

la perfumería

SPRING 2023

de Mercadona



Lips & Blush
Definitive guide
to giving colour
to your lips
and cheeks

Toscana Collection

The latest in this season's make-up

BLUE WAVES & SWEET POPPY

SCENTED WATER FOR THE BODY



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PERFECT LIPS



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PLEX REPAIR



PREPARE YOUR FACE



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Cover

Toscana Eyeshadow Palette
Eyeshadows No. 4, 6 and 8, Black eyeliner, Toscana Curve Mascara, Toscana eyebrow profiler No. 01 light, Toscana Vinyl Lipstick No. 01.



BRING COLOUR TO YOUR CHEEKS

Blush—a key piece of make-up for achieving the healthy glow effect we all want. Available in different finishes and shades, they will become your perfect ally for an attractive and healthy complexion.

We explain how to apply it and which colours suit you best.

Ready to make your cheeks blush?

Essential tips

1 FIND THE SHADE OF BLUSH THAT SUITS YOU BEST

If you want a natural sun-kissed effect blush, opt for warmer shades: earth, bronze, pink, orange or red.

Pink tones bring freshness and a healthy appearance, especially for those with a fair complexion.

Earth or copper colours help to sculpt the face, even refining the features. Perfect for dark skin tones.

These basic rules should be combined with personal taste, which must always take precedence, and your chosen make-up look on any given day, as the colour of the cheeks must always be balanced.

HOW TO APPLY IT CORRECTLY BASED ON THE SHAPE OF YOUR FACE?



OVAL

In the centre of the cheek, blending upwards.



ROUND

Follow the cheekbone and blend towards the ears.



HEART

In the central area, blending toward the sides.



SQUARE

Right in the centre of the cheek to soften the angles of the face.

FIND THE perfect blush

Matte Blush

Natural matte finish powder blush.

3 SHADES AVAILABLE

No. 01 matte pink,
No. 02 matte coral
and No. 03
matte red



Luminous Blush

Luminous finish powder blush. Contains vitamin E acetate as an antioxidant and anti-ageing action and jojoba oil as an active moisturiser.

3 SHADES AVAILABLE

No. 01 luminous pink,
No. 02 luminous
orange, and
No. 03
luminous
gold



Satin Blush

Light, satin finish powder blush. Contains vitamin E acetate as an antioxidant and anti-ageing action and jojoba oil as an active moisturiser.

2 SHADES AVAILABLE

No. 01 satin pink
No. 02 satin natural



Perfect Lips

Creamy, matte,
in balm or
long-lasting version.
Lipstick has once
again become a
true object of desire.
We reveal the most
popular shades,
textures and finishes
for adding colour
to your lips this spring.





The model is wearing: On her lips, Creamy No. 204.
And on her hands, Creamy No. 204 and No. 205.

Creamy

Creamy lipstick that melts on the lips with a bright and natural finish.

FEATURES

- ✓ Its formula is non-sticky thanks to its ingredients, which form a film on the lips.
- ✓ Creamy texture.
- ✓ Bright and intense colour.
- ✓ Comes in a practical format with magnet closure.



Highlight the most springtime shades

NO. 204 ROSE PETAL
AND 205 FUCHSIA



The model is wearing: Color Balm No. 03.

Color Balm

Creamy and bright lip balm with a subtle hint of colour.

FEATURES

- ✓ Smooth and pleasant texture that melts on the lips, providing added hydration.
- ✓ Low coverage, subtle hint of colour.
- ✓ Highlight your lips thanks to its bright finish.
- ✓ With an irresistible vanilla aroma.



Take note of this season's shades!



The model is wearing: Matte No. 109.

Matte

Velvety matte finish lipstick.

FEATURES

- ✓ Ultra-matte finish with adjustable coverage—natural or intense, depending on the application.
- ✓ Covering texture that refines the lips with a velvety layer of colour.
- ✓ Presented in a practical format with magnet closure.
- ✓ Sweet aroma of vanilla cake.

