# ALIX AVIEN

PROFFESSIONAL MAKE-UP



PRODUCT GUIDEBOOK

# Reflect Your Beauty

You are the origin of your beauty. Alix Avien underlines your uniqueness, without any boundaries in makeup and colors.

For Alix Avien, how you live and how you feel are more important than anything. Product Line is suitable for every mood and style of your life accompanying you wherever and whenever you want!

You are always in the center of beauty with Alix Avien without any limits and standards in the concept of beauty. Step into the new beauty world and write your own story that begins with the power of Alix Avien.

# ALIX AVIEN










# FACE

**Alix Avien** face makeup products accompany you to achieve your dream 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, **Contour Palette, Highlighters** and **Bronzers** to sculpt, define and illuminate the face,

Highly pigmented **Blushes** to provide radiance and a touch of color to the skin.


ALIX AVIEN
ANTI-AGING
FOUNDATION
ALIX AVIEN
ANTI-AGING
FOUNDATION

# LUMINOUS FACE PRIMER

A face makeup primer that instantly improves skin vitality and revitalizes the complexion with its water-based, silky formula.

The lightweight, soft texture applies seamlessly, absorbs effortlessly into skin creating a smooth surface for foundation.

Prolongs and enhances the look of makeup. Optically reflects light for immediate luminosity, helping to minimize the appearance of fine lines and pores.

- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.




ALIX AVIEN
PARIS

# PRIMARY PRO MATTE

A face makeup primer that instantly smooths skin delivering luxurious silky matte finish without drying the skin.

It extends makeup's wear for up to 12 hours providing the efficacy of the sebum control for a long lasting, shine-free complexion. Improves spreadability creating a smooth, even canvas for flawless foundation application and ensures distinctive silky feel.

Designed to enhance makeup staying power, this primer also helps to diminish the appearance of pores and fine lines while letting enough light through so the look of skin is natural. Morever, it has a lasting hydration capacity resulting in continuously comfort.



- Suitable for all skin types. Particularly recommended for oily and combination skin.
- Paraben and Gluten free.
- Dermatologically tested.


ALIX AVIEN
PARIS
PRIMARY
PRO
MATTE
Base Pro Matte

# PRIMARY PRO GLOW

Primary Pro Glow is a face primer that has been developed to prepare skin for makeup adding a dose of glow and dewiness.

A super comfortable, non-tacky formula creates a perfect canvas for a flawless makeup application and prolonged wear. The extremely soft and creamy texture adheres perfectly to the skin while spread- ing easily and effortlessly and imparting a non-drying feel on the skin.

Hydrosella in the formula rapidly increases lipid production with a continuous effect while moisturizing the skin; Pearly powder provides effect of naturally glowing, radiant complexion.




- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.


ALIX AVIEN
PARIS
PRIMARY
PRO
GLOW
Primaire Pro Éclat

# REJUVENATING FACE BASE CREAM



Discover the rejuvenating power of Laminaria Digitata in our Rejuvenating Face Base Cream SPF 30. This brown algae enhances your skin's natural collagen, smoothing fine lines and reviving its elasticity for a youthful glow. It's perfect for maintaining smooth, resilient skin.

Our cream is fortified with Hibiscus Sabdariffa Fruit Extract, which shields and strengthens your skin's lipid barrier, boosting hydration and preventing damage. It's designed to keep your skin hydrated and protected, making it ideal for daily use.

Lightweight and versatile, the Rejuvenating Face Base Cream SPF 30 is ideal under makeup or mixed with your favorite foundation. It quickly absorbs, offering SPF 30 protection and nourishing with Squalane, Glycerine, and Shea Butter. Experience soothed, moisturized skin, ready for a flawless makeup application.

- SPF 30
- Suitable for all skin types.
- Non-comedogenic
- Paraben and Gluten free.
- Dermatologically tested.


SPF
30
ALIX AVIEN
PARIS

# SUPREME COVER CARE CONCEALER

Supreme Cover Care Concealer targets to satisfy the preferences and needs of various expectations for achieving more smoother, even and brightened the under-eyes look. The lightweight, soft creamy texture is a pleasure to work with and spreads easily to even out discoloration while maintaining a skin-like appearance and offering 12-hour wear. Smudge-proof and transferproof formula ensures a high and homogeneous concealing and correcting effect to hide blemishes, dark circles, imperfections and irregularities.

Infused with highly effective combination that composed of concentrated extracts of Pfaffia Paniculata Root Extract, Ptychopetalum Olacoides Bark/Stem Extract and Lilium Candidum Flower Extract to help reducing dark circles, under eye bags and puffiness, also contributing skin firmness improvement. Supported by Algae Polysaccharides Complex, to reduce dark circles and eye puffiness, brighten the eye contour and improve the appearance for an overall youthful and radiant look.

Presented in a handy tube featuring a custom-designed, large size applicator for an even distribution without tugging and pulling while ensuring effortless and impeccable application.

- Available in 12 color options with a velvety matte finish for a natural result
- Suitable for all skin types
- Paraben and Gluten free
- Dermatologically and Ophthalmologically tested





**901** PURE IVORY



**902** SOFT BEIGE



**903** ELEGANT IVORY



**904** PALE PEACH



**905** VANILLA ROSE



**906** BLUSHING ROSE



**907** CREAMY BISCUIT



**908** LUSCIOUS APRICOT



**909** CASHEW BEIGE



**910** MILKY WALNUT



**911** SANDY AMBER



**902** HONEY CINNAMON

# LIQUID CONCEALER

A multi-purpose concealer that has been developed to instantly obscure imperfections and camouflage skin discoloration delivering soft yet powdery feeling and mat finish. Non-caking and non-settling, creamy velvety texture provides a high and homogeneous coverage for an effective skin correction.

Infused with emollients and humectants that create a protective layer for moisture retention resulting in minimizing the appearance of fine lines and wrinkles. Laced with pomegranate fruit extract known through its powerful antioxidant properties to refine and brighten the complexion.

Features a custom-designed, special shaped applicator to reach every spot without tugging and pulling while ensuring even and flawless application.

This all-purpose concealer can also be used to contour, highlight and sculpt the skin.

- Available in 15 different color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically and Ophthalmologically tested.





**101** LIGHT IVORY



**102** ROSE BEIGE



**103** CREAMY BEIGE



**104** WARM BISQUE



**105** COOL ROSE



**106** CREAMY



**107** WARM DESERT



**108** BUTTER MILK



**109** SOFT SAND



**160** AMBER



**162** FRESH CINNAMON



**163** CARAMEL WOODS BROWN



**165** SPICY AMBER



**167** SPICY BROWN



**170** WARM NUTMEG

# CARE ENHANCER FOUNDATION

A multitasking foundation that perfectly blends the artistry of makeup with the science of skin care to improve the health and appearance of the skin over time. A creamy fluid formula is pleasantly applicable and spreadable while transforming into a silky glowing makeup finish that lasts. A buildable, medium coverage hybrid face makeup product feels comfortable after use and reveals healthy, vibrant skin by maintaining flawless skin's luminosity throughout the day.

Supported by Broad Spectrum SPF 30 to provide a strong protection against damaging UVA/ UVB rays. Powered by Sacran™, to boost outstanding moisture-retention and skin barrier functions. It also offers superior skincare benefits that help to reduce inflammation, fight and reverse the effects of airborne pollutants, and diminish the appearance of wrinkle. Skin caring benefits are enhanced with Laminaria Digitata, a brown algae that rejuvenates the dermal stem cells. It also aids to stimulate collagen synthesis and reduce the appearance of lines and wrinkles. Infused with Niacinamide, the active ingredient with proven skin whitening, anti-aging, and moisturizing benefits resulting in a smoother, hydrated and more radiant skin.

A composition of 4 kinds of Hyaluronic Acid in the formula to keep the skin moisturized and hydrated completely. Care Enhancer Foundation comes in an elegant frosted glass bottle with pump to deliver an appropriate amount of formula for the best makeup result.

- Available in 20 color options that are designed for various skin tones and undertones.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested





**801** GENTLE PINK



**802** SANDY ROSE



**803** ROSE BUFF



**804** PALE IVORY



**805** IVORY



**806** PALE APRICOT



**807** APRICOT



**808** WARM AMBER



**809** PEACH PUFF



**810** DESERT SAND



**811** SOFT AMBER



**812** SOFT PEACH



**813** PALE AMBER



**814** VINTAGE BISCUIT



**815** WARM HONEYWHEAT



**816** AMBER HONEY



**817** COOL HONEY



**818** GOLDEN HONEY



**819** WARM GOLD



**820** BURNT ALMOND



# ANTI-AGING FOUNDATION

A velvety-smooth age-defying foundation with an improved concealing finish. The extremely smooth texture delivers a longwearing and homogeneous coverage, blends into the skin seamlessly for a natural luminous finish.

Formulated with cashmere extract and vitamin E for conditioning, hydrating and antioxidant properties.

Provides an effective protection against harmful effects of the sun with SPF 15.

- Available in 21 different color options that are designed for various skin tones.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.






**501** LIGHT BEIGE




**502** PALE SAND




**503** SOFT PEACH




**504** NATURAL BEIGE




**505** WARM PEACH




**506** LIGHT HONEY




**507** NATURAL BUFF




**508** SABLE SAND




**509** WARM AMBER




**510** DEEP PEACH




**511** DEEP HONEY




**512** WARM BROWN




**550** CREAM CARAMEL




**555** SOFT HONEY




**560** WARM HONEY




**561** AMBER




**562** FRESH CINNAMON




**563** CARAMEL
WOODS BROWN




**567** SPICY BROWN




**565** SPICY AMBER




**570** WARM NUTMEG



# LIQUID FOUNDATION



An extra smooth and soft foundation that created to get flawless skin look with a luminous, natural finish.

Its pleasant creamy liquid texture blends into the skin seamlessly delivering a long wearing and homogeneous coverage.

Infused with grape seed oil for its emollient, anti-aging and antioxidant properties.

Provides a strong protection against harmful effects of the sun with SPF 35.

- Available in 18 different color options that are designed for various skin tones.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.




