# AFFECT

#### AFFECT EFFECT

#### PROFESSIONAL QUALITY FOR EVERYONE!

We are a young, Polish brand that produces make-up cosmetics of professional quality and at an affordable price. Our adventure began in 2015 in Bielsko-Biała and today our products are available in over 20 countries on 3 continents.

The AFFECT cosmetics are a gift from professionals for make-up enthusiasts - durable textures, pigmented colors, precise applicators, skin care nutrients.

Our offer includes a wide range of cosmetics that allow you to perform complete makeup at the highest level.













Made In Poland



The founders of the AFFECT brand, Agnieszka Kuśnierz and Beata Łysoń-Dobrocińska, were united by friendship and a common dream of creating their own cosmetic brand with the highest quality products which would meet the needs of modern women. From the very beginning, the brand was founded not only on business assumptions, but most of all the desire to support women in expressing themselves and searching for their own beauty.

AFFECT was created from the combination of passion for cosmetics and the creative ideas of professional make-up artists.

#### **FACE**

#### PERFECT SKIN PRIMER MAKE-UP BASE

Light, silicone and colourless base for make-up. The innovative formula absorbs the excess sebum, does not dry the skin and gives a long-lasting mattifying effect. Perfectly smooths the complexion, fixes make-up and delicately evens wrinkles. A cosmetic is distinguished by a delicate, oil-free formula that allows the skin to breathe.



SILKY EFFECT



LONG-LASTING EFFECT



MATT



OIL FREE







B-0001

Capacity: 20 ml



# MAKE-UP FIXING GEL PRIMER

The hydrogel formula will soothe and deeply nourish the skin, ensuring the durability of the makeup. Perfect for those who like a light, gel consistency that is not sticky and is also perfectly absorbed. Hyaluronic acid soothes and calms irritations and additionally deeply moisturizes the skin, making you feel comfortable under makeup during the day. Gives the effect of rested, radiant skin. The vegan formula enriched with peptide, vitamin C, hyaluronic acid and cranberry and grapefruit extract will nourish your skin.





PERFECT **PEPTYD** VITAMIN C HYALURONIC ACID **CRANBERRY** GRAPEFRUIT **VEGAN** AFFECT MAKE-UP FIXING GEL PRIMER WITH PEPTIDE

SMOOTHING EFFECT

MOISTURIZING

LONG-LASTING EFFECT

Capacity: 30 ml

MOISTURIZING

# SKIN BOOSTER HYDRATING FACE SERUM BASE

Intensively conditioning base with serum properties that enures intense hydration, nourishment and smoothing of the skin. It has a light formula rich in active ingredients that your skin will love. It prevents water loss and strengthens the protective barriers of the epidermis, leaving the skin nourished and soft to the touch. Suitable for all skin types, especially dry and dehydrated skin. The base will extend the durability of your makeup by perfectly moisturizing the skin and slightly unifying the colour

Available colours:



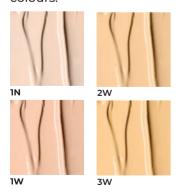
Capacity: 30 ml



# IDEAL BLUR UNDER EYE PERFECTING CONCEALER

A radiant, flawless look around the eyes is guaranteed by optical neutralizers. They tone down bruises and optically reduce wrinkles. Its moisturizing ingredients delay the skin aging process. The cosmetic has a light formula that easily spreads on the delicate skin under the eyes. The concealer does not accumulate in the skin creases and does not emphasize its structure. It is durable and very efficient. One drop is enough for the eyes to delight with their natural glow.









# SKIN EXPERT MOISTURIZING FOUNDATION

The formula saturated with pigments provides an optimal level of coverage without a heavy effect. The foundation perfectly matches the skin tone, masking discolorations and minor imperfections. It prevents excessive shine, giving a natural effect of smooth and satin skin for many hours. It spreads evenly and provides excellent hydration. The foundation has an elegant glass bottle. In addition, it has a hygienic pump that precisely doses the cosmetic. Intended for dry and combination skin.

#### ٥

MOISTURIZING



PERFECT FINISH

#### Available colours:

Capacity: 30 ml







# IDEAL BLUR PERFECTING FOUNDATION

The SOFT FOCUS effect, also known as BLUR, was obtained by combining polymers with porous silica and an active substance: glucan biopolymer, which guarantee even light distribution over the entire face and immediate lifting and smoothing effect. An additional advantage of the cosmetic is the anti-wrinkle complex based on a peptide and fortified with the rose petal extract. This is how the product fights free radicals. The cranberry extract has a moisturizing and lifting effect. It also has antioxidant properties. The foundation has a light consistency that makes the application easier. It works actively from the first contact with the skin

#### Available colours:









Capacity: 30 ml





LONG-LASTING EFFECT



PERFECT FIXING



LIFTING EFFECT



SOFT FOCUS

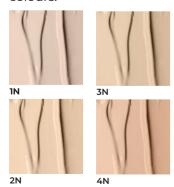


VEGAN

# BEST MATTE COVERING FOUNDATION

A flawless effect of matte, uniform complexion in a fresh and light version. An innovative formula combining perfect coverage with a natural, velvety finish. It has a light, oil-free formula that helps even out the skin tone, hide imperfections and reduce skin shine. It ensures a smooth and uniform complexion and a long-lasting matte finish for up to 12 hours without drying out or mask effect. The composition has been enriched with niacinamide, vitamin E and grapefruit extract, which help alleviate skin problems and ensure proper hydration and nutrition. The combination of mattifying and caring ingredients makes the Best Matte foundation perfect for all skin types, especially oily skin and those with visible imperfections.

Available colours:



Capacity: 30 ml





STRONG COVERAGE



MATT

LONG-LASTING EFFECT

PERFECT FINISH

NIACINAMIDE

VITAMIN E

GRAPEFRUIT

VEGAN

### SUNDAY MIST SPF 50 BOARD SPECTRUM PROTECTION FACE MIST

Advanced sun protection and intense hydration in one! SunDay SPF 50 is a lightweight, invisible mist that effectively protects the skin from UVB/UVA radiation while providing deep hydration and nourishment. Its ultra-light formula is suitable for all skin types, including sensitive skin, without leaving white residue or a greasy finish. Enriched with skincare ingredients – formulated with hyaluronic acid, aloe vera, a vitamin complex, and nourishing avocado and sweet almond oils, it deeply hydrates, soothes, and smooths the skin. A delicate lemon balm scent enhances the application experience and provides a refreshing feel throughout the day. Next-generation, marine-safe UV filters ensure effective sun protection while being environmentally friendly and safe for coral reefs. Perfect for reapplication throughout the day – its lightweight formula allows for quick and easy touch-ups, even over makeup, without feeling heavy on the skin. Sun-Day SPF 50 is your daily essential for healthy, radiant, and well-protected skin!



