

# la perfumería

de Mercadona

SUMMER 2015

# SUN PROOF

*Tanned,  
hydrated and  
protected skin*



*Renew your  
**BEAUTY PLAN***

**EXTRA CARE FOR  
THE SUMMER SEASON**



LIMITED  
EDITION

# TROPICAL GARDEN

deliplus  
COLOR

LIP PENCIL



LIPSTICK



LIP GLOSS

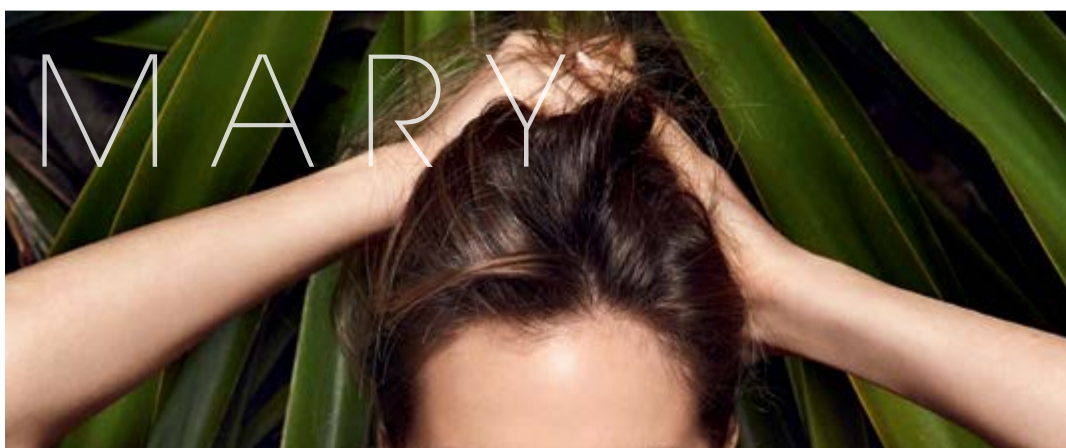
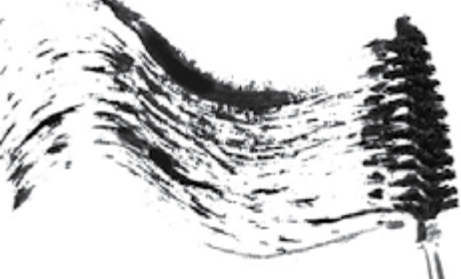


DUO BLUSH





# S U M M A R Y



## 04 **Renew your beauty plan** EXTRA CARE FOR THE SUMMER SEASON

*With the beach season around the corner, new rules to care for your face and body as well as enjoying the first sun rays are needed. Are you ready to feel the water and sun on your skin?*

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***Renew your  
Beauty Plan***

EXTRA CARE FOR  
THE SUMMER SEASON

*With the beach season around the corner,  
new rules to care for your face and body  
while enjoying the first sun rays are needed.*

ARE YOU READY  
TO FEEL THE WATER  
AND SUN ON YOUR SKIN?

**THINK DIFFERENT!**

# Attention, hydration with colour!

Pamper your face by giving it hydration, protection against the sun, uniformity and colour with the **BB Cream** range (in dark and light tones), they will become an essential part of your daily beauty ritual. Remember to eliminate dead cells and exfoliate the skin on your face with the **Facial Exfoliant** at least once a week.



Hydrating Facial Cream and Eye Contour with Aloe Vera



## TO NOURISH *aloe vera and olive oil*

Hydrating your skin on a daily basis is important during any season of the year, but even more so in the summer. Our skin demands a little extra care to remain soft and hydrated when it is in contact with sun, salt and chlorine. The **Aloe Vera Body Oil** repairs and hydrates. Apply on moist skin by massaging gently whilst in the shower. For very dry skins, use the **Nourishing Body Cream with Olive Oil**.

For all skin types, aloe vera cream hydrates, calms and repairs the skin.





**ANTI-CELLULITIS TRICK**

We recommend applying the cream by means of a circular massage, pressing down on the area with the knuckles to break down fat nodules.