Two shades to highlight

No. 105 INTENSE FUCHSIA AND 109 RASPBERRY



No. 105



The model is wearing: Color Fix No. 04.

Color Fix

Long-lasting matte lipstick offering full and lasting colour.

FEATURES

- ✓ Creamy formula with a silky matte finish.
- ✓ Lipstick with an intense velvety effect.
- ✓ Pleasant vanilla aroma.
- ✓ Long-lasting finish with high pigmentation.



No. 02

No. 03

No. 04

SHADES No. 02 SOFT PINK, No. 03 VIOLET AND No. 04 STRAWBERRY



NATURAL AND EVEN
TANNING



Look 1



- Toscana Eyeshadow Palette Eyeshadows No. 4, 6 and 8



- Toscana Curve Mascara



- Toscana eyebrow profiler No.01 light



- Toscana Vinyl Lipstick No.01



- Black eyeliner

Toscana Collection

Earth tones with spring
vibes—the latest make-up look for this season.
A complete collection to create enchanting looks.

Be swept away and discover the beautiful Toscana!



Make-up Fixer

5-in-1 multifunctional mist that moisturises, prepares, protects, fixes and refreshes the skin.

HOW TO USE IT?

- 1 Before make-up. To moisturise, prepare and protect the skin. Keep your eyes closed and spray two to four times at a distance of 20-25 cm. Then, start to apply make-up.
- 2 After make-up. To fix, spray in the same way.



Curve Mascara

Long-lasting lifting effect mascara. Its creamy texture and its curved brush envelop and shape your eyelashes. Choose instantly curlier and longer eyelashes with more volume.

Face Primer

The first step for perfect make-up. Oil-texture face primer infused with flower petals for a moisturised and glowing complexion. You will be enchanted by its pleasant combination of aromas of jasmine, lilies, violets and roses.



Top tip

Apply a few drops on the face before make-up and massage.

Vinyl Lipstick

Creamy and full-colour lipstick with a vinyl finish. Glowing lips full of colour with a vinyl shine. Available in 3 shades: 01 coral, 02 medium pink and 03 fuchsia.



Eyebrow Profiler

Long-lasting eyebrow marker in two shades: 01 light and 02 dark.



Nail collagen gel

Treatment for strengthening nails.



Eyeshadow Palette

Combine its 9 matte and satin finish shades to obtain different make-up looks this spring.



Zoom - Lips



Glowing lips full of colour with a vinyl shine.

Look 2



- Toscana Eyeshadow Palette Eyeshadows No. 4 and 7



- Toscana Curve Mascara



- Toscana eyebrow profiler No. 02 dark



- Toscana Vinyl Lipstick No. 03



- Black eyeliner

TIREDNESS? FATIGUE?

EFFERVESCENT TABLETS

Magnesium + Vitamins B1, B6 and B12



PLEX REPAIR

Capillary repair guide



Discover how PLEX Repair technology, along with ingredients such as argan oil, jojoba oil and shea butter, nourish and repair very damaged hair with a tendency to break easily.

1 Shampoo

Specially formulated for very damaged hair with a tendency to break. Its formula, featuring PLEX Repair technology combined with argan and jojoba oil, cleans while regenerating the capillary fibre from the inside, increasing its resistance to breakage.



2 Mask

Instructions for use

- After rinsing the shampoo, apply the nourishing treatment from middle to tip. Gently massage to allow the product to penetrate well, leave to work for 2-3 minutes and then rinse with plenty of water.
- For more thorough regeneration, it is recommended to apply it once a week on dry, combed hair. Spread from middle to tip and wrap in a towel. Leave to work for 30 minutes and then rinse.



3 Serum

Instructions for use

- Put a small quantity in your hand and spread on damp or dry hair. Adjust the dose according to the length of your hair. Do not rinse.



