

PAESE

INTRODUCES



MINERAL MAKE UP LINE

99% OF NATURE



BECAUSE WE LOVE BEAUTIFUL SKIN

Driven by our motto: *healthy make-up, beautiful skin*, we have developed a **unique line of mineral skincare products – Paese Minerals**. We did our best to ensure that in addition to beautifying and caring, the products will significantly **improve the skin's condition**, reducing imperfections and preventing the formation of new ones.



THE MINERAL LINE INCLUDES



7 products with superpowers



NOURISHING OIL PRIMER



ILLUMINATING MINERAL FOUNDATION



MINERAL BLUSH



MINERAL HIGHLIGHTER



MINERAL FOUNDATION BRUSH



MOISTURIZING OIL PRIMER



MATTE MINERAL FOUNDATION



MINERAL BRONZER

2 brushes



MINERAL BLUSH, BRONZER, AND HIGHLIGHTER BRUSH

WHAT MINERALS WILL YOU FIND INSIDE?



Mica

a natural mineral that rejuvenates and smooths the skin providing a soft glow. It does not exhibit allergenic properties. The mica we use is responsibly sourced from certified sources.



Kaolin

is a sedimentary rock that contains calcium, potassium, sodium, iron, magnesium, manganese, zinc, and silicon. It is the most delicate of all clays, so it is recommended for sensitive and allergic skin, as well as combination and acne-prone skin. It mattifies the skin and prolongs the life of makeup.



Silica

is a natural mineral also known as quartz. It exhibits mattifying, tightening, and anti-sebum effects, so it is an excellent ingredient for acne-prone, combination, and oily skin. It diffuses light, so it visually smooths skin providing a soft focus effect.

KEY ACTIVE INGREDIENTS



Oily extract of Rhodiola

Rosea root

provides a „happy skin” effect. It works as a „stimulator” of endorphin synthesis, which makes us feel happy and relaxed.



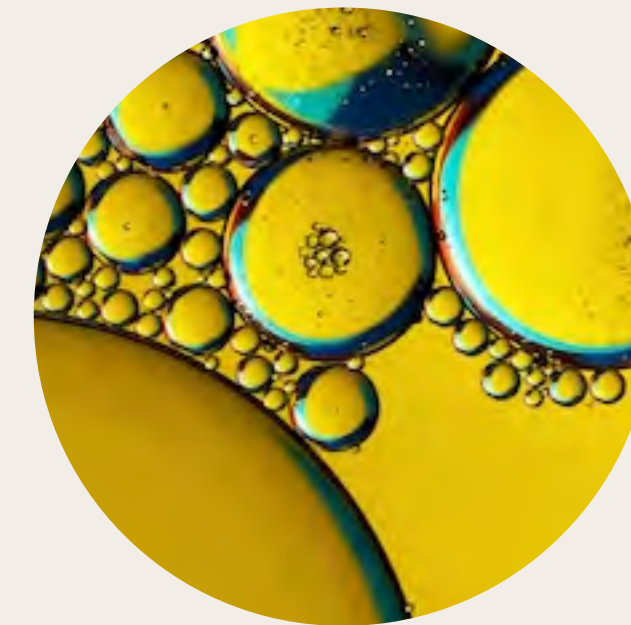
Oily extract of amber

improves skin hydration and moisturization. It makes the skin firm and more elastic. It has antioxidant, oxygenating, and energizing effects. It smoothes wrinkles and makes dull skin glow.



Extract of 7 flowers

an oily complex of extracts from seven flowers with rich properties: toning jasmine, soothing peony, moisturizing cherry, calming neroli, antioxidant lavender, stimulating lilac, and relaxing damask rose.



Vitamina E

has strong moisturizing and anti-aging properties.



Vitamina C

has strong antioxidant properties, and strengthens and tightens blood vessels.



NOURISHING OIL PRIMER



A 99% natural makeup oil that **conditions the skin** and prepares it for the application of loose mineral foundation. It was formulated to meet the needs of **dry, normal**, and also **sensitive complexions**. Its **light texture** with a **pleasant scent** makes it quickly absorbed and **does not leave a greasy film**.

What will your skin benefit?

- increase in hydration by 27%*
- increase in smoothness by 25%*
- nourishment and regeneration
- soothing
- improved elasticity

What will you find inside?

