



VEGAN PRODUCT GUIDEBOOK

# Nature Inspired Beauty with Vegan Series

Alix Avien Paris offers a vegan series inspired by nature and developed with innovative solutions targeting makeup lovers with different types of lifestyles.

With the concept of adaptation to ever-changing times, adding a flawless touch to makeup while presenting face, eyes and lips products.

Supporting the conceptions of ecological balance and nature inspired beauty, the cruelty-free products consisting of animal derivative-free active ingredients.

ALIX AVIEN  
*Vegan*



# FACE

**Alix Avien Paris Vegan** face makeup products accompany you to achieve your dream healthy look easily using:

**Face primers** to prolong the look of makeup,  
**Concealers** to blur local imperfections or  
**CC cream** to correct skin tone,

**Foundations** and **BB creams** containing special ingredients, which can be easily used by all skin types ensuring a comfortable texture and a flawless appearance,

**Powders** to lock in makeup for a longer wear,  
**Highlighters** to illuminate the face,

High pigment **Blushes** to provide radiance and a touch of color to the skin.





# FACE PRIMER

Alix Avien Vegan Face Primer is designed to boost and extend makeup wear while improving skin vitality. Its water-based, super lightweight texture creates a flawless base that helps making the blending of makeup extra smooth.

Supported by multi-functional vitamin C derivative, a powerful antioxidant that helps to correct dark spots and even out skin tone, provide a great efficacy in reducing sebaceous filaments. It also aids to stimulate collagen synthesis for skin suppleness and tightness.

- 🌿 Anti-Blemish
- 🌿 Non-Comedogenic
- 🌿 Smoothness & Moisturizing Effect
- 🌿 Assist to Collagen Production
- 🌿 Against Harmful Factors
- 🌿 Water-based Formula

- ◀ All skin types.
- ◀ Non-irritant.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.





# LIQUID CONCEALER

Alix Avien Vegan Liquid Concealer is a long-lasting, highly-pigmented formula that created to effectively camouflage any kind of imperfections and discolorations.

A Composition of Rosa Damascena Flower Water and Rosa Damascena Flower Oil in the formula helps to reduce the visible signs of stress and skin fatigue, diminish the appearance of dark circles and dark spots, illuminate skin complexion, promote skin vitality and activate glow for a more rested, relaxed and refreshed appearance.

Laced with unique algae polysaccharides that play a significant role in the reduction of the appearance of dark circles and under eye bags. They also help to protect against photo-aging.

Supported by Pomegranate Fruit Extract, a powerful antioxidant that is rich of Vitamin C to refine and brighten the complexion.

- 🌿 Non- Comedogenic
- 🌿 Against to Harmful Factors
- 🌿 Anti-Dark Circles
- 🌿 Reduce the Appearance of Under-eye Dark Circles
- 🌿 Vitamin E
- 🌿 Pomegranate Extract

- ◀ Available in 2 shades.
- ◀ Suitable for all skin types.
- ◀ Paraben and Gluten free.
- ◀ Ophthalmologically tested.



# LIQUID FOUNDATION

Alix Avien Vegan Liquid Foundation is a silky-smooth formula with an improved concealing effect and natural luminous finish.

Its lightweight, comfortable texture delivers a homogeneous coverage and even spreadability blending seamlessly for a long lasting, flawless skin look.

The combination of Vitamin B9, Bacillus/Folic Acid Ferment Filtrate Extract and Hyaluronic Acid in the formula helps to reduce wrinkles through stimulating cell growth.

This extraordinary composition of unique components creates a protective barrier to increase resistance against UVB light. It also provides a moisturizing effect while supporting skin elasticity.

- ✦ Anti-Aging
- ✦ Anti-Wrinkle
- ✦ Skin Elasticity
- ✦ Silky Smoothing Formula
- ✦ Brightening & Moisturizing Effect
- ✦ Resistance Against UV Lights
- ✦ Vitamin B9

- ◀ Available in 4 shades.
- ◀ All skin types.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.





# MATTE FOUNDATION

Alix Avien Vegan Matte Foundation is a high-performance, perfecting formula with a mattifying effect and velvety, shine-free . Its soft and smooth texture provides an even and effortless spreadability, ensures flawless appearance and pleasant wear for a long lasting, shine-free complexion.