**301** SOFT IVORY




**302** OCHRE BEIGE




**303** FAIR SAND




**304** BUFF




**305** WARM SAND




**306** LIGHT PEACH




**307** TRUE SAND




**308** BEIGE




**361** AMBER




**309** CASHMERE BEIGE




**310** PALE CAMEL




**363** CARAMEL
WOODS BROWN




**311** DEEP BEIGE




**312** WARM CARAMEL




**367** SPICY BROWN




**362** FRESH CINNAMON




**365** SPICY AMBER




**370** WARM NUTMEG



# MATTE FOUNDATION

A high-performance, perfecting foundation with a natural-looking, full-coverage matte finish. It ensures a flawless appearance and comfortable wear for a long lasting, shine-free complexion.

Formulated with special components that help to keep skin hydrated preventing dryness, dehydration and preserving flakiness.

Contains vitamin E for antioxidant properties. The blend of highly effective ingredients also aids to protect makeup from fading and appearing dull for a true matte effect.

- Available in 18 different color options that are designed for various skin tones.
- Suitable for all skin types. Particularly recommended for oily and combination skin.
- Paraben and Gluten free.
- Dermatologically tested.






**401** SOFT IVORY




**402** OCHRE BEIGE




**403** FAIR SAND




**404** BUFF




**405** WARM SAND




**406** LIGHT PEACH




**407** TRUE SAND




**408** BEIGE




**409** CASHMERE BEIGE




**410** PALE CAMEL




**411** DEEP BEIGE




**412** WARM CARAMEL




**461** AMBER




**462** FRESH CINNAMON




**463** CARAMEL
WOODS BROWN




**465** SPICY AMBER




**467** SPICY BROWN




**470** WARM NUTMEG

# ULTRACLOSER FOUNDATION

A foundation that offers ultra coverage and provides high performance with its intense creamy texture.

The weightless, silky-smooth formula hides all the imperfections on the skin, such as scars and blemishes that are difficult to cover in just one layer, and gives the skin a flawless complexion with a natural radiance.

Comfortable and easy application while keeping the skin moisturized with ingredients obtained from olive oil, leaving a pleasant feeling on the skin.

Ultracloser Foundation provides intense protection against the harmful effects of the sun, UVA/UVB with enchanced SPF 35. In ad- dition, the skin is supported with antioxidant vitamins E and C.

- Available in 3 different color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.




ALIX AVIEN
PARIS
ULTRACLOSER
FOUNDATION
SPF 35
01

01


ALIX AVIEN
PARIS
ULTRACLOSER
FOUNDATION
SPF 35
02

02


ALIX AVIEN
PARIS
ULTRACLOSER
FOUNDATION
SPF 35
03

03

YENİ

# SUN PROTECTOR
# Compact Fundation

This compact makeup product combines foundation and sun protection in one. Its smooth, semi-solid cream texture glides effortlessly onto the skin. Coverage can be built up depending on the amount applied, helping to create a more even-looking complexion. It helps reduce the appearance of pores, fine lines, and wrinkles.

Dry application provides a more natural finish, while application with a damp sponge delivers higher coverage. Enriched with beeswax and emollient ingredients, the formula helps maintain the skin's moisture balance and ensures comfortable wear throughout the day.

Suitable for all skin types, its non-comedogenic formula feels lightweight on the skin. With resistance to sweat and transfer, it offers up to 12 hours of long-lasting wear. The satin-finish, naturally radiant texture makes it suitable for use in all seasons. SPF 50 helps protect the skin against the harmful effects of sun exposure.

Its sleek and practical compact packaging features a secure snap-closure for easy and reliable use. Includes a mirror and an application sponge for easy touch-ups throughout the day.

**KEY BENEFITS**

- Suitable for all skin types
- Paraben-free and gluten-free
- Dermatologically tested




Light
Fair
Medium
Dark

# BB CREAM NATLOOK

Experience a flawless, even complexion without the need for an intense makeup!

An ultra-soft and light formula that helps to correct skin imperfections and even out skin tone delivering a sheer coverage with radiant finish. The pleasant and homogeneous texture applies seamlessly offering a perfect blendability with a smooth feel.

BB Cream contains high-performance humectants to improve skin hydration. Refreshes the look of dull, lackluster and tired skin.

Protects the skin against the damaging effects of UVB and UVA rays with SPF 15.

- Available in 4 different color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.






**10** FAIR TO LIGHT




**20** LIGHT TO MEDIUM




**30** MEDIUM




**40** MEDIUM TO DARK

# CC CREAM

A complexion correcting cream that has been developed with Smart Encapsulated Pigment Technology to even out skin tone delivering seamless coverage and a healthy looking glow.

Perfectly compatible with the skin tone, CC Cream provides a bright, natural and vivid appearance without the need for an intense make-up.

The ultra-soft, lightweight formula ensures flawless blendability and homogeneous spreadability with a smooth feel. Supported by naturally-derived ingredients for moisturizing properties.

Protects the skin against the damaging effects of UVB and UVA rays with SPF 15.

Presented in 3 shades:

Yellow to add warmth, counteract uneven skin tone, canceling out dullness and helping to conceal dark spots.

Green to help neutralize unwanted redness for even-toned skin.

Neutral to soften skin flaws and help visibly reducing the look of discoloration, hyperpigmentation, dark spots and age spots, leaving the skin looking even and enhanced.

- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.






NEUTRAL YELLOW GREEN

NEW

# COLOR CORRECTING Face Makeup Base



A lightweight powder that evens skin tone and sets makeup for a long-lasting, matte, and flawless finish.

**Available in 3 shades for targeted correction:**

- **Green:** Reduces redness
- **Pink:** Brightens tired, dull skin
- **Purple:** Adds radiance and glow

Enriched with Coconut Oil, Glycerin, and Vitamin E to hydrate, protect, and soothe the skin.

Contains SPF 15 for daily UV protection.

The precision-tip tube ensures clean, easy, and controlled application.

- Paraben- & gluten-free
- Suitable for all skin types
- Dermatologically tested


ALiX AViEN
PARIS
Color Correcting
Face Makeup Base
ALiX AViEN
PARIS
ALiX AViEN
PARIS
Color Correcting
Face Makeup Base

NEW

# LIQUID CONTOUR

Enhance and define your natural features with Liquid Contour, a lightweight, silky formula that blends effortlessly for a soft, professional finish.

Its smooth texture melts into the skin to subtly sculpt the cheekbones, jawline, and forehead with natural-looking dimension. Infused with skin-loving ingredients like glycerin, coconut oil, gardenia extract, vitamin E, and white water lily root, it hydrates, nourishes, and helps protect the skin throughout the day.

The built-in sponge-tip applicator allows for easy, precise, and streak-free application every time.

- Smooth and even blendability.
- Hydrating & skin-nourishing formula.
- Naturally sculpted definition.
- Antioxidant protection & anti-aging care.
- Convenient sponge-tip applicator for effortless use.






**101** AMBER






**102** SOFT BROWN




**103** FAWN BROWN




**104** MAHOGANY

NEW

# STICK
# Contour

Stick Contour helps define, sculpt and enhance facial features with a soft, natural-looking contour effect. Its creamy and easy-to-blend texture melts seamlessly into the skin, creating a smooth, even and streak-free finish.

With its buildable formula, it allows controlled application and lets you achieve anything from a subtle everyday contour to a more defined professional look. Enriched with Coconut Oil and Vitamin E, it helps the skin feel soft, moisturized and comfortable throughout application.

## KEY FEATURES

- Creamy and easy-to-blend texture
- Natural-looking contour effect
- Smooth and streak-free finish
- Buildable and controlled application
- Practical stick format
- Available in 5 shades

## HOW TO USE

Apply directly under the cheekbones, along the hairline, jawline and sides of the nose. Blend with your fingers, a makeup sponge or contour brush for a naturally sculpted look.




301
Milky Brown
302
Cool Brown
303
Warm Brown
304
Truffle
305
Nespresso
ALIX AVIEN
ALIX AVIEN
ALIX AVIEN
ALIX AVIEN
ALIX AVIEN

# CONTOUR PALETTE



An ultimate palette, creamy textured face makeup collection that designed to brighten, sculpt, color correct and define with seamless blendability.

It ensures a soft, smooth texture and even spreadability providing homogeneous color release.

The contour palette features 2 highlighter shades and 2 contour matte shades that make it customizable to match every skin tone.

Presented in an elegant, handy packaging with a compact mirror for an easy application.

- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.


VANILLA
BEIGE
BROWN
MOCHA

# COMPACT POWDER

An ultra-fine, silky-smooth pressed powder that has been developed to create a polished and shine-free makeup effect. It lockes in makeup for a longer wear with a soft matte finish that lasts up to 12 hours.

Enhances adhesion and provides a pleasant slip for an excellent and even spreadability ensuring luxurious skin feel. Never looks heavy or cakey, the extremely comfortable texture offers an improved coverage for a flawless, fresh skin look. Blurs and minimizes the appearance of pores and fine lines for refined complexion.

Presented in an elegant, handy packaging with a compact mirror and powder applicator for easy touch-ups during the day.

- Available in 18 different color options that are designed for various skin tones.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.






**01** PORCELAIN




**02** TRUE BEIGE




**03** BUFF




**04** LIGHT IVORY




**05** BISQUE




**06** CREAMY




**07** TINTED IVORY




**08** COOL ROSE




**09** GOLDEN SAND




**10** SOFT DESERT




**11** CARAMEL




**12** CINNAMON




**13** AMBER




**14** FRESH CINNAMON




**15** CARAMEL WOODS BROWN




**16** SPICY AMBER




**17** SPICY BROWN




**18** WARM NUTMEG



# BAKED POWDER

A powder that has been developed with Baked Technology ensures a unique, airy texture that perfectly melts into the skin. The ultra-fine, velvety powder forms the perfect match to the complexion providing a soft, long-lasting matte finish with shine-absorbing properties.

Designed to hold foundation in place, this powder can also be used alone to even skin tone and perfect any look for naturally polished, flawless-looking skin.