SP



MOISTURIZING



PERFECT FINISH



HYALURONIC ACID



AVOCADO OIL



ALOE VERA EXTRACT



# MAKE-UP FIXING SPRAY FOR PROFESSIONAL MAKE-UP

Professional make-up fixing product. This colourless fixing mist creates a light invisible protective film that extends durability and protects make-up against abrasion and smudging. Thanks to the spray, make-up does not disappear during the day and its colours are vivid and do not fade. The make-up fixation effect lasts for many hours. Easy to wash off with a make-up remover.



WATERPROOF



PERFECT FINISH



LONG-LASTING



# FIX&MATT FIXING POWDER

Thanks to the content of rice starch, it has mattifying properties. Perfectly fixes every make-up and keeps it intact throughout the day. It is transparent, thanks to which it adapts to every skin tone. Recommended especially for big events or photo sessions. Perfect for people with problematic and oily skin.

MATT MATT

WATERPROOF



LONG-LASTING

Available colours:



C-0001



# MATT EFFECT TRANSPARENT LOOSE RICE POWDER

Perfect transparent rice powder that does not contain preservatives and therefore reduces the risk of allergies. Thanks to the light and delicate powder formula, the product can be quickly absorbed on the skin, leaving no mask effect. The combination of mica and rice starch gives a perfect matte finish. It will work both in everyday and professional make-up.

MATT

MAT



TALC FREE

Available colours:



C-0002



# SOFT TOUCH MINERAL LOOSE POWDER

The powder perfectly smooths the skin and makes it refreshed and flawlessly smooth. Its finely ground formula gently mattifies the complexion and makes it look fresh and radiant all day long. Effectively fixes face make-up without drying out the sensitive skin under the eyes. The minerals contained in the composition give the skin a healthy, radiant look. The avocado oil, which thanks to its properties smooths the skin, supports the fight against acne.



SILKY EFFECT



NATURAL INGREDIENTS



PERFECT FINISH



TALC FREE



AVOCADO OIL



OAT SEED EXTRACT





C-0004



# IDEAL BLUR PERFECTING LOOSE POWDER

The powder contains patented ingredients with specific optical properties that interact with light. It improves the skin structure and visually reduces even deep wrinkles. Thanks to it, the skin is soft and velvety without the mask effect. The unique formulation of the powder prevents skin aging and protects it against the effects of stress and pollution.



PERFECT



SMOOTHING



SOFT FOCUS



VEGAN





C-0005



# BEST MATTE LOOSE SETTING POWDER PINK VELVET C-0006

An ultra-light loose powder with mattifying, smoothing, and nourishing properties that brightens the skin with a subtle pink hue, reduces under-eye shadows, and adds a healthy glow. It effectively controls sebum, providing a gentle matte finish with a soft radiance. Enriched with bamboo stem extract, it hydrates the skin, protects against moisture loss, and ensures long-lasting makeup. Perfect for both daily use and professional application, it can be applied with a brush for a subtle finish or with a puff for a more intense matte effect. This vegan product delivers a flawless look and all-day comfort, enhancing your skin's natural beauty effortlessly.



PERFECT



SMOOTHING



PERFECT FINISH



SILKY EFFECT



MATT MATT

Available colours:



C-0006



#### **BEST MATTE LOOSE SETTING POWDER BAKE BEIGE C-0007**

Designed for flawless makeup finishing and the baking technique. Its luxurious formula delivers a silky matte finish, smooths the skin, and ensures long-lasting makeup. Enriched with natural ingredients, it cares for your skin while guaranteeing professional results. Created for baking, it enhances makeup adherence, ensures a smooth, long-lasting finish, and absorbs excess sebum for all-day comfort. It visually smooths fine lines and gives the skin a velvety softness, while its natural ingredients promote skin health. Lightweight and vegan, it's suitable for all skin types, offering a silky application and a comfortable feel

MATT MATT



PERFECT FINISH



NATURAL INGREDIENTS









# IDEAL BLUR UNDER EYE TRANSPARENT PRESSED POWDER

Ideal Blur Under Eye Transparent Pressed Powder Sublime effect of freshness and lightness! The delicate formula instantly conceals signs of fatigue and at the same time nourishes the skin. The powder acts as a matte mist that gives a sublime effect of freshness under the eyes, optically eliminating visible lines and wrinkles. The light, velvety formula fixes makeup while providing full comfort. It will also work great on other areas of the face. With the lightness of one brush stroke, it will provide a perfect finish and fixation without the effect of heaviness.

MATT

MATT



LONG-LASTING



PERFECT FINISH



VITAMIN E



VEGAN



GRAPEFRUIT



NIACINAMIDE



Available colours:



IB-0001

# GLAMOUR PRESSED BRONZER

Pressed bronzer for face modelling and contouring with Cupuacu butter that has moisturizing and soothing properties. The cosmetic is also enriched with bamboo powder that absorbs excess sebum. The bronzer is very easy to spread over the skin, does not create stains and allows for gradation of colour intensity. It gives a velvety, powdery finish ad has mattifyng properties. It is perfect for oily and acne-prone skin, as well as for dry and sensitive skin. A large mirror inside the package will facilitate make-up corrections during the day.



CONTOURING



**CUPUACU BUTTER** 

#### Available colours:



G-0012 PURE PLEASURE



G-0014 PURE EXCITEMENT



G-0015 PURE JOY



# GLAMOUR PRESSED BRONZER

Pressed bronzer for contouring the face, which is part of the unique GOLDEN PRO collection. Universal shades, matte finish and light texture make it easy to spread, beautifully combining with other cosmetics. Perfect for both professionals and those with less experience in modelling the face with a bronzer. Properly applied, it will revive pale and redtoned complexion and make the face look like after a few days of rest in the sun.