- avocado oil
- linseed oil
- jojoba oil
- raspberry oil
- carrot oil
- seven flowers oil
- Rhodiola Rosea oily root extract
- vitamin E

*Result of independent laboratory tests after 4 week of application.



HYDRATING OIL PRIMER

A **99% natural** makeup oil that **conditions the skin** and prepares it for the application of loose mineral foundation. It was formulated to meet the needs of **oily, combination, normal**, and also **sensitive skin types**. Its **light texture** with a **pleasant scent** is quickly absorbed, **does not clog pores**, and does not leave a greasy film on the skin.

What will your skin benefit?

- increase in smoothness by 23%*
- increase in hydration by 19%*
- reduction of redness by 12%*
- healthy skin tone, nourishment, and regeneration
- elasticity and resilience

What will you find inside?

- avocado oil
- argan oil
- tamanu oil
- baobab oil
- rosehip oil
- seven flowers oil
- Rhodiola Rosea oily root extract
- vitamin E

* Result of independent laboratory tests after 4 week of application.



MATTE MINERAL FOUNDATION

Due to its **sebum-absorbing properties**, it is **perfect for oily, combination, normal**. With **99% of ingredients of natural origin**, the foundation is perfect for **problematic complexion**.

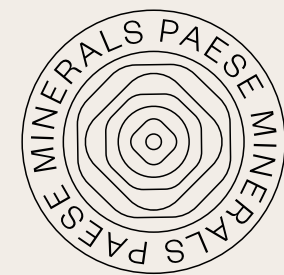
What will your skin benefit?

- high level of coverage – matte complexion with no mask effect
- reduction of pores
- visual wrinkles smoothing
- soothing and comprehensive skin care due to oil extract of amber and Rhodiola Rosea

Colors:

	100N	LIGHT BEIGE
	101W	BEIGE
	102W	NATURAL
	103N	SAND
	104W	HONEY





ILLUMINATING MINERAL FOUNDATION

Formulated **for sensitive, dry and normal complexions**. With **99% of ingredients of natural origin**, the foundation is perfect **for problematic skin** as well. With our mineral foundation, you will **beautifully illuminate** your complexion and keep it fresh and **healthy looking all day long**.

What will your skin benefit?

- natural makeup with a luminous, satin finish
- soft focus smoothing effect
- high level of coverage
- soothing and comprehensive skin care due to oil extract of amber and Rhodiola Rosea

Colors:

	200N	LIGHT BEIGE
	201W	BEIGE
	202W	NATURAL
	203N	SAND
	204W	HONEY





MINERAL BLUSH

Recommended for **all skin types**, including **sensitive skin**. With **99% of ingredients of natural origin**, it is perfect for **problematic complexion**. You will perfectly **highlight your cheekbones** with it, and also gently **contour your facial features**.

What will your skin benefit?

- fresh and youthful look
- naturally highlighted cheekbones
- perfect blending due to its lightweight formula
- long-lasting effect – does not wear off during the day

Colors:



302C MALLOW



301N DUSTY ROSE



300W PEACH



MINERAL BRONZER

Recommended for **all skin types**, including **sensitive skin**. With **99% of ingredients of natural origin**, it is perfect for **problematic complexion**. The product is **highly pigmented**. The bronzer **conditions the skin** and provides a youthful, **natural look** all day long. You can perfectly **highlight your cheekbones** with it, **contour your face**, and achieve a **light "sun-kissed" effect**.

What will your skin benefit?

- natural tanning effect
- highlighted particular facial features
- perfect blending due to its lightweight formula
- easy and streak-free application
- long-lasting effect – does not wear off during the day

Colors:



401C MEDIUM



400N LIGHT





MINERAL HIGHLIGHTER

Recommended for **all skin types**, including **sensitive skin**. With **99% of ingredients of natural origin**, the product is perfect also for **problematic complexion**. You will beautifully accentuate and **highlight selected parts of your face** or neckline with it.

What will your skin benefit?

- instant illumination
- radiant and youthful look
- visual smoothing
- perfect blending due to its ultralight formula
- long-lasting effect – does not wear off during the day

Colors:



500N NATURAL GLOW



BRUSH NO 01

A kabuki brush **handmade in Poland**. Designed for the **application of loose mineral foundation**. The ergonomic shape of its wooden handle makes the application comfortable and precise.

What do you benefit?