Versatile to use, Baked Powder is appropriate for both wet and dry application: it provides a higher coverage when applied wet. Dry usage is effective for a more natural effect. Baked to perfection, the powder dries back to its initial pristine condition to be infinitively sued dry or wet.

Presented in an elegant, handy packaging with a compact mirror that makes it perfect for on-the-go touch-ups.

- Available in 4 different color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.





**201** NUDE IVORY



**202** SOFT PEACH



**203** WARM PEACH



**204** TRUE APRICOT

# BRONZING POWDER

A complexion-enhancing powder that created to add depth and dimension to the face with a buildable, skin-evening coverage. The ultra-soft, silky-smooth pressed powder warms up the face delivering a natural matte, sun-kissed finish.

The extremely soft and comfortable texture provides luxurious skin feel, never looks heavy or cakey, enhances adhesion and pleasant slip for an effortless and even spreadability.

Presented in an elegant, handy packaging with a compact mirror and powder applicator for easy touch-ups during the day.

- Available in 2 color options for a natural bronzing or sculpting effects.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.





**301** WARM TAN



**302** DEEP BRONZE

NEW

# LIQUID BLUSH

Bring a touch of elegance to your makeup routine with Liquid Blush. Its silky texture blends effortlessly onto the skin, leaving a smooth, velvety matte finish and a fresh, radiant look that lasts all day. The lightweight, buildable formula delivers a soft, natural glow for the day and a more intense, defined look for the night.

Infused with **Coconut Oil** to help lock in moisture and protect the skin from external factors, **Glycerin** to keep the skin hydrated and supple, and **Vitamin E** to provide antioxidant care for a healthy, vibrant appearance. With **SPF 15**, it also offers extra protection against the harmful effects of the sun.

The practical sponge applicator ensures easy application and even blending, following the natural contours of the face for a flawless result.

- 6 shade options.
- Suitable for all skin types.
- Paraben- and gluten-free.
- Dermatologically tested.




ALIX AVIEN
PARIS
Liquid
Blusher

# POWDER BLUSH

An ultra-fine, silky-smooth powder blush that brings a touch of color to the face delivering a weightless, natural luminous finish. Ensures an irresistibly soft, blendable application with effortless, homogeneous and even spreadability providing luxurious skin feel.

Highly pigmented pressed formula that delivers intense color payoff allowing control of shade impact for subtle to bold effects on every skin tone.

Presented in an elegant, handy packaging with a compact mirror and deluxe brush for easy touch-ups during the day.




- Available in 13 different color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.



**101** NUDE PINK



**102** PEACHY ROSE



**103** CORAL PINK



**104** SWEETIE



**105** BABE



**106** GLOWING ROSE



**107** SOFT PEACH



**108** SWEET APRICOT



**109** PRETTY BLUSH



**110** PASSIONATE PINK



**111** FUCHSIA



**112** ROSE WOOD



**113** DUST TERRACOTTA

NEW

# LUMI COLOR
# Powder Blush

This ultra-fine powder blush delivers a refined touch of color while enhancing the complexion with a natural, radiant glow. Its silky, lightweight texture glides smoothly onto the skin, blending effortlessly for a soft and even finish. The finely milled formula ensures seamless application, helping the blush integrate perfectly with the skin without settling into texture.

Thanks to its buildable pigmentation, color intensity can be adjusted from a subtle flush to a more defined look depending on the desired effect. The blush spreads evenly across the cheeks, providing high color payoff while maintaining a natural appearance. Its weightless feel prevents heaviness or a powdery look, ensuring a comfortable wear throughout the day.

Designed to complement all makeup styles, the formula offers long-lasting performance without compromising skin comfort. It helps maintain a fresh and polished appearance, delivering a smooth, luminous finish that enhances facial features with elegance and balance.

## KEY BENEFITS

- Ultra-fine, silky powder texture
- Buildable, high-pigment color payoff
- Lightweight and comfortable wear
- Suitable for all skin types





# BAKED BLUSH

A blush that has been developed with Baked Technology to enhance the complexion with a touch of color and radiance. The ultra-fine, silky texture glides on easily and has a buildable coverage for customizable results.

Versatile to use, Baked Blush is appropriate for both wet and dry application: it provides a higher coverage, deeper shade and glowing finish when applied wet. Dry usage is effective for a more natural effect. Baked to perfection, the powder dries back to its initial pristine condition to be infinitively sued dry or wet.

Presented in an elegant, handy packaging with a compact mirror that makes it perfect for on-the-go touch-ups.

- Available in 6 different color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.





**101** MARBLE PEACH



**102** DIRTY ROSE



**103** SPARKLING CINNAMON



**104** DAZZLING CHOCOLATE



**105** BRIGHT NUDE



**106** SENSUAL ROSE

NEW

# STICK
# Blush

Stick Blush adds a natural, fresh and vibrant flush of color to the skin with its lightweight, creamy texture. Its easy-to-blend formula melts seamlessly into the skin, delivering a smooth and even finish. Thanks to its buildable structure, the color intensity can be customized while providing a natural and long-lasting blush effect on the cheeks.

## KEY FEATURES

- Lightweight, creamy and easy-to-blend texture
- Natural, fresh and vibrant color payoff
- Smooth and even finish
- Buildable formula for controlled application
- Practical stick format suitable for daily use

## KEY INGREDIENTS

- Coconut Oil
- Vitamin E
- Pigment Blend
- Emollient Wax Blend






**201**
Apricot

**202**
Peach

**203**
Rose

**204**
Brown

# POWDER HIGHLIGHTER

An extraordinary lightweight, silky-smooth highlighter that created to enhance complexion with a radiant glow. 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.

The extremely comfortable texture provides luxurious skin feel, enhances adhesion and pleasant slip for an effortless and flawless spreadability.

Presented in an elegant, handy packaging with a compact mirror and deluxe brush for easy touch-ups during the day.

- Comes in 3 extraordinary shades that suit all skin tones and undertones.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.





GOLD



NUDE



PINK

# ADDICTIVE GLOW LIQUID HIGHLIGHTER

An all-over liquid body and face highlighter that has been designed to deliver an instant, addictive and luminous glow.

Extra-fluid, non-greasy, weightless and quick-drying texture blends smoothly into the skin. Stainless on clothes.

Addictive Glow Liquid Highlighter is boosted with Geranium Oil and Coconut Oil for smoothing, hydrating and nourishing properties.




- Available in 3 different color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.




**101** SPARKLING CRYSTALS




**102** BRIGHT GOLD




**103** MIRRORED BRONZE

# BAKED HIGHLIGHTER

A baked highlighter that provides the skin a breathtaking glow and a vivid look. The extremely smooth and delicate formula has been developed to revive the complexion with outstanding radiance.

Baked Highlighter also increases the performance of lower layer product, giving the sun-kissed highlights.

The ultra-fine, lightweight texture is pleas- antly applicable and smoothly blendable having that silky-touch feeling and radiant finish. It glides on easily and provides a buildable coverage for customizable results.



- Available in 3 color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.



**01** SPARKLING IVORY



**02** GOLDEN GLOW



**03** SUNKISSED RADIANCE

NEW

# SHINE-UP
# Liquid Highlgihter

Its ultra-fluid and lightweight texture blends seamlessly into the skin, delivering an instant luminous glow. Light-reflecting pigments enhance the complexion with natural radiance, while the buildable formula allows you to customize the intensity. Its dual pump and applicator system offers both controlled dispensing and precise application to targeted areas of the face. Enriched with Geranium Oil and Coconut Oil, the formula helps support a soft, moisturized and well-cared-for appearance.

## KEY FEATURES

- Instant luminous glow
- Dual pump + applicator system
- Lightweight, easy-to-blend texture
- Buildable radiance
- Moisturizing and nourishing care

## HOW TO USE

With the pump: Dispense a controlled amount to use alone, layer over makeup or mix with foundation.
With the applicator: Apply directly to the high points of the face, such as the cheekbones, bridge of the nose and brow bone, then blend.






**101** Glowy Beige

**102** Sparkling Crystals

**103** Dewy Pink

**104** Bright Gold

**105** Mirrored Bronze

NEW

# STICK Highlighter

Stick Highlighter delivers instant radiance with its creamy, lightweight and easy-to-blend texture. Its buildable formula melts seamlessly into the skin, leaving a smooth, dewy and comfortable glow.

## KEY BENEFITS

- Instant luminous glow
- Creamy and blendable texture
- Buildable dewy finish
- Easy stick application

## KEY INGREDIENTS

**Coconut Oil:**
Helps soften and moisturize the skin.

**Vitamin E:**
Provides antioxidant care.

**Pearlescent Powders:**
Adds a radiant, sparkling finish.

## HOW TO USE

Apply to the cheekbones, brow bone, nose bridge and Cupid's bow. Blend with fingertips, brush or sponge.






**101**
Sparkling
Crystal

**102**
Gold
Stars

**103**
Multi
Radiance

**104**
Pink
Attitude

# LOOSE POWDER

A loose powder to set and maintain the makeup look. Imperceptible on the skin, the silky soft and ultra-fine texture brings a velvety matte finish that lasts up to 12 hours without weight or caking.

The homogeneous formula blends effortlessly providing breathable comfortable wear. The micro-fine powder layers on seamlessly leaving the skin looking fresh, smooth and flawless throughout the day.

Formulated with special powders to offer blurring properties, minimize the appearance of pores and fine lines for a more polished skin and perfected makeup result.

The product adheres perfectly to the skin ensuring an extremely impeccable application with even spreadability and great wear. This complexion- enhancing powder also helps to control shine delivering matte finish up effect without drying the skin.

Loose Powder is presented in a handy packaging with the practical closable sifter and the powder applicator for a smooth, diffused finish.

- Available in 4 color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.






**01** TRANSPARENT




**02** NUDE IVORY




**03** SOFT APRICOT




**04** DESERT SAND

NEW

# COLOR CORRECTING Loose Powder

A lightweight powder that evens skin tone and sets makeup for a long-lasting, matte, and flawless finish.

With Jet Mill Technology, its ultra-fine texture blends seamlessly into the skin, reducing the look of pores and fine lines.