*Cellulitis*  
**UNDER CONTROL**

Do you know how to apply the anti-cellulitis creams? Apply once or twice a week on clean, exfoliated skin with the **Exfoliant Body Shower Gel**. The **Vanity Series Dry Oil Anti-Cellulitis Reducing Spray** increases its action the more you move. Use daily, especially when you are about to do sports. To freshen up, alleviate that heavy feeling in your legs or combat localized fat, try the **Cold Effect Anti-Cellulitis Cream**. Caffeine, wheat germ oil, centella and vitamin E are powerful ingredients present in **Deliplus's Anti-Cellulitis Reducing** (and firming) cream.

*for* **MEN**



Men also have to take care of themselves more during the summer. The **9.60 Facial Exfoliant Gel** regenerates the skin on your face, and the **9.60 Hydrating and Protecting Cream** nourishes and protects. While the 9.60 abdomen reduction gel combats localized fat in the abdomen and waistline, the **9.60 Sport Water Action** cologne and the new **4Square Impulse Deodorant** offer freshness and a perfume that is ideal for the summer season.













## REFRESH!

This summer, dive into the incredible fragrance of the fresh new fantasy shower gel.



Colour Balloons No 672  
green nail varnish

# Hands & Feet

## THE STARS OF THE SUMMER

Try the new **Orange Blossom Hand Soap** (limited edition). And take note of the summer routine we recommend for your feet: exfoliate them a couple of times per week, paying special attention to the heels with the **Deliplus Callus Exfoliant**, its effects may be highlighted with the help of a pumice stone. Gently massage your feet before going to bed with the **Anti-Dryness Hydrator**. Allow yourself a moment of pleasure on finishing the day by applying the **Refreshing, Revitalizing Gel for Legs and Feet**, you will feel relief and a sense of freshness. It will only take 5 minutes and you'll be thankful for hours! To finish it off, take the **Light Legs Vials**. Protect them from sweat with the **Antiperspirant Deodorant for Feet**. And lastly, always carry the **Anti-Scratch Foot Stick** in your handbag, an invisible ally to wave goodbye to those unpleasant scrapes.





# SUN *proof*

*BE ON YOUR GUARD and protect your skin from the very beginning. Not only at the beach, but also in town. Our objective is to achieve skin that is tanned, hydrated and protected.*

*ARE YOU UP TO THE CHALLENGE?*



# 24-HOUR PROTECTION

Discover the latest sun protection trend, the new dry feel sun creams absorb immediately and don't leave a feeling of greasiness in the skin, you'll love them! Try our new **Spf 50+ Transparent Dry Feel Body Sun Spray**. Did you know...? On average, people who protect their skin from UV rays on a regular basis look four years younger than those who do not. The **Solcare Facial Line** offers high and very high protection levels that help prevent photo-ageing. So take note, protect your skin throughout the year, especially in the summer. At Mercadona's Perfumery you'll find the sunscreen that better adapts to your needs, whether it be for sensitive areas, quick absorption, anti-ageing... And the **Quick Absorption Spf 50+ Facial Protection Fluid**, to apply at any time. The **Sun Capsules** with beta-carotene and zinc prepare the skin for exposure to the sun.

## REMEMBER

Exfoliating and hydrating beforehand is recommended when using self-tanning products.



NEW



## THE POWER *of a Tan*

If you are one of those people who shies away from the sun, don't worry, a nice facial tan is achievable thanks to the **Self-Tanning Wipes**, and for the body, use the **Immediate Tan Effect Body Gel**, It illuminates the skin achieving a natural tan instantly, and it washes off with water and bath gel. Or you may hydrate and show off a beautiful skin colour with the **Tan Effect Body Hydrator**. You will gradually achieve a natural, becoming golden tone while you hydrate and soften your skin.

# (aftersun

## FOR THE *little ones*

Children's skins are more delicate and need specific protection and care.

The new **Spf 50+ Children's Facial Sunscreen** doesn't only protect their face from the sun's rays at the beach, it also protects at the park or when practising sports in the open air. Remember that at Mercadona's Perfumery you will find a full range of sunscreens for children that come in sprays or creams.



Properly hydrate your skin after exposing it to the sun and furnish it with calming, repairing active ingredients. Start by looking after it while in the shower with the **Aftersun Bath Gel**. And for after the shower, try the refreshing texture of the **Aftersun Gel with Aloe Vera**, or the texture of the **Hydrating Aftersun Cream With Olive Oil**, which will also provide a nutrition boost for your skin.



