



PAESE  
COSMETICS

two new  
mascaras!



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COSMETICS

two new  
mascaras,  
for two  
personality types



**liloosh**  
is elegance  
with  
a French  
touch

**cheeky**  
is a funny,  
giddy,  
and crazy  
nature

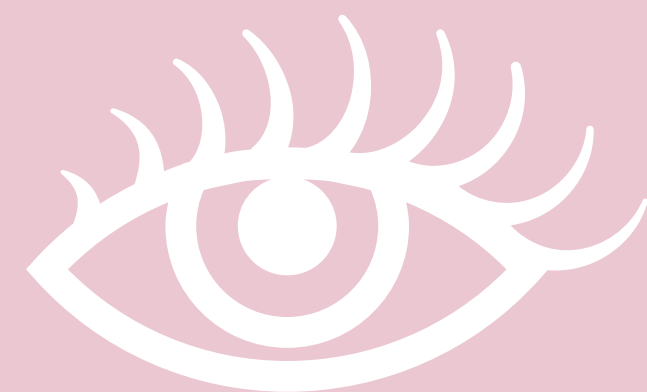
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two new  
mascaras,  
two different  
effects



cheeky

LIFT UP  
EFFECT



liloosh

PANORAMIC  
EFFECT



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# cheeky

It's an easy to apply mascara that lengthens and lifts lashes. Its light, gel formula allows it to be applied in successive layers while creating the desired effect.

Formula is water-resistant, not waterproof. That means it stays in place 12h, but it removes easily without damaging rubbing.

Its innovative and strategic brush provides an instant curling effect and spectacular lash definition.



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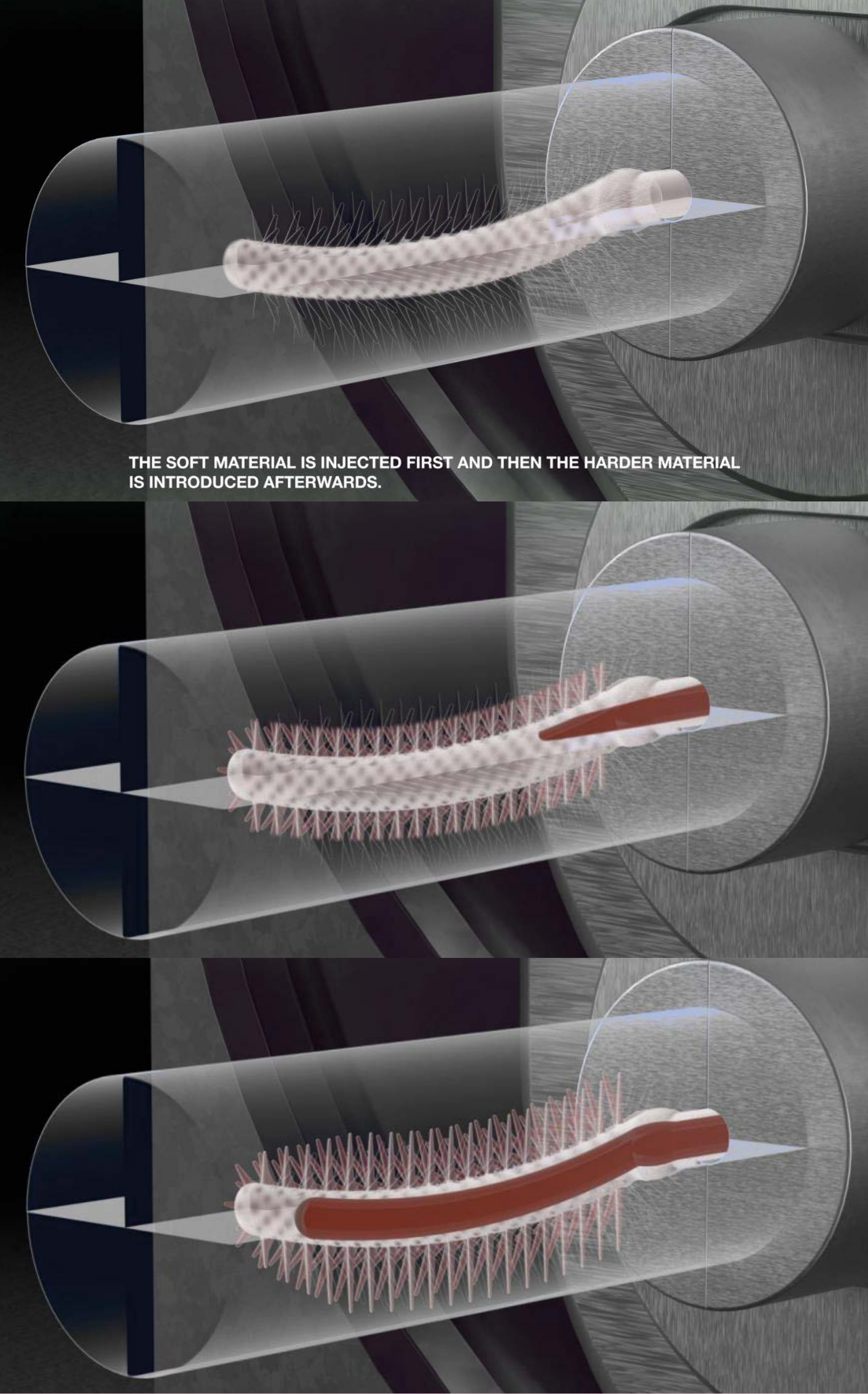
The curved GEKA **SANDWICH** technology brush has been made with the **bi-injected** method that delivers instant lash length and curl.

