

YOUR

Make-up
Guide



MEET OUR COLOUR COSMETICS BRANDS



Indulge in a luxurious make-up brand that celebrates the finer things in life. Classic elegance and iconic beauty defines **Giordani Gold**, that always pays close attention to details with exquisite products, made with the finest craftsmanship.



The ONE offers an exciting, wide range of trend-driven products and colours to give you the look you want – for every day and every occasion. Expressive, fun, bold or chic, no matter what the look, **The ONE** will help you get it.



OnColour

Discover **OnColour**, an irresistible line of helpful, curated make-up for face, eyes, lips and nails that gives you lots of possibilities, great colour, good quality and value. With clear benefits, smart ingredients and beautiful products, **OnColour** is easy to use and fills each day with your vibrant beauty.

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The **Make-up Guide** takes you through the steps of a complete beauty routine featuring our product range, so that you can not only learn for yourself, but also give consultations and recommend products to your friends, family and customers.

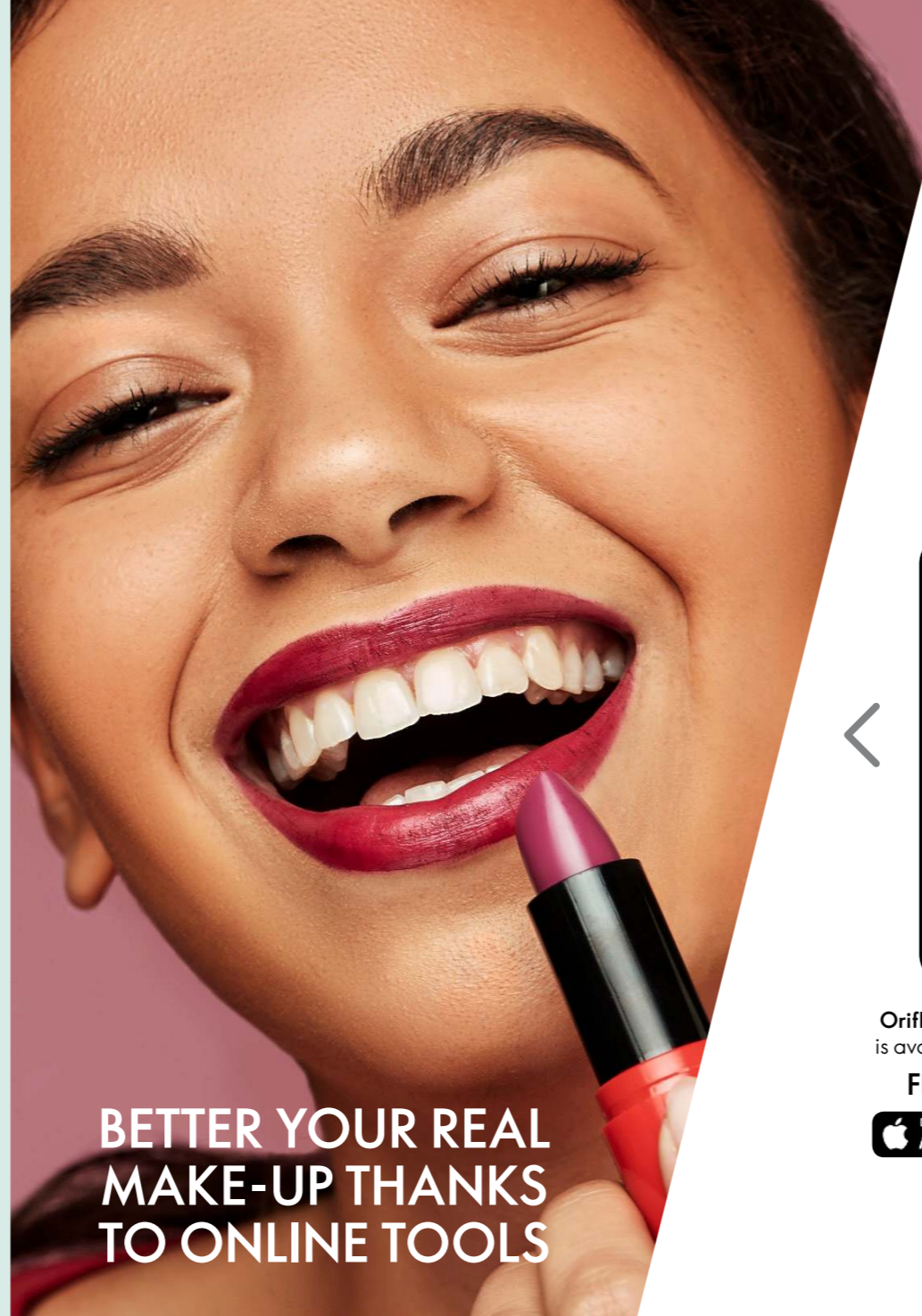
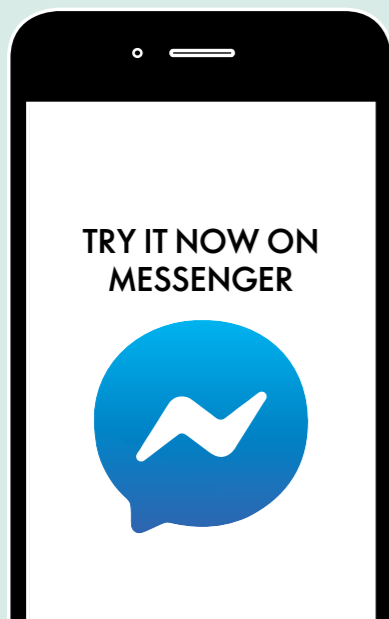
Discover the world of colour and everything you need for the perfect make-up for any occasion!



