

# la perfumería

AUTUMN 2019

de Mercadona

**TOP OF  
THE CLASS**  
START THE TERM  
ON THE RIGHT FOOT

**AN AUTUMN  
of beauty**  
TIPS, THE STAR  
PRODUCT AND  
MUCH, MUCH MORE...

## *Passion* NATURAL

DISCOVER AMAZING COLOURS  
AND TEXTURES THIS SEASON



pasión  
NATURAL  
deliplus  
COLOR







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### On the front page



The model is wearing: Hydra-Comfort Makeup, Multicolour Blush No. 04 Natural Passion eyeshadow palette, Intense Natural Passion Eyeliner: No. 04 aubergine and Volume Butterfly Wings Eyelash Mascara. Nude lips with No. 207 Eyeliner and No. 25 Natural Passion Creamy Lipstick.





*One layer and set!*



deliplus  
COLOR



# THE ANTI-AGEING SECRET

After years of research and thanks to its effective active ingredients, this comprehensive medical beauty programme has proved to be a real revolution in facial rejuvenation.

Want to restore the natural balance of your skin and recover its vitality?



The **Anti-Ageing Global Beauty** facial rejuvenation medical programme helps stimulate cell metabolism with its active ingredients working intelligently on the different skin structures. The beauty treatment consists of an anti-ageing cream and two serums or boosters, one by day that is antioxidant and moisturises, and another by night, which renews and repairs. Its use is recommended from the first signs of skin ageing. Its rich and oily texture makes the skin look juicy and radiant.



✓ The **Anti-Ageing Day and Night Cream** contains seaweed, hydrolysed soy protein and glucans. These principles activate sirtuins for youth and cellular oxygenation, reduce DNA deterioration, prevent degradation of elastin and collagen, and have a great firming effect. In addition, it stimulates the skin's natural defence mechanisms.

✓ The **day booster** is made up of witch hazel extract, a moisturising vegetable complex, and vitamins B12, A and E. It helps protect the skin from sun exposure and oxidative stress by moisturising and nourishing to slowing down the ageing process.

✓ The **night booster** contains hyaluronic acid and collagen, which help increase the density of the dermis by contributing to lost volume and filling wrinkles. It also provides flexibility, softness and smoothness for the skin.

## USER GUIDE

**1. In the morning**, with clean skin, put ten drops of the day booster on the palm of your hand. Apply to the face, neck and neckline for a moisturising and antioxidant effect. Apply the anti-age cream day and night until completely absorbed. The use of photoprotective cream afterwards is recommended.

**2. Before going to bed**, with clean skin, apply the night booster for a refreshing and restorative effect. With the pipette, put ten drops on your hand and apply thoroughly with your fingertips to face, neck and neckline. Repeat the same process with the anti-age cream, day and night.







# An Autumn *of* Beauty

The way to look great after summer  
is to repair and vitalise your skin.  
Tips, the star product, essentials  
and much, much more...



## The essential step

The **Purifying Cleansing Gel** is especially suitable for facial cleansing of oily, acne-prone skin, as is the case with younger skin. Apply morning and night on wet skin, making circular movements to remove traces of make-up and impurities. Its salicylic acid content cleans pores deeply and helps control excess sebum, leaving your skin clean and fresh.

Complete the beauty ritual with the **Cleansing Lotion for Oily Skin** and **Moisturising Fluid**. With this treatment, you will help prevent the appearance of blackheads and pimples, close pores and mattify the skin. The **Purifying Gel** is the solution to dry spots and pimples more quickly.



## Matte vs gloss

It's a game of contrast: young skins demand a matte finish foundation, but lips want juicy and really bright finishes. **Fluid make-up** with a **matte finish** and **lip gloss No. 08**.



## Essentials

What should always be in your cosmetic bag? **Rock & Volume Mascara** to highlight your eyelashes and the **Corrector Stick Green No. 03** to hide redness and imperfections. Apply it before the make-up foundation to unify the tone of your skin.





## Complexion with light

The **Highlight Brush** corrects and illuminates the area around the eyes, projects hollow areas and eliminates the appearance of tiredness on the face. In addition, it brightens eyelids. Colour your lips with **Colour Fix No. 01**.

## All in one

**Micellar Cleansing Water** is perfect if you're fed up with cleaning routines involving several products. It removes make-up and cleanses, providing extra care for the skin without the need for washing. Its micelles attract dirt like magnets while its calming properties provide a feeling of well-being.

