

# la perfumería

SPRING 2019

de Mercadona

POWER UP  
YOUR BODY!  
*Stop cellulite*

FACIAL  
CLEANSING  
*the first beauty  
secret*

# Dream again

SPRING MAKE-UP

# LIP KISS *Balm*

Exfoliate, moisturise,  
and bring colour  
to your lips



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The products shown in this magazine are part of Mercadona's standard selection. On occasion, due to space restrictions, a product may not be available. Please ask the members of our staff. This is a free copy; its sale or marketing is prohibited.  
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### On the cover



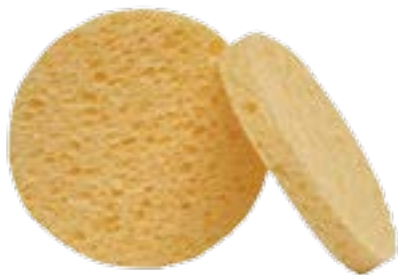
The model is wearing:  
No. 7 brown Eyeshadow,  
no. 2 peach Blusher Xtrem  
Length mascara, no. 9 violet  
Matte lipstick, and no. 23  
chewing gum pink High-Gloss  
Nail Varnish.

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*In Asia, facial cleansing is crucial and is associated with skin health. In Europe, we find it hard to establish it as a beauty routine. Here are the guidelines to boast a clean, radiant skin. Will you join this spring's beauty challenge?*

# facial CLEANSING

**THE FIRST BEAUTY SECRET**



Plant-based make-up removal sponge.



# PERFECT MAKE-UP REMOVAL

## 5 steps to follow and the right kit



### 1 REMOVE EYE AND LIP MAKE-UP

The **Eye Make-up Remover** in a gel texture helps to gently remove make-up from your eyelashes and eyelids. To remove any make-up, even waterproof make-up, use the **Two-Phase Eye and Lip Make-up Remover**.

### 2 REMOVE THE FOUNDATION

The **Gold Progress 24K Cleansing Oil** removes your make-up, and cleanses and moisturises your face, eyes and lips, leaving your skin supple and soft. It also removes waterproof make-up.





### 3 FINISH YOUR FACIAL CLEANSING WITH A WATER-BASED CLEANSER

The **Water-Based Cleansing Gel** is perfect to finish your facial cleansing routine: it removes any dirt and remains of your make-up. Its formula, enriched with soothing active ingredients and vitamin C, provides extra care for the skin, leaving it clean and bright, ready for another product.

### 4 EXFOLIATE AND TREAT

Advanced cleansing: exfoliators, peels, and masks to treat your skin in depth at least once a week. We recommend the **Facial Exfoliator** with natural peach microbeads.

### 5 TONE

The **Facial Moisturising Tonic** is used to soothe, cool, and moisturise your skin after cleansing.



## After cleansing... TAKE CARE OF YOUR SKIN

Give it that extra dose that your skin needs with the turn of the seasons: the **Ultra moisturising Serum with hyaluronic acid** provides and retains skin water, creating a natural hydration barrier. It is especially indicated for dehydrated skins that feel tight, itchy, dry, or are affected by the effects of a peel, hormonal changes, or environmental agents. If you still need an extra plus, use the **Khanya Hyaluronic Booster**: a concentrate with Phytocelltec™, an active principle based on apple stem cells which helps to mitigate wrinkles. Hyaluronic acid molecules moisturise the upper layers, making the skin look smoother and softer.



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### *Did you know?*

It is important to cleanse your skin well every morning and every night. During the day, we remove dead cells, and at night, impurities.





## HYDRATE AND NOURISH

Cleansing is crucial, but adequate moisturising is also necessary to have a beautiful skin that is well cared for. Choose the product that best suits your skin type and your needs at this time of year. Achieve firmness, moisturising, and brightness with the **Sisbela Cosmetics facial line**, comprising the **Revitalising and Restructuring Anti-Age Cream**, the **Eye Contour** to fight dark circles and eyebags, and, to complete the treatment, the **Nourishing Firming Neck-Décolleté cream**.



