



FRAIS  MONDE

MAKE UP  
INNOVATION

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INNOVATION



A young and trendy make-up line to create very high performances. Innovative and unique. The products are all formulated with the best natural vegan ingredients. The line is 98% natural and vegan. The technology is at the forefront, the line with an illuminating and uniforming action gives the skin a natural effect. The make up innovation products have been studied to enhance the natural beauty of the skin and created to complete the daily routine of facial cosmetics. Special ingredients work in synergy to improve the well-being and tone of the skin. Precious blend of highly performing pigments, light and silky textures make **Make up Innovation** the ideal collection for those who want a bright and natural look. Designed to create all possible shades, tones and looks for eyes, face and lips, from the most natural to the most sophisticated. Everything to stimulate and grow one's own style and improve one's identity. The **Make up Innovation** line is vegan and natural, depending on the type of product results:

- without petroleum derivatives
- without nickel
- paraben free
- silicone free
- talc-free
- without waxes
- without phenoxyethanol
- without nanomaterials
- without lanolin
- without mineral oils
- without sls



## LIP

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Natural vegan lipsticks at levels of absolute glamor with high performance and comfort.

Creamy texture with immediate hydration, blendable and comfortable.

**Lipgloss Ultra light:** Ultra bright-wet finish-clean formula.

**Lipgloss Sticky Cream:** Super bright-reflecting-long lasting.



## LIPSTICK VEGAN CREAMY

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Borage oil, Pomegranate oil,  
Jojoba oil, Sunflower cream  
and Berry wax.

### 100% NATURAL VEGAN

Does not contain: Preservatives,  
Petroleum derivatives,  
Nickel tested, gluten free.

LIP

**ACTION:** Brand new and innovative lipstick, completely natural and vegan formula. 100% natural raw materials, rich in innovative pigments with a light and creamy texture, it spreads perfectly, releasing a homogeneous and luminous film.

**RESULT:** The mix of waxes gives the lips softness, hydration and protection from external agents, avoiding dryness and chapping. Creamy and nourishing texture with immediate smoothness. The extreme sensoriality and consistency enhance the application and the immediate sensation of comfort. The color spreads easily and adheres immediately to the lips.

### FORMULA ACTIVE INGREDIENTS

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**VEGETABLE OLIVE OIL:** emollient and protective.

**SWEET ALMOND OIL:** moisturizing.

**LINSEED OIL:** soothing anti-cracking nutrient.

**BORAGE OIL:** anti-aging, anti-oxidant.

**POMEGRANATE OIL:** anti aging elasticizing.

**JOJOBA OIL:** highly hydrating emollient.

**SUNFLOWER WAX:** anti radicals.

**BERRY WAX:** light and soft.



## LIPGLOSS STICKY CREAM

natural esters, vitamin E.



LIP

### VEGAN

Does not contain: Parabens, Talc,  
Phenoxyethanol, Nanomaterials,  
Lanolin, Mineral oils, Silicones

**ACTION:** Innovative highly reflective long-lasting, non-sticky and skin-compatible lipgloss. Ultra-shiny and super soft, pillow-like, it glides smoothly on the lips with a surprising effect.

**RESULT:** Super bright lip gloss, smooth and soft on the lips, highly moisturizing and very creamy and soft. Lips will no longer be dry and chapped.

### FORMULA ACTIVE INGREDIENTS

**NATURAL ESTERS:** moisturizers and emollients.

**VITAMIN E:** anti-aging and anti-oxidant.



## LIPGLOSS ULTRA LIGHT

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Borage oil, Pomegranate oil,  
Jojoba oil, Sunflower cream  
and Berry wax.

### VEGAN

Does not contain: Parabens, Talc,  
Waxes, Nanomaterials, Lanolin,  
Mineral oils, Silicones.

LIP

**ACTION:** Innovative lipgloss formulated with the Clean concept, as few ingredients as possible, minimal environmental impact, sustainable production processes and raw materials from renewable sources. Delicate and ultra bright.

**RESULT:** A veil of light and luminous light with a wet finish. Highly hydrating, long-lasting lip gloss for fresh, young and healthy lips.

### FORMULA ACTIVE INGREDIENTS

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**NATURAL ESTERS:** moisturizers and emollients.

**VITAMIN E:** anti-aging and anti-oxidant.



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## EYES

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Super pigmented and soft to the touch eyeshadows that are easy to blend to create endless looks. From the luminous and mirrored nish (metallic eyeshadow) to the glamorous and sophisticated and pearly bright one (glamor pearl) up to the innovative and trendy glitter effect. 3 different types of high-performance mascara and technology for different gaze intensities and effects. **Deep Glance Mascara:** Volumizing - Thickening - Multi lashes.

