





Luminosidad Effect

Body cream that moisturises the skin, leaving it soft and glowing with a captivating fragrance.



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#### BEAUTY AND WELL-BEING

## o A summer's day

A picnic with the family, taking vitamins with fruit and vegetable drinks, getting back into healthy habits, extra sun protection, beauty treatments and, most important of all, high doses of fun. Ready for a summer's day in the sun?

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## LATEST NEW PRODUCT

## 20 Monoï

An exotic summer fragrance, this is the Monoï limited edition collection, with top notes of Tahitian gardenia, ylang-ylang, frangipani, combined with the sensuality of vanilla and tonka beans.

## TIME FOR A MANICURE

## 24 Full-on Neon

Strong, vibrant colours are taking over manicures this summer. Fluorescent pink, green, yellow and orange to show off your suntan.

To give your nails the Wow! factor this season.

#### HOW WE DO IT

# Nail Buffer Block. The tool for perfect nails

The journey taken by a product from the creation of the idea until it arrives on our shelves is filled with tests, corrections and improvements. A process of trial and error that only ends when the end product has met the most demanding expectations.



#### THE BASICS FOR THIS SEASON

## 30 Summer Hits

Dive into our essentials, TOP products that are a must-have for your toiletry bag. Take note!

#### MAKE-UP ZONE

## 32 Sun Party

A make-up collection inspired by the warm reflections of the sun and paying tribute to vitality, with a range of colours that go together perfectly and provide large doses of optimism.

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e need to use sunscreen all year round but in summer it's advisable for us to pay special attention to carry on looking after our bodies. Whatever your skin type, at the Perfumery in Mercadona you will find the perfect sunscreen for you.

Take note and don't get burnt!



With shea butter, vitamin E, avocado oil and sun filters. Moisturises and protects lips from the sun.

# beta carotene cocktail

# Want to show off a great, healthy-looking tan this summer?

Give your organism a boost with this smoothie that is as tasty as it is nutritious, rich in beta carotene.

8 SUMMER 2021

For one person:
blend together one
kiwi and 350 g of carrots;
to stop the mixture
oxidising, add three
teaspoons of lemon juice.
If you don't have a blender,
beat all the ingredients together
and add the juice from 3 oranges.



# Protect children's skin



Sand and the water in the sea or the pool reflect sunlight more and this means that the effect of ultraviolet rays is multiplied. When you are at one of these places try to spend some time in the shade and apply extra protection.



Apply a good amount of product and spread it all over, paying special attention to sensitive areas that get burnt more easily, such as the nose, bridges of the feet or ears.



Protect them with clothes or accessories too, such as a hat, sunglasses...





**NEW PRODUCT** SPF 50+ Paediatric Sun Cream for face and body



SPF 50+ Children's Sunscreen Spray



**SPF 50+** Children's Sunscreen Spray





MAIN RECOMMENDATIONS

Use sunscreen **365 days a year,** even on cloudy days or when you're under a sunshade, and especially in summer.



Apply sunscreen half an hour before sun exposure and let it absorb.



Reapply every 2 hours as well as after being in the water or sweating a lot.



Avoid sun exposure from **12:00 p.m. to 4:00 p.m.,** the period when solar radiation is at its highest.



If you are taking medication, find out about possible contraindications to exposure to the sun.





## **RECOMMENDED AMOUNTS**

ZONES 1 AND 2\*

2 Fingers of cream
PER ZONE

2 Fingers of cream
PER ZONE

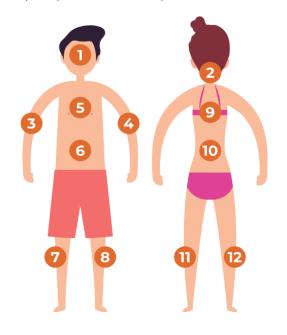
6 Sprays
PER ZONE

12 Sprays
PER ZONE

\* Apply to the hand first and then spread over the face and neck.

Spread the protector evenly over the zone to be protected and let is absorb.

Don't forget zones that are especially sensitive: lips, nose, ears, back of the neck, shoulders and feet.



## **FALSE MYTHS**

# Sunscreens are valid from one year to the next.



Sunscreens are governed by a PAO: the time during which the product maintains its qualities after being opened. This is marked on the packaging with an image of an open jar and the number of months.



# You don't need sunscreen if you're wearing a mask.



Masks don't block all solar radiation, so always wear sunscreen on your face.