## SUNSCREEN

Don't forget to protect yourself against UV rays: **SPF 50+ Anti-Age Solar Fluid**. If in addition to protecting it you also bring some colour to your skin, it will look more uniform and beautiful: **SPF 50+ Coloured Anti-Age Solar Fluid**.



# FLORAL



GEL DE BAÑO • BANHO

**FLORAL**

PELE • PIEL NORMAL  
DERMO AROMA

deliplus

# *Power up your body!*

*C*ellulite is a problem for most women. Exfoliating dry or wet skin and applying the right product are the rules you should follow to keep cellulite in check.

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# ALL THAT EXFOLIATING CAN DO FOR YOU

We know that exfoliating removes the dead cells that accumulated on the skin surface, preventing it from breathing; it also stimulates cell regeneration and blood microcirculation.

The skin is more receptive to absorbing any cream that is later applied.

Caring well for a moisturised, healthy skin prevents flaccidity better.

The best place to exfoliate your body is the shower, always massing in upward or circular motions. Remove the exfoliator with warm or hot water.

We also recommend finishing with a blast of cold water to tone the skin.

It is important to insist on certain areas that tend to become more dehydrated such as knees or elbows.

After exfoliating, you should always moisturise well.



## Tools required:

- **Mineral Body Exfoliator**, to exfoliate in depth: it softens dry, cracked skin.
- **Mild Exfoliating shower Gel**, to gently exfoliate your skin.
- **Exfoliating sponge** and **loofah Glove**.





## DRY EXFOLIATION, THE TRICK TO FIGHT CELLULITE

Do you know dry brushing, otherwise known as dry exfoliation? This beauty ritual has become a trend again due to its many benefits, and can be done both for face and body care. Massage your skin every morning for 5 minutes with the loofah glove: you will stimulate your lymphatic drainage, improve blood circulation, and reduce cellulite and orange peel skin. It also has a great detox effect, which helps us to feel better and have a soft, bright skin. Insist on some areas like the tights, buttocks, abdomen, and waist. After dry exfoliation, moisturise the skin well, applying specific anti-cellulite products, slimming, draining, or firming creams. What are you waiting for?

## STOP CELLULITE

- **Slimming Anti-Cellulite cream** with caffeine, wheatgerm oil, Centella Asiatica, and vitamin E.
- **Cooling Effect Anti-Cellulite Gel**, speeds up and improves lymphatic drainage, and encourages the removal of toxins from the skin. It reduced and prevents cellulite and orange peel skin.
- **Intensive Night Slimming Treatment** with marine plant-based active ingredients and a mild heating effect; results can be seen in just four weeks.





# STRIKING

*looks*

Eyeliner + Rock&Volume mascara

A woman with dark hair pulled back, wearing a light pink, ruffled, sleeveless dress, is sitting on a white surface. She is looking upwards and to the left, with her hands resting near her face and chest. The background is a plain, light color.

# *SUNless* TANNING

*Can you have  
a beautiful,  
tanned skin  
without lying  
in the sun?  
All you should  
know to have an  
enviable tan 365  
days a year.*

# SELF-BRONZER INSTRUCTIONS

*Remember*  
Wash your hands after applying and avoid contact with fabrics.

## HOW DO YOU APPLY IT?

On clean, dry skin, uniformly, until it is fully absorbed. Repeat if necessary to maintain the tan. Apply in upward, circular motions.

## HOW DO YOU REMOVE IT?

Once you achieve the tan, it will gradually disappear in a few days, except in the case of the Immediate Tan Effect Body Gel, which is removed with soap and water, or with your usual cleanser.

## EXFOLIATION

You will make the result brighter, more uniform and longer lasting. The key factor is exfoliating your skin 24 hours before you apply the self-bronzer, insisting on your knees and elbows.