We are a progressive brand with mission to transform lives and fulfill dreams

Stay up-to-date with Oriflame

Using your phone you can chat with our virtual assistant and get the right shade for you. Enter Facebook Messenger and dispel your doubts about which product to choose. Our virtual assistant will help you to choose the right one.



BETTER YOUR REAL MAKE-UP THANKS TO ONLINE TOOLS

Try on make-up with Oriflame Makeup Wizard App



Using your phone's camera, **virtually try on make-up** from **Oriflame**. Then add your favourites to the **shopping bag** and **buy**. It's **mess-free** and **simple!**

1

EASY NAVIGATION
Select the category of the product you want to try.



2

ONLINE FITTING
Once you have chosen a product, you can try every shade of it to find the one that suits you.



3

READY-MADE MAKE-UP
If you are looking for inspiration, try one of the fashionable looks created by our beauty experts.



Oriflame Makeup Wizard App is available on iOS and Android.

FREE DOWNLOAD





FACE

Right foundation is a base that will help you feel **self-confident all day**. Will create an **even color to the complexion, cover flaws** or imperfections. Oriflame foundations will give your skin even more! **Moisturize, protect** from sun, **nourish** and **rejuvenate**. From liquid to powder finish you choose best!

FOR A GOOD START

PREP YOUR SKIN FOR PERFECTION

1. PRIMER

THE ONE

THE ONE PORE MINIMISING PRIMER

Instantly reduce the visibility of pores. With protecting **vitamin E** and **Pore Blurring Technology** to **help absorb** excess oil and give a **soft-focus effect**. Also **helps keep your make-up** in place for longer, even in humid conditions*. The **silky, lightweight** formulation is all you need!

BENEFITS:

- **Instantly reduces** the appearance of pores
- Creates a beautifully **smooth look**
- **Helps you stay matte** for 7 hours*

*Consumer tested

HOW TO USE:

Apply before foundation, but after your day cream, to create a **beautifully even base** for your foundation.