## There is full spectrum sunscreen that blocks 100% of radiation.



No sunscreen can block all solar radiation.

# If I wear sunscreen, I won't get a tan.



There is no such thing as 100% protection. Even if you wear sun cream, there will always be some solar radiation that activates melanin production, the skin's natural protection system which is responsible for a tan.

## Sunscreen is not necessary in winter and on cloudy days.



Clouds let some ultraviolet radiation through. If you want to protect yourself properly, you must wear sunscreen all year round.

## Dark skin doesn't need sunscreen because it doesn't burn.



Dark skins brown more easily, but they also suffer from the damaging effects of excess solar radiation.









SPF 30 Sun Oil with tan accelerator

# Which body lotion is the one for you?

To get the kind of skin that you want, start by using the perfect product to care for it. With a unique fragrance, that lifts the tone of the skin, nourishes it, makes it glow, that moisturises, tones or calms it...

Discover which body lotion your skin needs.

## AQUA HYDRATING CREAM GEL

With an ultra-light texture and quickly absorbed, with natural green tea and grapefruit extracts, ingredients that give the skin hydration and freshness.

## ALOE VERA LOTION

Hydrates and repairs.

## BRONZ EFFECT LOTION

Body lotion with gradual tanning effect. The results can be seen 3 or 4 days after you start applying it.

## HYDRA & GO LOTION

Its fresh, dynamic fragrance is perfect for the hot weather months. Immediate and practical hydration thanks to its spray format.

# Objective: Goodbye to CELLULITE

#### The Meso-Anticellulite

**Concentrate** is an intensive body treatment that prevents cellulite and improves the appearance of the skin. Inspired by mesotherapy, it has a triple lipolytic, restructuring and reducing action that encourages drainage of fluids, combats build-up of fat and acts against cellulite, reducing 'orange peel' skin.

**NEW PRODUCT:** Change of format, the cap of the vials is useful, when you open it and turn it over, you can use it to close the vial after use and save it for the next application.

# Add 15 minutes of exercise to your daily routine

Take note of this express routine and doing it regularly will help to tone your body, keeping you active and healthy, you will soon notice the results.



#### INSTRUCTIONS FOR USE

Apply by massaging until it is fully absorbed. You can use one vial a day, as an intensive treatment. Or you can mix a few drops with your usual cream for maintenance.



Repeat each exercise 5 times for 3 series

muscles are working. Put this into practice

at least 5 days a week, it will be the best

slowly and mindfully, noting how the

15 minutes you ever spent!

## **PLANK**

Lie facing downwards with your body straight, contracting the buttocks and abdomen. Rest your forearms on the ground and hold this position for 45 seconds.

#### **LUNGES**

Starting position with feet together, back straight and knees aligned with hips and ankles. Move the right leg forward and lower the left leg, which remains behind, with the knee bent until it is almost touching the floor. Move up and down, alternating legs.



## **SINGLE-LEG GLUTE BRIDGE**

Lie on your back with your knees bent and your feet on the floor, hip-width apart. Lift one leg off the floor and stretch it upwards. Contract the buttocks and abdomen, raise your hips, then lower your leg and repeat with the other leg.



#### **ARM PUSH-UP**

Sit on the floor with your back to a chair or bench and place your hands on top of it, shoulder-width apart and straighten them. Stretch up slowly and then go back down.



Stand with the legs wide apart and move the buttocks backwards and downwards. Return to original position.



# Beauty routine to show off your face at its best

We do a wardrobe changeover when a new season arrives, and the same thing happens with our beauty products... Our skin is not the same in the cold months as it is in the warmer ones. When the mercury rises it makes our skin call out for products with lighter textures.



## **BEAUTY ACTIVATOR**

Apply Concentrated Hyaluronic Acid Hydrate to clean skin. Its formula gives the most demanding skin in need of hydration a revitalised, fresh and radiant appearance. PhytoCellTec TM, one of its active ingredients, based on apple stem cells, smooths out wrinkles when used daily. Meanwhile, Aloe vera provides good hydration for the skin and panthenol encourages its regeneration.

Hyaluronic acid is known for its power to smooth wrinkles. If it is used in creams or ampoules its effect is more hydrating because it retains the water in the skin cells.

## 3 IN 1

Give your skin a **boost by deep cleaning, adding a glow or hydration...** Or, better still
do all of it with one cosmetic
product.



