

la perfumería

CHRISTMAS 2020

de Mercadona

*The essential
is invisible*

MORE THAN
30 IDEAS
FOR GIVING
MAGIC AND
BEAUTY





home moment
PURE

CONTENTS

04 The essential is invisible

Sometimes you see much more when you close your eyes. You can set aside the obvious and the superficial to focus on what really matters: quality, creativity, ingredients, and the professionals who make possible an exceptional product. Because even though the essential is invisible, it remains perfectly clear.

08 A story of seduction

The new My Soul Supreme collection is inspired by a double-sided seduction, an equal intensity of femininity and masculinity in two fiery perfumes. It's a collection that also includes unique cosmetics to create striking looks. Star in your own romance this Christmas, captivating in every scene.

18 Borealia Shine

The new Borealia Shine collection evokes the enchanting glow of the northern lights. Their enveloping perfumes with floral, fruit and musky notes for her, and woody and fruity notes for him, were exclusively created for those who want to stand out.

20 Beauty programme

No spots, no impurities, no wrinkles, no facial lines. This Christmas, treat yourself to the best beauty treatments to enhance your skin's appearance. You deserve it!

27 The best gift is you

Surround yourself with family and friends in a warm and intimate setting full of delicious sweets and adorable Christmas decorations. This holiday season spread magic and beauty to your nearest and dearest.



Cover



The model on the right is wearing: Night kit eye shadow no.02, Diamond lipstick no.01 in red, and Nail polish no.958 in red. The model on the left is wearing: Elastic Matte no.02 lipstick in purple and Nail polish no.959 in purple, all from the Supreme collection.

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la perfumería



The essence of a perfume is invisible. Its quality, its ingredients, the creativity of its design, how it was made... is what makes it unique.



LA PERFUMERÍA
DE MERCADONA

The essential is invisible

Sometimes you see much more when you close your eyes. You can set aside the obvious and the superficial to focus on what really matters: quality, creativity, ingredients, and the professionals who make possible an exceptional product. Because even though the essential is invisible, it remains perfectly clear.



Touch

Velvet is elegance, mystery and exuberance. Soft textures give you an experience of luxury and exclusivity.

...interpreting emotions



Aromas

Scent can transport us to places where our mind connects to memories and recreates sensations, wellness, intimacy, and connection. We were inspired by the fresh air of Tanzania, the exotic spices of India, and the fruits of the Amazon.

Looking for the essence of nature



Visiting the places where the ingredients are grown lets us contextualise our creations in nature. Every note corresponds to a place in the world, to an inner journey, to a stimulus generated by the magic of the creative process.

The essential is invisible



The best ingredients

We work with more than 40 natural ingredients to achieve excellence in every creation. Rose, jasmine, musk, white grapefruit, cedar, pine, and spicy sage are harvested at the source to extract the best natural essences and transform them into an exclusive and personal perfume.

Creativity

Each of the perfumes has an exclusive design conceptualised from scratch. There's the Parisian sophistication of **My Soul** with its striking red, black and gold palette, the magical nature of the northern lights that inspired **Borealia Shine**, and the vibrant energy of pairing forest green and bright orange in **Extra Time**.

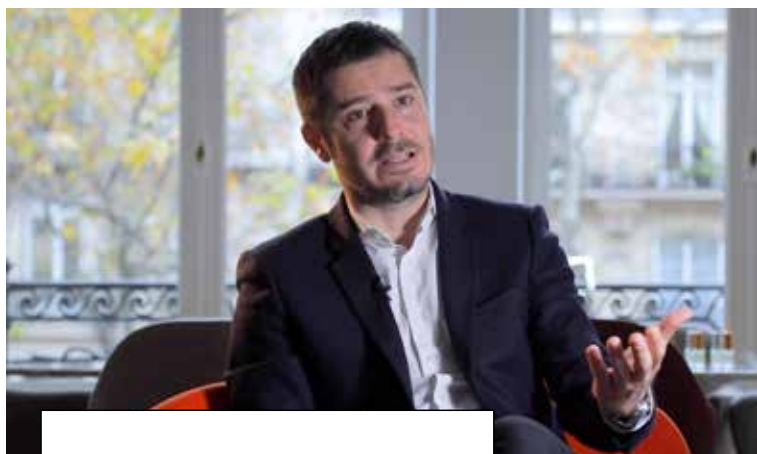


...who's behind your perfume?