## For thirsty skin

In your thirties and starting to see a few wrinkles or small expression lines on your face?

The Ultra **Hydrating Serum** contains hyaluronic acid and ceramides, which are released progressively, providing deep hydration for the skin's deepest layers. It's perfect for reducing dehydration of the face after summer.

The **Revitalising and Restructuring Anti-Ageing Cream** effectively fights signs of aging. Recommended for all skin types that show sagging and dull skin. Perfect for reducing wrinkles and expression lines, regenerating, rejuvenating and providing smoothness and clarity for skin. Dermatologists advise us to protect our skin and not to stay under the sun for too long. After 30, we should give the skin extra hydration, serum, cleaning, treatments and eye contour...





## Beauty tip demanding skins

With a concentrate of moisturising and anti-ageing assets, **Khanya Concentrate Q10 Facial Pearls** has **anti-wrinkle and firming** actions to reduce deep wrinkles through regular use, provide elasticity and firmness for the skin. Contains extract of ginkgo and vegetable squalane olive oil: ingredients that nourish the skin, leaving it as soft as silk and protecting it from dehydration.

**Dragon's Blood Cream** contains a powerful antioxidant and regenerative extract obtained from the red sap of the Croton Lechleri tree, known as "dragon's blood". Protects the skin from free radicals by delaying the signs of skin aging, leaving the skin soft and flexible and visibly younger.



## Goodbye spots

The spots left by the sun after exposure in summer can be lightened and even removed. How? **Facial depigmenting** treats and prevents skin blemishes caused by the sun, ageing or pregnancy. Its Radiance CR complex combined with vitamin B3 helps to unify skin tone, providing brightness. It is applied before moisturiser and sunscreen.





# Make-up

It's time to discover that make-up foundation and corrector with a second skin effect. Check this out! The perfect make-up kit for more mature skin. **Global Action Fluid Make-up** and **Global Action Corrector**, both rich in firming and anti-ageing ingredients. Choose the tone that best suits your skin.



## The star product

Based on minerals, Dead Sea mud, hyaluronic acid, vitamin E, aloe vera and peppermint oil, the **Dead Sea Mud Cleansing Face Mask** cleanses the skin deeply, eliminating fat and toxins that clog pores. It provides a feeling of freshness that, together with a powerful antioxidant, gives the skin more elasticity, refreshing and rejuvenating it.



# GYM TIME

HIM

After the holidays and the excesses of summer excesses, it's time to go back to the gym and get back in shape. Jot down what you always need in your pre- and post-training bag, and job done!



1. Styling gel / 2. Shampoo-Gel / 3. Action 9.60 Sport Water, eau de toilette men / 4. Men Protect+ Deodorant Spray / 5. 9.60 Abdomen Reducing Gel men / 6. Fat Burning Capsules with red tea, guarana, cinnamon and vitamin B6.





# HER



1. Coloured hair bands / 2. 9.60 Pure natural deodorant spray women / 3. Exfoliating gel / 4. White Rose Body Spray / 5. Daily care intimate wipes / 6. Facial cleansing wipes with foam / 7. Afro comb for curly hair.





delipius

- Light gold shimmer
- Medium gold shimmer
- Dark gold shimmer
- Dark brown shimmer
- Dark purple shimmer
- Dark brown shimmer
- Light gold shimmer
- Dark brown shimmer



# pasión NATURAL

Mesmerising colours and textures inspired by autumn. Don't miss out on the latest in make-up: make a difference with the Natural Passion collection.

## Lovely

To get this look, you need to start by working well on the skin: apply the **Hydra-comfort Makeup** foundation and **Multicolour Blush No. 04**. The eye shadows of the **Natural Passion Palette**. In this case, in the lower part, the antique gold tone, and on the mobile eyelid, burgundy. The **Volume Butterfly Wings Eyelash Mascara** to broaden the gaze. The lips in aubergine with the **Natural Passion Eyeliner No. 208** and the **Creamy Natural Passion Bar No. 26**. And on nails, the **Effect Enamel Gel - Natural Passion No. 898 purple** + the **Top Coat** to brighten.