**Long Lasting Waterproof Mascara:** the best performing extra volume - intense black - long lasting.

**Mascara Luxury Shiver:** Super volume effect - lengthening - curling. Performing products for perfect eyebrows.





## EYESHADOW METALLIC

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organic Corn starch,  
organic Castor oil,  
Olive oil derivative.

### VEGAN

Does not contain: Parabens, Talc,  
Nanomaterials, Lanolin, Mineral oils,  
Silicones, Peg SLS, Gluten.

EYES



**ACTION:** Innovative and special natural eyeshadow created to release an intense metallic luster on the eyes. Easy to blend with different shades of the same texture but also with other matte textures for original effects.

**RESULT:** Pure emotion. Compact and metallic powder with a full and uniform luster, metallic and brilliant finish, adherence and long life, ideal for any type of skin. The luster is so compact and uniform that it can also be used on the driest skin.

### FORMULA ACTIVE INGREDIENTS

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**ORGANIC CORN STARCH:** absorbent leaves the soft and silky skin.

**ORGANIC CASTOR SEED OIL:** moisturizing and emollient.

**OLIVE OIL DERIVATIVE:** protects the skin from loss of hydration, makes it supple, improving the film hydrolipidic acid.



## EYESHADOW GLITTER TIME

mix of natural powders.



EYES

94% NATURAL VEGAN

Does not contain: Parabens, Talc,  
Nanomaterials, Lanolin,  
Mineral oils.

**ACTION:** A splash of light and color on your eyes. Innovative eyeshadow that produces creative and surprising nishes.

**RESULT:** Amazing application for adherence and durability. Blended with a matte color it creates fantastic shimmer shades.

### FORMULA ACTIVE INGREDIENTS

**MIX OF NATURAL POWDERS:** a special combination of natural powders pressed and compacted in a pan allows you to create a wide range of glitter. Ideal for

creating the boldest palette by combining this eyeshadow with other matte or shimmer textures.



## EYESHADOW GLAMOUR PEARL

natural amino acids, vitamin E.



94% NATURAL VEGAN

Does not contain: Parabens, Talc, Waxes, Phenoxyethanol, Nanomaterials, Silicones, Lanolin.

EYES

**ACTION:** An innovative glamor eyeshadow for a captivating look. Very elegant and clean, it glides perfectly on the skin and blends effortlessly to create different shades.

**RESULT:** Silky and thin film, medium coverage, color purity, long wear and infinite shades. The excellent Natural Amino Acids give a soft sensation while the Treated Powders intensify the sensory properties and ensure a long lasting effect.

### FORMULA ACTIVE INGREDIENTS

**NATURAL AMINO ACIDS:** moisturizing and nourishing leaves smooth, soft and silky skin.

**VITAMIN E:** anti-aging and anti-oxidant.

# MASCARA DEEP GLANCE 24H

organic Carnauba wax  
derived from Acacia

EYES

## 100% NATURAL VEGAN

Does not contain: Preservatives,  
Petroleum derivatives, Nickel tested,  
Gluten free, Certified Bio.



**ACTION:** Innovative mascara for a deep look. Lightweight, it spreads gently on the lashes. Soft, it doesn't weigh down the eyelashes, continuous and resistant in that lasts all day.

**RESULT:** Volumizing mascara, multi-lash effect, light texture and comfortable, long-lasting. Rainato thickening effect doubles the lashes for a seductive look.

## FORMULA ACTIVE INGREDIENTS

**ORGANIC CARNAUBA WAX:** obtained from young palm leaves, it gives a glossy finish.

**ACACIA DERIVATIVE:** thickening and light, moisturizing and emollient.



## MASCARA LUXURY SHIVER

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Innovative bre organic  
Carnauba wax derived from Hemp

### VEGAN

Does not contain: Parabens, Talc,  
Nanomaterials, Lanolin, Mineral oils,  
Silicones, Phenoxyethanol, SLS waxes.

EYES

**ACTION:** Innovative luxury mascara for a thrilling look. Shiver Mascara lifts and coats each upper and lower lash without creating clumps or streaks. Innovative fibers give a super volume effect and repair the lashes.

**RESULT:** After the first pass, the eyelashes will be visibly thicker and longer and an even more intense look can be built. Super volumizing mascara, surprising and immediate effects, long-lasting lengthening and curling properties.

### FORMULA ACTIVE INGREDIENTS

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**ORGANIC CARNAUBA WAX:** obtained from the young leaves of the palm, it gives a glossy finish.