- perfect application of mineral products, both wet and dry
- easy application with no streaks thanks to the flat and thick brush
- graded coverage

Superpowers:

- a **wooden handle**, a **metal cap** and the bristles were made of **synthetic fibers** that closely resemble natural hair
- very **durable**, resistant to mechanical damage
- **easy to clean**, which is extremely important in maintaining the proper hygiene of makeup accessories





BRUSH NO 02

Handmade in Poland. Designed for **application of loose MINERAL BLUSH, MINERAL BRONZER, and also MINERAL HIGHLIGHTER.** The beveled shape of the brush will enable the proper application of the cosmetics.

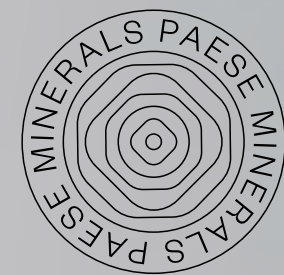
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PRODUCTS SUITABLE FOR ALL SKIN TYPES



The PAESE Minerals line products are suitable for **all skin types**: from **sensitive** and **dry**, to **normal**, **combination**, **oily** and **problematic skin**. Everyone will find a perfect product for themselves with which they can apply mineral makeup and take comprehensive care of their skin.

**TELL US ABOUT
YOUR SKIN...
#MYSKINIS**

For the campaign promoting the Paese Minerals line, we have invited **five influencers** and asked them to tell us about their skin.

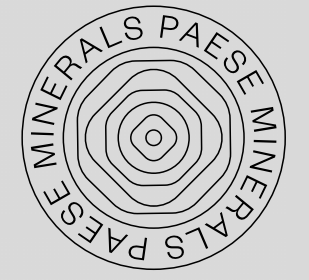




TELL US ABOUT YOUR SKIN... #MYSKINIS



Each one of them had struggled with various skin problems in the past. Some of them still have different skin problems: high skin sensitivity, a tendency to redness, enlarged capillaries, or acne. The **Paese Minerals** line products are the answer to all those needs.



MINERAL MAKEUP



is also recommended for those who are looking for **natural cosmetics** with a **simple ingredients** list, which – in addition to their basic beautifying purpose – have a **positive effect on the skin condition** and its look. Long-term use of mineral cosmetics **improves skin condition.**

WHAT TO BEGIN WITH?

- 1. Define your skin type** and **choose the makeup oil** that suits it best.
- 2. Choose a mineral foundation** that matches your skin type.
- 3. Apply the three steps** of mineral makeup care.



HOW TO APPLY NURTURING MINERAL MAKEUP?



Step 1



Warm a few drops of **oil primer** in your hands, then massage it into your slightly moistened facial skin. The oil will immediately prepare the skin for the next step. To enhance the properties of the oil, apply it also during the evening skincare routine. Used regularly (min. for 1 month), it will significantly improve the condition of the skin.

Step 2



Apply the **foundation**, following the instructions below:

1. Sprinkle a small amount of **foundation** onto the lid.
2. Pick up the foundation in circular motions with compact **brush No. 01**.
3. Shake off the brush against the lid to remove any excess of the product.
4. Apply foundation evenly over the entire face with circular motions. To enhance the coverage, repeat the process.

Step 3



Apply contouring products with **brush No. 02**.

1. Apply **mineral blush** on cheeks to make your face look fresh.
2. Illuminate it with a **mineral highlighter**.
3. Accentuate your facial features using **mineral bronzer**.

BEFORE



AFTER



#MYSKINIS

#MYSKINIS



WHAT MAKES
OUR MINERAL
PRODUCTS
UNIQUE?

SIMPLE COMPOSITION



99%
INGREDIENTS
OF NATURAL
ORIGIN


VEGAN
PRODUCT


TALK
FREE

~~**SLS**~~
SLS
FREE


PARABEN
FREE

~~**PEG**~~
PEG
FREE

A LOT OF **SUPERPOWERS**



Properly applied mineral **makeup lasts on the skin all day long**, and makeup **removal is very easy**. Just wash it off with a gentle cleanser or micellar liquid.



Paese Minerals products are composed of **99% ingredients of natural origin**. Each ingredient has its purpose and has a significant effect on improving the condition of the skin.



Mineral makeup is **light** and **not noticeable** and provides a **natural finish**. Mineral products are free of synthetic ingredients, so they show **non-comedogenic properties**. The loose foundation **allows the skin to breathe** freely, **does not clog pores**, and **does not cause the formation of blackheads**.