## RISK-FREE *hair*

Would you like your hair to shine under the sun? Care for it better during this season of the year to regenerate the hair fibre. We recommend the **Exotic Protective Shampoo** and **Conditioner** with UV filter, for normal hair that is exposed to the sun.





LIMITED  
EDITION

# Lápiz y Sombra

*larga duración*

PENCIL AND SHADOW. LONG LASTING

deliplus  
COLOR

Eye shadows available in 5 colours  
No 01 Grey · No 02 Blue · No 03 Green  
No 04 Copper · No 05 Cream

Eyeliner pencils available in 3 colours  
Turquoise · Light Blue · Purple





# *Under the shade*

## OF PALM TREES

Achieve the look by applying **Matt Shadow No 11** to the mobile eyelid, the **Long-Lasting Purple Eyeliner** to mark the eyes, the brown **Maxi Volume Eyelash Mascara**, and for the cheeks, the **Tropical Garden No 01 Mocha-Cherry Duo Blush**. For the lips, the **Tropical Garden No 01 Multi-Reflections Raspberry** lipstick and the **Tropical Garden No 13 Violet Gloss**.

# *Tropical* GARDEN

*Enjoy the **FRUITY COLOUR COCKTAIL** range available and delve into this beautiful and exotic tropical garden filled with exquisite textures and tones.*



# Warm beauty

## FACIAL SERENITY

Achieve this look by applying **Shadow No 09** as a base and then blending the **Long-Lasting No 04 Shadow** well to the mobile eyelid, and round it all off by applying **4Dimensions Volume Eyelash Mascara**. Apply the **Tropical Garden No 02 Mango-Nectarine Duo Blush** to the cheeks, the **Tropical Garden Orange Lip Pencil**, the **Tropical Garden No 03 Soft Coral Lipstick** and finally, to provide volume, the **Tropical Garden No 11 Pearl Gloss**.

### *A master's touch*

The colours of the Tropical Garden lipsticks and glosses allow for achieving contrasting looks in terms of colour and intensity. The coral lipstick and pearl gloss will result in a more subtle make-up, whilst the raspberry lipstick and violet gloss will give us a more exotic look with powerful colours. Don't be afraid of mixing the lipsticks and glosses with similar or opposing tones, for example, the raspberry lipstick and the soft coral, this will give you a mix of textures and tones for a unique, trendy effect.



### REMEMBER

The two tones present in the Tropical Garden duo blush may be used separately or together, the colours intertwine for a result that is unique in terms of colour. Always apply with a blush brush or a powder brush for a perfect finish.

## Under the shade

OF PALM TREES



A B



C



D



E



F



G H



I



J



K



L



M

- A. Maxi Volume brown eyelash mascara / B. long-lasting purple eyeliner / C. No 11 matt shadow /  
 D. Tropical Garden No 01 raspberry multi-reflection lipstick / E. Tropical Garden No 01 mocha-cherry duo blush /  
 F. Tropical Garden No 13 violet gloss / G. 4Dimensions Volume Mascara / H. Long-lasting No 04 shadow /  
 I. Tropical Garden No 11 pearl gloss / J. No 09 Shadow / K. Tropical Garden No 03 soft coral lipstick /  
 L. Tropical Garden No 02 mango-nectarine duo blush / M. Tropical Garden orange lip pencil



TWO-TONE

# Lips



**Tropical Garden No 01 Raspberry Multi-Reflection Lipstick** on the outside, and **Tropical Garden No 03 Soft Coral Lipstick** for the inside.



YOUR HANDS SAY A LOT ABOUT YOU



**LONG-LASTING GEL EFFECT**



# A TECHNICOLOR *Gaze*

Create a mixture of vibrant, sophisticated colours to highlight your eyes and change your look. Purple, blue, turquoise, copper, green... Discover the long-lasting Shadow Pencil collection (limited edition) and show off an electrifying gaze!





## REMEMBER

It is important to correctly close the long-lasting pencils and shadows to avoid them drying up. Simply apply some pressure to the top until you hear a click.

## ***INCREASED INTENSITY***

Mark the whole of the eye with the **Long-Lasting Purple Pencil**, then apply the **Maxi Volume Brown Mascara**, the **Pink No 01 Blush** and the **No 08 Lip Gloss**.