## **Elegance Nude**

For those autumn days when you want a more relaxed look, apply the quartz eye shadow inside the corner of your eye and under the eyebrows, the petal colour on the mobile eyelid and the aubergine to frame the eye, all in the **Natural Passion Shadow Palette**. The **Natural Passion Eyeliner No.107 in aubergine** and the **Volume Butterfly Wings Eyelash Mascara**. The lips in nude with the **Natural Passion Eyeliner No. 207** and with the **Creamy Natural Passion Bar No. 25**. And finally, a touch of blush on the cheeks with **Multi-colour Blush No. 04**.





The **Volume Butterfly Wings Eyelash Mascara** provides volume from the root to the tips. Styles and defines, wraps and frames for a panoramic effect.



## ***Sophisticated***

If you prefer more raised and sophisticated make-up, go for the **Hydra-comfort** foundation, and the **Multicolour Blush No. 04** for your cheeks. Frame your gaze with the orchid shadow of the **Natural Passion Palette**, the **Intense Natural Passion Eyeliner No. 04** in aubergine and the **Volume Butterfly Wings Eyelash Mascara**. Go for matching lips in aubergine tone with the **Natural Passion Eyeliner No. 208** and with the **Creamy Natural Passion Bar No. 26**.



**Lovely**



**Elegance Nude**



**Sophisticated**



**Hydra-comfort SPF 25 make-up**

**Natural Passion shadows palette**



**Volume Butterfly Wings Eyelash Mascara**



**No. 25**



**No. 26**

**Creamy Natural Passion Bar**

**No. 04 aubergine Intense Natural Passion Eyeliner**



**Multicolour Blush No. 04**



**Eye Eyeliner No. 107**

**Lips No. 207**

**Lips No. 208**

**Natural Passion**

## MASTER TOUCH

Soft and silky texture, it's best to apply the shadows of the **Natural Passion Palette** with the foam brush and blur them with the shadow brush. Dare to combine the matte aubergine tone with any of the metallic ones to achieve an intense look.



# SOMETHING EXTRA...



Proteins, vitamins and minerals. Start taking care of yourself on the inside too: give your body what it needs to recover from the warmer months of the year.

1. **Multi Vitamin and Mineral Capsules**
2. **Hair and Nail Capsules**
3. **Brewer's yeast in capsules**
4. **Brewer's yeast in flakes**
5. **Vitamin C effervescent tablets**

## REMEMBER

Brewer's yeast is high in protein, which helps increase muscle mass and is also a source of vitamins B1, B2, B3, B5, B6 and B9. Some of these vitamins help reduce tiredness and fatigue.

# Nailmania

This season we have  
focused on nails. Ready to  
discover the new tones in the  
**One layer and  
set collection?**



## The colour of autumn

Go for mustard, a warm tone for cold times.

"One layer and set" No. 891 mustard colour nail polish.





## Beam of light

Dark colours for autumn but always full of light and brightness. "One layer and set" No. 889 maroon nail varnish + limited edition bag.





## Pure elegance

Sophistication and mystery.  
"One layer and set" nail polish No. 887 grey.







1



2

1. **"One layer and set" nail polish No. 891 mustard colour** + limited edition **bag** (different models and sizes to choose from).

2. **"One layer and set" nail polish No. 889 maroon.**

3. **"One layer and set" nail polish No. 887 grey** + limited edition **bag** (different models and sizes to choose from).



3



# MICELLAR WATER

CLEAN, REMOVE MAKE-UP AND TAKE CARE OF YOUR SKIN





# *Zoom* EYES AND LIPS

There are different types of eyes and lips. Find out what yours are and how to get the most out them.





✓ **How do I apply make-up to broad, fleshy or thick lips?**

If you want to hide the size of your lips, apply make-up foundation before the lipstick. Then use a pencil to paint your lips just inside the natural line. This will help reduce them, creating the optical effect of being thinner. Avoid gloss-type shine, which will make them look bigger.

✓ **How do I apply make-up to small or narrow lips?**

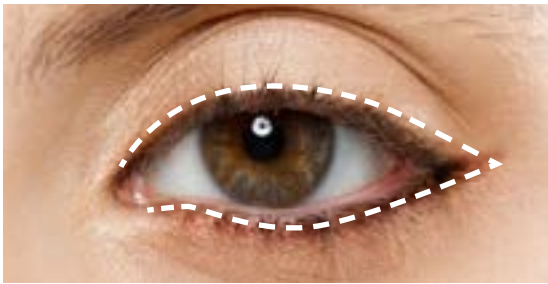
A totally different case to the previous one: when painting your lips, follow their natural contour by drawing the line on the outside. Apply a creamy, shiny or glossy lipstick to create a sense of volume.

