

AFFECT EFFECT

PROFESSIONALQUALITYFOR 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 make- up at the highest level.







Made In Poland









Makeup Artist Approved



Created for Women by Women





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 MATT



OIL FREE

Available



B-0001

Capacity: 20 ml





MAKE-UP FIXING GEL PRIMER

The hydrogel formula will soothe and deeply nourish the skin, ensuring the du-rability 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 comfort- able 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.





Available colours:



Capacity: 30 ml

SKIN BOOSTER HYDRATING FACE SERUM BASE

Intensively conditioning base with serum properties that enures in-tense hydration, nourishment and smoothing of the skin. It has a light formula rich in active ingredients that your skin will love. It prevents wa-ter loss and strengthens the protective barriers of the epidermis, leav-ing 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.

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MOISTURIZING



REBUESSON



PREBIOTIC



VITAMIN C



ALOE VERA



HYALURONIC ACID



MOISTURIZING SUGAR COMPLEX



VEGAN

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.



MOISTURIZING



REBUESSON

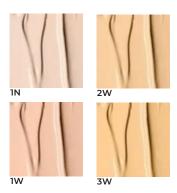


SMOOTHING



VEGAN

Available colours:





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 moist-urizing and lifting effect. It also has antioxidant properties. The foundation has a light con-sistency that makes the application easier. It works actively from the first contact with the skin.



Available colours:



Capacity: 30 ml



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.

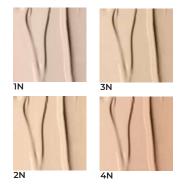


COVERING



VEGAN

Available colours:



Capacity: 30 ml

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



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!



ALOE VERA EXTRACT



SUNDAY SPF 50+ MULTICARE BB CREAM

A multi-tasking BB cream that combines skincare, high sun protection, and a natural makeup effect. Its silky formula works like a second skin – evening out the complexion, smoothing it, and adding a healthy glow. Enriched with hyaluronic acid and squalane for intense hydration, vitamin C and goji berry extract for antioxidant protection, as well as macadamia and meadowfoam oils to regenerate and soften the skin. Mineral pigments subtly tone the complexion, leaving a natural finish without the mask effect.

Together with the SunDay SPF 50+ protective mist, it forms a line that comprehensively cares for the skin - providing protection, nourishment, and

a fresh glow every day.









NATURAL

MEDUM

Capacity: 30 ml







MOISTURIZING



PERFECT FINISH



HYALURONIC ACID



- ILLUMINATING



GOJI BERRIES





MEADOWFOAM



SQUALANE



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 makeup.

MATT MATT



TALC FREE

Available colours:



C-0002



SOFT TOUCH MINERAL LOOSE POWDER

The powder perfectly smooths the skin and makes it refreshed and flawless-ly 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 NGREDIENTS



PERFECT FINISH



TALC FREE



AVOCADO OIL



OAT SEED EXTRACT







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

Available colours:



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-last- ing 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 FINISH



SILKY EFFECT



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 ex- cess 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 applica-tion and a comfortable feel.



MATT MATT



PERFECT FINISH











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 EFFECT



PERFECT FINISH



VITAMIN E



VEGAN



GRAPEFRUIT EXTRACT



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 G-0015 PURE EXCITEMENTPURE 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





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 SEED EXTRACT



VEGAN



PERFECT FINISH

Available colours:



SU-0001 MILKY BEIGE



SU-0002 VANILLA MILKSHAKE







VELOUR BLUSH ON PRESSED BLUSH

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-0125 MATURE ROSE

EESIA MATURE R





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





VEGAN

Available colours:



HS-0001 DIAMOND WATER



HS-0004 ROSE CRYSTAL









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.



NATURAL



HIGHLIGHTING

Available colours:



RD-0001 SECRET GLOW



CHARMING CHEEKS PRESSED 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 NGREDIENTS



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 high-lighter 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-0009 LAS VEGAS

Capacity: 9 q



DREAM CREAM BRONZER

Creamy bronzer with the addition of argan oil. Provides the effect of sun- kissed 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 OIL



PERFECT FINISH



CONTOURING

Available colours:



GC-0001 SAINT-TROPEZ





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:









GLOW BAKERY BAKED BRONZER

The Glow Bakery baked bronzers are a luxurious recipe for sun-kissed skin. Their silky texture blends effortlessly and melts into the skin, allowing you to build the effect gradually – from subtle contouring to an intense, warm finish. Neutral, carefully selected shades make them suitable for both fair and deeper complexions. With rich pigmentation and a lightweight consistency, they deliver a long-lasting, natural effect – without streaks, patches or a mask-like finish.

Shades:

Crème Brûlée – a cool, soft brown for subtle sculpting.

Soft Chocolate – a warm, velvety brown for a radiant, sun-kissed look.

Glow Bakery – your recipe for radiant makeup.



ILLUMINATING



PERFECT FINISH



VEGAN

Available colours:



CREME BRULEE



SOFT CHOCOLATE



GLOW BAKERY BAKED BLUSH

Discover the collection of silky baked blushes that bring freshness, a healthy flush and radiant glow to the complexion. Inspired by the sweetness of desserts and the pastel charm of patisseries, the Glow Bakery by AFFECT x Ruda Maluje blushes melt into the skin like a light cloud. Thanks to rich pigmentation, the effect lasts all day - without streaks or heaviness. Each shade allows you to build intensity, from a subtle touch to a bold accent, and can also be used as an eyeshadow.

Shades:

Sweetie - a light pastel pink with a subtle glow.

Blushie – a raspberry pink with a pearly finish.

Peachin – a warm peach with a delicate radiance.

Cherry Choco – a deep rose with a hint of burgundy and a satin finish.