A high content of humectants ensures a deep hydration, prevents dryness and dehydration, preserves flakiness protecting makeup from appearing dull and faded for a true matte effect. On top of the high SPF, this foundation is infused with Artemisia Capillaris Flower Extract to counteract pigmentation spots caused by excessive sunlight.

A combination of four kinds of Hyaluronic Acid in the formula helps to build up tree-dimensional network and accurately target the different layers of the skin for water replenishment from outside and hold water from inside. In this way, skin is moisturized, hydrated completely and improved in elasticity directly from within.

- ✦ Containing a combination of four types of Hyaluronic Acid
- ✦ Deep Hydration
- ✦ Anti- Redness
- ✦ SPF35
- ✦ High Corrector
- ✦ Highly Elastic & Flawless Appearance
- ✦ Mattifying Effect & Powdery Finish
- ✦ Waterproof Formula

- ◀ Available in 4 shades.
- ◀ All skin types.
- ◀ Particularly recommended for oily and combination skin.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.





# BB CREAM

Alix Avien Vegan BB Cream is designed to create a flawless, even complexion without the need for an intense makeup. Its creamy, super soft, lightweight texture helps to even out skin tone providing a perfect blendability and homogeneous spreadability with a sheer coverage and a natural, light and radiant finish.

Infused with high-performance humectants to improve skin hydration, refresh the look of dull, lackluster and tired skin. The formula contains Lactobacillus Acidophilus, an encapsulated active ingredient that acts as a pore minimizer, aids to moisturize the skin and regulate pH.



- ✦ Minimizing Pores
- ✦ Restores Skin Barrier Function
- ✦ pH & Hydrating Balance
- ✦ Hypoallergenic
- ✦ Protection Against External Factors
- ✦ Brightness Appearance
- ✦ Light Formula

- ◀ Available in 2 shades.
- ◀ All skin types.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.



# CC CREAM

Alix Avien Vegan CC Cream is a complexion correcting cream that has been developed with Smart Encapsulated Pigment Technology to smooth out skin imperfections delivering seamless coverage and a healthy looking glow.

Its ultra-soft and lightweight formula is perfectly compatible with the skin tone providing a bright, natural and vivid appearance without the need for an intense make-up. The smooth texture applies easily, blends seamlessly and spreads homogeneously instantly correcting a range of complexion concerns such as redness, dullness and sallowness. Formulated with Tasmannia Lanceolata Fruit/Leaf Extract, an anti-inflammatory active ingredient that soothes and calms reactive skin. It reduces instantly itching and skin redness.

Extracted from plant esters provide soothing effect and anti-inflammatory properties. They help to form a protective physical barrier for limitation of water evaporation. Laced with a composition of natural components to decrease sebum production and minimizes the pores.

- ✦ Anti-Redness
- ✦ Anti-Inflammatory
- ✦ Protect Sebum Balance
- ✦ Anti- Irritation
- ✦ Shooting Effect
- ✦ Restoration of Skin Barrier Function
- ✦ Smoothness & Flawless

- ◀ All skin types.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.



# MINERAL POWDER

Alix Avien Vegan Mineral Powder is an ultra-fine, silky-smooth pressed powder that create to complete look with shine-free finish. It sets liquid, creamy face makeup products providing a soft matte effect and locking in makeup for a longer wear.

The extremely pleasant texture spreads easily and homogeneously, blends flawlessly gliding across the skin evenly for an effortless application. The formula contains Lactobacillus Acidophilus, an encapsulated active ingredient that acts as a pore minimizer, aids to moisturize the skin and regulate pH.

A blend of special fillers and pigments provides luxurious skin feel, enhances skin adhesion and ensures an extraordinary slip. Acting as an anti-caking agent, it also improves color pay-off and impacts smooth texture.

- ✿ Minimizing Pores
- ✿ Anti-Aging
- ✿ Anti- Redness
- ✿ Perfect Coverage
- ✿ pH Balance
- ✿ Strengthening the Skin Barrier

- ◀ Available in 6 shades.
- ◀ All skin types.
- ◀ Non-irritant.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.



# MINERAL BLUSHER

Alix Avien Vegan Mineral Blusher is an ultra-fine, silky-smooth, high-pigmented powder blush that brings a touch of color to the face delivering a weightless, natural luminous nish.