33709

FACE MAKE-UP GUIDE

FIND YOUR PERFECT SHADE

2. FOUNDATION



NEW



BRAND	GIORDANI GOLD		THE ONE		ONCOLOUR
NUMBER OF SHADES	2	3	3	2	3
NAME	Giordani Gold MasterCreation Foundation SPF 18	Giordani Gold Metamorphosis Foundation SPF 7	THE ONE Everlasting Sync Foundation SPF 30	The ONE Illuskin Aquaboo Boost Foundation SPF 20	OnColour Power Up Foundation
FINISH	Natural radiance	Ultra matte	Semi-matte	Illuminating	Natural
COVERAGE	••	•••	•••	•••	••
BEST SKIN TYPE FIT	All skin types	Normal to oily skin	All skin types	Normal to oily skin	All skin types
SPF	18	7	30	20	
MOISTURIZING/HYDRATING	••	•	•	••	•
SWEAT-PROOF			•		
MATTIFYING		••	•		
PORE-MININIZING	•				
BRIGHTENING	••				
LONG LASTING		•	••		
LIGHTWEIGHT FORMULA				•	•
ANTI-AGING/VISIBLY REDUCING SIGNS OF AGING	••	•			



ALL SKIN TYPES



GIORDANI GOLD MASTERCREATION FOUNDATION SPF 18

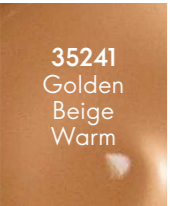
MasterCreation Foundation enhances a **flawless, natural finish** with an advanced formula of youth-boosting technologies, combined in a luxurious texture for **ultimate skin magnificence**. Clinically proven to instantly **brighten** your skin, **ColourCorrectComplex** gives you a seamless, true-to-shade finish whilst **Skin Nourishment Infusion** helps to **care and hydrate**. MasterCreation Foundation effectively **protects** your skin's vitality over time with **SPF 18** and **pollution filter**.



BENEFITS:

- Youth **boosting** and visible **reducing signs of aging***
- **Clinically proven**, instantly **lifts** the appearance of fine lines** and delivers **5x brighter** looking skin***
- **Colour Correct Complex** ensures a **true-to-shade finish**
- **Skin Nourishment Infusion** helps to **moisturise** to promote healthy skin
- **SPF 18** protection
- **Botanical Oil Extract** and **White Peony Extract** infuse **additional nourishment**
- **Pollution filter**
- **Natural finish**

* Consumer tested
** Clinically proven 26% instant reduction in fine line volume
*** Clinically proven 5x instant improvement in skin brightness



NORMAL TO OILY SKIN

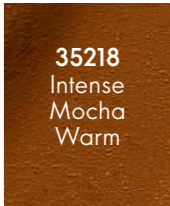
GIORDANI GOLD METAMORPHOSIS FOUNDATION SPF 7

Luxurious liquid texture melts onto the skin and **fully transforms** into a silky, velvet-soft powder. **Matte-velvet** texture as you wear. **Breathable, non-greasy** skin feel. **Long wearing, high matte coverage** foundation with cream to powder transforming texture. Infused with natural **Marine Algae Extract** to help **revitalise** the skin.



BENEFITS:

- Impeccable **all-day coverage**
- Highest **matte** finish
- **Liquid to powder** texture
- **Covers** all imperfections and flaws
- **3D stretch pigments** for **unified skin tone**



NEW

ALL SKIN TYPES



THE ONE EVERLASTING SYNC FOUNDATION SPF 30

Smart foundation with unique **Skin Response Technology**, designed to continuously adapt to your environment to help your skin balance its **moisture** and give you an **everlasting fresh look**. Clinically proven to last **30 hours**. Semi-matte finish. **SPF 30, UVA protection. Fade, sweat and transfer proof. Water resistant.**

BENEFITS:

- **Skin Response Technology**
- **Skin Camouflage Pigments** adapt to skin for an even-toned look
- **Oil Control Powder**
- **Semi-matte** finish
- **30 hours** long wear*
- **Humidity** resistant*
- **Sweat proof**
- **Fade proof**
- **Transfer proof**
- **Water resistant**
- **SPF 30**

* Clinically proven



THE ONE

NORMAL TO OILY SKIN

THE ONE ILLUSKIN AQUABOOST FOUNDATION SPF 20

Ultra-lightweight medium coverage foundation enlivens the complexion with **natural, dewy radiance** and exhilarating, skin-quenching **hydration**. Supremely **smooth, blendable** formula with **Gel Technology**, infused with **Natural Glacier Water Active**, and **SPF 20**, leaves skin looking radiant and feeling hydrated for up to **8 hours**.