"We use a great many words to commit a specific scent to memory. We also use images, emotions, aromas, people..."

Alexandra Carlin,
perfumer.



"We present the tests and hope they spark as many emotions as I feel when making them, and from there we begin to personalise".

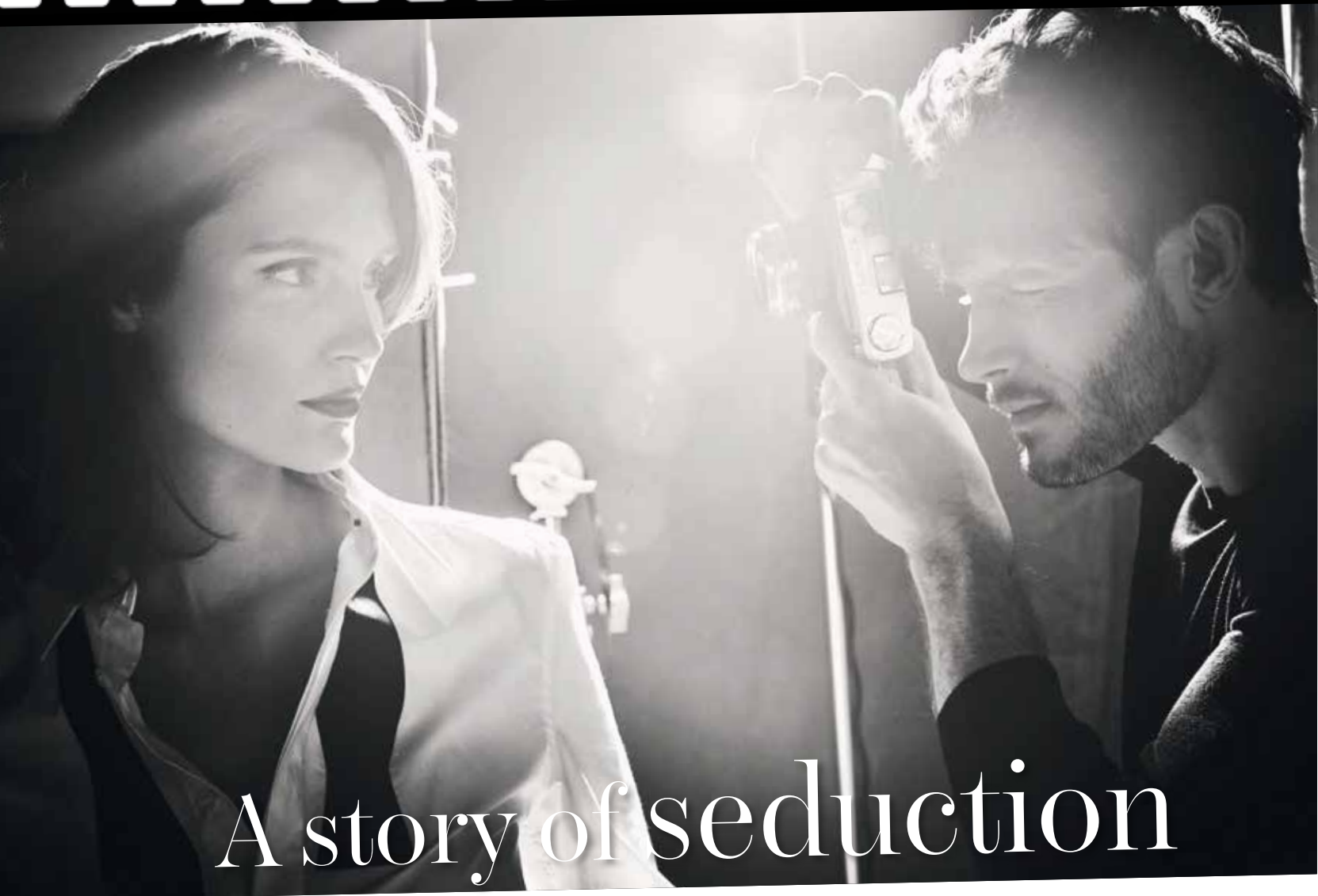
Vincent Ricord,
perfumer.