PLEX REPAIR Line

What are the benefits of PLEX REPAIR treatment?

- It helps to **strengthen the internal connections of your hair**, obtaining a perfect structure that makes it appear soft and shiny.
- It creates a protective film on the hair fibre, which **protects it from damage** caused by chemical agents and heat from hair dryers, straighteners or curling irons.
- It strengthens the internal structure of the hair, thereby **reducing capillary breakage**.
- The hair is left looking totally healthy: **soft with volume and shine**.



ALUM STONE
MINERAL DEODORANT



NATURAL PROTECTION FOR ALL SKIN TYPES

INSTRUCTIONS FOR USE: WET WITH WATER BEFORE APPLYING

PREPARE YOUR FACE IN **SPRING**



After spending winter under layers of serums, oils and denser textures in masks and creams, it's time to adapt your facial routine to the sunny days ahead. Here are some tips: brighten your skin with extra vitamin C, change to a lighter moisturising cream and **don't forget to protect yourself from the sun.**

ODE TO VITAMIN C



VITAMIN C FACE CREAM WITH SPF 50+

Its light, oil-free, gel-cream texture is perfect for the warmer months and does not leave a sticky texture on the skin. It contains vitamin C, green tea, provitamin B5 and active ingredients that protect against infrared radiation. Perfect for all skin types.

INSTRUCTIONS FOR USE

- ✓ Apply once or twice a day on clean skin, massaging until fully absorbed.



INSTRUCTIONS FOR USE

- ✓ Apply to the face, neck and neckline, once clean and dry, before your usual face cream. Only at night.
- ✓ It is recommended to use sun protection during the treatment.

20% VITAMIN C VIALS

Intensive treatment that brightens the skin and fades blemishes. Ultra-concentrated enhancer with antioxidant effects that improves the appearance of the signs of ageing, evens out skin tone and moisturises. Not recommended for sensitive skin.



EXTRA NUTRITION

REGEN SKIN RICH TEXTURE DAY CREAM

Suitable for normal, dry or very dry skin.

It enhances the radiance of the face and combats free radicals, thereby delaying the effects of ageing.

What's more, it re-establishes moisture, protects against solar and infrared radiation, and works to restore your skin's youthfulness.

Active ingredients

- ✓ It contains vitamin C and gold microparticles, which enhance the brightness of the skin and delay the appearance of blemishes.
- ✓ Its regenerating complex, composed of growth factor and stem cells, promotes its anti-ageing action.



Do you know about the refill system?

When the product is finished, just buy the 50 ml refill and replace the piece that goes inside the glass jar.



Will you participate in responsible consumption?

DEODORANT

powder for feet



Protect them against excess sweat



DETOX *Time*

Spring—the perfect time to eliminate the toxins accumulated during the winter. Pay attention to the following simple tips to start the warm season with a reset.



HORSETAIL

Mild diuretic perfect for people with fluid retention problems.

HOW TO TAKE IT?

- ✓ Two capsules per day, one before breakfast and another before lunch.
- ✓ It is recommended to maintain proper hydration by drinking at least 1.5 to 2 litres of water per day.

WHAT DOES IT CONTAIN?

- ✓ Created from **plant species**.