Paese Minerals products are **100% vegan** and **not tested on animals**.



We have added **natural active ingredients** to our products to enhance the power of minerals. In addition to **multi-directional skincare**, they provide **soothing relief**.

CAREFULLY SELECTED **PACKAGING**

High-quality and functional

We have selected a handy little jar with a dedicated strainer. The **strainer has 20 evenly spaced holes**, thanks to which the perfect amount of the product is always dosed. We also designed an **additional insert** to prevent unwanted spilling of the product. The entire packaging has been **manufactured in Poland**.

Ready to be used again

You can **reuse the jar** or easily disassemble it and dispose of it in the appropriate trash garbage cans **to be recycled**.



WELL-THINKED DESIGN



For us, the visual design of a product is as important as its interior. Each of our products has a story. The line color, the packaging design, the paper texture – every detail must be thought through. The design of the **Paese Minerals** line was no different.

INSPIRED BY NATURE

While creating the concept of the Paese Minerals line, we were **inspired by precious stones**, or to be more precise, **minerals**. We have selected **five minerals** that are exceptionally beautiful and possess extraordinary powers. The stones were drawn with watercolors on the packaging.



DISCOVER THE POWER OF MINERALS



AGATE

a stone of **physical, emotional and intellectual balance**. It is said to harmonize soul, body and mind which is conducive to healing of relationships and soothes difficult emotional states, bringing peace and acceptance.

EMERALD

a stone of **peace and harmony**. Helpful in stressful situations, calms the nerves and helps you recover inner balance. Supports communication between partners.

JASPER

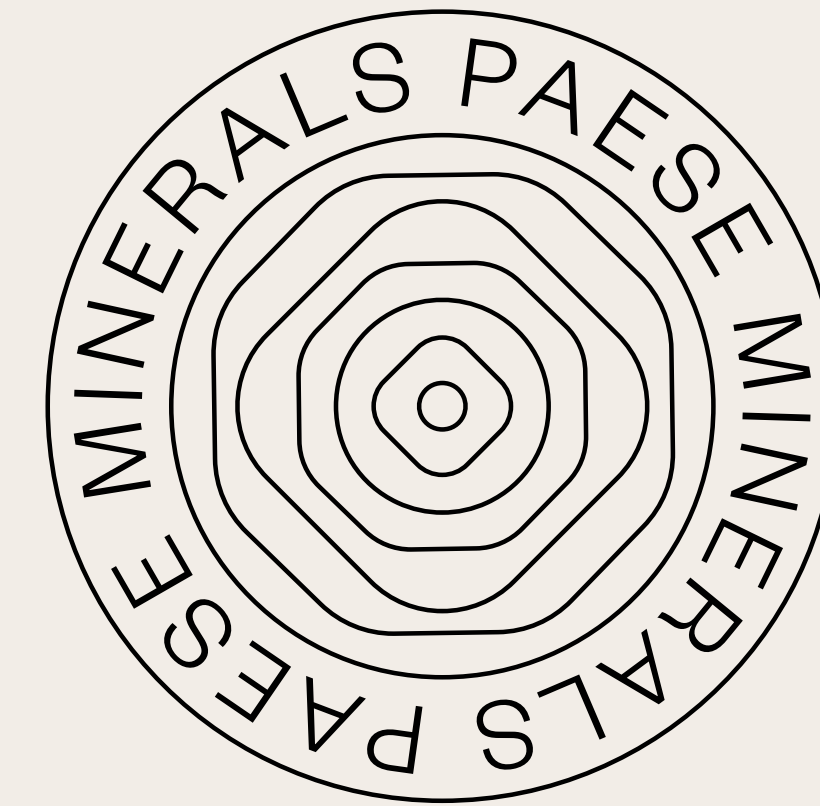
a **victory stone** that protects against negative energies and stress. It has a positive effect on strengthening the immune system, calms the nervous system and ensures mental, emotional and physical balance.

AMETHYST

it **relieves stress** and **adds energy**. It helps free your mind from negative thoughts. It cleans energy and calms you by introducing in a state of relaxation.

PINK
QUARTZ

also called "the **stone of love**". It's energy opens hearts to love, allows us to overcome shyness and shows the right way for those who suffer from heart problems.



The Paese Minerals signet was also inspired by a **stone** – its **cross-section**.



LET YOUR SKIN **FEEL**
THE POWER OF **MINERALS**