White Clay Cleanser-Exfoliator-Mask

Facial Clean

## THIS IS HOW IT WORKS...

It deep cleans, intensely clarifies, refines pores, tones the skin without drying it out and provides a hydrating boost. Active complex with white clay and natural exfoliating particles. It can be used as a cleanser, an exfoliator and as a face mask.

- ✓ As a cleanser. Apply to face when damp and rinse off with warm water.
- ✓ As an exfoliator. Massage with circular movements for 3 minutes and rinse off with plenty of warm water. Use: Once or twice a week.
- ✓ As a face mask.

Apply an even layer to clean skin and leave to work for 20 minutes. Rinse off with water

## **24-HOUR HYDRATION**

And after a booster and/or serum? Time to moisturise.

Rich Texture 24 h Moisture Cream. suitable for all skin types.

Contains a high concentration of new generation hyaluronic acid and plant agents that provide the skin with lasting hydration.

## Skin is hydrated, soft, firm and smooth.



Rich Texture 24-hour **Moisture Cream** 

Apply day and night to face, neck and neckline, massaging gently until fully absorbed.



# RADIANT SKIN **IN 5 MINUTES**

Did you know that you can boost and multiply the action of beauty products using your hands?

A good face massage does the trick. Your skin will thank you for it.



## **BENEFITS** OF FACE MASSAGE

- ✓ Makes the product penetrate better.
- ✓ Encourages the muscles to relax.
- ✓ Firms up the skin.
- ✓ Improves microcirculation in the skin, evening out the tone of your complexion.
- ✓ Tones up the skin.



# YOUR DIET AFFECTS YOUR SKIN TOO

he key to skincare lies in keeping it clean, free from impurities and hydrated. But let's go a little further than that. What you eat matters too: having a healthy diet that contributes compounds to the skin that nourish and protect.



vinaigrette dressing made with extra virgin olive oil, lemon juice, coriander, freshly ground black pepper, sea salt flakes and plain sunflower seeds.

## A HEALTHY SALAD

Try a **multi-coloured salad** with fruit, vegetables, mushrooms and cereals, rich in vitamins, minerals, fibre and antioxidants.

- ✓ Add **green**, with 250 g of romaine lettuce and artichoke hearts.
- ✓ Yellow, with a tin of sweetcorn.
- ✓ Orange, with 250 g of diced fresh papaya.
- ✓ **Red,** with 100 g of finely sliced radishes.
- ✓ White, with 100 g of sliced mushrooms.
- ✓ And **blue**, with 100 g of blueberries.







We should drink between 1.5 and 2 litres of water a day especially in the months when the weather is very hot. What for?

To keep ourselves hydrated, because it helps us to eliminate toxins and to regulate our body temperature.

In addition to water, there are other options, such as infusions or flavoured water; you can drink them with a little bit of ice and enjoy their benefits. Healthy and lights, with a different touch.

The classic: Water with lemon.

With some colour: Water with red fruits.

The bottle is specially designed so that you can drink straight from it and take it with you to the beach or the pool.



## Your picnic free from mosquitoes...



Citronella Wristbands (size S or L), last for 2 weeks, their fragrance repels mosquitoes.



Enjoy the summer without worrying about annoying insect bites.

Citronella **Anti-mosquito** Candle

**Anti-mosquito** Barrier Insecticide for the home and outdoors

# Facial Class MEN C A R E VITAL Ger Limplador Umpador deliptus

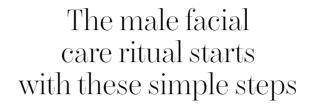
# ESSENTIAL CLEANSING

Men Care Vital Cleansing Gel, cleanses and purifies. Its easy-rinse fresh gel texture helps to remove

dirt and impurities without drying out the skin.
Contains bamboo extract –antioxidant effect– and creatine, ingredients that help to calm the skin.

#### **APPLICATION**

Wet the face and apply a small quantity of gel with gentle movements, then rinse off with water. Use morning and night.







# EXFOLIATING YES OR NO?

Although our skin cells only renew themselves approximately once a month, it's a good idea to help them in this process. Men Care Vital Exfoliator, a cleansing gel with active carbon and volcanic rock microspheres, which removes impurities and dead skin cells. It also detoxifies. unblocks pores and reduces excess grease.

#### **APPLICATION**

Once or twice a week, preferably before shaving. Suitable for all skin types.