1



2



3



4

## Your allies

- 1. Self-bronzing Wipes** They provide, in a quick and easy way, approximately in 2 hours, a homogeneous, natural tan.
- 2. Immediate Tan Effect Body Gel** with colour microspheres, to instantly achieve a natural, bright tan. It melts into the skin, providing colour and brightness, as if it were make-up. If you already have a tan, it enhances your skin tone. It is applied like the other products: on clean, dry skin, massage it gently until the product is homogeneously distributed across the skin. Repeat until you achieve the desired tone. Remove with water.
- 3. Self-Tanning Body Milk** Provides as quick tan and enhances your skin tone.
- 4. Tan Effect Body Moisturiser** Moisturising body milk for daily use with gradually provides a natural tan, achieving the desired tan and keeping it bright throughout the year.

Dream again





*Go Romantic in your make-up  
looks, bringing touches  
of light and colour.*





# 1 Once upon a time...

This spring's make-up is not overdone  
and has a certain idyllic air,  
option for flawless skin with soft colours.



# 2 Falling in love

Spring comes dressed in pink in all its versions.  
Dare to apply it in a charming total look on  
cheekbones, eyes, and lips.



# 3 Sweetly

As the most romantic and sweetest season of the year, this spring brings blue and pastel green together as the main eyeshadow colours.

# 4 That moment

The first kiss, enjoying a beautiful sunset... Some moments should be preserved in time. The same goes for make-up: the most captivating looks should be eternal.



## MAKE-UP TIP

Would you like your make-up to be versatile? For example, if you are not an expert applying eyeliner, the easiest option is to moisten your eyeliner brush and define your gaze with one of the Dry&Wet Eyeshadows. Or you can also wear the same colour on your cheeks and eyes: use your blusher as an eyeshadow.



# 1 Once upon a time...

1. No. 08 brown pearl eyeshadow used as an eyeliner / 2. Coral blusher on cheekbones and used as an eyeshadow / 3. No. 03 pink matte lipstick / 4. Xtrem Length mascara / 5. No. 54 tropical raspberry High-Gloss Nail Polish.



# 2 Falling in love

1. No. 07 brown eyeshadow used as an eyeliner / 2. No. 01 pink blusher used as an eyeshadow / 3. No. 02 peach blusher for cheeks / 4. Xtrem Length mascara / 5. No. 9 violet Matte lipstick.

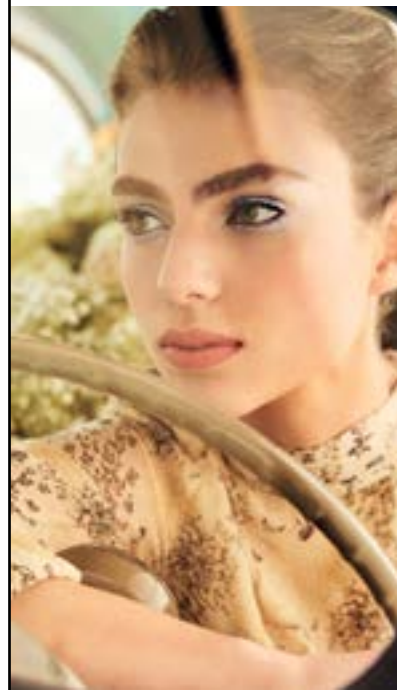


# 3 Sweetly

1. No. 03 green Longwear eyeshadow / 2. No. 09 beige pearl eyeshadow / 3. No. 01 pink blusher / 4. No. 11 plum Creamy lipstick / 5. Xtrem Length mascara / 6. No. 54 tropical raspberry High-Gloss Nail Polish.

# 4 That moment

1. No. 02 blue Longwear eyeshadow / 2. No. 07 grey Dry&Wet eyeshadow duo / 3. No. 02 peach blusher / 4. No. 06 nude Matte lipstick / 5. Xtrem Length mascara.





Toiletry bags  
SPRING EDITION



# GALACTIC

*Lips and nails give in to  
the light irradiated by the  
galaxy elements.*

*Join this trend  
of metallic,  
shiny hues.*



## **COSMIC GLOSS**

Add a strike of iridescent light to your lips with the Galactic glosses. You can first outline your lips to intensify the colour. Or, if you prefer a multireflection finish, apply it over your usual lipstick.