Its silky, soft-touch formula controls shine without drying out the skin. Vitamin E provides antioxidant protection and moisture.



- Evens out skin tone and neutralizes discoloration
- Blurs imperfections and fine lines
- Long-wearing matte finish with a weightless feel
- Controls shine without over-drying
- Talc-free, paraben-free, and gluten-free
- Dermatologically and ophthalmologically tested


ALIX AVIEN
PARIS
LOOSE POWDER

NEW

# REVITALIZING Sun Cream

Revitalizing Sun Cream SPF 50+ series offers lightweight and comfortable sun creams that help protect the skin against UVA/UVB rays while supporting the daily skincare routine. **Anti-Dark Spots** helps target the appearance of dark spots and uneven skin tone for a brighter, more balanced look. **Dewy Tone Up** instantly enhances the complexion with its pink-tinted formula, leaving the skin looking fresh, radiant and naturally dewy.

## KEY FEATURES

- SPF 50+ broad-spectrum UVA/UVB protection
- Lightweight, fast-absorbing and non-greasy texture
- Suitable for daily use under makeup or alone
- **Anti-Dark** Spots helps reduce the appearance of dark spots
- **Dewy Tone Up** provides an instant bright and radiant skin look

## KEY INGREDIENTS

- Azelaic Acid & Tranexamic Acid
- Glutathione
- Artemisia Capillaris Flower Extract
- UVA/UVB Filters




USE IT IN SUMMER
ALIX AVIEN
Revitalizing Sun Cream
Dewy Tone Up
Face
Dermatologically tested
VERY HIGH PROTECTION
SPF 50+
UVB UVA
HEV BLUE LIGHT
ALIX AVIEN
Revitalizing Sun Cream
Anti-Dark Spots
Face
Dermatologically tested
VERY HIGH PROTECTION
SPF 50+
UVB UVA
HEV BLUE LIGHT
USE IT IN WINTER

NEW

# SUNSCREEN Spray

Helps provide high protection against UVA and UVB rays. Its lightweight, water-resistant formula with vitamin C and niacinamide absorbs quickly without leaving a greasy feel. The practical spray format allows easy application and convenient reapplication throughout the day.

## KEY FEATURES

- SPF 50 high sun protection
- Protection against UVA and UVB rays
- Formula with vitamin C and niacinamide
- Water-resistant formula
- Lightweight, non-greasy feel
- Practical spray application

## HOW TO USE

Shake well before use. Spray into your hands for the face and directly onto other exposed areas. Reapply as needed.




ALIX AVIEN
SUNSCREEN
Spray
ONTAINS VITAMIN C
AND NIACINAMIDE
WATER PROOF
HIGH
PROTECTION
Dermatologically Tested
Advanced Spectral Technology
+50 SPF
75 ml e 2.54 fl.oz

# EYES

**Alix Avien** 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** and **Eyeliners** 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.



NEW

# SOS DROPS

SOS Drops is a colorless, multi-purpose liquid that enhances the effectiveness and longevity of your makeup.

Thanks to its special formula, it improves the performance of makeup products and offers practical solutions with its versatile uses.

It quickly dries on the skin, forming a flexible and breathable thin transparent layer. While increasing makeup longevity, it adheres firmly to the skin and provides resistance against water.

- Transforms powder eyeshadows into an easy-to-apply liquid form for long-lasting eye makeup.
- Turns eyeshadow into eyeliner effortlessly.
- Intensifies and enhances eyeshadow color.
- Revives dried gel or wax-based products and thins out thick formulas.
- Can be used as an eyeshadow primer.
- Can also be applied as a makeup base to increase the durability of foundation.




- Suitable for all skin types.
- Free from parabens and gluten.
- Dermatologically tested.


ALIX AVIEN
PARIS

NEW

# REJUVENATING EYE BASE CREAM

Specially developed for the eye area, this multi-purpose base cream combines the properties of a make-up base and a skincare product.

With its light texture and skin-coloured consistency, it gives the eye area a natural glow, while creating a smooth base on the eyelid when used before applying eye shadow, increasing the longevity of your make-up.

Thanks to its active ingredients, it moisturises the eye area, helping to achieve a fresher and more rested appearance.

Its silky texture allows it to spread easily without leaving a sticky feeling on the skin. Its fine-tipped tube design ensures controlled and hygienic application.

It provides comfortable care and makeup preparation for the eye area for daily use.




- Extends the longevity of eye makeup for up to 10 hours
- Suitable for all skin types
- Paraben and gluten-free
- Dermatologically tested


Rejuvenating Eye
Base Cream
ALIX AVIEN
PARIS

# CURL QUEEN MASCARA

Curl Queen Mascara is made from 77% ingredients of natural origin. It is enriched with a synergistic blend of soft and malleable waxes, such as Mineral Waxes, Copernicia Cerifera Cera, Rice Derived Wax and Vegan Beeswax, which give the texture creaminess and high flexibility, guaranteeing a durable, extra-volume effect.

Laced with a humectant, a great moisturizing ingredient that helps to create a soft and smooth texture while promoting moisture retention in the lashes for long-lasting results. The special peptide in the formula aids to stimulate melanin synthesis to intensify the natural pigmentation of the lashes.

The curved shape of the brush adapts flawlessly to the shape of the eyeball and the conical tip of the brush enables a onvenient application at the eye corner. Due to the brush shape the lashes are pushed upwards and become curled and lengthened while they get covered with the bulk. The closed surface of the brush provides an even delivery of the bulk and perfectly separates the lashes. Designed with the SEPA Technology, the ends of the bristle fibers are ground to a wedge shape to penetrate the lashes more easily for ensuring optimum compability and better separation of the eyelashes while achieving faster and more even application result.

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




ALIX AVIEN
PARIS
CURL QUEEN MASCARA

# ULTRA DEFINITION MASCARA BLACK

This mascara is made from 85% ingredients of natural origin. The balanced blend of Olive Derived Wax, Copernicia Cerifera Cera, Rice Derived Wax, Shorea Wax and Bayberry Fruit Wax helps to define and length lashes with superior long lasing, durable hold while delivering emollient, thickening and moisturizing effects. Packed with good-for-the-lashes actives for hydrating and conditioning properties. The long-wear formula is powered by precious diamond powder and black fibers with “flower” shape that İmprove volume for an amazing gaze.

A woman-shaped brush made out of fiber consisting of 100% renewable raw material from the castor oil plant.  Due to the special brush shape the lashes are pushed upwards during the application and become ultra-curled and lengthened while they get covered with the bulk. The semi-closed surface of the brush makes the lashes  easier to fall into the gaps, where the bulk is deposited inside, and thus more bulk can be transported onto the lashes resulting intensive volume and ultra-definition. The stronger fiber structure also ensures very good separation.

The impeccable cohesion of formula and the structure of the mascara wand leaves no eyelash untouched by product coating even the tiniest, peskiest hair while ensuring a dosed delivery of the bulk with every single stroke for eye-opening definition.

- Suitable for all types and conditions of eyelashes.
- Best performance for short, fine and droopy lashes.
- Paraben and Gluten free.
- Ophthalmologically tested.




ALIX AVIEN
PARIS
ULTRA DEFINITION MASCARA

# ULTRA DEFINITION MASCARA SAXE BLUE & BROWN

Discover the expertly crafted **Ultra Definition Mascara**, designed to deliver perfectly defined and voluminous lashes. Its advanced formula ensures a clump-free, lightweight application that builds dramatic volume without weighing lashes down. Available in both Brown and Saxe Blue, it offers the versatility to enhance either a natural or bold look, providing long-lasting, flawless definition.

The **Brown** shade creates a natural yet striking effect, perfect for enhancing brown, hazel or green eyes. It adds subtle depth and richness, making the eyes appear softer and more defined. On the other hand, **Saxe Blue** intensifies blue and green eyes while offering a stunning contrast for brown or hazel eyes, resulting in a vibrant and captivating allure.

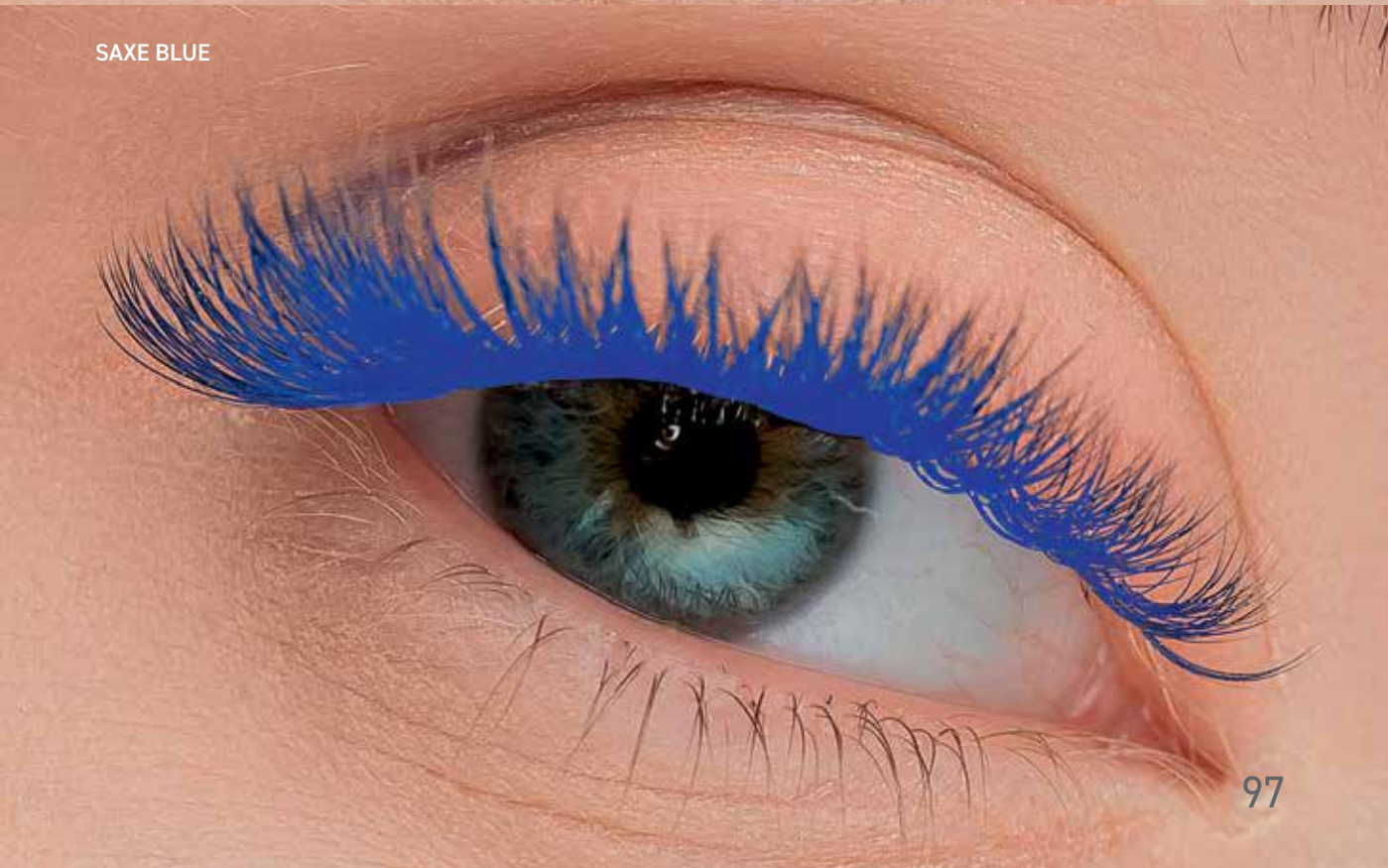
Equipped with a sustainably sourced,; fiber-based brush made from renewable castor oil plant material, **Ultra Definition Mascara** effortlessly lifts, curls and separates lashes. Its innovative brush design allows for optimal product transfer, delivering intense volume and precise application. Each stroke coats every lash for a bold, eye-opening finish.