Its extremely pleasant texture glides easily and homogeneously ensuring an irresistibly soft, blendable application with effortless and even spreadability providing luxurious skin feel.

The formula is infused with mineral pigment to soothe and soften the skin. A blend of special fillers and pigments enhances skin adhesion and ensures an extraordinary slip. Acting as an anti-caking agent, it also improves color pay-off and impacts a smooth texture allowing control of shade intensity.

- 🌿 Silky & Smooth
- 🌿 Long Lasting

- ◀ Available in 4 shades.
- ◀ All skin types.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.



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# HIGHLIGHTER

Alix Avien Vegan Highlighter is a skin-enhancing pressed powder that acts as a glow-maker to instantly brighten the complexion.

Its extraordinary lightweight, silky-smooth texture provides luxurious skin feel, enhances adhesion and pleasant slip for an effortless and flawless spreadability.

Ultra-refined and soft-to-the-touch micro-spherical powder layers evenly and weightlessly accentuating the skin with buildable radiance and a seductive, dewy finish.

- 🌿 Pearly Finish
- 🌿 Luminous Glow

- ◀ Available in 3 shades.
- ◀ All skin types.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.





# EYES

**Alix Avien Paris Vegan** eye makeup products accompany you to achieve your desired effect using:

**Eyeshadows** with different colors and finishes to accentuate and enhance the eyes,

**Eye pencils** to add depth to the eyes and define them,

**Eyebrow** pencils to shape and perfect eyebrows,

**Mascaras** as a final touch for a dramatic and impressive look.





# EYESHADOW

A silky-smooth, highly pigmented eyeshadow with an instant and buildable color release for long-lasting eye looks.

The weightless, ultra-fine, homogeneous powder texture applies evenly, offers superior blendability and effortless, flawless spreadability.

The combination of special pigments provides luxurious skin feel, enhances skin adhesion and pleasant slip while helping to achieve maximum color clarity.

- ✦ Matte & Pearly Effect
- ✦ Soft Texture
- ✦ Long Wearing

- ◀ Available in 8 shades.
- ◀ All skin types.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.





# DIPLINER EXTREME BLACK

Alix Avien Vegan Dipliner is a felt-tip liquid eyeliner that enables a precise and easy application with particularly even color coverage in a single stroke.

Its smooth texture is comfortable to apply and wear ensuring a seamless gliding and long lasting performance.

The quick-drying, water-resistant formula provides an extra black permanence assuring an expressive eye makeup throughout the day.

- Water Resistant
- Long Wearing
- Non-spread
- Fast Dry Texture

- ◀ All skin types.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.



# TOUCH OF NATURE MASCARA

Alix Avien Vegan Touch of Nature Mascara is designed to perfectly style the lashes enhancing the look with a highly spectacular result.

The creamy formula that is easy to apply and quick drying upon application assuring a flake-free, long lasting result that keeps lashes still feel flexible, not stiff and brittle.

Pure pigments in the formula deliver an intense and deep color with a shiny impact on the lashes that highlights the eyes. A blend of humectants helps to care for the lashes and keep them soft while providing nourishing and smoothing effect.

The large cone-shaped, fiber brush has a narrow tip to separate lashes while creating extra volume.

- Full Lash Effect
- Thickens Eyelashes
- Volume and Seperates Lashes
- Natural Apperance

- ◀ All skin and eyelashes types.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.
- ◀ Ophthalmologically tested.



# VEGAN VOLUMATIC MASCARA

A lash exaggerating mascara that has been created to provide body and volume to the lashes ensuring extra thickness and fullness to each eyelash.

Infused with pure pigments long lasting, flake-free formula highlights the eyes offering deep black intensity. The special designed big size fiber brush delivers an ideal dose of bulk to build intense fuller-looking lashes. Best for long, but thin or mid-thick lashes.

**How to use:** Apply the mascara with zigzag movements starting from the bottom of eyelashes to the tips and combing through until the desired effect is achieved.

- Voluminous Lashes
- Deep Black Intensity
- Big Fiber Brush
- Flake Free Formula

- ◀ Suitable for all types and conditions of eyelashes.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.
- ◀ Ophthalmologically tested.