A firm brush core along with flexible and soft bristles are the technology key features.

With a firm brush core, the eyelashes get precisely lifted and perfectly separated while the ultra-soft bristles reach down to the most delicate and shortest lashes.

The brush ensures that the mascara reaches and curls every single lash from its base to tip. The short bristles at the tip allow for precise application in the inner corner of the eye with no smudging.

INNOVATIVE CHEEKY  
MASCARA BRUSH





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## KEY BENEFITS OF THE BRUSH:

- A stable brush core provides precisely lifted lashes
- Extra-soft bristles guarantee a gentle and eye-safe application with no eyelid irritation
- Four different lengths of brush bristles enable lengthening effect and perfect eyelashes separation.

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CHEEKY MASCARA AND ITS

# superpower!

Enriched with black pearl extract, the mascara revitalizes and moisturizes the eyelashes.





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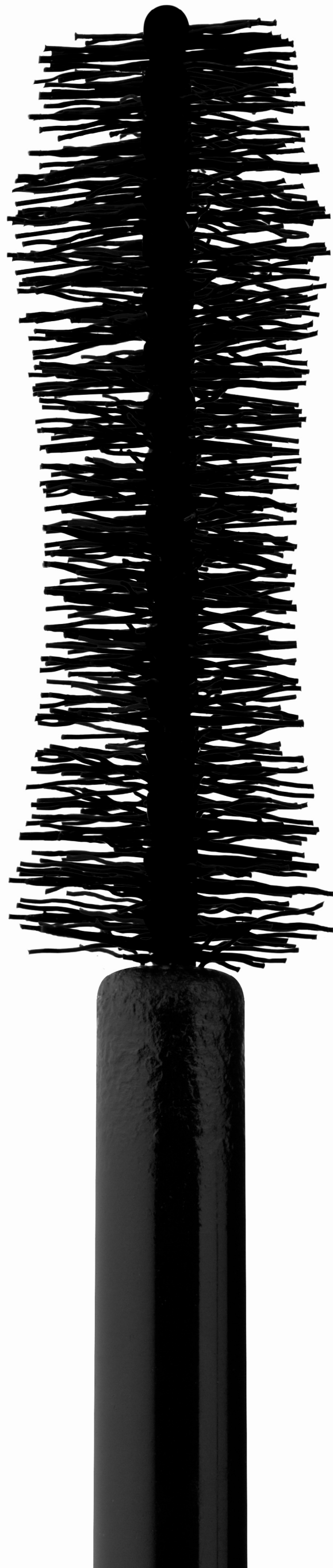
# liloosh

Lilloosh is a mascara that provides a maximum volume and an instant effect with just one stroke.

Pearl micro-pigments in its creamy formula build eyelashes volume providing a spectacular thickening effect.

Film-forming polymers provide a thicker eyelashes effect without weighing them down.





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## A UNIQUE ERGONOMIC LILOOSH BRUSH SHAPE

The hourglass shape brush, resembling a female body shape, ensures maximum volume and the panoramic effect.

The unique, wavy nylon brush bristles perfectly reach even the smallest eyelashes making them look thicker.

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LILLOOSH MASCARA AND ITS

# superpower!



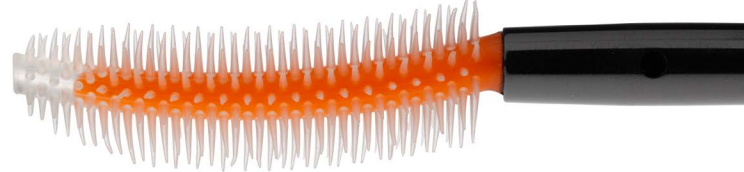

Its sensual scent of amber and black orchid makes using Liloosh a real everyday ritual.





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	<b>cheeky</b>	<b>liloosh</b>
<b>EFFECT</b>	Curled, long, precisely separated lashes 	Panoramic volume 
<b>COVERAGE</b>	Shine and intense black	Matt black
<b>GOOD TO KNOW</b>	The desirable effect achieved by successive layers application	Instant effect with just one stroke
<b>SUPERPOWER</b>	<b>Black pearl extract</b> - revitalises and moisturises the lashes	<b>Sensual scent of amber and black orchid</b> makes eyelashes makeup a pleasant ritual
<b>BRUSH</b>		
	Silicone	Nylon
<b>BRUSH TECHNOLOGY</b>	<b>The curved SANDWICH technology</b> brush has been made with the bi-injected method. The brush has a firm core <b>with soft bristles that do not irritate the eyelids. Four different lengths of brush bristles</b> enable: fast application, perfect combing and lengthening effect, perfect eyelashes separation	<b>Female body shape brush</b> ensures maximum volume. The <b>wavy nylon brush</b> bristles perfectly reach even the smallest eyelashes making them look thicker

# liloosh

price

Too faced - Better than sex

26 \$ / 22 €



Pat McGrath - Dark Star

30 \$ / 25 €



# cheeky

price

Benefit - Roller lash

26 \$ / 22 €



Glossier

16 \$ / 13,5 €



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thank you!