CONTOURING



SILKY EFFECT



VEGAN

#### Available colours:



G-0009 HAVANA



G-0010 BRAZIL



# SMOOTH & UNIQUE PRESSED POWDER

Powder enriched with avocado oil and oat seed extract makes the skin perfectly moisturized, properly nourished and flawlessly smooth. Provides a satin-matte finish, long-lasting effect and a healthy look. Perfect for applying make-up corrections during the day. Thanks to the unique properties of the powder, it can be used instead of the foundation, easily increasing the coverage. The set also includes a handy mirror.



AVOCADO OIL



OAT SEEL EXTRACT



VEGAN



PERFECT FINISH

#### Available colours:



SU-0001 MILKY BEIGE



SU-0002 VANILLA MILKSHAKE



SU-0003 MILK & HONEY



# CHARMING GLOW PRESSED POWDER

Pressed illuminating powder that guarantees a subtle and velvety glow effect. Thanks to the content of concentrated particles, it gives the skin a natural glow, smooths and optically reduces wrinkles. The technology of micro-particles reflecting light in different degrees allows for a three-dimensional effect and its gradation from natural to super spectacular shine. The powder is delicate and does not burden or clog pores. It contains 94% ingredients of natural origin and gives optically natural illumination without the mask effect.





#### Available colours:



RD-0001 SECRET GLOW



RD-0002 MYSTERIOUS GLOW

Capacity: 11 g



#### **VELOUR BLUSH ON**

Pressed blush with the addition of hyaluronic acid, which prevents skin aging and is responsible for maintaining its firmness, elasticity, and appropriate level of tension. The cosmetic gives a long-lasting and natural effect of a healthy complex ion. As a result, it becomes refreshed and full of life. Thanks to its intensive pigmentation, just a little bit of the product is enough for a beautiful effect. A large mirror makes it easy to fix make-up during the day.



HYALURONIC



VEGAN

#### Available colours:



R-0122 PEONY



R-0123 FREESIA

R-0125 MATURE ROSE



#### **CHARMING CHEEKS BLUSH**

Pressed blush with nourishing argan oil is the perfect combination of beauty and care. 93% natural ingredients nourish and smooth the skin. Thanks to its fine micronization, the blush has a light formula, it is perfectly applied and blended without leaving any streaks. Provides the effect of silky and healthy skin for many hours. Thanks to its unique properties, the skin becomes radiant and has a vital appearance.



NATURAL INGREDIENTS



ARGAN OIL



HIGHLIGHTING

#### Available colours:



R-0120 ALWAYS ON ROUGE



R-0121 ROUGE DREAM



### SHIMMER PRESSED HIGHLIGHTER

Pressed highlighter inspired by the lights of a bustling nightlife. Created in cooperation with make-up masters from GOLDEN PRO Collection. It adds glow to the skin and beautifully illuminates the face, creating a uniform surface. It is a multifunctional product that will also work great as a blush or eyeshadow for the entire eyelid, or to emphasize the inner corner of the eye. The highlighter is closed in a luxurious rose gold packaging with a mirror, thanks to which it looks beautiful not only on the face, but also on a dressing table or in a cosmetic bag. Creates a perfect combination with other products from the GOLDEN PRO Collection.



Available colours:



H-0008



H-0009 LAS VEGAS



## SHINE ON PRESSED HIGHLIGHTER

Shine On Pressed Highlighters give the skin an elegant glow and beautifully reflect light, making the skin look fresh and radiant. Just a little of the product is enough to emphasize the cheekbones, cupid's bow or the inner corner of the eye. Just a little of the product is enough to emphasize the cheekbones, cupid's bow or the inner corner of the eye. The Viva Glow shade provides classic illumination with an elegant shine in cool tones. The goldish Golden Hour is dedicated to warmer complexions and wonderfully emphasizes the tan. Multidimensional Diamond Water allows to achive a fresh and fashionable wet flash with shimmering particles.



HIGHLIGHTING



SHIMMER



VEGAN

#### Available colours:



HS-0001 DIAMOND WATER



HS-0002 VIVA GLOW



HS-0003 GOLDEN HOUR



#### DREAM CREAM BRONZER

Creamy bronzer with the addition of argan oil. Provides the effect of sunkissed skin and naturally emphasizes the contour of the face. Universal colours in neutral tones will beautifully model both light and darker complexions. It builds very plastically on the skin and does not stain. It creates a perfect team for wet face contouring with other products from the Dream Cream series. Available in two shades: Saint-Tropez evokes the vibe of a luxury resort on the Cote d'Azur thanks to its elegant and natural effect on the face. In turn, Miami will add a beautiful tan at any time of the year.



ARGAN OII



PERFECT FINISH



CONTOURING

#### Available colours:



GC-0001 SAINT-TROPEZ



GC-0002 MIAMI



# DREAM CREAM BLUSH

Velvety blush in cream with the addition of argan oil. It blends beautifully with the skin, adding a subtle color and healthy glow to the cheeks. It creates a perfect team for wet face contouring with other products from the Dream Cream series. Available in two shades: Paris inspired by delicate roses, French haute couture, Parisian romance. It's a beautiful shade of peach broken with a drop of pink. Tokyo is and universal shade of natural pink that allows your cheeks to blossom. Both creates a perfect team for wet face contouring with other products from the Dream Cream series.



HIGHLIGHTING



SHIMMER



VEGAN



ARGAN OIL

Available colours:



RC-0001 PARI



RC-0002



#### **EYES**

# LONG LASTING EFFECT EYESHADOW BASE

An eyeshadow base that facilitates the application of products and extends make-up durability. The light, creamy formula is easy to spread and even application. It has a slight pink color, however, when applied on the eyelid becomes completely invisible. It prevents shadows from smudging, fading and settling in the fold of the eyelid. Thanks to that, shadows retain their intense colour for a longer time.



Available colours:





# EXCITING LASHES MASCARA

A unique thickening mascara, giving the effect of extreme volume and beautiful and deep colour. It has an innovative formula that provides a distinctive effect. Makes lashes thick and velvety, it is smoothly spread all over the length of the hair, ensuring perfect make-up. The mascara shows strengthening and caring properties.

Available colours:



BLACK

Capacity: 12 g



# EYELASH EXPERT MASCARA

Fulfill your dream about of a fan of thick, precisely separated and beautifully curled eyelashes. The Eyelash Expert mascara emphasizes the lashes, increasing their volume without sticking and clumps. It curls and lengthens eyelashes from the roots, adding depth to the look. A flexible, silicone brush precisely separates eyelashes and makes it easier to coat even the smallest ones. It gives an intense, durable black, without flaking or reflecting on the eyelid during the day. Vegan formula with argan oil and wheat germ extract strengthens and cares for eyelashes.