## **FUTURISTIC**

In the look on the left-side page, skin and lips take the centre stage. Unleash your creativity and dare to light up your face.



## FUTURISTIC

1. No. 5 creaming Longwear eyeshadow in the tear duct area, creating a light point /
2. No. 6 nude and brown Dry&Wet eyeshadow duo to light up the eyes /
3. No. 2 maroon galactic Galactic Gloss /
4. No. 02 peach blusher /
5. Rock&Volume mascara /
6. No. 858 pearl brown Galactic Nail Varnish.



## COSMIC GLOSS

1. No. 08 brown and gold Dry&Wet eyeshadow duo to add brightness to the eyelid and the eyebrow arch /
2. No. 08 brown pearl eyeshadow at the eyelash roots to intensify the gaze /
3. No. 3 creamy galactic Galactic Gloss /
4. No. 03 gold blusher /
5. 4 Dimensions Volume mascara /
6. No. 857 pearl pink Galactic Nail Varnish.



# TOILETRYBAGS

sport



# flash MAKE-UP in 5 MINUTES

## 4 Dimensions Volume

**mascara** to  
open up and  
highlight your  
gaze.



*We all want to have  
a perfect nude skin,  
minimal make-up  
that brings light to  
your face. You just  
need 4 must products  
to achieve this  
in record time.  
Take note!*

**No. 12  
geranium  
Creamy lipstick**  
to add colour  
to your lips.



**Sun powder** to  
contour, highlight  
your cheekbones,  
and bronze  
your skin.



**Hydra-comfort  
foundation,**  
with anti-  
oxidant active  
ingredients  
and SPF 25.





# *THE REVOLUTION IS HERE*

## **TWO-TONE FRENCH MANICURE**

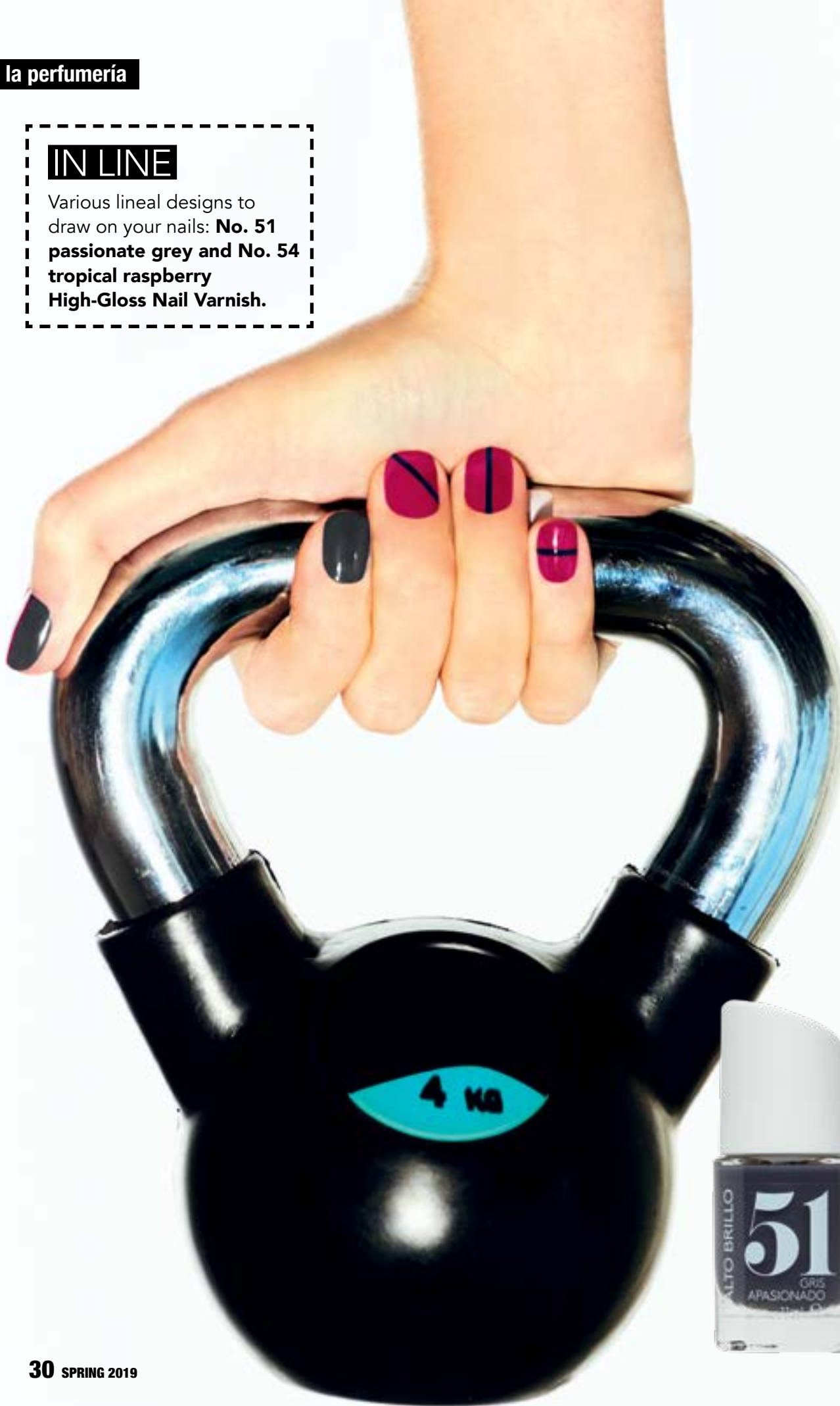
Go for a two-tone manicure: with the **No. 23 royal magenta High-Gloss** and the **No. 49 Sophisticated Cinnamon Nail Varnish**. You can do a French manicure on some nails and varnish other nails more simply, in one of the two colours.