✓ **Asymmetric or droopy lips**

The objective is to match thickness, so outline the thinnest areas to match them with the thickest ones. Lips with descending corners make us look older and sad. When applying make-up, draw the marionette line upwards.







### Do you know how to apply make-up to eyes that are drooping or hollow?

With drooping eyelids, the first rule is to avoid dark shadows: they will

make them look smaller and closed. To create depth, use shades of a medium tone in matt texture and define with a darker tone. Hollow eyes require light colours to open and brighten the look. The aim with bulging eyes is to lengthen and align them. It is advisable to use matt shades in medium and dark tones, the wide-eyes outline and when applying the mascara, emphasise the areas farthest from the corner.

### Tips to enlarge your eyes...

Use metallic shadows. Outline the end of the eye with a darker tone, always with upward strokes.

Apply a medium tone on the closed eyelid, and a lighter one at the corner of your eye.

With eyeliner gel and a bevelled brush, draw a line on the upper lashes, marking an ascending line at the end. And the last touch: the eyelash mascara.

### Adapt the eyeliner to the shape of your eyes

► **Eyes together:** outlines the upper and lower part of the base of the eyelashes from the middle outwards. As we reach the end, we extend the stroke.

► **Separated eyes:** it is best to establish the line from the corner of your eye, with a thicker line at the base of the eyelashes.

► **Drooping eyes:** should be established from the base of the upper eyelashes upwards and out, and at the bottom a very fine line.

► **Round and/or hollow eyes:** to achieve a wide-eye effect, trace the outline from the middle of your eyelashes towards the edge, where you draw an ascending line. At the bottom, apply a smooth horizontal stroke.

# Top of the class



The time  
has come to go  
back to school

Tips and unbeatable  
ideas to start the term  
on the right foot

**Children's bags,**  
Different models to choose.



## ✓ AGAINST LICE

Did you know that **Tea Tree Oil** is a powerful natural remedy against lice? Its strong aroma masks the human smell that attracts these parasites. Add 1 to 3 drops to approximately 25 ml of shampoo, lotion or water, and apply it throughout the hair and scalp as required.



## ✓ ESSENTIAL

Take the **face and hand wipes** in the school bag: it's best to always have them handy to clean and care for children's delicate skin.

la perfumería



## ✓ CARING FOR YOUR DEFENSES

**Children's Blister Propolis Jelly** with vitamins and folic acid.



## ✓ FOR WOUNDS

**Children's Justice League plasters** Santoro Gorjuss, water resistant.



## ✓ KIDS BEAUTY

For bath time, **Frozen and Spiderman children's sponges**. And then... **Minnie Mouse eau de Cologne** and **Superman Eau de toilette**.



# Hair business

Welcome to autumn with  
three simple and fun looks.  
Check them out for  
your little one



## *Ponytails-braid*

With the line in the middle,  
separate the front of the hair  
into two long braids.  
Then separate the hair into  
two sections and hold it  
at the top of the head.  
With the Minnie band,  
tie the braid and ponytail  
together. Finally, tie  
down loose hairs  
with Minnie clips.





## *Top the braid with a headband*

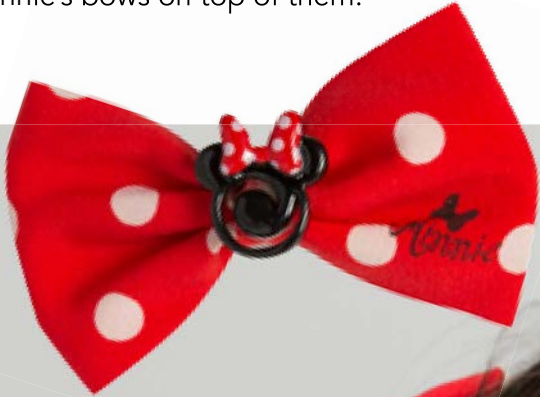
Start by combing the hair by dividing it into two parts and marking the line in the centre. Make two loose braids and attach them together with bands. Gather them around the head and fix them with clips. Put on the Minnie Mouse headband and... ready!





## Ponytail with bow

To start, separate the hair into two sections, with the line in the middle. Make two ponytails and fasten them together with a band. Roll the two ponytails together into a bun, and put Minnie's bows on top of them.



Hair clips and fine bands.





# MAKE-UP BAG

limited edition





# SOPLO



*A delicate caress of your skin*