## MOISTURISING

A skin care routine should always include daily cleansing and moisturising. **Men Care Vital Moisturising Revitalising Gel Cream** is designed for tired skins. Its combination of vitamin B3, active mineral extract and seaweed extract revitalises and gives back elasticity to the skin. It moisturises and adds freshness, helping to combat signs of fatigue and oxidative stress. Helps to reduce wrinkles with regular use.

#### **APPLICATION**

Every morning and/or night on clean skin, or when skin looks tired and in need of an energy boost.





#### LATEST NEW PRODUCT



# Let's talk about monoï and its virtues...

ahiti monoï is an exquisite, traditionally prepared, high quality oil with appellation of origin and extraordinary properties.



Popularly known for its many uses and properties, monoï is produced after maceration of Tahitian gardenia flowers from the island of Tahiti in French Polynesia, combined with coconut oil.

The coconut oil smoothes and calms dry skin caused by exposure to the sun, wind and sea spray. The Tahitian gardenia flowers are known for their sweet fragrance.

Combining these two ingredients creates the sublime monoï, beneficial for the skin and hair. It also stimulates the senses.

Its aroma takes you on a journey to an exotic land, directly to French Polynesia where this magnificent ingredient comes from.



**Shampoo** that cleans, hydrates and cares for hair after sun exposure. Get soft hair and boost its natural shine.





# **BEAUTY Tip**



Apply the hair mask from mid-length to tips and allow it to work for 15 to 20 minutes before washing your hair.

The trick for getting glossy hair?

Wrap your hair in a damp towel (dampened with hot water) while the hair mask takes effect.

#### LATEST NEW PRODUCT



# MONOÏ Main **PROPERTIES**



## Two-phase conditioner that protects hair from the sun.

It can be applied to wet or dry hair. Cares for hair, leaving it flowing and silky.

- Moisturises, nourishes and protects the skin.
- Boosts tanning, giving a natural, lasting colour.
- Its delicious fragrance together with its calming and toning properties provide a pleasant sense of well-being, relaxing body and mind.
- Its richness in vitamin E makes it a powerful antioxidant that helps to combat free radicals, the main cause of premature ageing.
- **Encourages gradual** moisturising of the skin, because it creates a protective barrier that prevents water loss.



Nourishes, repairs and regenerates dry, damaged hair.

- Protects the hair from salt spray, chlorine and sunlight, avoiding drying and breakage of the hair fibres.
- Adds softness, silkiness and a healthy shine to hair.
- The perfect partner for a massage, it contributes to calming the muscles and the skin.





## A plus

✓ Cares for your skin at night. Apply a thin layer of body oil and the next morning you will wake up with skin that is hydrated, soft and glowing.



## Moisturising body oil.

Retains humidity, is rich in fatty acids and calms the skin. Does not block the pores.



## LATEST **NEW PRODUCT**



**Shower gel** with lasting fragrance.



**Sorbet-texture moisturising body cream.** Light, refreshing and quickly absorbed, perfect for the summer months.



**SPF 15 sun oil** with tan accelerator and dry touch texture.

The same fragrance runs through the entire range of products in the Monoï collection,

Irresistible!









Eau de toilette Fleur de Tiaré







## TIME FOR A **MANICURE**

Neon shades are bursting with colour, fun and a must for summer. Dare to wear them on your fingers and toes. Mesmerising!



Neon nail polish No. 984 orange







Neon nail polish No. 986 green



Neon nail polish No. 985 pink

he colours of a good manicure can influence our mood. It's not true about everything, but when it comes to nail polish and trends, the list is never-ending. Let's leave behind the dark shades of winter and make way for a fresh colour palette, in line with the good weather. This summer we can't live without painting our nails.

# THE TOOL FOR PERFECT NAILS

he journey taken by a product from when the idea is born to when it arrives on the shelves is filled with trials, corrections and improvements. A process that reaches its final point when the end product meets the most demanding expectations.

## Time to investigate!

It all begins when the beauty **specialist**, the person responsible for capturing and defining customer needs while always searching for the best solution, listens to their wish to expand their nail care.

They search for a tool capable of providing maximum shine to natural nails. The aim is to get a finish at home that looks as though it was done by a professional.





## Active listening

The next step is **to talk to customers** to understand their needs. Finding out about the options available on the market and how to improve them is a required stop along the way.



# How to create the perfect tool?

With all the information, the suppliers can start to make their models. Now it's time for the fun part of the process. **Little by little, with various prototypes and samples, the polishing block starts to take shape.** 

The first two options, a small one that is easy to use, and another one that is rectangular and doesn't give a proper shine, are ruled out during the face-to-face chats with the customers.