*In spring, nails become more daring, colourful, and sophisticated. Dare to combine colours and create unique designs. Ready to customise your **nails**?*



## IN LINE

Various lineal designs to draw on your nails: **No. 51 passionate grey** and **No. 54 tropical raspberry** High-Gloss Nail Varnish.



## THE STAR DUO

Draw strips to bring together two opposing colours:

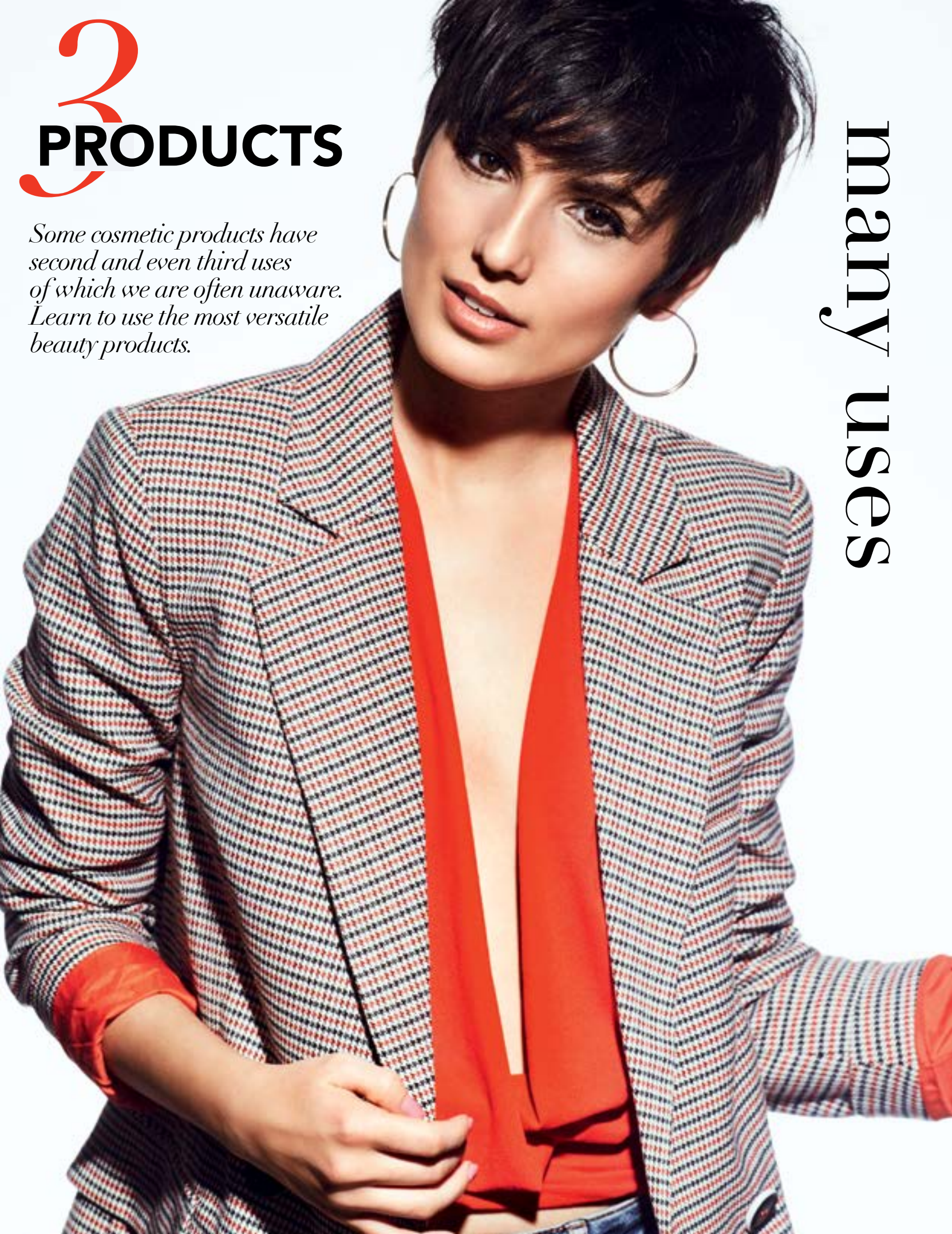
**No. 31 mystic black and  
No. 48 essential pink  
High-Gloss Nail Varnish.**



# 3 PRODUCTS

*Some cosmetic products have second and even third uses of which we are often unaware. Learn to use the most versatile beauty products.*