The talent of experts

Perfumers are experts in creating fragrances. We go to where the talented professionals are, from Paris to New York, and work with them to develop different scents to satisfy all tastes. Countless specialists and creatives are involved in developing a new fragrance, from the farmer to the perfumer, including designers and botanical experts. We are inspired by the sensations evoked by perfumes, combining artistry and innovation.



Jordi Armengol and Ina Mexía,
Associate Director of Fragrance Development and Director of Perfumery at Firmenich España.



A story of seduction

The new My Soul Supreme collection is inspired by a double-sided seduction, an equal intensity of femininity and masculinity in two fiery perfumes. It's a collection that also includes unique cosmetics to create striking looks. Star in **YOUR OWN ROMANCE** this Christmas, captivating in every scene.

MY SOUL SUPREME

The Perfume

The new **My Soul Supreme** fragrances are best described in three words: intimate, sensory and sophisticated. The touch of soft velvet enveloping the bottle, the scent of desire, the feminine red for her, the mysterious and elegant black for him, paired with the sophistication of the gold... We'll be rewriting the story of Christmas this year with a new concept of elegance.

My Soul Supreme for her is the glamour of an intense mystery discovered by a chic woman. It contains rose, iris and musky notes.

The essence of tonka beans is submerged in juicy white grapefruit, as cedar notes perfectly round out **My Soul Supreme for him**.



Discover the Supreme make-up collection

Face and eyes palette

Contains eye shadows and highlighters. Its design pays tribute to the constellations.

14 eye shadows with matte, satin and pearl finishes.

3 top coat shadows to use alone or over other eye shadows for totally personalised striking looks.

3 highlighters.

A mirror on the underside of the lid to turn your palette into a wonderful vanity case.

And there's more! It comes with a small travel palette so you can take your look with you every day. The eye shadows and highlighters are magnetised and can be mixed and matched in the travel palette.

Start creating stellar looks for the year with infinite combinations. Mix and match your own travel palette as many times as you want.



The model is wearing: Face and eyes palette (eye shadow Vega burgundy no.15, Adhara gold no.17 and Maia pink no.08), Eyeliner no.01 in black with gold glitter, Face and neck liquid highlighter, Lip liner no.02 in red, Diamond Lipstick no.01 in red, and Nail polish no.958 in red, all from the Supreme collection.





1 Eye shadow kit

Eye shadow palette, stackable. Day kit no.01 and night kit no.02, each with three eye shadows with matte, satin and pearl finishes in two colour harmonies for a complete look.

2 Eyeliner

Automatic eyeliner in black with gold glitter, easy to apply with a matte finish. Do not use on the inside of the eyes.

3 Lip liner

Automatic, in red with a matte finish, comfortable texture on application.



Make-up brushes and Nail polishes no.958 in red and no.960 in gold, Supreme collection.

4 Diamond lipstick

A unique, metallic lipstick with a glitter effect for a spectacular finish. Its creamy texture and vibrant shiny colour make it a true gem. Apply it alone or over another lipstick for a brilliant diamond effect.

5 Face and neck liquid highlighter

Soft liquid highlighter with a gel touch, light texture and natural finish. Long-lasting, easy to apply and blend. Perfect for all skin types. Build fine layers of shine for spectacular luminous skin, or apply at highlight points on the face and/or certain areas of the body, such as the shoulders, neckline and legs.

6 Elastic Matte Lipstick

With a matte finish, great adherence and elasticity, for controlled application that adapts to the lips for a highly comfortable finish. Created in two colours: no.01 red and no.02 purple.



SUPREME



The model is wearing: Day kit eye shadow palette no.01, Eyeliner no.01 in black with gold glitter, Face and neck liquid highlighter, Lip liner no.02 in red, Diamond lipstick no.01 in red and Nail polish no. 958 in red, all from the Supreme collection. Maxi Volume mascara and Sun powder.

Make-up looks

The time has come to celebrate. The KEY? Letting your imagination soar and creating infinite looks with the limited edition Supreme make-up collection.

Party Time

Radiant skin, luminous face, red nails and lips... that's all you need. There is an implicit sensuality in these four cornerstones of make-up, four classics when it comes to defining beauty. It's the most basic and simple make-up look you can wear, day or night, to always look perfect.