- Suitable for all types and conditions of eyelashes.
- Best performance for short, fine and droopy lashes.
- Paraben and Gluten free.
- Ophthalmologically tested.



BROWN



SAXE BLUE

# CAPTIVATING LOOK MASCARA

Captivating Mascara is made from 77% ingredients of natural origin. It is enriched with a synergistic blend of soft and malleable waxes, such as Mineral Waxes, Copernicia Cerifera Cera, Rice Derived Wax and Vegan Beeswax, which give the texture creaminess and high flexibility, guaranteeing a durable, extra-volume effect.

Laced with a humectant, a great moisturizing ingredient that helps to create a soft and smooth texture while promoting moisture retention in the lashes for long-lasting results. The special peptide in the formula aids to stimulate melanin synthesis to intensify the natural pigmentation of the lashes.

Features a twisted-wire, fiber brush in a classic cylindrical conical shape: the irregular surface of fiber makes possible to pick up plenty of the formula and apply it just as quickly. A closed surface of the brush ensures a dosed delivery of the bulk with every single stroke. The brush has a distinctive cross section with a choice of different numbers of edges for substantially increased eyelash volume.

The tapered brush tip easily reaches the smaller lashes in the corner of the eyes without smudging the eyelid.  A brush that gives all to the lashes: volume, defining, lengthening and curling for captivating and mesmerizing eye look.

- Suitable for all skin types.
- Paraben and Gluten free.
- Ophthalmologically tested.



# LASH STYLER MASCARA




Lash Styler Designer Mascara is made from 85% ingredients of natural origin. The balanced blend of Olive Derived Wax, Copernicia Cerifera Cera, Rice Derived Wax, Shorea Wax and Bayberry Fruit Wax helps to define and length lashes with superior long lasing, durable hold. while delivering emollient, thickening and moisturizing effects. Packed with good-for-the-lashes actives for hydrating and conditioning properties.

The formula is enriched with precious diamond powder and black fibers with "flower" shape that improve volume for an amazing gaze. This mascara works wonders thanks to its extra big, woman-shaped brush that provides heavenly elongated eyelashes. The semi-closed surface of the brush enables an even delivery of the bulk and perfectly separates the lashes.

Due to the special hourglass-shaped brush the lashes are pushed upwards during the application and become curled and lengthened while they get covered with the bulk. Optimum lash lengthening and no clumps thanks to the wedge-shaped briste fibres that penetrate the lashes more easily to ensure ideal combability and better separation of the eyelashes.

- Suitable for all skin types.
- Paraben and Gluten free.
- Ophthalmologically tested.

# LASH PERFORMER MASCARA

Lash Performer Mascara is made from 85% ingredients of natural origin. The balanced blend of Olive Derived Wax, Copernicia Cerifera Cera, Rice Derived Wax, Shorea Wax and Bayberry Fruit Wax helps to define and length lashes with superior long lasing, durable hold while delivering emollient, thickening and moisturizing effects.

Packed with good-for-the-lashes actives for hydrating and conditioning properties. The long-wear formula is powered by precious diamond powder and black fibers with “flower” shape that improve volume for an amazing gaze.

The precise shaped twisted-wire brush enables even more absorption of mascara. Its triangular shape further adds perfect separation and enhances the eyelashes perfectly. The brush has a distinctive cross section with a choice of different numbers of edges for substantially increased eyelash volume.

The special cut and the open surface of the brush make the lashes easier to fall into the gaps, where the bulk is deposited inside, and thus more bulk can be transported onto the lashes. The conical shape of the brush enables a convenient and defined application especially at the corner of the eyes to reach and intensify even the most delicate lashes.




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



# VOLUME DESIGNER MASCARA

Volume Designer Mascara is made from 77% ingredients of natural origin. It is enriched with a synergistic blend of soft and malleable waxes, such as Mineral Waxes, Copernicia Cerifera Cera, Rice Derived Wax and Vegan Beeswax, which give the texture creaminess and high flexibility, guaranteeing a durable, extra-volume effect.

Laced with a humectant, a great moisturizing ingredient that helps to create a soft and smooth texture while promoting Moisture retention in the lashes for long-lasting results. The special peptide in the formula aids to stimulate melanin synthesis to intensify the natural pigmentation of the lashes.

The multi-functional formula unites the fiber brush with the big diameter of the wire and an open surface. The special structure of brush makes the lashes easier to fall into the gaps, where the bulk is deposited inside for more bulk to transport onto the lashes.

The strong fiber enables easiest combing because the bristles grab noticeably every single lash.




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



# VOLUME MASCARA

A volumizing and curl-enhancing mascara that has been developed to densify, lift and curl lashes for fanned-out effect. Creamy formula that is easy to apply, gives an enveloping effect and enhances the look with a highly spectacular finish that lasts. Dries quickly upon application assuring a flake-free result that keeps lashes still feel flexible, not stiff and brittle.

The curve of the silicone brush ensures an instant volume-enhancing and lifting effect offering the most stunning eyelash makeup. Laced with panthenol that helps to improve eyelashes appearance while nourishing and strengthening them, also preventing eyelashes damage.




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

# 3in1 MASCARA




A mascara that has been created to provide lashes an impressive length, volume and definition. Creamy formula that is easy

to apply, gives an enveloping effect and enhances the look with a highly spectacular finish that lasts. Dries quickly upon application assuring a flake-free result that keeps lashes still feel flexible, not stiff and brittle.

Offering the most stunning eyelash makeup, the mascara grips even the shortest eyelashes thanks to its flexible silicone brush.

Laced with panthenol that helps to improve eyelashes appearance while nourishing and strengthening them, also preventing eyelashes damage.

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

# WATERPROOF MASCARA

Discover the resounding volume effect with Waterproof Mascara that combined with the benefit of a waterproof formula. It confronts hot weather, water at the pool and by the seaside or humidity at the gym, always keeping a perfect seductive gaze.

The formula has been studied to give to the lashes a powerful volume and instant exaggerated long-lasting lash thickness.

The uniquely designed, silicone brush wraps around each lash tightly to create a natural curl and provides impressive volume and length with its highly pigmented content.

Even when applied in layers, the non-clumping mascara is to become an indispensable piece in the make-up bag.




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


WATERPROOF MASCARA

# EXPRESSIVE HARMONY EYESHADOW PALETTE



Introducing the Expressive Harmony Eyeshadow Palette series, available in six stunning combinations: **Magical Softness, Unforgettable Look, Mild Coffees, Harmony Of Colors, Masterful Accents, Chic Preciosity,** Each palette features a mix of matte, pearlescent and shimmering shades. Our matte shades, created with Jet Mill Technology offer an ultra-fine seamless application. The pearlescent and shimmering shades, enriched with Pearl Powder to ensure a radiant glow' Formulated with a blend of Microsphere Suspended Pure Pigments and Powders, our eyeshadows deliver maximum color clarity and a shine-absorbing matte effect. Mineral pigments soothe the skin while special fillers and pigments enhance skin adhesion and provide a smooth, luxurious texture. These innovative ingredients guarantee a flawless, long-lasting performance.

Housed in a mirrored compact for easy use these palettes offer superior smoothness and effortless blendability. From true matte to shimmering pearl finishes, our eyeshadows are perfect for creating versatile looks from subtle day styles to captivating smoky eyes.

- Available in 6 different palettes.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.
- Ophthalmologically tested



**801** MAGICAL SOFTNESS



**802** UNFORGETTABLE LOOK



**803** MILD COFFEES



**804** HARMONY OF COLORS



**805** MASTERFUL ACCENTS



**806** CHIC PRECIOSITY

# DUO EYESHADOW

A collection of duo eyeshadow to enhance the eyes with intense color and create endless glamorous looks. A silky-smooth, highly pigmented texture ensures maximum color clarity and buildable color pay-off for unlimited makeup looks whatever the occasion.

High performance formula offers superior blendability, even application and effortless, flawless spreadability.

Includes two shades - matte and pearlescent that can be used on their own or in combination, for a complete and striking look.

Available in 7 shade harmonies and presented in a mirrored compact with a double-ended applicator for an easy, precise application.




- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.
- Ophthalmologically tested.