**many uses**







**Balm Me powder** can be used:

- ✓ To contour your face (contouring effect)
- ✓ As a bronzer
- ✓ As a blush
- ✓ And as a brown eyeshadow, even to define the eyebrow arch



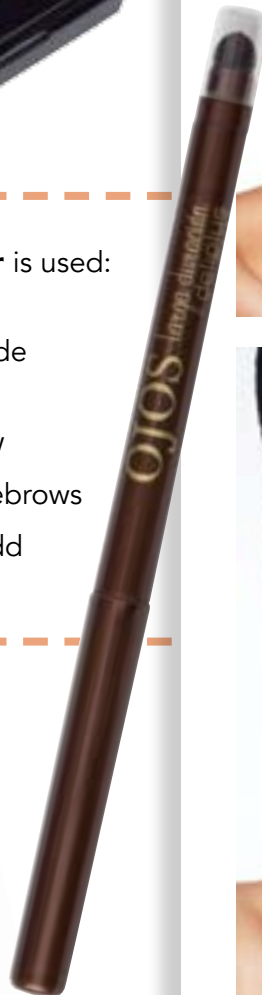
**No. 9 beige pearl eyeshadow** can be used to:

- ✓ Add colour to the eyelid as an eyeshadow
- ✓ Brighten the tear duct area
- ✓ Highlight the cheekbones (strobing effect)
- ✓ Add volume to your lips.



**Longwear eyeliner** is used:

- ✓ As an eyeliner (inside and outside the waterline)
- ✓ As an eyeshadow
- ✓ To define the eyebrows
- ✓ To outline and add colour to the lips



# Galactic

deliplus  
COLOR





# SIMPLY FLOWERS COLLECTION



MERCADONA'S FLORAL COLLECTION