The model is wearing: Face and eyes palette (eye shadow Vega burgundy no.15, Adhara gold no.17 and Ara highlighter no.03), Eyeliner no.01 in black with gold glitter, Elastic Matte lipstick no.01 in purple and Nail polish no. 959 in purple, all from the Supreme collection. Maxi Volume mascara and Sun powder.

Lips *shiny or matte?*

It's up to you. The **Diamond lipstick** is a true gem, with a shiny metallic red finish with glitter. Its creamy texture is perfect to apply alone or over another lipstick for a spectacular diamond effect. The **Elastic Matte lipstick** sticks to the lips like an elastic film for easy application and a long-lasting finish. In red or bright purple with a soft, flexible and comfortable finish, perfect to wear all day.

Countdown

Get ready to ring in the new year looking your absolute best. Sparkles, smoky eyes, dark purple lips and nails. Show your glow!



SUPREME

Rouge for everyone

Red lips look good on everyone, it's just a matter of picking your favourite. It's a ubiquitous and timeless colour, and a symbol of femininity, sensuality, passion and energy. It's also the colour of determination, strength, self-confidence, and success.

Are you ready to show the world your red lips?



▲ **The model is wearing:** Day kit eye shadow palette no.01, Eyeliner no.01 in black with gold glitter, Face and neck liquid highlighter, Lip liner no.02 in red, Elastic Matte lipstick no.01 in red and Nail polish no. 958 in red, all from the Supreme collection. Maxi Volume mascara and Sun powder.

Silver looks

There's no better time than Christmas to experiment with the latest trends in shiny metallic eye make-up.

◀ **The model is wearing:** Face and eyes palette (eye shadow Talitha no.04 in black, Talitha no.07 in silver and Crater highlighter no.01), Elastic Matte lipstick no.02 in purple, Nail polish no. 959 in purple and no.960 in gold, all from the Supreme collection. Maxi Volume mascara and Multicolour blush.



Love at first sight

Having a good make-up brush kit is essential. The **Supreme make-up brush case** comes with a powder brush, make-up brush, beveled brush, contour brush and eye shadow brush. Remember that you'll never get the perfect make-up without the right tool.

DID YOU KNOW...?

The make-up case has an inner section to hold more brushes or other accessories. **Supreme** brushes have synthetic hair and a soft touch handle, making them very comfortable and pleasant to use.



The model is wearing: ► Night kit eye shadow palette no.02, Eyeliner no.01 in black with gold glitter, Face and neck liquid highlighter, Lip liner no.02 in red, Elastic Matte lipstick no.01 in red and Nail polish no.958 in red, all from the Supreme collection. Maxi Volume mascara and Sun powder.



SUPREME

Christmas Nails

Red is synonymous with Christmas, and is the predominant colour of the entire holiday season.

But we're taking this classic tone even further with glamorous gold and elegant dark purple.

How will you choose just one?

**Supreme nail
polish no.958 in red.**



Supreme nail polish
no.959 in purple and
no.960 in gold.



BOREALIA SHINE

The new **Borealia Shine** collection evokes the enchanting glow of the northern lights. Their enveloping perfumes with floral, fruit and musky notes for her, and woody and fruity notes for him, were exclusively created for those who want to stand out.

Borealia Shine for her
Eau de parfum, bath soap and body milk.

➔ **A PLUS**

You can reuse both boxes to hold small items

MAGICAL REALISM

There are moments in life we never forget. Can you imagine gazing at the beautiful spectacle of the northern lights? This natural phenomenon is the source of inspiration for **Borealia Shine**, reproducing the full splendour of the magical glow visible during the coldest months of the year in the northern hemisphere.



Borealia Shine for him. Eau de parfum, bath soap and aftershave.



Beauty programme

No spots, no impurities, no wrinkles, no facial lines.
This Christmas, treat yourself to the best beauty
treatments to enhance your skin's appearance.

You deserve it!