## Input phase

Fine tuning of the **materials:** EVA, coarse, fine and ultrafine grains of sand...
The item is once again shown to the customers for their opinion.



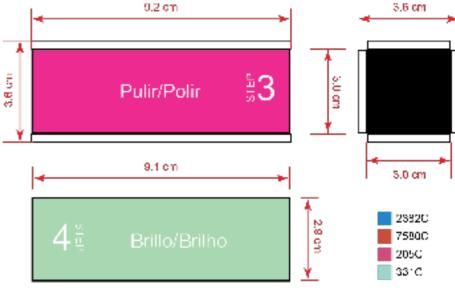
## HOW WE DO IT

# 5 Queries arise in the testing room

- ✔ Which is the most appropriate routine?
- ✓ Should we polish or shine first?

This is when we decide to number the sides of the block to guarantee shiny nails.

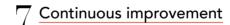




# 2 days Alisar

## $\int \frac{\text{It arrives at the supermarket}}{}$

Once the definitive product has been profiled, it is placed in a few selected supermarkets to observe the reactions. We're almost there but the display box that it comes in is not very visible. So, we make the final changes in order to meet the expectations of our customers and make it more attractive. After a makeover worthy of a TV programme, we manage to design the final packaging. Finally, the buffer block is gradually rolled out to all stores.



Although it seems that the work is complete, it's now time to move on to the next phase.

A process of continuous improvement begins thanks to the comments collected by Perfumery assistants, Customer Service and Social Networks.





# Summer HITS

Spray

refrescante

## Exfoliating gel

Eliminates dead skin cells, leaving skin soft, clean and glowing.
Apply to damp skin using circular massaging movements, paying special attention to rough areas such as elbows and knees...

## Refreshing menthol spray

Relieves, calms and refreshes tired, heavy legs and feet during the warmer months.

## Citronella body spray

# Roll-on insect bite relief

Calms the itchiness caused by insect bites and jellyfish and nettle stings. Contains menthol and Aloe vera, ingredients that instantly relieve and refresh the affected area.

ALIVIO PICADURAS

LALMA LA PIES

perplus

## **GEL EXFOLIANTE**

PARTICULAS OFFICIANTES NATURALES

deliplus





A make-up collection inspired by the warm reflections of the sun, it pays tribute to vitality, with a perfectly matching colour palette that gives large doses of optimism.

#### The model on the right is wearing:

Make Up Fixer, eyeshadows 05, 08 and 10 from the Sun Party Palette. Lip Tint Marker No. 02 and Panoramic Mascara, all from the Sun Party collection.

#### The model on the left is wearing:

Make Up Fixer, highlighter 02 and eyeshadows 04, 05, 06, 08 and 10 from the Sun Party Palette. Lip Tint Marker No. 01 on lips and Panoramic Mascara, all from the Sun Party collection. Black eyeliner and Polvos de Sol as blusher.



## FIX and GLOW

 $\rightarrow$ 

Ready to try our make-up fixing spray with brightening effect?

A tonic spray that keeps skin hydrated while fixing make-up. Does not add any colour to the skin, contains pearl and its white rose fragrance will delight you.

## -Tips for use

- ✓ Shake before use.
- ✓ **Spray** a small amount **20 cm** away from the face.
- ✓ And leave to dry.
- ✓ Can be used **before** make-up as a moisturiser or primer, **afterwards** as a fixative or during the day to brighten up your skin.



Make Up Fixer



# TREATMENT for your NAILS

We want to see them with colour but first of all we must learn to care for them. How?

With our Nourishing Gel with papaya extract, rich in vitamin A, as well as with our Antioxidant Gel, which contains starfruit extract, a complex rich in vitamins B and C with antioxidant properties. Apply to nails and cuticles every day, massaging in until completely absorbed.



Antioxidant Gel No. 989



Nourishing Gel No. 988







**The model is wearing:** Make Up Fixer, eyeshadows 05, 08 and 10 from the Sun Party Palette. Lip Tint Marker No. 02, Serum and Panoramic Mascara on lashes, all from the Sun Party collection.

The second thing is to apply make-up to them, opening up and illuminating the gaze. Lengthen, curl and add volume to upper lashes with **Sun Party Panoramic Mascara.** Careful! No make-up is applied to lower lashes. Its brush helps to lift and curl them easily, with panoramic definition and intense matt finish.