**201-1** PEARLY WHITE
**201-2** BLACK VELVET



**202-1** BLUE GRAY
**202-2** PEARLY NAVY



**203-1** PEARLY SAGE
**203-2** KHAKI



**204-1** PUMPKIN CAKE
**204-2** PEARLY CINNAMON



**205-1** WARM NUDE
**205-2** PEARLY PEANUT



**206-1** POWER OF PEARLS
**206-2** CREAMY BROWN



**207-1** SOFT BEIGE
**207-2** WALNUT

NEW

# INTENSE GEL LINER

Alix Avien Intense Gel Eyeliner provides a matte finish and clear lines with its creamy-gel texture. Thanks to its smooth silky texture, it is applied gently and does not create a feeling of tension.

With its rich pigment content, it offers deep color from the first touch. Waterproof and water-resistant, it promises a fade-free look for up to 18 hours. Perfect for thin eyeliner lines or smoky eye makeup effects.

Available in 4 colors in a practical glass jar.



- Suitable for all skin types.
- Paraben and Gluten free.
- Ophthalmologically tested.




**01** BLACK




**02** DEEP MAHOGANY




**03** RUSSET BROWN




**04** ONYX BROWN

# BLACK MATTE DIPLINER

A liquid eyeliner designed to provide high definition and depth to your eye make up look, giving your eyes the perfect lines and a beautiful matte finish.

The lightweight texture dries quickly, offers high colour intensity and a rich, deep hue which is water proof, transfer proof, sweat proof & smudge proof. The formula glides on smoothly with just one sweep of deep black matte shade. The ultra long-lasting eyeliner lasts for up to 17 hours even in the most extreme conditions – resistant to hottest and humid environments.

The blend of Panthenol, Ceramids and Sodium Hyaluronate provides hydration to the skin for conditioning, softening and moisturizing properties. Featuring a soft felt-tip applicator, Black Matte Dipliner offers a precise, mistake-free application for everyone from beginners to pros.

- Suitable for all skin types and sensitive eyes.
- Paraben and Gluten free.
- Dermatologically tested.
- Ophthalmologically tested.






# ULTRA BLACK DIPLINER

An ultra-fine felt-tip liquid liner that delivers precise definition in one single stroke.

The unique dipliner that is more assertive, more intense in one application provides extra black permanence throughout the day with its water-resistant formula.

Featuring an ergonomic elongated, soft applicator that flawlessly creates any eye makeup look - from sharp thin to dramatic bold lines without skipping or running.

The easy to use applicator ensures detailed control and deposits the perfect amount of product for a smooth, ultra defined lines.

- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.
- Ophthalmologically tested.

# EXTREME LASTING EFFECT EYE PENCIL

The ultimate wooden pencil eyeliner has been designed to line, define and shade eyes.

Highly blendable, water-smudge and transfer-proof Extreme Lasting Effect Eye Pencil Black glides on flawlessly and provides a deep shade that emphasizes the eyes precisely.

Perfect as a bold eyeliner or for a smokey eye look without fading or smudging.

Ideal for All-Day Wear with a staying power of up to 13 hours.

The super comfortable formula is effortless to remove




- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.
- Ophthalmologically tested.

# INKLINER




Cobalt Blue

Sacramento

Coffee Bean

Orion Gray

Black

A high-intensity felt-tip liquid eyeliner with a versatile application for a variety of looks and precise, rich color for up to 24 hours of wear.

This inky liner has been designed to provide complete control and flawlessly clean lines with a great staying power. Quick-drying formula glides on seamlessly without skipping or dragging delivering waterproof, smudge-proof and no-transfer finish.

Enriched with carbon black pigment that generates the optimal and full coverage of the blackest black. The soft and flexible tip ensures precise contouring in just one stroke following the curves of the eyes to create any type of lines—from thin to bold.

- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.
- Ophthalmologically tested.

# EYELINER PENCIL

A sharpenable wooden pencil eyeliner that lines, defines and shades eyes delivering a precise, uniform line of intense color. Formulated with selected combination of waxes and vegetable oils with different melting points for an extremely precise, highly-defined eye lining.

The soft, smooth texture glides on with comfortable ease, instantly depositing rich, matte color and wears for up to 7 hours.

Perfect for use as kohl kajal on the inner eye lid for expressive eye moments.

Waterproof but easy to remove.

- Available in 4 color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Ophthalmologically tested.






BLACK




DARK BLUE




BROWN




GREEN

# MASTER STAY EYESHADOW PENCIL




## PRODUCT SPECIFICATION:

A fluffy whipped cream packed in a solid eyeshadow stylo, a format that makes usage a breeze. An easy-to-apply, soft, lightweight formula sweeps on seamlessly, blends flawlessly, and sets to a long-lasting, metallic finish. Smudge-proof and waterproof flexible cream offers intense coverage in just one stroke and provides an effortless smooth-glide effect, ensuring an impeccable, streak-free result with 11 hours long lasting & waterproof performance.

Apart from trapping moisture, the combination of a silky high-tech oil and emollient helps in ultra-comfortable application and gives a weightless feel to the skin.

Master Stay Eyeshadow Pencil is great for versatility and on-the-go use: its pleasant-to-use texture is an excellent choice for layering as a base and an eyeshadow primer. Packaged in stick form with a pointed tip that allows to define eyes while using as an eyeliner.

Presented in 10 options to create limitless eye looks with amazing shades of pure, brilliant color.

## ADDITIONAL ADVANTAGES:

- Available in 10 color options
- Suitable for all skin types
- Paraben and Gluten-free
- Dermatologically tested
- Ophthalmologically tested

## KEY INGREDIENTS:

**A Polymer with High-Forming Properties**
In combination with volatile fluid, realizes the texture's lasting wear with flexible film.

**Sensorial Emollient**
Delivers light but creamy touch, ultra-comfortable application, and gives a weightless feel to the skin.

**Pure Pigment Blend**
Achieves an intense color payoff.

**Pearlescent Powder**
Adds a soft shimmer effect and creates a brilliant, metallic outlook.




**01** SANDY PEARL




**02** LUSTER BEIGE




**03** PEACHY GLOSSINESS




**04** SHIMMERING COPPER




**05** SHINY CAMEL




**06** GLEAMING MAROON




**07** AQUATIC RADIANCE




**08** GLISTERING NAVY




**09** SATINY GRAY




**10** AMARANTHINE

NEW

# EYE Tint

Its creamy, lightweight liquid texture delivers intense and vibrant color in a single stroke. The easy-to-blend formula glides smoothly over the eyelids for an even, seamless finish. Its smudge-resistant formula helps maintain vibrant color for up to 10 hours.

## KEY BENEFITS

- Intense color payoff in one stroke
- Creamy, easy-to-blend texture
- Up to 10-hour wear
- Smudge-resistant formula
- Smooth and even finish

## HOW TO USE

Apply directly onto the eyelids using the applicator. Gently blend with fingertips or an Eyeshadow Brush. Layer as desired for a more intense color effect.




101
Rose Beige
106
Dusty Pink
110
Rosy Red
112
Light Mauve
103
Crystal Violet
106
Dusty Pink
110
Rosy Red
112
Light Mauve
ALIX AVIEN
EYE TINT

NEW

# HOLOGRAPHİC Look Eye Pencil

Holographic Eye Pencil adds a multidimensional, light-catching holographic effect to eye makeup with its pearlescent pigments. Its waterproof and long-lasting formula delivers a vibrant and striking look throughout the day.

Thanks to its soft wax-based texture, it glides easily onto the eyelids, provides intense color in one stroke and dries quickly. Its color-shifting luminous finish enhances the eyes from every angle.

## KEY FEATURES

- Holographic & multi-chrome effect
- Waterproof, long-lasting formula
- Intense color in one stroke
- Soft and easy application
- Available in 4 shades

## KEY FEATURES

Apply along the lash line from the inner corner outward. Use alone or as a base before eyeshadow.






**02**
ICY
GLARE




**04**
SUNSET
COPPER




**09**
PLAYFUL
CHAMELEON




**10**
MULTICHROMATIC
BROWN

# SMOKY EYE PENCIL

A sharpenable, double-ended pencil that has been designed for a precise lining, tightlining, smudging to create a smoky effect and waterline application. The waterproof and smudge proof formula is ideal for the delicate lash line and inner rim providing run-proof eye definition.

The extremely soft, comfortable and highly blendable texture glides smoothly with no skipping or tugging, instantly depositing rich black, bright matte color that wears for up to 10 hours.

Offers a variety of effects - from subtle and defined to bold and dramatic - thanks to a built-in smudge-tip applicator.

- Suitable for all skin types.
- Paraben and Gluten free.
- Ophthalmologically tested.






# INNER EYELINER

An intense color inner eye pencil that acts as a liner and kajal enabling gentle,comfortable and smooth-gliding application. The ultra-soft creamy texture gives an excellent feel on the skin offering a precise and even lining with a high color pay-off in just one stroke.

Creates an impeccable wear time, last for 4 hours on the waterline and 5 hours as an eyeliner.

Presented in a warm nude shade to achieve a softer opened eyed look: it helps to brighten the eye area and make the look more awake when applied to the waterline.

- Suitable for all skin types.
- Paraben and Gluten free.
- Ophthalmologically tested.

NEW

# FIX & CARE BROW SETTER

Its easy-to-apply gel formula is enriched with film formers to shape and fix eyebrows.

Contains glycerin for long-lasting moisturization. A powerful active complex with biomimetic peptide and red clover flower extract; supports eyebrow growth and helps prevent loss. Widelash (Provitamin B5 + tripeptide) strengthens eyebrow roots and provides ideal anchorage.

In addition, Resurrection Plant extract offers nourishment, adhesion and increased intensity.




- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.


ALIX AVIEN
PARIS
Fix & Care
Brow Setter

YENİ

# BROW GROMMER Soap

Specially formulated to shape and fix the eyebrows, Alix Avien Brow Soap provides effortless application, strong long-lasting hold, and clean definition. It volumizes even the finest hairs without smudging or leaving residue, keeping brows perfectly styled all day.