Glow Bakery - your recipe for radiant makeup.

-O- ILLUMINATING





Available colours:



BLUSHIF

SWFFTIF



CHOCO



EYES

LONG LASTING EFFECT EYESHADOW BASE

LONG-LASTING

An eyeshadow base that facilitates the application of products and ex-tends 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.







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.



COLOUR



LONG-LASTING EFFECT



Available colours:



BLACK

Capacity: 12 g

COLOUR ATTACK EYESHADOWS

High-quality eyeshadows designed for daytime, evening and profes- sional 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.



COLOUR



LONG-LASTING

Available colours:



Capacity: 2,5 g



EYECONIC MOUSSE EYESHADOW

Discover the magic of shadows in a mousse with a stunning, shiny finish and be- come a beauty icon. Shadows in mousse create a spectacular, multidimensional 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:







Capacity: 5 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.



COLOUR



LONG-LASTING EFFECT

Available colours:







SPARKLING

BROWN

Capacity: 1,2 g



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.



COLOUR



SMOKEY EFFECT



Available colours:



BLACK

Capacity: 1 g

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.

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WATERPROOF



COLOUR



Available colours:



BLACK

Capacity: 1,2 g

SIMPLE LINES GEL EYELINER

Simple Lines gel eyeliner with a creamy, plastic formula gives you unlimited pos-sibilities 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 shad- ing 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 touch- ups. The application is facilitated by a small, precise brush hidden in the cap. You can also gently blur the drawn line with a brush.



Available colours:





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.











RICH 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



COLOUR

Available colours:



LIGHT



DARK

MEDIUM DAF





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 EFFECT



FERFECT



BROW STAR MINI PRESSED EYEBROW SHADOWS PALETTE

The Brow Star Mini Palette Mini version of the iconic Colour Brow Collection pal- ette, loved by makeup artists, is now available for individual customers. This pro- fessional 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 combina- tion with Brow Me Brow Soap or Lami Up Gel for long-lasting hold and a perfect finish.



COLOUR



MATT



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 OIL

Available colours:



SUNSHINE



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 mois- turizing 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 OIL



PEACH 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:









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.



COLOUR



LONG-LASTING EFFECT



AVOCADO OIL



ARGAN OIL

Available colours:







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.

SILKY EFFECT DEEP VITAMIN E AVOCADO OIL **COCOA BUTTER**

Available colours:



Capacity: 4,1 g

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 GOLDEN PRO Collection.



ARGAN OIL



AVOCADO OIL



VITAMIN C



VITAMIN E

Available colours:



SECRET ROMANCE





SWEET TEMPTATION





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 EFFECT



EEEBUR

Available colours:







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 pre- vents the lips from dryness and stickiness. A perfectly matched set of col- ours will allow you to create a look for any occasion, and the handy appli- cator 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



BEEBUR



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 Won- ders eyeshadows palette.



LONG-LASTING EFFECT



BEEBUR



ARGAN OIL



AVOCADO OIL



E VITAMINE



OASIS



DESRET WONDERS



DESRET ROSE





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 jour- ney 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.





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.





MATT MATT







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.





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.





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.





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 shim- mering shadows with modern formulas. Let yourself be carried away by the wonders of the Orient!





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 thought-ful and harmonious selection of colours makes them suitable for all types of beauty. They are characterized by excellent pigmentation and a velvety con-sistency, 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.





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.





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 picto- rial instructions for use of the individual products inside the package.





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.





ACCESSORIES



PERFECT FINISH

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 per- fect for everyday use and on the go.

The set includes: Brush

Box KM01 - Powder brush

KM02 - Contour Brush

KM03 – Eyeshadow Brush

KM04 – Eyeshadow Brush

KM05 – Eyeshadow Brush

KM06 - Eyeshadow Brush

KM07 - Eyes / Lips Brush



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



PURE JOY GIFT SET

Auniquegiftset 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

CONTOURING

Available colours:



ALWAYSON 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, emphasiz- ing 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.



KEY

ICONOGRAPHY

| 力。 | LIFTING EFFECT | [Ø] | NATURAL INGREDIENTS | MATT | MATT |
|------------|------------------------|-----------------------------------|-------------------------------|------------------|---|
| ++ | EHIMMER | $\begin{bmatrix} 0 \end{bmatrix}$ | MOISTURIZING | таск | TALC FREE |
| [4] | SMOKEY EFFECT | % _ | SILKY EFFECT | -\x- | SPF |
| ٥ | DEED | [] | CONTOURING | r _E t | VITAMIN E |
| 6 | PERFECT FINISH | • | LIFTING EFFECT | [ق] | WATERPROOF |
| [X] | LONG-LASTING EFFECT | | REBUESSON | [16] | OIL FREE |
| 8 | HYALURONIC ACID | <u>-</u> À- | HIGHLIGHTING | * | ALOE VERA EXTRACT |
| 派] | ALGAE EXTRACT | " | ANTI-POLLUTION | \approx | SMOOTHING EFFECT |
| [W] | VEGAN | 6 | CUPUACU BUTTER | [©] | SOFT FOCUS EFFECT AVOCADO OIL |
| | ARGAN OIL | • | PERFECT | 6 | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| | STRONG COVERAGE | [& | OAT SEED EXTRACT | | COCOA BUTTER |
| LC. | VITAMIN C | `₩ | GRAPE SEED OIL | [තු | SEED OIL |
| [iji] | PREBIOTIC | ` | MOISTURIZING SUGAR COMPLEX | [83] | CRANBERRY EXTRACT |
| ® | GRAPEERUIT | Έ₩ ₃ | PEPTYD | | NIACINAMIDE |

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