Available colours:



BLACK

Capacity: 12 g



### COLOUR ATTACK EYESHADOWS

High-quality eyeshadows designed for daytime, evening and professional make-up. They are deeply pigmented, blend easily and create even transitions. Minerals contained in the composition increase traction, and thus provide excellent durability. The shadows stay on the eyelids all day in a perfect condition, without losing intensity. Thanks to their unique colors and a bit of imagination we can create a lot of different make-ups.



DEEP



LONG-LASTING FFFFCT

#### Available colours:

FOILED: MATT:

Y-0036 Y-0078 Y-0082 Y-0087 M-0116

Y-0042 Y-0079 Y-0083 Y-0088 M-0117

Y-0075 Y-0080 Y-0085 Y-0089 M-0118

Y-0077 Y-0081 Y-0086 Y-0090 M-0119

Capacity: 2,5 g



#### **EYECONIC MOUSSE EYESHADOW**

Discover the magic of shadows in a mousse with a stunning, shiny finish and become a beauty icon. Shadows in mousse create a spectacular, multi-dimensional effect. They will highlight the beauty of your eyes, regardless of whether you are looking for a delicate shine for everyday makeup or want to create a spectacular evening look. The consistency of the mousse makes application extremely easy and pleasant. You can use a brush or apply them with your fingertips. Thanks to this, creating your dream makeup will become child's play. The innovative, vegan water-based formula allows you to use them in several ways. Thanks to its extended durability, you can experiment by creating unique makeup that will stay flawless for many hours.

#### Available colours:



E-0001 ICON

E-0004 SUPER STAR

F-0002 BLINK



F-0005 ALLURE

E-0006 FAME





## CHARMY PIGMENT LOOSE EYESHADOW

Intense loose pigments come in many shades allowing to create a delicate, romantic make-up as well as an intense look saturated with colour. You can apply them dry and wet. They are extremely efficient and durable, blending well with each other. They give an amazing glow and enhance the colour of the shadow on which we apply them. The use of pigments in makeu-up will make it unique and dazzling. They will be perfect in evening and carnival make-up.





### Available colours:







### **CHARMY PIGMENT LOOSE EYESHADOW ZODIAC SIGNS COLLECTION**





Original and independent Aquarius or creative and passionate Leo? The Zodiac Signs collection includes 12 loose, effective shadows that inspire you to experiment with colours. Each of the shades is a powder, highly saturated with colour, which after application obtains a perfect, smooth consistency. If you are a fan of original solutions, the pigments are ideal for you! Their shades are non-obvious and change depending on the incident light. The magic of shimmering shades will allow you to use pigments not only for eye make-up, but also for the lips, face and finish of the entire styling.

#### Available colours.





















N-0158

Capacity: 1 g



# INTENSE COLOUR EYE PENCIL LONG LASTING

A soft and comfortable eye pencil that stays intact on the eyelid for many hours, without smudging or crumbling. Available in eleven beautiful, highly pigmented shades, allowing for an intense, deep colour on the eyelid. It will perfectly emphasize the look and make it expressive. The delicate tip allows you to apply the pencil also on the waterline.

Shades: Navy, White, Sparkling, Beige, Plum and Brown are available in twisted version

### Available colours:



PLUM

BROWN



**SPARKLING** 



COLOU



LONG-LASTING EFFECT



# INTENSE COLOUR EYE PENCIL

The pencil is perfect for a smoky eye effect. It is very easy in the application, it sticks well to the eyelid and blends well with other products. It has a plastic, creamy texture that makes it easy to apply. It allows you to get a precise line, light blur or perfect smokey eye make-up. Rubbing is facilitated by a sponge on the other end of the pencil.

Available colours:



BLACK

Capacity: 1g



## WATERPROOF PEN EYELINER

Simple and easy to use pen eyeliner that will allow you to make a precise line quickly and easily on the eyelid. The pen makes the application swift, so that you can easily draw a precise line on the eyelids. Thanks to the formula intensely saturated with pigments, it will add exceptional depth to the eyes and optically enlarge them.

Available colours:



BLACK

Capacity: 1,2 g

## SIMPLE LINES GEL EYELINER

Simple Lines gel eyeliner with a creamy, plastic formula gives you unlimited possibilities to play with color and form. You can easily make both a perfect, classic line in a fashionable shade, as well as creative, graphic patterns, delightful shading all over the eyelid. We are only limited by our imagination! Intensely saturated shades beautifully emphasize the eyelids with the first stroke. The congealing, waterproof formula allows you to get a lasting effect without the need for touchups. The application is facilitated by a small, precise brush hidden in the cap. You can also gently blur the drawn line with a brush.

# DEEP COLOUR



### Available colours:



GREY BLUE HOT
Capacity: 2,9 g



### **EYEBROWS**



## **EYEBROW PENCIL SHAPE & COLOUR**

Precise pencil that allows you to easily give your eyebrows a perfect shape. It has a double ending: the pencil is used to emphasize the colour, and the brush will perfectly shape and discipline the eyebrows. The pencil is durable and ideal for drawing outlines and filling small gaps. The perfectly balanced shades allow for a natural effect that lasts for many hours.

Available colours:



LIGHT BROWN







ASH BROWN





### WATERPROOF EYEBROW POMADE

A waterproof pomade with a butter-creamy texture that will quickly give your eyebrows the right shape and colour. It will fill the space between the hair and fix the direction of their growth. The creamy texture makes the pomade easy to spread. It is extremely durable and highly pigmented. The effect can be graded as you like, from natural to more intense. Available in three natural shades



WATERPROOF



DEEP COLOUR

### Available colours:



LIGHT



MEDIUM



DARK





#### BROW ME STYLING SOAP

Brow Me Eyebrow Soap perfectly styles and sets the eyebrows, even the most unruly ones. Its velvety and transparent texture allows you to easily comb the eyebrows in the shape you like best. The formula sets in the optimal time, without white or powdery marks. After applying the soap, you can use your favourite colouring products: eyeshadows, pomades, pencils or eyebrow gel.