**INNOVATIVE FIBERS DERIVED FROM HEMP:** for a very high volumizing property..

# MASCARA WATERPROOF LONG LASTING

organic Carnauba wax

EYES

## VEGAN

Does not contain: Parabens, Talc,  
Nanomaterials, Mineral oils,  
Silicones, Phenoxyethanol.



**ACTION:** Innovative high volume waterproof mascara. Extra black, a new formula that envelops the eyelashes step by step, from a delicate finish to a shock volumizing effect.

**RESULT:** Mascara that glides on the lashes with a creamy layer of pure and intense color leaving them soft and supple. Mascara water resistant and long lasting extra volume effect, intense black. Ultra durable without smudging.

## FORMULA ACTIVE INGREDIENTS

**ORGANIC CARNAUBA WAX:** obtained from young palm leaves, it gives a glossy finish.

**OIL SOLUBLE POLYMER:** adhesion and resistant water-based and good color release.



## EYE BROWN POWDER

### Intensifying brow powder

Sweet Almond oil Shea butter Rice wax, organic wax

98% NATURAL

Does not contain: Parabens, Silicones, Nanomaterials, Lanolin, Mineral oils.

EYES

**ACTION:** Intensifying brow powder. A rich and soft texture made with organic and natural raw materials to enhance and care for the eyebrows.

**RESULT:** Comb and color each eyebrow in order to unify and fill them, giving a very natural result and a more intense look. Thin and impalpable, it adheres perfectly to the eyebrows, coloring them and filling in the voids. The result is modular thanks to the applicator.

#### FORMULA ACTIVE INGREDIENTS

**ORGANIC SWEET ALMOND OIL:** Antioxidant, anti-aging and nourishing.

**SHEA BUTTER:** hydrating, soothing, nourishing.

**RICE WAX:** soothing.

**ORGANIC WAX:** protective.

## EYE BROWN GEL

thickening and firming  
eyebrow gel

multifunctional natural ingredient

EYES

98% NATURAL

Does not contain: Nanomaterials,  
Lanolin, Talc.



**ACTION:** A transparent gel ideal for eyebrows of any color: fixes, densifies and holds in place all day long. Perfect for using on natural brows or after applying pencil or any other brow makeup. Delicate and easy to use.

**RESULT:** Firming gel for eyebrows, totally transparent, combing and firming, no trace after drying, long-lasting, thickening properties. Pleasant feeling in the application.

### FORMULA ACTIVE INGREDIENTS

Multifunctional natural ingredient: excellent moisturizing, solvent, antimicrobial properties, improves water resistance.





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## FACE

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**24h xtend sport foundation:** High coverage - Matte finish - Water and sweat resistant - Long lasting no transfer.

**Vegan bare luxury foundation:** Medium - high coverage - Lumi matt finish - Radiant - Luminous and long lasting.

**Everglow foundation:** Medium - light coverage - Luminous splendor finish - Glow effect - Dewy effect and long lasting.

Compact illuminating blush and highlighter and cast chic illuminator. Vegan and natural formulated with microparticles that smooth out every imperfection giving the skin absolute and natural luminosity, light, flowing and comfortable.



## BLUSH GLAMOUR

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natural amino acids, vitamin E

94% NATURAL VEGAN  
Does not contain: Parabens, Talc, Waxes,  
Phenoxyethanol, Nanomaterials,  
Silicones, Lanolin.

FACE

**ACTION:** An innovative glamor blush for a captivating look. Very elegant and clean, it glides perfectly on the skin and blends effortlessly to create different shades.

**RESULT:** Silky and thin film, medium coverage, color purity, long wear and infinite shades. The excellent Natural Amino Acids give a soft sensation while the Treated Powders intensify the sensory properties and ensure a long lasting effect.

### FORMULA ACTIVE INGREDIENTS

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**NATURAL AMINO ACIDS:** moisturizing and nourishing leaves smooth, soft and silky skin.

**VITAMIN E:** anti-aging and anti-oxidant.



## FOUNDATION 24H XTEND SPORT

extract deriving from Bermuda,  
natural anti-aging optical filler



FACE

VEGAN

Does not contain: Parabens,  
Paraffins, Mineral oils, SLS.

**ACTION:** Innovative and special 24-hour long-lasting foundation, no transfer and especially suitable for sports lovers. It can also be used as a concealer to correct blemishes and small marks and dark circles. Works as an anti aging and energizing supplement.

**RESULT: HIGH COVERAGE MATTE FINISH.** The skin appears toned, soft and velvety. No transfer and resistant to humidity, sweat and water, ideal for all types of sports. Long lasting effect.