DEPURAT

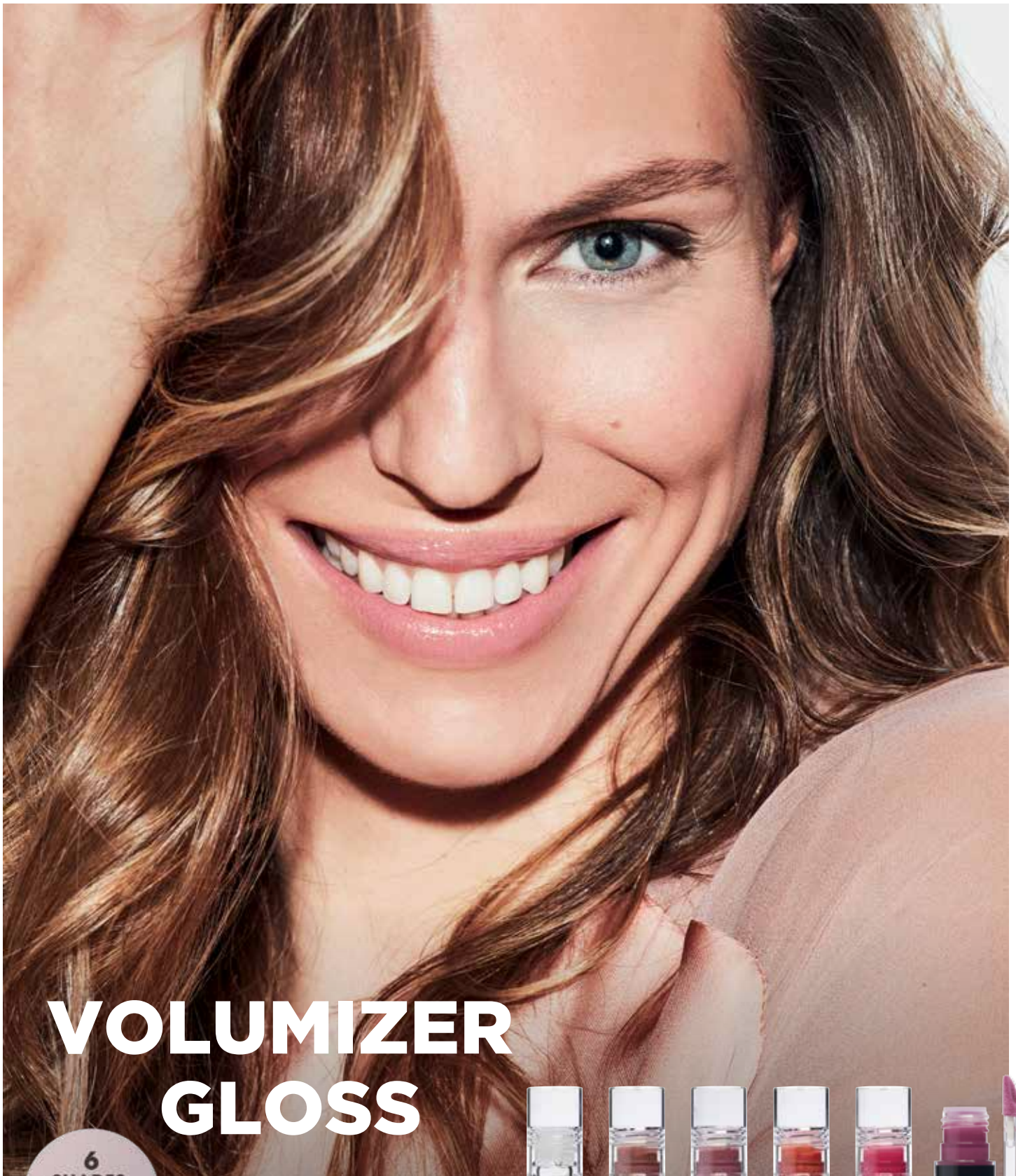
Food supplement created from plant species and vitamins.

HOW TO TAKE IT?

- ✓ Add the content of one stick to 500 ml of water, stir well before consuming and drink throughout the day.
- ✓ It is recommended to take it for 15 to 30 days. The process can be repeated once every 3 months.

WHAT DOES IT CONTAIN?

- ✓ **Artichoke**, which helps to detoxify the liver and provides digestive well-being.
- ✓ **Sarsaparilla**, which promotes purification and diuresis.



VOLUMIZER GLOSS

6
SHADES
AVAILABLE

VOLUMIZER LIP GLOSS
WITH **HYALURONIC ACID**



NAILS READY FOR
spring

EFECTO · EFEITO
GEL