REACTIVATE *your skin*

Intensive 14-day programme of concentrated ampoules, suitable for all skin types. The order of application and instructions for use are simple:

- ✓ 1st and 2nd day. **Anti-pollution detox ampoules** to protect from contamination and the blue light of electronic devices, including computers and mobile phones.
- ✓ 3rd and 4th day. **Anti-stress**, to soothe the skin and make it feel soft and fresh.
- ✓ 5th and 6th day. **Moisturising**, to hydrate and soften wrinkles with a filling action.
- ✓ 7th and 8th day. **Regenerate**, to boost the creation of collagen and elastin.
- ✓ 9th and 10th day. **Firmness and elasticity**, to tone and minimise facial lines and wrinkles.
- ✓ 11th and 12th day. **Anti-wrinkles**, to smooth out wrinkles and facial lines.
- ✓ 13th and 14th day. **Luminosity**, to enhance the skin's natural light.



Instructions for use

Apply to clean, dry skin on your face, neck and neckline.
Shake the ampoule before use to get a uniform texture.
Use half an ampoule in the morning and the other half at night.

MY MOMENT FACE



Facial treatment with four 15 ml serums and a rose quartz massager.

The menstrual cycle can cause many visible changes to women's skin. To restore it, we have created a specific cosmetic programme to renew your face, suitable for all skin types.

My Moment Face acts during your menstrual cycle and is divided into 4 phases that correspond to the 4 weeks of the cycle. Each of the serum formulas is adapted to help improve the skin. The result is skin that is moisturised, smooth, strengthened, balanced, repaired, rejuvenated, firmer, elastic, luminous, and alive.

Instructions for use

The intensive beauty programme begins the first week of your menstrual cycle. Apply the full contents of the dropper morning and night to the face, neck and neckline, softly massaging it until it is fully absorbed.

The rose quartz roller is used for the massage in the night ritual. Repeat for 7 consecutive days until the first serum has been used up. Then follow the same protocol in order with the other serums for the remaining three weeks.

STEP BY STEP

- ➔ 1st week. SILVER SERUM with caviar extract. Cellular repair. Moisturised, repaired and nourished skin.
- ➔ 2nd week. WHITE SERUM with mother-of-pearl extract. Regenerating and illuminating. Refreshed, radiant and luminous skin.
- ➔ 3rd week. ROSE SERUM with oat, soy, hexapeptide-10, and kombucha. Redensify, tone and firm.
- ➔ 4th week. GOLDEN SERUM with soy protein, corn extract and sage. Oxygenating, energising and antioxidant. Revitalised skin.

Tip

Leave the roller in the fridge for 10 minutes before use for a better effect. Clean it with soap and water before and after using.

The rose quartz roller is a perfect tool to massage the face, neck and neckline after applying each serum. This helps the active ingredients penetrate the skin and gives you a feeling of wellness and energy.



How to use the massager?

First clean the face, neck and neckline. Then manually apply the recommended serum until completely absorbed. The skin is now ready for the massage.

- 1 Forehead and around the eyes.**
Massage in an outward motion from the centre of the face.
- 2 Nose, cheeks and temples.**
Slide the roller in light upward motions from the nose to the ear, over the cheeks.
- 3 Forehead, hairline and around the lips.**
Massage in an outward motion across the forehead. Use upward motions along the hairline towards the ears.
- 4 Neck and neckline.**
Slide the roller along the neck in a downward motion from the chin. Use upward motions in a V shape along the neckline.

Use the smaller head for around the eyes, on the eyelids and under the eyes, as well as around the lips, with outward motions from the centre towards the corners.



The ENHANCERS revolution

Prepare your skin for the Christmas holidays with the best active ingredients for beauty, and give it everything it needs to show your best face. Retinol or Vitamin A, and Vitamin C, are the most effective cosmetic ingredients, but they cannot be combined because their exfoliating action would irritate the skin. However, we can use both in moderation on alternating days, making sure to apply sun protection every morning.



Instructions for use

Apply 3 or 4 drops to a clean, dry face before the usual cream.

For night use only. The contents of the package should be used within 48 hours of opening. Applying sun protection is recommended throughout the treatment.

20% VITAMIN C ENHANCER

Intensive treatment with antioxidant effects to brighten up the skin, unify tone, blend spots, and improve the appearance of the signs of ageing.