## LADY, LADY!

The look on the left-hand page: **Long-Lasting Shadow No 02** to the upper eyelid, **Long-Lasting No 04 Shadow** to the mobile eyelid, **Long-Lasting Light Blue Pencil** to the corner of the eye and **Long-Lasting Purple Pencil** to mark the lower eyelid. **Xtrem Mascara**, **Pink No 01 Blush**, **Creamy No 13 Lipstick**, **Tropical Garden No 11 Gloss** and **Glaze Effect No 656 Nail Varnish**.





## *A master's touch*

Would you like to highlight the colour of your lips while having the shine last longer? Make them up with the Tropical Garden orange pencil, using it as though it were lipstick, and apply a touch of the Tropical Garden No 11 gloss.

# *Game of* TONES

**Long-Lasting No 03 Shadow, Long-Lasting No 05 Shadow, a small touch on the arch of the mobile eyelid using the Long-Lasting No 04 Shadow, Mark the lower eyelid with the Long-Lasting Turquoise Pencil. Lastly, we recommend you apply the Xtrem Mascara, the No 04 Coral Blush and the Tropical Garden No 11 Gloss and the Glaze Effect No 654 Nail Varnish.**





## Long-lasting shadows

Apply directly to the eyelid and if you wish, you may opt for blending them using either your fingertips or a shadow brush. (This process must be carried out as soon as the shadow is applied, as it dries up and fixes very quickly).

## UNDER THE SPELL OF THE COLOUR

# BLUE

**Long-Lasting No 01 Shadow** blended to the mobile eyelid, **Long-Lasting No 05 Shadow** to the centre of the eyelid to illuminate, **Long-Lasting Light Blue Pencil** delineating the lower eyelid. **4Dimensions Maxi Volume Eyelash Mascara**, **Tropical Garden No 02 Mango-Nectarine Duo Blush** and **Creamy No 01 Lipstick**.



n°01



n°05







# 4 *Fresh Looks*

*Messy braid, wet effect ponytail, aftersun bun and knotted ponytail, combined with soft, tanned make-up and hair accessories for a chic touch. We would like to suggest 4 seasonal looks.*



# WET EFFECT PONYTAIL



Apply Deliplus fixing products from Mercadona's Perfumery on wet hair to achieve the look. From the roots to the tips, really working on it lock by lock is how you will manage to have the wet effect last longer. And the make-up? Highly natural and tanned, thanks to the tanning powder, one of the essentials in your **Makeup Bag**, and for the eyelashes, **Transparent Mascara**.



# AFTERSUN

## BUN

After a long day at the beach in the sun, your hair craves for protection and hydration. Apply the **Exotic Protective Conditioner** thoroughly to your hair, it contains a UV filter and has a very pleasant scent, gather it in a nice bun and add a hair accessory to give it some colour.







## ***KNOTTED ponytail***

How is it done? Start by making a mid-length ponytail, loosen the hair band a little and divide it into two halves, then loop the ponytail through the middle and add a summery accessory. To keep your hair looking shiny, use the mid-section to tips Deliplus hydrating hair masks, especially during the summer. Brighten up your cheeks with the **Coral No 04 Blush** and colour your lips with the **Creamy No 16 Lipstick**.