Enriched with fixing agents, it offers a natural, non-sticky hold, while glycerin moisturizes and strengthens the brows. In the brown shade, refined color pigments add a natural tint and fuller, more defined look.

The product comes with a special fiber brush, available in Transparent and Brown shades:

- **Transparent:** Preserves the natural color of the brows while adding volume and fullness.
- **Brown:** Tints the brows with a soft tone, creating a naturally defined look.



**ADVANTAGES**

- Suitable for all skin types
- Free from parabens and gluten
- Dermatologically tested


ALIX AVIEN
PARIS
Brow Groomer
Soap

# EYEBROW MASCARA

A tinted eyebrow gel that has been designed to tame, fill and set eyebrows in one easy step.

The fiber-filled, water-resistant formula fulls and perfects brows with precise definition so brows appear naturally enhanced and groomed.

It instantly volumizes the brows providing medium coverage and dense-looking effect that lasts without feeling stiff thanks to a proper balance of texture's hardness and flexibility.

Brow Mascara contains Lakesis, an oil that is obtained by extraction from crystal drops collected on Pistacia lentiscus. This precious oil is known as a strong and effective on eyebrow lengthening.

This brow enhancer features the conical-shaped mini-brush that is extremely accurate for application.The sharp tip helps to define narrower parts of brows delivering a complete coating control of the final makeup effect.

- Available in 4 color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.






**801** SOFT BROWN




**802** BROWN




**803** DEEP BROWN




**804** TRUE GRAY

# PERFECT & FIX BROW PALETTE

A versatile palette designed to bring dimension to the eyebrows. Contains base/fixing wax, pressed powder and double sided head eyebrow brush to create customized brow makeup. Easy to create a base for shape and definition, fill in and darken barely-there brows, sculpt unruly ones and give thin, unformed brows some precision or drama.

The base/fixing wax is ideal for setting brows in place. Formulated with special components to enhance skin adhesion, impacts a smooth texture and provides an effortless blendability with flawless, even and homogeneous spreadability. The powder texture is developed with Jet Mill Technology for a high efficiency powder effect. Easy to blend, lightweight, ultra-comfortable brow powder reveals true color with a high coverage and velvety matte finish.

Presented in a mirrored compact with double sided head eyebrow brush, which has the spoolie brush on one end and the angled tip brush on the other for an easy, precise application.

- Available in 4 shade harmonies.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.
- Ophthalmologically tested.





**701** SOFT BROWN



**702** BROWN



**703** DEEP BROWN



**704** TRUE GRAY

# BROW EXPERT POWDERY LINER

The dual-sided, sharpenable wooden eyebrow pencil has extraordinary powdery and super soft texture. It has been designed to fill and define the brows precisely creating a fuller brow line for enhancing the eyes.

The highly pigmented formula glides on evenly with ease, defines and shapes brows delivering buildable, super blendable finish for a desired look. This long wearing brow pencil features the built-in grooming brush to blend the color for impeccable and homogeneous result. The handy integrated spoolie brush for combing the eyebrows is easy to use and offers maximum control.

Formulated with filling agents that are produced with Special Powder Technology to provide a powdery uniqueness and superior smoothness to the texture for an extremely flawless application, effortless and even blending.

It gives a velvety matte appearance with perfect color matching and shapes the eyebrows with up to 12 hours of staying power.

- Smudge-proof.
- Available in 7 different color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically and Ophthalmologically tested.






**107** DEEP GRAY




**106** BITTER BROWN




**105** GRAYISH BROWN




**104** DEEP CAMEL




**103** BROWN




**102** ASHY BROWN




**101** NUDE BROWN

# BROW LINER

A sharpenable wooden eyebrow pencil to sculpt the ideal brow shape.

The soft texture fills and refines little brow gaps accurately delivering a high color impact and homogeneous spreadability.

The wax-based formula applies easily, defines and shades perfectly ensuring a semi-matte finish for natural-looking brows.

Infused with a blend of Hydrogenated Oils to provide a soft, silky touch and pleasant texture leaving a luxurious skin feel after application.




- Available in 5 color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.




**155** ONYX




**154** DEEPEST BROWN




**153** CHOCOLATE BROWN




**152** DUSTY BROWN




**151** MEDIUM BROWN

# RETRACTABLE EYEBROW PENCIL

A slim, dual-ended, ultra-fine retractable pencil that naturally fills in brows and helps shape with precision.

The smooth, wax-based texture allows for an easy and even gliding providing flawless application and blending. Provides a natural look with the fine tip facilitating styling.

Features a spoolie brush to groom brow hair and diffuse color for a desired look.

Not requiring a sharpener makes the difference and the exclusive twist-off tip creates a more voluminous dimension for the eyebrows.




- Available in 3 color options.
- Suitable for all skin types.
- Paraben and Gluten free.
- Ophthalmologically tested.




NO:01 NO:02 NO:03

# LIPS

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

**Lipliners** to ensure a perfect precision for highly-defined lips, color intensity and the permanence of the makeup,

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

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


ALEX AVIEN

# STAYING POWER LIP PENCIL



Alix Avien Staying Power Lip Pencil with up to 7 hours of permanent water protection, easy to apply, extra soft and slippery.

Can be used alone or by applying with another lipsticks. It emphasizes the lip appearance by clarifying the lip lines or filling the inner area.

The long-lasting, matte finish, high-pigment, easy to apply.

Comfortable and slippery lip pencil has 10 different color options; that allow easy application of lipstick without drying the lip, thanks to the oils it contains.

- Available in 10 shades.
- Suitable for all types.
- Paraben and Gluten free.
- Dermatologically tested.

**51** PINKY BEIGE

**52** CARAMEL NUDE

**53** PEACHY NUDE

**54** SPICY TERRACOTTA

**55** CINNAMON

**56** WILD RED

**57** RASPBERRY

**58** CHERRY

**59** PLUM

**60** MAROON

**61** DEEP PUCE

**62** CHESNUT RED

**63** REDDISH BROWN

**64** BROWNISH PINK

**65** RUSTY ROSE

**66** ANTIQUE PINK

**67** GRIMSON PINK

**68** DUSTY CARMINE



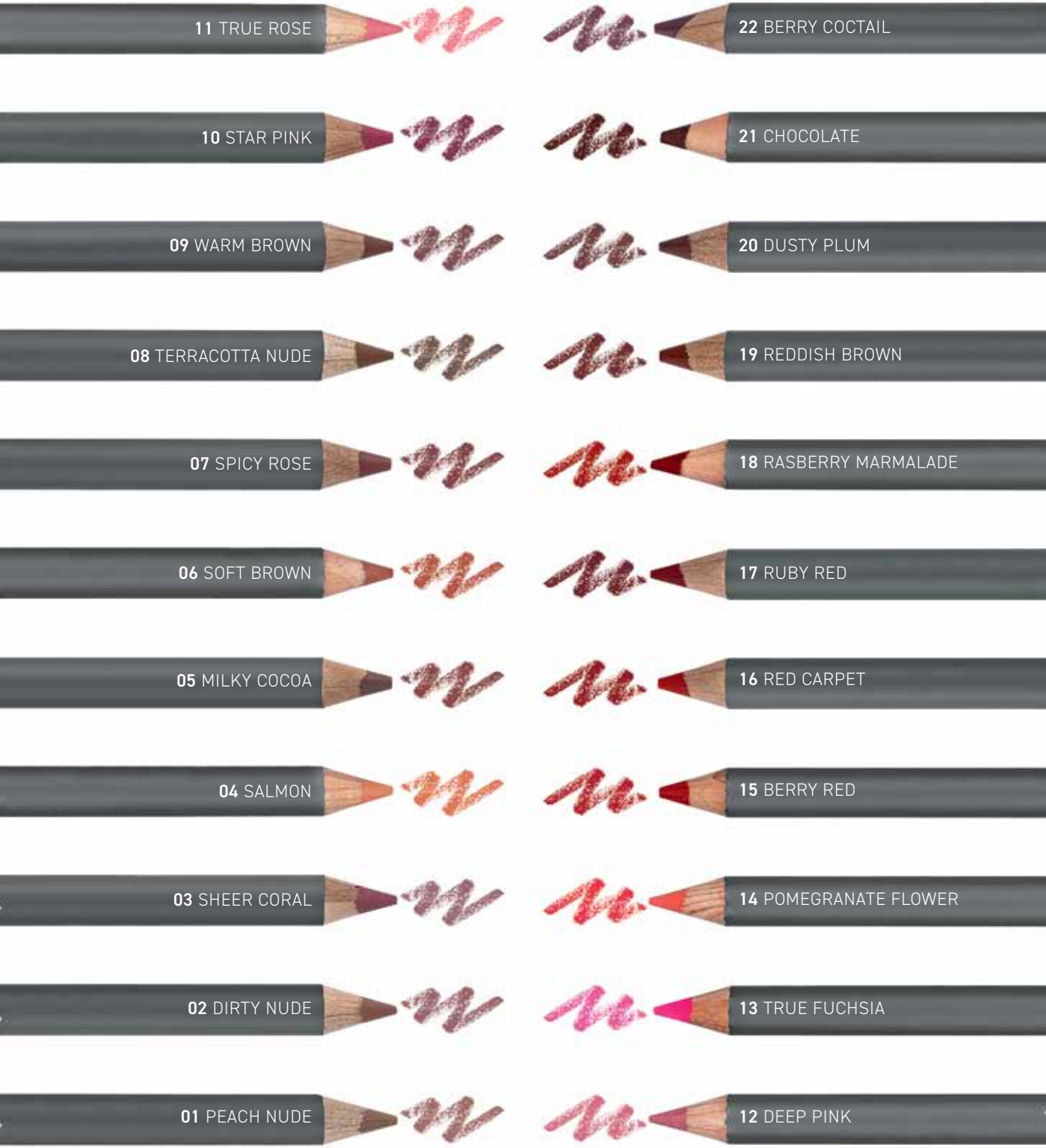
# LIPLINER PENCIL

A wooden, sharpenable pencil that allows perfect precision for highly-defined lip lining.

The highly pigmented, waterproof formula provides a long-lasting, matte color that stays true. Glides on smoothly, precisely defines or fills in lips preventing feathering for 5 hours.