LONG-LASTING FFFFCT



PERFECT FIXING



### LAMI UP EYEBROW GEL

Transparent gel for styling and fixing eyebrows, giving the effect of fashionable lamination for many hours. Lami Up helps to style the hair and emphasize the natural eyebrow shape. The nourishing aloe extract and panthenol will take care of their proper care. The gel formula does not weigh the hair down, and the transparent shade matches each eyebrow colour. LAMI UP can be used alone or as the last stage of make-up after using your favourite colouring products. It is also a great complement to Brow Me Soap.



LIFTING EFFECT



LONG-LASTING EFFECT



PERFECT FIXING



ALOE VERA



VEGAN



## COLOUR BROW COLLECTION EYEBROW SHADOWS PALETTE

A professional palette of 10 eyebrow shadows, with the formula that allows to achieve an intense or natural effect. The colours of velvet shadows match each hair color, skin tone and type of beauty. Easy application allows you to get your dream eyebrows. The shadows are perfect for giving your eyebrows an elegant look. You can mix brown colours with each other, obtaining a unique color. Apply the beige shade under the brow bone or mix it with other colours from the palette to obtain a lighter shade of the selected brown.





### LIPS



### DIVINE LIP GLOSS OIL

Lip oil with an intensively nourishing blend of three oils: argan, grape seed and peach seed. The transparent formula with a touch of colour provides lips with comfort, hydration and a healthy glow. Thanks to it, the lips are properly cared for, look appetizing, and smell beautifully of sweet caramel. A large, comfortable applicator allows for quick and even distribution of the product on the lips. The thick consistency makes it stay on the lips for a long time.



VEGAN



ARGAN OIL



GRAPE SEED OIL



PEACH SEED OIL

Available colours:



SUNSHINE



**SWEETHEART** 

Capacity: 5 g



### DIVINE LIP GLOSS

Lip Gloss that beautifully reflects the light creating a glass effect. Divine it not only provides an amazing glow, but also extreme care for the effect of juicy lips. The comfortable, vegan formula has been enriched with moisturizing ingredients: argan oil, grape seed oil and peach seed oil. A large, comfortable applicator allows for quick and even distribution of the product on the lips. The thick consistency makes it stay on the lips for a long time. Thanks to it, the lips not only look appetizing, but also smell beautifully of sweet caramel



VEGAN



ARGAN OIL



GRAPE SEED OII



PEACH SEED OIL

Available colours:



DARLING



SUGAR

Capacity: 5 g



# SHAPE & COLOUR LIPLINER PENCIL

A classic lip pencil with a creamy and comfortable formula that makes makeup easy and fun. Perfectly outlines the shape of the lips, preventing the lipstick from smudging beyond the contours. Works great as a base for a lipstick. It can also be successfully used independently all over the lips. Its delicate texture is easy to spread.

Shades: Magenta, Wild Popies, Foggy Pink and Nude Beige are available in twisted version.

### Available colours:



Capacity: 1,2 g



## LIQUID LIPSTICK SOFT MATTE

Liquid lipstick that provides a silky matte finish without the effect of drying out the lips. Creamy consistency and a convenient, precise applicator allow to get beautiful, full coverage with the first stroke. Argan oil contains soothing and regenerating properties and nourishes the delicate skin of the lips. Avocado oil strengthens the natural protective skin barrier. Available in juicy colours as well as in classic nude shades.



DEEP COLOUR



LONG-LASTING FFFFCT



AVOCADO OIL



ARGAN OIL

### Available



**NIRVANA** 

HARMONY

MADNESS



Capacity: 5 ml

SIMPLICITY

#### **SATIN LIPSTICK**

Satin lipstick with a silky, creamy formula, enriched with the ingredients nourishing the lips, such as: avocado oil, argan oil, cocoa butter. Provides full coverage of the lips with the first stroke, while ensuring long-lasting hydration and a feeling of comfort on the lips. It has a very pleasant caramel scent and an elegant packaging with a magnetic closure. A wide range of shades allows you to choose a colour that suits each style: from subdued to bold and expressive.

### Available colours:





### **ULTRA SENSUAL** LIQUID LIPSTICK

Liquid lipstick with a matte finish. It perfectly covers the lips with an intense colour, giving a satin matte effect. Argan oil contained in it, which has a regenerative effect, together with avocado oil maintains deep hydration of the lips. The nutritional effect is also enhanced by vitamins C and E, which smooth the skin and have anti-aging properties. Intensive pigmentation guarantees coverage from the very first application.

The lipstick is available in 4 shades that harmonize with the 4 colors of ULTRA SENSUAL LIP PENCIL liners from the AFFECT x PRO MAKEUP ACADEMY collection

ARGAN OIL



AVOCADO OIL



VITAMIN C



VITAMIN E

#### Available colours:



SECRET ROMANCE





FIRST LOVE

INNOCENT



**SWEET** TEMPTATION

Capacity: 8 ml





# ULTRA SENSUAL LIP PENCIL

Automatic lip liner with a creamy formula. Perfectly emphasizes the shape of the lips with a matte contour. Thanks to its special formulation, it is easy and quick to apply. The modern form of a twisted pencil with a sharpener is convenient and very practical to use. The pencil is available in 4 shades matching the colours of ULTRA SENSUAL LIQUID LIPSTICKS.



LONG-LASTING



DEEP COLOUR

### Available colours:



ASK FOR NUDE



SECRET ROMANCE



TEMPTATION

Capacity: 1,2 g



# 6 MINI LONG-LASTING LIQUID LIPSTICKS SET

Lightness and maximum effect - thanks to the limited edition of Mini Long-lasting Liquid Lipsticks it is possible! After applying the lipstick, wait a few seconds and enjoy a matte, long-lasting finish. A special formula prevents the lips from dryness and stickiness. A perfectly matched set of colours will allow you to create a look for any occasion, and the handy applicator will ensure easy and precise application. An additional advantage is the size, thanks to which you can fit your favourite colour in every handbag.



LONG-LASTING EFFECT



DEEP COLOUR



ARGAN OIL



AVOCADO OIL



VITAMIN E



# DESERT WONDERS 3 MINI LIQUID LIPSTICKS SET

A limited set of mini lipsticks with a matte finish and a long-lasting, comfortable formula with skin-loving ingredients, such as: avocado oil and argan oil. Three wearable shades inspired by the magnetizing beauty of the desert, will allow you to create a look for any occasion. Thanks to their small size, they will fit in any handbag. It pares beautifully with the Desert Wonders eyeshadows palette.