NEW

Exotic  
LINE  
SENSATIONS  
FOR YOUR HAIR

LIMITED EDITION



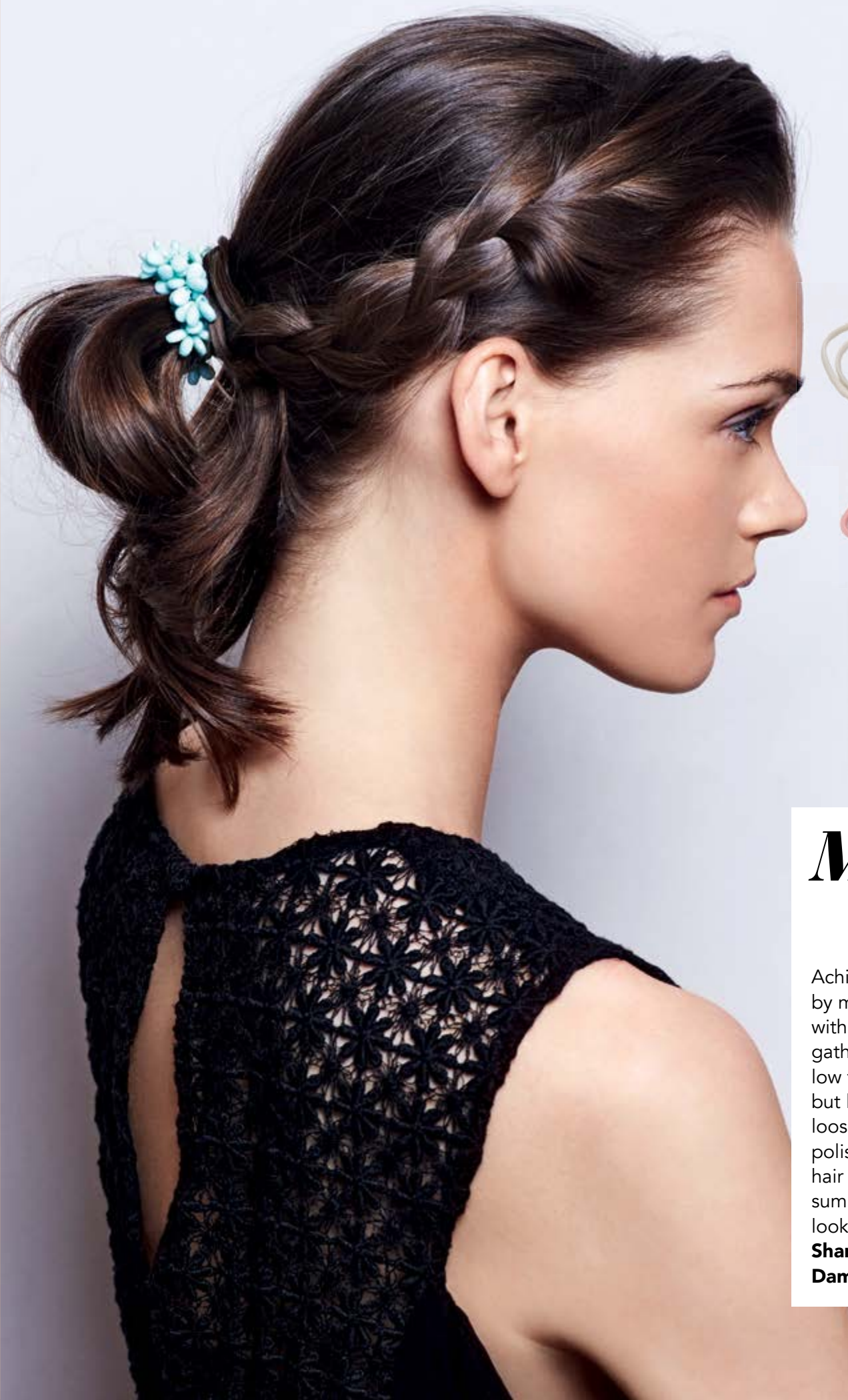
Deliphus

*Food supplement  
that helps look after  
your silhouette.*

DRENAPUR







## *Messy braid*

Achieve this informal look by making a side braid with some locks and then gathering all your hair in a low to mid-length ponytail, but leaving the hair either loose or unmade, not at all polished. Remember that hair suffers more during the summer, so don't forget to look after it with the **Deliplus Shampoo for Dry and Damaged Hair**.





The model is sporting the new **Colour Balloons** collection the long-lasting No 05 shadow, the **Matt No 04 Coral Lipstick** and a touch of shine with the transparent lip gloss.