### FORMULA ACTIVE INGREDIENTS

**EXTRACT DERIVING FROM BERMUDA:** helps skin stimulation and tone, improves firmness reduces dark circles double chin. Moisturizing and nourishing.

**INSTANT ANTI-AGING NATURAL OPTICAL FILLER:**  
fills in wrinkles by creating a uniform distribution of light.



## FOUNDATION VEGAN LUXURY COFFINS

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Avocado oil,  
vegetable emulsifier,  
natural esters, vitamin E

97% NATURAL VEGAN

Does not contain: Parabens, Silicones,  
Peg, Paraffins, Mineral oils, SLS.

FACE

**ACTION:** Innovative exceptionally performing foundation. Easy to apply and blend, it moisturizes perfectly with a lumi-matt finish. Its incredible sensoriality releases a velvety finish on the skin with a soft sensation. Vegan and clean, you can spread it with your fingers. Perfect compromise between durability and brightness.

**RESULT: MEDIUM TO HIGH BUILDABLE COVERAGE.** Radiant and luminous finish. Formulated to be long lasting.

### FORMULA ACTIVE INGREDIENTS

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**PIGMENTS TREATED WITH AVOCADO OIL:**  
protective, emollient, anti-aging, leaves the skin soft.

**VEGETABLE EMULSIFIER:** it is a plus that gives a skin care touch to the product, natural and uniform skin, bright non-glossy nish.

**NATURAL ESTER:** velvety touch, light and soft.  
**VITAMIN E:** anti-aging and anti-oxidant.



## FOUNDATION EVER GLOW

based on natural moisturizing factor  
and vitamin E  
Luminous shine effect



FACE

VEGAN

Does not contain: Parabens, Talc, Paraffins,  
Mineral oils, SLS, Perfume.

**ACTION:** Innovative, exceptionally fluid and creamy daily glow foundation. Coats the skin with natural radiance, luminosity and a dewy effect. Without oil very convenient to use. Perfect compromise between durability and brightness.

**RESULT: LIGHT TO MEDIUM BUILDABLE COVERAGE.** This formula improves skin tone and gives a luxurious, luminous finish. Reduces imperfections, light in profusion formulated with moisturizing and long-lasting properties.

### FORMULA ACTIVE INGREDIENTS

**NATURAL MOISTURIZING FACTOR:** powerful moisturizing property.

**VEGETABLE EMULSIFIER:** comfortable on the skin, it gives flexibility and spreadability leaving an invisible film. Healthy and glowing skin.

**VITAMIN E:** anti-aging and anti-oxidant.



## HIGHLIGHTER ICE LIGHT

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natural esters, vegetable derivative  
from Olive oil, vitamin E

### VEGAN

Does not contain: Parabens, Talc, PEG,  
Nanomaterials, Lanolin, Mineral oils,  
Silicones.

FACE

**ACTION:** Innovative illuminating highlighter made using a natural talc-free pressed powder with a high pearl content, uniform and with high hold. Incredibly light and thin, tight and pearly.

**RESULT:** Sophisticated and elegant luminosity. Light and superior touch, excellent adhesion and bright and luminous finish. Velvety and soft sensation on the skin. Very thin and compact long-lasting effect.

### FORMULA ACTIVE INGREDIENTS

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**NATURAL ESTERS:** moisturizers and emollients.

**VEGETABLE DERIVATIVE FROM OLIVE OIL:** protects the skin from dehydration making it elastic and improving the hydrolipidic acid film.

**VITAMIN E:** anti-aging and anti-oxidant.



## HIGHLIGHTER CHIC ILLUMINANT

Shea butter, vitamin E

FACE

Does not contain: Parabens, Talc,  
Nanomaterials, Lanolin.



**ACTION:** Innovative poured, dry, transparent and evanescent product that leaves only a hint of light and pearls that lasts for hours and hours.

**RESULT:** Smooth application, easy to blend, no greasy residue on the skin, just a delicate layer of pearls. The stick allows for quick and precise application and can be adjusted by hand or with a brush. It can be used on the face, neck, shoulders and body.

### FORMULA ACTIVE INGREDIENTS

**SHEA BUTTER:** hydrating, soothing, nourishing.

**VITAMIN E:** anti-aging and anti-oxidant.





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ISMEG srl Località Passovecchio 88900 - Crotone  
e-mail: [assistenza.direzione@ismeg.it](mailto:assistenza.direzione@ismeg.it) · Tel. 0962.930530 - Fax 0962.930247  
[www.ismeg.it](http://www.ismeg.it)