# LIPS

**Alix Avien Paris Vegan** lip makeup products accompany you to achieve the perfect result using:

Highly pigmented **Lipsticks**, presented in soft and comfortable solid or liquid textures to provide long-lasting effect in creamy glossy or velvety matte options without drying the lips,

**Lip gloss** to shine and give a charming look to lips while delivering a hint of color without sticky sensation.





# SHINY LIPSTICK

Alix Avien Vegan Shiny Lipstick is a high-comfort creamy lipstick for an ultra-seductive lips with its soothing and extremely covering texture.

The super soft and smooth formula allows an easy and controlled application wrapping the lips with a delicate, pleasant and non-sticky veil that adheres perfectly to the lips.

The lipstick glides on flawlessly and evenly to deliver complete coverage and charming, luminous shiny finish with just one swipe leaving the lips silky soft.

- Soft Texture
- Moisturizing
- Full Coverage
- Perfect Appearance

- Available in 6 shades.
- All skin types.
- Paraben and Gluten free.
- Dermatologically tested.



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# MATTE LIPSTICK

Alix Avien Vegan Matte Lipstick is a creamy lipstick that dresses the lips in more even, extreme color with a velvety matte effect.

Its extremely soft texture creates a thin and comfortable layer that feels utterly weightless and delivers a powder-soft finish leaving lip skin smooth, soft and flexible for long.

A high coverage formula provides a full and intense color in just one stroke while gliding over lips flawlessly and making them beautiful and seductive.

- ✦ Matte Velvety Texture
- ✦ Easily Applicable
- ✦ Full Coverage
- ✦ Moisturizing
- ✦ Smooth Appearance

- ◀ Available in 6 shades.
- ◀ All skin types.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.



101



102



103



104



105



106



# MATTE LIQUID LIPSTICK

Alix Avien Vegan Matte Liquid Lipstick is a unique liquid lipstick that infuses the lips with intense color while providing a velvet matte nish with lasting hydration and comfort.

This liquid lip color imparts an extreme depth of color making the difference with the ultra-smooth texture and durability features.

Immediately upon application, a super soft, creamy formula adheres to the lips turning into a velvety matte veil of color. Thanks to light and non-sticky film, it dries leaving a pleasant sensation on the lips. The pure color gives a perfect coverage that lasts up to 8 hours without drying on the lips.

A handy flocked applicator hugs the lip contour shaping and lining lips for a perfect definition with every application.

- Transfer Proof
- Waterproof & Long Lasting
- No Smudging
- Full Coverage & Mouistirizing

- Available in 6 shades.
- All skin types.
- Paraben and Gluten free.
- Dermatologically tested.



201



202



203



204



205



206



# LIPGLOSS

Get full, glossy lips without that sticky sensation!

The ultra-comfortable texture glides on silky-smooth, softens and conditions lips while giving a hint of color and gloss. The formula contains vitamin E that hydrates and softens lips, imparting a moisturizing feel.

Alix Avien Vegan Lip Gloss is presented in 2 luxurious, ultra-flattering hues. Each vibrant, glistening lip color offers sheer-to-medium coverage.

The handy, flocked applicator effortlessly shapes the lips offering a flawless application. It dispenses the perfect amount of texture that can be worn alone or layered over a lipstick for an extra dimension and sheen.

## Active Ingredients:

**Silicone Film Former:** delivers visually perceivable high shine to lips. It offers high refractive index, non-volatility and non-migration. Its silicone resin structure gives excellent film forming properties for a durable result;

**Vitamin E:** to hydrate and soften lips preventing chapping and dryness.

- ◀ Available in 2 shades.
- ◀ All Skin Types.
- ◀ Paraben and Gluten free.
- ◀ Dermatologically tested.