- ✓ A combination of three stable derivatives of **Vitamin C at 20%**, with antioxidant action to slow ageing.
- ✓ **Liquorice extract**, which moisturises and soothes with a skin-lightening effect.
- ✓ **Ferulic acid**, with anti-wrinkle and antioxidant properties.

Suitable for all skin types, especially for skin that is dull, lifeless or showing early signs of ageing. Not recommended for sensitive skin.



REGEN SKIN RETINOL ENHANCER

It increases the firmness, hydration and elasticity of your skin. Formulated with active ingredients:

- ✓ Plant-based **bakuchiol**, which reverses the signs of ageing while improving the tone and texture of the skin.
- ✓ With **encapsulated retinol** that slowly releases the active ingredient to boost its action and tolerance in the skin.
- ✓ With a blending anti-spot action, **retinol ester** adds elasticity, and its antioxidant properties prevent damage from solar radiation.
- ✓ And **EGF growth factor**, in synergy with the retinol and bakuchiol, promotes the production of collagen and elastin to reduce wrinkles.



Suitable for all skin types (except sensitive skin) with more visible signs of ageing, for all ages, deep wrinkles, lack of firmness, dull tone... Its serum texture is perfect for applying after your usual cream.

Instructions for use

Apply at night, on alternate days, spreading 3 or 4 drops directly on a clean and dry face. Use in moderation at first (twice a week), until your skin gets used to the retinol. Applying sun protection the next morning is recommended.

SUPREME deliplus COLOR





The best gift is you

Surround yourself with family and friends in a warm and intimate setting full of delicious sweets and adorable Christmas decorations. This holiday season spread magic and beauty to your nearest and dearest.



It's time to appreciate what we have and treasure what really matters. This year we're helping you make your Christmas list for you and yours.

Surprise, surprise

Floral, powdery and musky, Soplo Intense conquers with its delicate fragrance and surprises with its adorable case.



▲ Soplo Intense

Eau de toilette, body milk and vanity case.

The Él and Ella perfumes come with body milk and a refillable spray bottle to carry in your bag or when you travel. The Ella packaging turns into a real jewellery box with two drawers. Brilliant!



◀ Ella

Eau de parfum, refillable perfume spray and body milk.



▲ Él

Eau de parfum, refillable perfume spray and gel-shampoo.





◀ **Top Mimos**
No-rinse hand cleanser gel and moisturising cream.



◀ **Black Intenso**
Spicy aromatic eau de parfum and body lotion.



◀ **Pretty in Pink**
Fruity oriental eau de parfum and body lotion.



Rose Nude ▶
Eau de parfum and eau de parfum mini. Did you know...? Its box with a raised design is inspired by small vintage hat boxes.



◀ **Him**
Eau de parfum, gel and face-body cream.



◀ **Sweet Beauty Set**
Eau de parfum and lip balm.





For the sportiest couple



▲ **9.60 Woman**
Eau de toilette, gel-shampoo and deodorant.

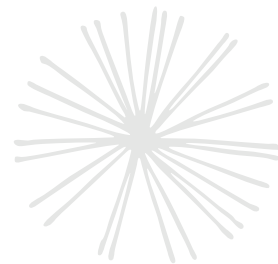


▲ **9.60 Man**
Eau de toilette, gel-shampoo and deodorant.



For those who prefer woody notes

◀ **Criterio Ego**
Eau de toilette, 20 ml spray and gel-shampoo.





For those who like to pamper themselves

Extra, extra!

Comfortable to use with an ergonomic non-slip handle.



▲ Precision System 5

Razor with five blades and one precision blade in the back for difficult areas and to shape the beard. It comes with a metal stand and five replacement cartridges.

Just for him

Face mask, after shave, deodorant, gel... Gold For Men was designed to pamper his skin.



▲ Gold for Men

Deodorant body spray, hair gel, after shave balm, gel and detox fabric face mask.

For those with an eye for details

So chic!

It contains a scented ceramic disc to hang in the wardrobe, in the car... It looks great and freshens the air.



◀ Elección

Eau de parfum hand cream and scented ceramic disc.



◀ Toiletry bags

Different sizes and models to choose from.

For romantics

Give your fragrance boxes a second life.

Comotú Amor can be used as a toiletry case.

The Comotú Oro metal box is a little lantern for candles.

You'll love the beautiful design it projects!