BENEFITS:

- **Ultra-lightweight**
- **Medium** coverage
- Boosts **radiance**
- **Illuminating** finish
- Clinically proven to boost skin **hydration**, supported by **Gel Technology**
- **SPF 20**



35790
Amber
Warm

35791
Caramel
Warm

35792
Chestnut
Warm

35536
Caramel

35537
Chestnut



ALL SKIN TYPES



OnColour

ONCOLOUR POWER UP FOUNDATION



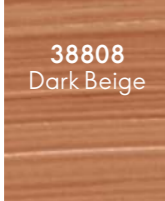
Energise your skin! **Power Up Foundations** create the perfect backdrop to a busy, make-it-happen day. Infused with nourishing **Shea Butter**, this **rich pigment**, **medium coverage** helps to perfect your skin's appearance and is suitable for all skin types.

BENEFITS:

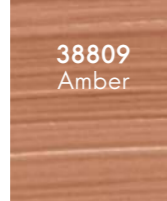
- Perfecting **medium coverage**
- **Rich pigments**
- **Soothing Shea Butter** that helps to **nourish** the skin
- **Smooth, creamy** texture goes on easily and creates the perfect looking skin tone
- **Natural** finish



38807
Natural Beige



38808
Dark Beige

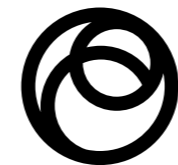


38809
Amber

FACE MAKE-UP GUIDE

FINISH YOUR MAKE-UP

3. POWDER



OnColour

ONCOLOUR POWER FACE POWDER

Let the **lightweight, silky** texture of the OC pressed powder **matify** the skin while helping to soften imperfections and even out the skin tone. Convenient and easy to use on the go, this powder helps to **prolong foundation wear** and helps to **absorb excess skin secretions** throughout the day. Meet the perfect companion for your make-up touch ups.

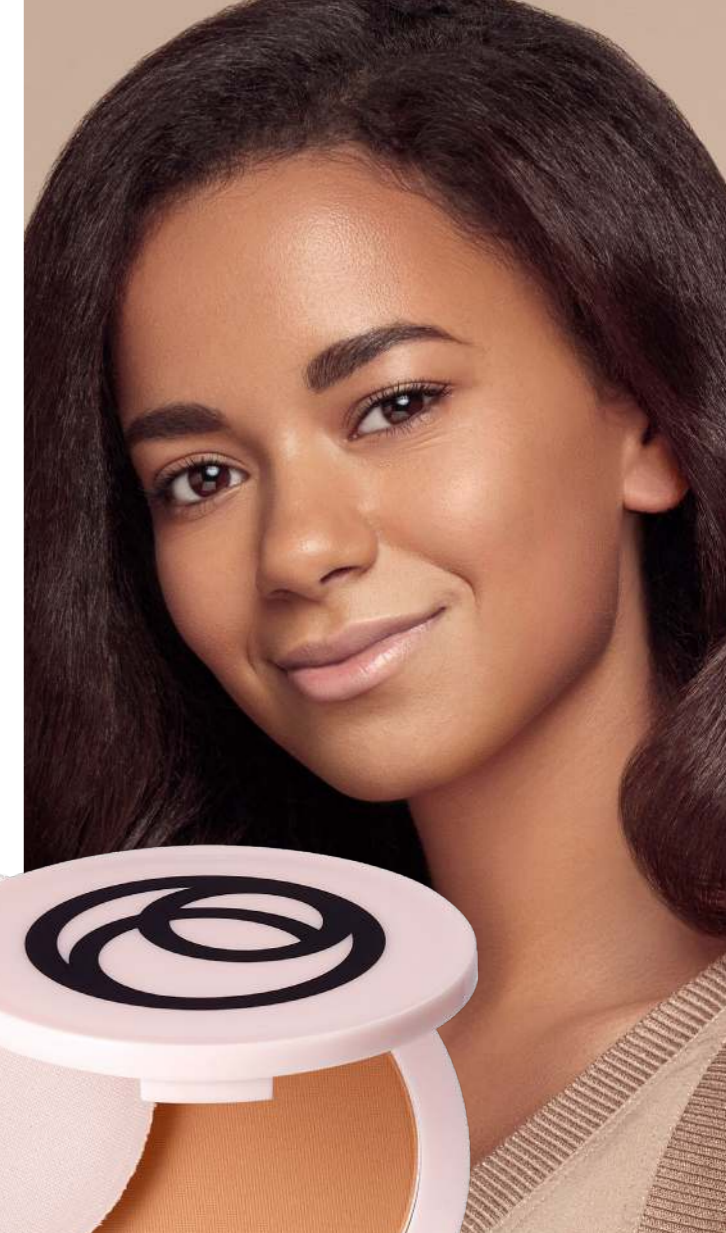
BENEFITS:

- **Softens** imperfections
- **Mattifies** the skin
- **Mineral MICA** helps to control and **absorb** excess sebum/oil/sweat

38802
Dark Beige

38803
Amber

38804
Dark
Cocoa





EYES

Enjoy make-up by Oriflame.
Enhance the beauty of your eyes with
our **fantastic products and lasting
formulas**. You can experiment and
create irresistible new looks with our
mascaras and eye liners everyday.

EYES MAKE-UP GUIDE

FOR PERFECT LASHES

1. MASCARA

NEW

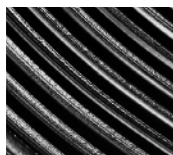


BRAND		THE ONE	
NAME		THE ONE Tremendous Fierce Mascara	The ONE Tremendous Big Volume Mascara
KEY BENEFIT		Extreme volume	Extreme volume
BRUSH	VISUAL		
	TYPE	Fiber	Fiber
EFFECT	VOLUME	••	•••
	LENGHTENING	•	•
	SEPARATING/ DEFINING	•	•
	CURLING	•	
LONGEVITY	LONG LASTING	•	•
CONTENANCE		10 ml	10 ml
TESTS			Consumer tested Clinically tested

NEW



35727
Black



EXTREME VOLUME

THE ONE

THE ONE TREMENDOUS FIERCE MASCARA

Fierce volume mascara with exclusive **Feline Instinct Brush** and **Heart Shaped Fibres**. The brush loads volume onto the lashes, its curve giving **extra volume** and **expansion** at the outer lashes, whilst fibres wrap each and every lash, and a saturated black finish gives a **truly fierce look**.



BENEFITS:

- Extreme **Volume**
- Feline **Lenght**
- Exclusive **Feline Instinct Brush** designed specially to load volume on to the **outer lashes** for a distinctive **feline effect**
- **Unique Heart Shaped Fibres** wrap the lashes for **extreme volume** and **lash expansion**
- **Fierce black finish** to frame eyes with high impact, saturated colour

THE ONE

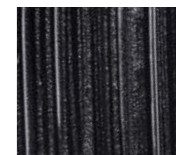
EXTREME VOLUME

THE ONE TREMENDOUS BIG VOLUME MASCARA

Bigger, bolder, blacker lashes and **Extreme Volume** in every dimension. The exclusive **Super-Size Tremendous Brush** is The ONE's latest advancement in brush technology. With **+300 Cushion-Fibre** bristles and 5 bulk reservoirs, it delivers more innovative **Marshmallow-Cream** formula and dense, **Chroma-Black** pigments for tremendous impact and **24 hours** of breathtaking hold.