08 - BABE NUDE



09 - STRAWBERRY



10 - SWEET CARAMEL



11 - DIAMOND

# LIPLINER PENCIL

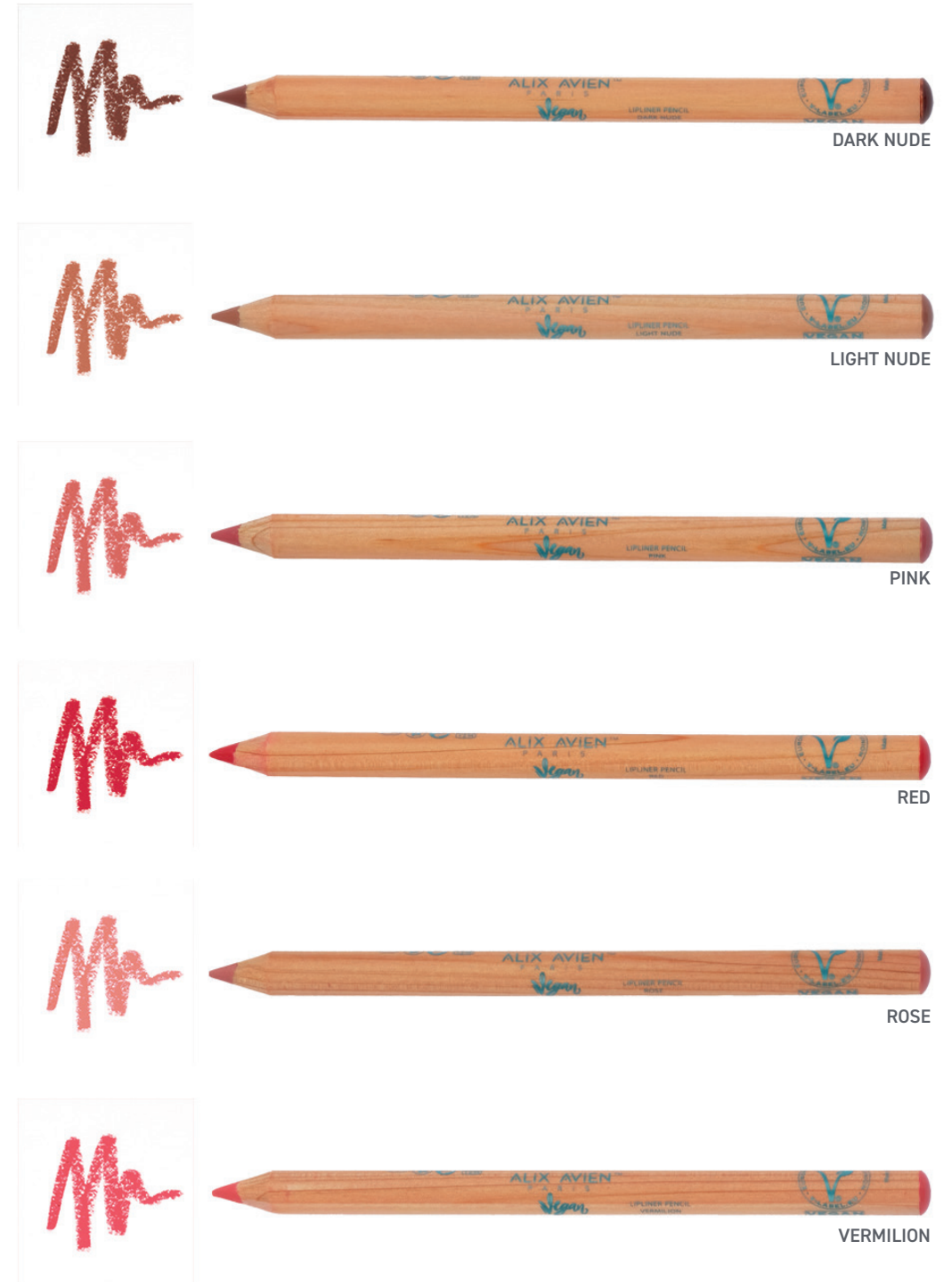
Alix Avien Vegan Lip Pencil is a highly pigmented, wooden, sharpenable pencil for precise lining to perfectly shape and contour lips.

Incredible soft and creamy texture glides on effortlessly for accurate definition while flawlessly outlining lips or coloring them in with an extreme comfort.

Innovative safe pigments deliver an excellent color release in just one application to create a bolder look and various lip effects. This lipliner also helps to extend the wear of lipstick while improving the lasting power of lip makeup color.

The formula is enriched with a high percentage of organic coconut oil, that is a real balm on the skin. Known through its nourishing action, this oil soothes chapping and prevents dehydration while deeply moisturizing the skin. The texture is completed with Vitamin E, Gamma Oryzanol and Spherical Silica for a soft focus effect.

- ◀ Available in 6 shades.
- ◀ Suitable For All Types.
- ◀ Paraben Free.
- ◀ Dermatologically Tested.







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