# COLOUR *balloons*

*Peach, coral, cherry, fuchsia or green.*

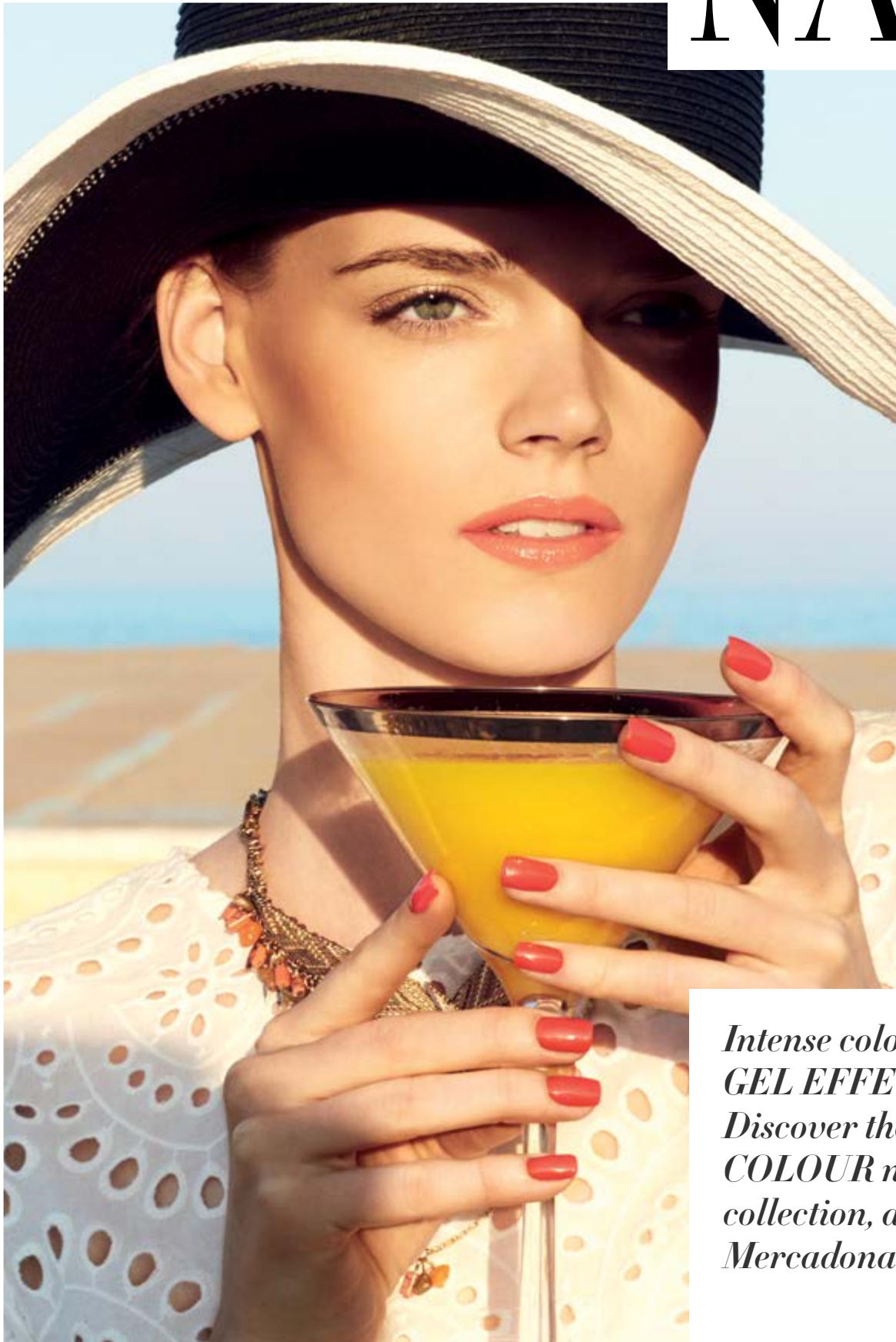
*Opt for VIBRANT COLOURS for your nails this summer.*

## ***Colour Balloons*** ***NAIL VARNISH RANGE***

- A** No 679 cherry
- B** No 675 pink
- C** No 673 peach
- D** No 678 red
- E** No 677 coral
- F** No 674 grey
- G** No 672 green
- H** No 676 fuchsia