34580
Black



BENEFITS:

- **6x more volume*** than naked lashes
- Oriflame and The ONE's 1st mascara for **Extreme Volume***
- **Clinically proven** visible results from the 1st stroke**
- **Extreme black colour intensity***
- **Extreme hold** - 24-hr long wear*

* Consumer tested
** Clinically tested

EYES MAKE-UP GUIDE

BUILD A PERFECT LINE

2. EYE LINER

THE ONE

BOLD LINES

THE ONE KAJAL EYE LINER

Versatile kajal eye liner delivers **intense** eye effects. **Ultra-pure pigments** for richer **colour depth**. Tapered kohl nib for easy **defining** and **shading**. Perfect for **smoky eye** looks.

BENEFITS:

- Lasts up to **12 hours***
- **Ultra-smooth** rich colour
- Does **not require** sharpener
- Can be used as both **eye liner** and **eyeshadow**
- High **intensity** formula with the **purest, brightest pigments** for **intense** colour

* Consumer tested



34773
Jet Black



36547
Pitch Black



PRECISE LINES



THE ONE HIGH IMPACT EYE PENCIL

Find your **perfect line** with this super **easy-to-apply life-proof** pencil eyeliner: **self-sharpening, ultra-creamy texture, fade-proof, smudge-proof and water-proof.**

BENEFITS:

- **Fade-proof***
- **Rich intense colour***
- **Self-sharpening**, just twist up
- **Smudge-proof***
- **Ultra-creamy texture***
- **Up to 13H long-wear***
- **Water-proof***

* Consumer tested





LIPS

A strong lips look is a guaranteed way to make a bold style statement. Change your look every day according to your mood. Give your smile **stylish colours up on the latest trends** with Oriflame.

LIPS MAKE-UP GUIDE

BOOST YOUR LIPS WITH COLOR

1. LIPSTICK



BRAND	THE ONE	ONCOLOUR
NUMBER OF SHADES	6	6
NAME	The ONE Colour Stylist Ultimate Lipstick	OnColour Cream Lipstick
FINISH	Sheen	Satin
HIGH COVERAGE	••	•
INTENSE PIGMENTS	•	•
LONG LASTING	•	
MOISTURISING	•	•
FORMAT	Sculpt & sign bullet	Regular bullet



SHEEN FINISH

THE ONE

THE ONE COLOUR STYLIST ULTIMATE LIPSTICK

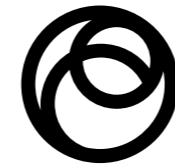
With over **40% reflective oils** and in an expertly selected shade range, this lipstick reflects your **style** in a **stunning sheen** finish. With the **Sculpt & Sign Bullet**, luminous colour coverage and **5-in-1 benefits**. Now there are even more ways to let your unique style shine through.



BENEFITS:

- Stunning lip look in **ultra-creamy texture**
- Colour designed to **last**
- **Defined and perfectly** contoured lips
- **Ultra-creamy coverage** designed for **long-lasting, hydrating wear**
- **Sculpt & Sign Bullet** for instant precision and definition
- **Modern packaging and new scent** for an improved beauty experience

35166 Pink Flair 35170 Clover Dream 35176 Pink Lady 35183 Red Passion 35185 Berry Bliss 35190 So Blackberry



OnColour

SATIN FINISH

ONCOLOUR CREAM LIPSTICK

Celebrate life with lipstick! These **creamy, vibrantly-coloured** lipsticks range from beige to purple. Each shade is formulated with **Vibrant Pigment Blend**, so you can count on perfectly textured colour for all occasions. The **CreamComfort Complex** provide a **soft, smooth** application and ensure even **coverage** for lovable, colour drenched lips.



BENEFITS:

- Formulated with **Vibrant Pigment Blend** for **rich colour coverage**
- **CreamComfort Complex** provides **soft texture, smooth glide** and **comfortable wear**

38751 Cranberry Red 38761 Bright Fuchsia 38775 Clover Lilac 38776 Rose Taupe 38777 Grape Purple 38778 Vintage Mauve



ORIFLAME

— S W E D E N —

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