint.

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Premium matte finish Make up Brush

◆ Total: 6 SKU's





Powder Brush 01

- ▶ Powder brush helps blend your loose or pressed powder into the skin.
- ▶ Stroke a brush over powder and tap off excess.
- ▶ Blend well using circular movements start from the centre of your face and work outwards.



Blush Brush 02

- ▶ Gently stroke Blush Brush over color and lightly tap off excess.
- ▶ Apply to the apple of cheek, blending outward and downward toward the hairline for the most natural effect.



Foundation Brush 03

- ▶ Apply liquid foundation to the back of your hand and dip your foundation brush into the product or directly apply it on your skin.
- ▶ Blend the foundation in a stippling and circular motion, for an even application starting at the center of your face, working outward.
- ▶ Continue the circular buffing motion to the spots where you want the most coverage, this brush will ensure foundation blends without streaking.



Angular Brush 04

- ▶ Ideal with liquid, cream or powder products.
- ▶ Position the brush with the bottom bristles facing the direction in which your hand is moving, so you are working with the flow of the brush and not against it



Fan Brush 05

- Use the soft, stippling bristles to pick up and layer on just the right amount of powder to build your desired radiance.
- Highlight the top of cheekbones and other high points of the face where you want to mimic light reflecting.



Eye Makeup Brush Set 06,07,08

- Each makeup brush in the kit is crafted with luxuriously soft bristles that feel super gentle on your skin and a wooden handle that provides you perfect grip and control over the brushes while applying product.
- Use these brushes to pick up and blend product as needed.
- Get the desired soft to smokey eyes in fewer and simple strokes with the Winky Eye Makeup Brush Set to turn some heads on your way.

Beauty Blender

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Supercharge your makeup application with this Ingenious Blender Bob. The ultra-soft, latex-free tool not only gives you a seamless, airbrush finish but is also washable and reusable. Experience a streak-free radiance with minimal product absorption. Let your foundation and concealer blend like magic for a natural look and full coverage.



Nails



Nail Enamel

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FRANCE

Let your manicure game pop up with our exclusively curated selection of classic, vibrant nail colors.

Armaf France nail enamels boast a high-quality chip-resistant formula that glides on effortlessly, delivering impeccable coverage and a finish that lasts.



- ◆ Luxurious and long-lasting
- ◆ Non-toxic
- ◆ Flaired brush for convenient application
- ◆ No chipping or dulling







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TIKTOK



SNAPCHAT



INSTAGRAM

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