# iBOOM! SEXY LASHES

They are the absolute stars of this season's look, lashes are being worn with big curves.

Here are a few beauty tips so that you can show them off:

The first thing is to look after them with Sun Party Lash Serum, with its oily texture, which contributes to recovering their softness and strength thanks to its formula that nourishes them every day. Contains argan oil, an ingredient known for its nourishing, antioxidant and emollient properties; and red seaweed extract, rich in amino acids and minerals, with lash protection and strengthening action. Its continued use will give you beautiful, healthy brows and lashes.



Apply serum before mascara, allowing it to dry. Or at night, after removing make-up.









## DO YOU KNOW ABOUT SUN KISSED MAKE-UP?

A discreet look but a very flattering one.

A tanned face, shining rosy cheeks, get this "healthy face" effect with earthy and gold shades for face and eyes. Your best ally for achieving this kind of make-up is the Sun Party eyeshadow & highlighter palette, which contains 8 eyeshadows in matt, satin and pearl finish; 2 highlighters to give the face a glow and a handy mirror for doing your make-up or touching it up wherever you go.



## To get this make-up look...

Make Up Fixer, highlighter 01 and eyeshadows 04, 06 and 09 from the Sun Party Palette. Lip Tint Marker No. 03 on lips, Serum and Panoramic Mascara on lashes, all from the Sun Party collection. Black eyeliner

and Polvos de Sol as blusher.

Highlight some areas of your face, such as the nose, lips, cheekbones or eyelids - below the eyebrows to highlight their arch-, to make skin look radiant and colourful, as if kissed by the sun.

Top Tip



## Tanned, sun-kissed skin, a bright gaze and lips with great colour. You can tell it's summer!





## TINT YOUR LIPS



# Lip Tint Marker is the new highcomfort lip marker, its light formula adds a tint of colour to the lips. Its high precision tip and its emollient texture make it quick and easy to add a touch of make-up to your lips. It outlines

and fills the lips with long-lasting scalable colour with a bright finish.

Lip Tint Marker

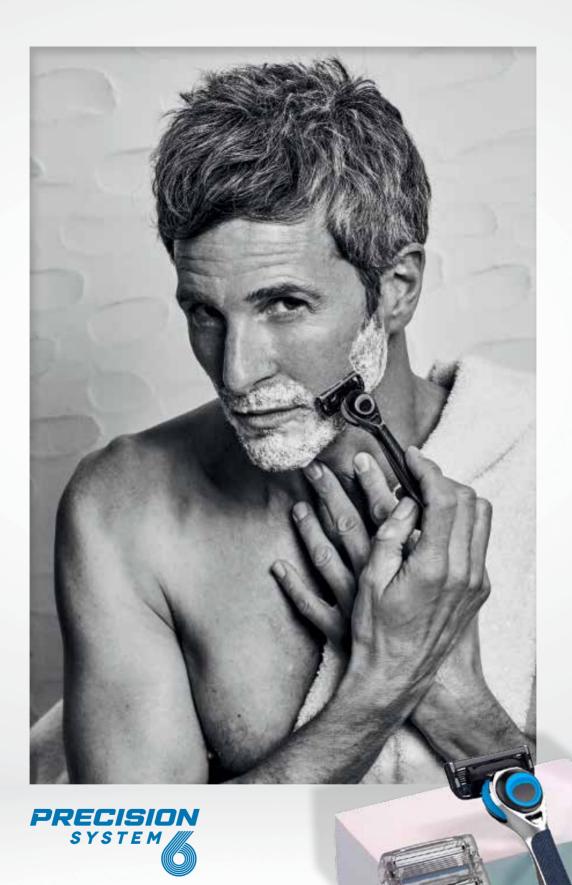
## TIPS FOR MAINTENANCE AND REMOVAL

- Maintain it in a horizontal or vertical position to avoid too much product falling into the tip.
- To remove it, use two-phase lotion and/or a gentle exfoliator on the lips.

## To get this make-up look...

Make Up Fixer, eyeshadows 05, 06 and 09 from the Sun Party Palette. Lip Tint Marker No. 03 on lips, Serum and Panoramic Mascara on lashes, all from the Sun Party collection. Brown eyeliner and dark Polvos de sol.





Double lubricating strip

Ergonomically designed handle

Moving and pivoting head for greater convenience

6 blades + precision blade at rear for awkward areas