▲ Comotú Oro

Women's eau de toilette, eau de toilette mini and three candles.



Comotú Amor ►

Eau de toilette, eau de toilette mini and case.



▲ Comotú Fuerza

Eau de toilette, eau de toilette mini and case.

For more practical types

Oriental spices, Comotú Fuerza and Comotú Plata, come with reusable boxes. The former can be used as a toiletry case and the second for other things, and it also comes with an air freshener for the car or office.



▲ Comotú Plata

Men's eau de toilette, eau de toilette mini and spray bottle.



For those who appreciate fragrances with character



My Soul for Her ▶

Eau de parfum, eau de parfum 20ml and body milk.



◀ My Soul for Him

Eau de parfum, eau de parfum 20ml and gel-shampoo.



For those who love exotic fragrances

Ikiru is timeless, elegant and pure. Its book-shaped boxes with Oriental motifs are perfect for holding small accessories and decorating bookshelves.



◀ Ikiru Homme

Eau de toilette and eau de toilette mini.



▶ Ikiru Femme

Eau de toilette and eau de toilette mini.





Once upon a time...

A family, brimming with excitement, dreamed of an enormous tree full of gifts to play with and share with their friends. Grateful and happy they wake up and run out to see if their dream had come true...



Minnie and Mickey
Eau de toilette and shower gel.



My Unicorn
Eau de toilette and shower gel figure.

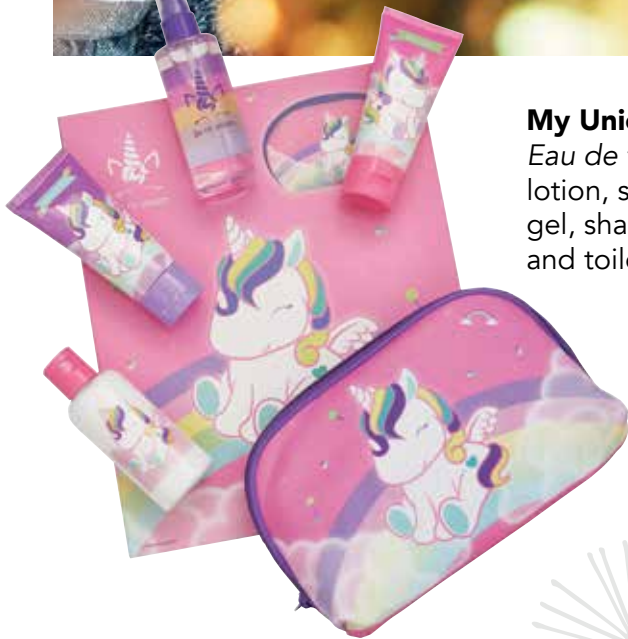


Unicorn Power Beauty Set*
Eye shadow palette, lip balm, lip gloss, nail file and two nail polishes, set of fake nails.

Hair accessories

Headbands, clips, bows... in velvet and satin. Different models to choose from.





My Unicorn
Eau de toilette,
lotion, shower
gel, shampoo,
and toiletry bag.



Tokidoki*
Two eye
shadows,
two lipsticks,
two nail
polishes, toe
separator, nail
file, and nail
decoration
stickers.



Spiderman
Eau de toilette
and gel-shampoo
figure.



My Dino
Eau de toilette
and gel figure.



Bebés Llorones*
 Eau de toilette,
 photo keyring
 and hair clips.



Fortnite
 Eau de toilette, toiletry
 bag and grips.



Frozen
 Eau de toilette, purse,
 nail polish and nail file.



Jurassic World
 Eau de toilette,
 gel and keyring.

Share with
 the little ones

Christmas is time to share
 traditions with kids and enjoy
 them to the fullest. Decorating
 the tree, opening gifts,
 making cookies or
 Christmas sweets...



LOL Surprise Beauty Set*
 Palette of eye shadows and blushes,
 brush, two lipsticks, one lip gloss, clips
 and hair elastics, and a mirror.



LOL Surprise
 Eau de toilette
 and shower gel.



EXTRATIME

**FOR
HER**

**FOR
HIM**



BUT NOT YOURS

LIKES

BUT NOT YOURS

LIKES

MY SOUL SUPREME



LA PERFUMERÍA
DE MERCADONA