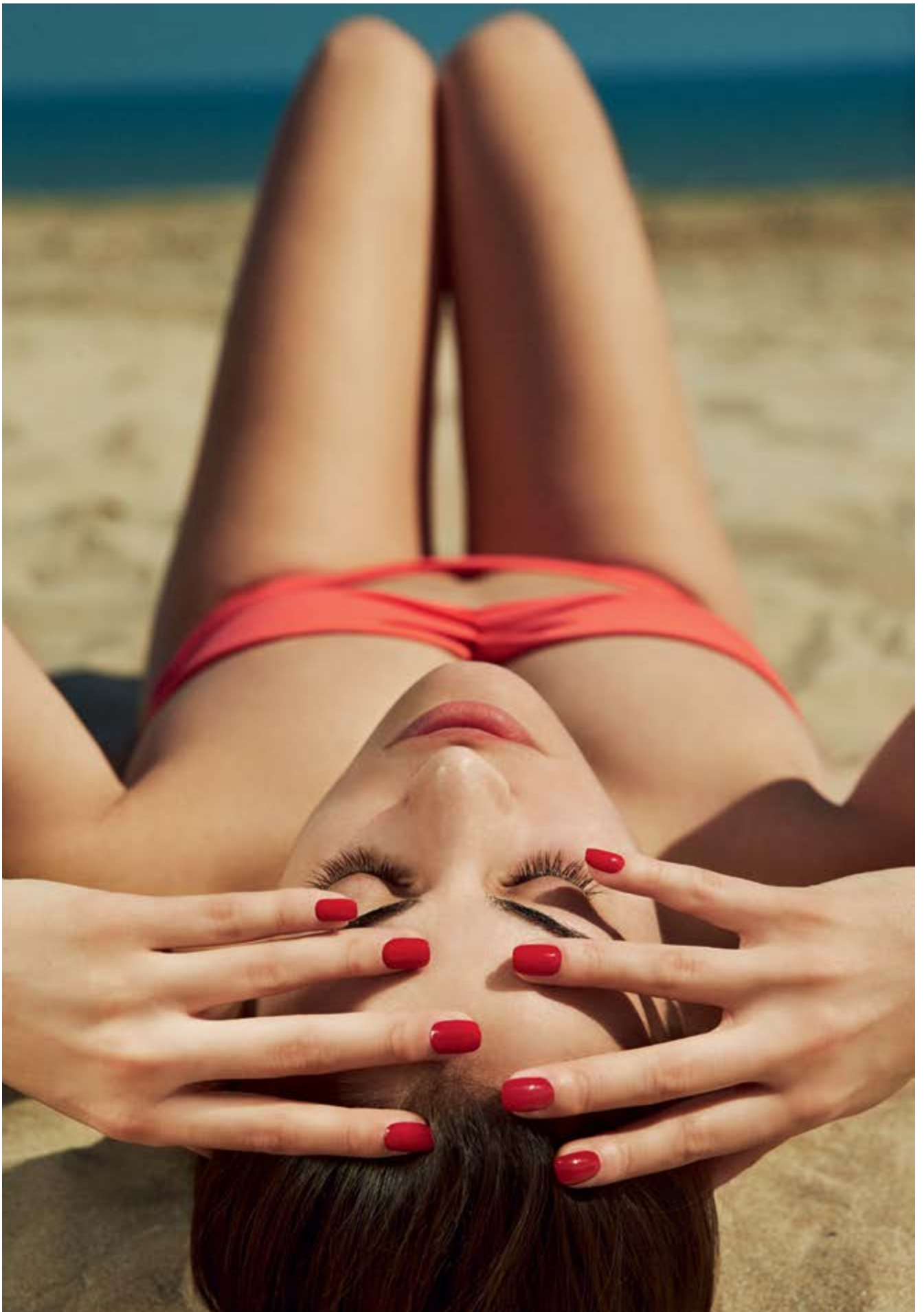
# *The power of* NAILS



*Intense colours with a shiny,  
GEL EFFECT FINISH.  
Discover the new DELIPLUS  
COLOUR nail varnish  
collection, available only at  
Mercadona's Perfumery.*

**Coral.** Gel Effect No 670 Nail Varnish for the nails, Creamy No 10 Lipstick and the Tropical Garden No 03 Lipstick for the lips.





**Red.** Gel Effect No 661 Nail Varnish.

# REMEMBER

For a Gel Effect finish, apply two uniform layers of colour, leave to dry well and finish with the top coat.

**Garnet.**  
Gel Effect No 660  
Nail Varnish.



No 670 coral



No 661 red



No 660 maroon



No 659 mauve



No 671 pink



No 662 top coat



DEODORANTS

# Cherry Passion

by chica fashion



new  
Fragrance

LIMITED EDITION

Deliplus

A JOURNEY TO GLAMOUR, ETERNAL SUMMER  
**GRAND SUITE**