LONG-LASTING EFFECT



DEEP COLOUR



ARGAN OIL



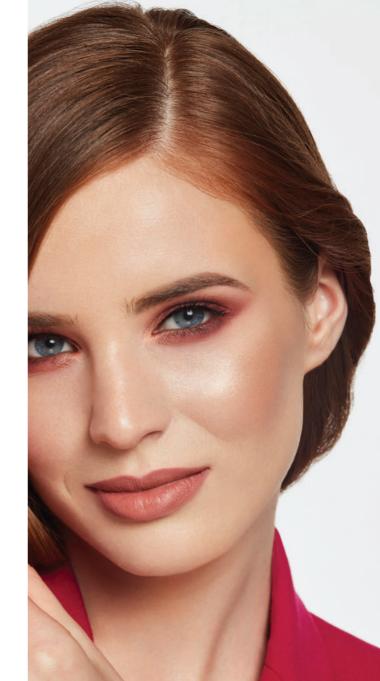
AVOCADO OIL



VITAMIN E



### **PALETTES**



# LOVE STORY MINI EYESHADOWS PALETTE

Step into the world of literature and endless tales with the Love Story palette from the Storyteller collection, inspired by the world of literature, fairy tales and endless stories. It is not just a palette of shadows, but a small romantic book that will allow you to create a makeup story full of subtlety and charm. The delicate, pink cover decorated with a heart is a true ode to love. Inside you will find delicate powder pinks, warm browns and two dazzling sparkles - opalescent in silver and pink. Thanks to this palette, you will conjure up makeups that will emphasize your look and add shine to it. Love Story is not just a palette - it is a unique journey to the world of romance and subtle beauty. Perfect for a date, a candlelight dinner or any moment when you want to emphasize your emotions.





# CLASSIC NOVEL MINI EYESHADOWS PALETTE

Step into the world of literature and endless tales with the Classic Novel palette from the Storyteller collection, inspired by the world of literature, fairy tales and endless stories. It is not just an eyeshadow palette, but a charming miniature book full of colors and makeup stories that you can create. Enclosed in an elegant, brown cover with a subtle floral motif, the Classic Novel palette is the perfect proposition for lovers of classics. It delights with warm, natural shades - from beige to brown and two dazzling sparkles in the shade of gold and golden, opalescent apricot. You can create both a delicate everyday makeup and a subtly sophisticated look for special occasions. The shadows are silky, easy to apply and envelop the eyelids like a delicate cloud, providing the effect of timeless elegance. With this palette, you will create makeup that exudes classic beauty and subtle sophistication.







# SECRET DIARY MINI EYESHADOWS PALETTE

Step into the world of literature and endless tales with the Secret Diary Palette from the Storyteller collection, inspired by the realms of books, fairy tales, and hidden secrets. This unique palette is not just a cosmetic product but a charming miniature book filled with colors that let you create makeup stories full of mystery and elegance. The gray cover, adorned with an infinity symbol, invites you to uncover the secrets of light and shadow. Inside, you'll find cool shades of white, gray, and silver, perfect for creating mysterious, elegant, and sensual looks. The shades seamlessly combine matte finishes with exclusive pearls and spectacular shimmers, capturing the essence of secrets and profound thoughts written on the pages of a diary.







## BROW STAR MINI PRESSED EYEBROW SHADOWS PALETTE

The Brow Star Mini Palette Mini version of the iconic Colour Brow Collection palette, loved by makeup artists, is now available for individual customers. This professional palette features four harmonizing shades that allow you to easily shape, fill and define your brows. Velvet eyeshadows provide the opportunity to achieve a natural effect, perfectly matching any hair color, complexion and beauty type. With the Brow Star mini eyebrow palette, you will achieve perfect eyebrows in a few simple steps! Regardless of whether you prefer a subtle, everyday look or more expressive styles. For best results, we recommend using it in combination with Brow Me Brow Soap or Lami Up Gel for long-lasting hold and a perfect finish.





#### DAY TO NIGHT EYESHADOWS PALETTE

Subtle beauty and evening glow in one magical palette. Regardless of the occasion, from day to night - eight ultra-usable shadows will allow you to create eye-catching makeup in leading trends. A balanced composition of six matte nude shades and two extraordinary sparkles with a modern finish will make your look unique at any time of the day. The palette was created in cooperation with Monika Wyrzykowska @RudaMaluje - makeup artist and content creator, winner of the 1st edition of the Best Make Up AFFECT Awards competition in the Creative Star category.





## TIMELESS MOMENTS PALETTE

An everlasting composition in fashionable nude shades!

Timeless Moments Palette was created to accompany you in the most important moments of your life, when you want to look and feel special. Classic and elegant nude colours will allow you to create both daily and special occasion make-up. The combination of perfect mattes and sensual shines, creating a coherent whole, will bring out the depth of your gaze, exposing what is the most beautiful in you.



DEEP COLOUR



MATT



SHIMMER



## TREASURES PRESSED EYESHADOWS PALETTE

A selection of the best-selling eyeshadows in a limited palette created especially for the world exhibition EXPO 2020 in Dubai. They are treasures that we want to share even in the farthest corners of the world: excellent quality eyeshadows in iconic shades and a beautiful design inspired by handmade lace. The palette will allow you to create multi-dimensional make-up for any occasion. Matte natural shades are complemented by delicate colours with an effective shine. Each of the eyeshadows is applied like a dream, ensuring a spectacular effect. The make-up crème de la crème was closed in a palette inspired by the motif of handmade lace, deeply rooted in the Polish folk culture, designed by the Polish artist-illustrator Przemek Sobocki.





## SWEET HARMONY PRESSED EYESHADOWS PALETTE

This unusual palette is a composition of 12 perfect eyeshadows in cool tones. Thanks to their captivating pigmentation and harmonious combination of colours, the eyeshadows will allow you to create natural and fresh make-up in the boho style, or bold fashion make-up in contrast. The eyeshadows spread and blend perfectly with each other. Additionally, they stay on the eyelids for a very long time.



DEEP COLOUR



MATT



SHIMMER EFFECT



# IN THE SPOTLIGHT PRESSED EYESHADOWS PALETTE

Created in cooperation with the leading school of make-up in Poland - PRO Make Up Academy. Contains a unique composition of 12 shadows that blend perfectly, and their various formulas surprise with their finish.

It consists of 10 intense, matte shadows and two extremely effective shadows with an enchanting shine. With this palette you can create different variants of make-up, ranging from day make-up and ending with spectacular evening look.



DEEP



MATT



SHIMMER EFFECT



### LUNAR SPELL PRESSED EYESHADOWS PALETTE

Twelve magical shades inspired by the moonlight. Seven matte, cool shadows combined with five cosmic, shimmering colours of silver, sparkling pink, moon dust and amethyst. By combining them freely, we can create dreamy, classy make-up with a hint of mystery. With the eyeshadows developed in cooperation with the brand's make-up artist, Karolina Matraszek, we can do everyday and business make-ups, but also wedding and evening make-ups. New effects and fullness of femininity in one.



DEEP COLOUR



MATT



SHIMMER EFFECT



## PURE PASSION PRESSED EYESHADOWS PALETTE

A composition of ten classic shades with a modern twist. A well-thought-out selection of colours and tones, as well as mastered formulas, make it one of the most commonly bought palettes on the Polish market. The shadows are highly pigmented, they do not flake off and blending them is a pure pleasure. With its help, we can conjure up both natural, daily make-up and a stronger evening effect. In addition, it is perfect for classic wedding make-up.





### **NATURALLY MATT PRESSED EYESHADOWS PALETTE**

An absolute must-have for every matte beige and bronze lover. A thoughtful and harmonious selection of colours makes them suitable for all types of beauty. They are characterized by excellent pigmentation and a velvety consistency, so applying and blending them is a pure pleasure. The shadows are so universal that they are suitable for both natural, everyday make-up and for a smokey eye effect.





Capacity: 10 x 2-2,5 g

# EVENING MOOD PRESSED EYESHADOWS PALETTE

A palette composed for both professionals and amateurs. Contains 10 well-pigmented shadows with a creamy texture. The palette includes 3 shimmering duochromes and 7 mats. Thanks to its perfect pigmentation, creating eye make-up is a real pleasure. The variety of colours allows you to create many interesting, creative make-ups.





# PARTY ALL NIGHT PRESSED EYESHADOWS PALETTE

The Party All Night Palette in party shades will allow you to conjure up long-lasting and extremely effective make-up. Contains 10 perfectly pigmented shadows with a varied formula: matte, satin and foil. A well-thought-out composition of colours will be perfect for evening make-up, and it will also diversify your every-day image.





Capacity: 10 x 2-2,5 g

# SMOKY & SHINY PRESSED EYESHADOWS PALETTE

Deep, highly saturated shades with a creamy consistency allow you to create evening smokey eye make-up. Thanks to the properly refined formula, the shadows blend together easily and beautifully, guaranteeing a spectacular effect. The addition of powdered mother-of-pearl prevents premature aging of the delicate skin area.





# SECRET BEAUTY MAKE-UP PALETTE

A unique palette for face make-up, created in cooperation with the make-up artist Karolina Matraszek. It hides the secret of perfect make-up: a modern combination of eye and face products. The palette contains 9 intensely pigmented eyeshadows, from beige base shades, through unique glossy shadows, to classic black. The whole is complemented by matte bronzing powder and velvety smooth blush in universal, facial shades.





Capacity: eyeshadows: 9 x 1,3-2 g, bronzer/ blush: 2,5-3 g

# BUTTERFLY MAKE-UP PALETTE

The Butterfly Make-up Palette is the result of our cooperation with Dorota Gardias, one of the most famous and respected Polish television personalities, personifying class, femininity, strength and independence. Composed with passion and great care, the set facilitates the implementation of everyday and evening make-up in any situation. The palette contains 6 perfectly matched matte and glossy eyeshadows in classic shades, universal bronzer, blush and smoothing powder.





Capacity: blush: 9 g, bronzer/powder: 5,5 g eyeshadows: 1,4- 1,7 g

# CONTOUR PALETTE

A compact set of three modelling products: bronzer, highlighter and powder. Natural colours and velvety consistency of the products allow for precise, three-dimensional face modelling without the effect of artificiality. Intended for both professional and everyday use. Less experienced users can find pictorial instructions for use of the individual products inside the package.





Capacity: 3 x 5 g

# CONTOUR PALETTE 2

A set for precise, three-dimensional face modelling. The palette includes: universal bronzer with warm tones that will emphasize cheekbones beautifully, blush suitable for all skin types and highlighter. The intensity of the product can be graded depending on the intended effect. The palette will work both for professionals and for people who are just starting their adventure with make-up. It fits perfectly with the SWEET HARMONY Eyeshadow Palette.





# FULL COVER COLLECTION CAMOUFLAGES PALETTE 2

A set of professional camouflages that will help eliminate any skin imperfections. There are shades of beige in the palette that will even out the skin tone and allow you to perform wet face contouring as well colours for special tasks: yellow, green and purple. The camouflages have a creamy consistency that becomes plastic when exposed to the heat of fingers, allowing easy application and providing excellent coverage. They are water-resistant, extremely durable and very effective.



STRONG COVERAGE



REDNESS REDUCTION



WATERPROOF



# DESERT WONDERS EYESHADOW PALETTE

Inspired by the magnetizing beauty of the desert, the Desert Wonders Palette will allow you to do phenomenal make-up like from One Thousand and One Nights. Thanks to it, you will create a morning look as light as a breeze, to add an oriental flavor and colorful glow to it in the afternoon, and depth and mystery in the evening. It contains twelve highly pigmented eyeshadows of vegan friendly formulation. Seven shadows are mattes in cool, warm and neutral shades. Satin matts are accompanied by five multidimensional shimmering shadows with modern formulas.

Let yourself be carried away by the wonders of the Orient!





# **ACCESSORIES**

# **3 D BLENDER MAKE-UP SPONGE**

Violet, wonderfully soft and pleasant to the touch sponge for the application of creamy, liquid and loose face make-up cosmetics. It enables precise and even application of products, leaving no streaks, unevenness or stains. It has perfect porosity, thanks to which it perfectly blends the cosmetic into the skin. Its color refers to our best-selling collection of brushes.





### BRUSH SET WITH BOX

The collection includes 7 multifunctional brushes, intended for both professionals and amateurs of make-up. The brushes are made of high-quality bristles that make it easy to spread the product on the surface of the skin. They have comfortable, ergonomically designed handles to fit perfectly in your hands and ensure a comfortable application. Each of them has a unique colour from dark purple to pale pink and an individual number, which makes it easy to reach for the right brush at any time.

The brushes can be purchased individually or in a set with a handy case perfect for everyday use and on the go.

### The set includes:

### Brush Box

KM01 - Powder brush

KM02 - Contour Brush

KM03 - Eveshadow Brush

KM04 - Eyeshadow Brush

KM05 - Eyeshadow Brush

KM06 - Eyeshadow Brush

KM07 - Eyes / Lips Brush



PERFECT FINISH



# POWDER BRUSH KM01

Powder brush, which thanks to its small size can also be used as a bronzer or blush brush. The fluffy, slightly flattened shape of the brush facilitates the application of the product without dusting or splashing. Delicate, not too tight bristles allow you to model the shape of the face and softly rub the products. Made of synthetic fiber and natural goat hair.



Bristle length: 36,5 mm Brush length: 171,5 mm



# CONTOUR BRUSH KM02

Contouring brush with a slightly truncated shape made of synthetic fiber and natural goat hair. Thanks to its small size, it facilitates precise application of the bronzer under the cheekbone. The multifunctional shape also allows the application of blush and highlighter. Thanks to soft, resilient bristles, the products can be gently rubbed to achieve a natural effect.



Bristle length: 34/22 mm Brush length: 164 mm



A multi-functional brush for applying and grinding eyeshadows, made of synthetic fiber and natural goat hair. Thanks to its small size, it facilitates precise application of shadows in the crease of the eyelid and in the outer corner of the eye. It is the most versatile brush in the collection.



Bristle length: 15 mm Brush length: 165 mm



A small ball-type brush made of synthetic fiber and natural goat hair. The shape of the head allows to conveniently apply the shadow on the lower eyelid. It is also perfect for applying darker shades in the outer corner of the eye and illuminating the inner corner.



Bristle length: 10 mm Brush length: 160 mm



A narrow brush with longer bristles, designed for precise application of shadows in the crease of the eyelid, but also for applying and rubbing shadows on the lower eyelid. Made of synthetic fiber and natural goat hair.



Bristle length: 13 mm Brush length: 163 mm



A small brush perfect for applying eyeshadows on both the upper and lower eyelids. The flat, compact shape of the brush also facilitates the application of loose shadows without splashing. Made of synthetic fiber and natural goat hair.



Bristle length: 9 mm Brush length: 159 mm



# EYESHADOWS & LIPS BRUSH KM 07

A universal brush, made of synthetic fiber, perfect for both eye and lip makeup. The small, flat and slightly tufted shape facilitates precise application of shiny shadows in the inner corner of the eye and makes it easy to draw a line. The slightly sharpened shape of the head will also allow you to accurately outline the lips.



Bristle length: 6,5 mm Brush length: 156,5 mm



# BLACK SWAN SEQUIN COSMETIC BAG

The Black Swan sequin cosmetic bag is a perfectly shimmering accessory that will accommodate your favourite products. The cosmetic bag is covered with double-sided sequins with the possibility of changing the colour, and its interior is lined with a soft black fabric. It also has a comfortable and secure zipper closure. It has a slim, elegant shape, and its size allows it to be easily carried in any purse. It can be successfully used as a cosmetic bag, evening purse, wallet case and much more.



Dimensions 18cm x 12cm



### **SETS**

# COMPLETE ME MAKE-UP SET

Perfect eye make-up at your fingertips! The set includes the best-selling products – an eyeshadows palette and a set of 4 basic eye brushes. The Sweet Harmony palette is an unusual composition of 12 perfect shadows in neutral and cool tones. Thanks to the harmonious combination of colours, they will allow you to create natural and fresh make-up. A professional set of 4 brushes for eye make-up allow you to perfectly apply the entire eye make-up in any technique. The brushes are made of high-quality, soft mixed bristles, which make it easy to spread the product over the surface of the skin.



PERFECT FINISH



LONG-LASTING EFFECT



### PURE JOY GIFT SET

A unique gift set that will allow you to create unforgettable eye makeup. This is the perfect gift for both makeup enthusiasts and people who are just starting their adventure with makeup. It includes the brand's bestsellers that will take you to the world of creativity and elegance.

**Pure Passion** eye shadow palette - a composition of ten classic shades with a modern twist. A thoughtful selection of colors and tones, as well as perfectly refined formulas will allow you to create both natural, daytime makeup and a stronger, evening effect. Eye makeup will be complemented by **Exciting Lashes mascara**, which will thicken and lengthen the eyelashes. Its innovative formula will make your eyelashes velvety and thick. Thanks to a specially profiled silicone brush, it precisely separates the hairs.



PERFECT FINISH



LONG-LASTING



### GOLD STAR GIFT SET

A unique contouring gift set that will highlight your beauty assets by beautifully shaping your face. This is a perfect gift for anyone who wants to achieve a professional effect in their everyday makeup. It includes the brand's best-sellers that will take you to the world of creativity and elegance.

Glamour Pressed Bronzer from the Golden PRO collection in the shade Havana

Its satin-matte finish, universal shade and light consistency provide a very natural three-dimensional effect.

Charming Cheeks Blush from the Golden PRO collection

Blush with nourishing argan oil is the perfect combination of beauty & care. 93% of natural ingredients nourish and smooth the skin, and intense pigments give it an optically fresh and healthy look.

PERFECT FINISH



LONG-LASTING EFFECT



CONTOURING

### Available colours:



R-0120 ALWAYS ON ROUGE



G-0009 HAVANA

Capacity: 2 x 9 g



### **STANDS**



# COSMETIC CABINET

A cabinet for displaying coloured cosmetics, which combines modern dreams and aesthetic design with practical ergonomics. The convenient system allows for easy removal of products and free testing. Featured promotional zones allow for a special display of current novelties and bestsellers. Classic colours fit into the style of the brand, emphasizing its professional nature. It is an ideal solution for points of sale such as drugstores and beauty stores.



# FREE-STANDING DISPLAY

A large display in the form of a stand on a leg is an alternative to a cosmetic cabinet. Perfect for shops and larger beauty salons. Modern design and black and white colours add elegance to any interior. The display includes testers of selected products from the AFFECT offer. The individual modules are pulled out, making it very easy to keep clean.



The offer also includes smaller displays that allow presentation of the brand's products with limited space on the shelves. Ask our representative for a full offer.

### **KEY**

### **ICONOGRAPHY**



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