- Available in 22 different colors that match Alix Avien Paris solid and liquid lip makeup products.
- Suitable for all types.
- Paraben and Gluten free.
- Dermatologically tested.




11 TRUE ROSE
10 STAR PINK
09 WARM BROWN
08 TERRACOTTA NUDE
07 SPICY ROSE
06 SOFT BROWN
05 MILKY COCOA
04 SALMON
03 SHEER CORAL
02 DIRTY NUDE
01 PEACH NUDE
22 BERRY COCTAIL
21 CHOCOLATE
20 DUSTY PLUM
19 REDDISH BROWN
18 RASBERRY MARMALADE
17 RUBY RED
16 RED CARPET
15 BERRY RED
14 POMEGRANATE FLOWER
13 TRUE FUCHSIA
12 DEEP PINK

# SATIN TOUCH LIPSTICK

A soft creamy textured lipstick that has been designed to provide the appearance of satin lips with a hint of sheen without the intense shininess and stickiness. It delivers rich and luxurious color while dressing the lips with nourishing and caring benefits. The pleasant applicable, long-lasting formula glides effortlessly over the lips like silk covering the lips with a delicate touch of bright, semi-matte finish.

High concentration of pigments transform in an instant lip fusion offering an intense and homogeneous release, right from first application. Satin Touch Lipstick is formulated with Avocado Oil for absolute comfort of softened and smoothened lips.

Presented in a specially designed metallized lipstick case with a magnetic closure not only secures the lipstick with a satisfying click but also adds an element of luxury and convenience to the user experience.

- Available in 28 different colors with a true silk satin effect.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.





**801** PASTEL APRICOT



**802** SATIN PEACH



**803** DUSTY PEACH



**804** TERRA ROSE



**805** COTTON ROSE



**806** CANDY PINK



**807** BUBBLEGUM PINK



**808** RUSTY ROSE



**809** ROASTED PINK



**810** ANTIQUE PINK



**811** SPICED APPLE CIDER



**812** WILDFLOWER



**813** TERRCOTTE ROSE



**814** COPPER RED



**815** ANCIENT COPPER



**816** GENUINE PINK



**817** CAVERNY CLAY



**818** ROOKWOOD TERRACOTTA



**819** RUSSET PINK



**820** BRIGHT MAROON



**821** A ESTHETIC MAROON



**822** VIVID AUBURN



**823** BRIGHT BURGUNDY



**824** BRICK RED



**825** SATIN RED



**826** ALLURE RED



**827** BORDEAUX



**828** MAHOGANY BROWN



# BEYOND CARE SHEER LIPSTICK

Infused with Apricot Kernel Oil, a potent moisturizing agent Beyond Care Sheer Lipstick shields the lips from harsh environmental factors such as wind and cold, creating a protective barrier. Enriched with Jojoba Oil, an exceptional moisturizer, it forms a layer that locks in hydration, ensuring the lips stay soft, smooth and shielded from environmental stressors. Shea Butter, renowned for its high vitamin content (A, E and F) locks in moisture, offering a soothing and softening effect while protecting lips from sun and wind exposure.

The formula is enhanced with Murumuru Butter, a richly emollient ingredient known for its ability to fortify the skin's barrier and boost elasticity. Murumuru Butter helps prevent dryness and chapping, restoring the natural suppleness of the lips and revitalizing dry, damaged areas. Coconut Oil, another star ingredient offers deep hydration that penetrates the skin layers, keeping the lips exceptionally soft and supple by forming a protective barrier. The inclusion of Avocado Oil further enhances this care formula by preventing moisture loss, while its high levels of Vitamins A, D and E and antioxidants form a protective layer, guarding against environmental damage and promoting a youthful appearance.

Encased in an elegant stylo with a magnetic closure, Beyond Care Sheer Lipstick is presented in seven sheer, energizing shades, offering a glossy finish that enhances the natural beauty of the lips.

- Available in 7 different colors with a glossy finish.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.





**901** SUGAR PINK



**902** SHEEN APRICOT



**903** LUSTER ROSE



**904** GLAZING RED



**905** SPARKLING COPPER



**906** SHIMMERING MAUVE



**907** GLOSSY ESPRESSO

# GLOSSY LIPSTICK

A super-creamy, high comfort lipstick for an ultra-seductive lips with its soothing and extremely covering texture.

The exceptionally soft and smooth formula allows for an easy and controlled application creating a uniform and pleasant film that adheres perfectly to the lips.

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

- Available in 24 rich, shiny color options.
- Suitable for all types.
- Paraben and Gluten free.
- Dermatologically tested.






**301** BRIGHT PINK




**302** NUDE




**303** NUDE ROSE




**304** NUDE APRICOT




**305** ROSE APRICOT




**306** SPICY ROSE




**307** SHEER CORAL




**308** TERRACOTTA NUDE




**309** PEACH NUDE




**310** SPICY TERRACOTTA




**311** MILKY COCOA




**312** TRUE ROSE




**313** TOO ROSE




**314** DIRTY ROSE




**315** GLOSSY PLUM




**316** DUSTY PLUM




**317** BRIGHT FUCHSIA




**318** BERRY




**319** DEEP FUCHSIA




**320** GLOSSY RED




**321** STUNNING RED




**322** CRANBERRY




**323** RUBY RED




**324** RASPBERRY MARMALADE



# MATTE LIPSTICK

Envelop the lips with an extraordinary comfortable velvet!

The weightless, creamy and comfortable lipstick glides seamlessly delivering a powder-soft finish and leaving lip skin smooth and flexible for long.

The highly pigmented formula provides a flawless coverage with a full and intense color dressing the lips with a seductive veil of matte color.

- Available in 24 attractive, velvet matte colors.
- Suitable for all types.
- Paraben and Gluten free.
- Dermatologically tested.






**401**
SOFT PINK




**402**
NUDE




**403**
CARAMEL NUDE




**404**
WARM CARAMEL




**405**
PEACH NUDE




**406**
SOFT TERRACOTTA




**407**
DUSTY ROSE




**408**
SPICY ROSE




**409**
ROSE APRICOT




**410**
ROSE CORAL




**411**
SPICY TERRACOTTA




**412**
WARM BROWN




**413**
DUSTY PLUM




**414**
DEEP PINK




**415**
DUSTY PINK




**416**
BERRY PINK




**417**
DEEP FUCHSIA




**418**
DARK BERRY




**419**
BERRY BASKET




**420**
WINE




**421**
ORANGE RED




**422**
WILD RED




**423**
WINE RED




**424**
RUBY RED


MATTE
LIPSTICK

# MATTE LIQUID LIPSTICK

Try this unique liquid lipstick with a versatile texture!

The secret to eye-catching lips, this matte liquid lipstick makes the difference with its ultra-smooth texture and durability features. Immediately upon application, an extremely soft, lightweight and comfortable formula adheres to the lips transforming into a velvety matte veil of color leaving a pleasant sensation on the lips.

The smooth creamy, non-sticky texture ensures a perfect coverage and true matte, smudge proof color that lasts 8 hours without drying the lips. This full-pigmented liquid lipstick guarantees a high color impact in a single swipe creating the appearance of fuller lips.

The handy flocked applicator hugs the lip contour shaping and lining lips for perfectly definition with every application.

- Available in 24 shades.
- Suitable for all types.
- Paraben and Gluten free.
- Dermatologically tested.





**501**
CARAMEL NUDE



**502**
PEACHY NUDE



**503**
TERRACOTTA NUDE



**504**
SPICY TERRACOTTA



**505**
NUDE PINK



**506**
DIRTY PINK



**507**
DARK DUSTY PINK



**508**
BRIGHT ROSE



**509**
BERRY



**510**
DARK ROSE



**511**
ASHY ROSE



**512**
BERRY COCTAIL




**513**
DRY CRANBERRY




**514**
BRIGHT FUCHSIA




**515**
ROYAL CRANBERRY




**516**
TRUE FUCHSIA




**517**
SWEET PLUM




**518**
BURGUNDY PLUM




**519**
DIRTY PLUM




**520**
RED CARPET




**521**
WILD RED




**522**
WINE RED




**523**
BERRY RED




**524**
RUBY RED



# SILKY CARE LIPGLOSS

Silky Care Lipgloss is a luxurious, high-performance product that delivers a radiant shine while nourishing and protecting your lips. Its non-sticky, long-lasting formula ensures comfortable wear, offering vibrant color and a high-gloss finish. The advanced film-forming properties contribute to a lasting shine and a durable finish, thanks to its non-volatile, non-migrating nature and excellent refractive index.

Infused with Coconut Oil, Shea Butter and Vitamin E, Silky Care Lipgloss deeply hydrates and shields your lips. Coconut Oil locks in moisture, Shea Butter provides lasting hydration and Vitamin E, a powerful antioxidant, protects against environmental stress, leaving your lips soft and smooth. Additionally, the formula includes Oil-Dispersed Sodium Hyaluronate for a plumping, deeply moisturizing effect while pearlescent powder adds a shimmering glow to the pearly shades. Encased in an elegant tube with a cushion-tip applicator, Silky Care Lipgloss ensures a seamless, precise and effortless application every time.

- Available in 14 different colors with pearlescent and glazy finishes.
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.





**301**
Pure Copper



**302**
Burnt Copper



**303**
Salmon Pink



**304**
Peach Blossom



**305**
Pink Terracotta



**306**
Glitters In Pink



**307**
Rose Petal



**308**
Flame Red



**309**
Sweet Cherry



**310**
Cherry Mauve

## NEW COLORS



**311**
Baby Pink



**312**
Peachy Beige



**313**
Wine Berry



**314**
Espress

# MAXIVOLUMIZER LIPGLOSS

Achieve fuller and more radiant lips with the MaxiVolumizer Lipgloss!

This premium gloss provides a luminous and smooth finish while its lightweight, non-sticky formula makes it suitable for everyday use. It enhances lip volume and ensures lasting softness throughout the day.

MaxiVolumizer Lipgloss is enriched with nourishing ingredients that care for your lips.

Shea Butter and Vitamin E moisturize and soften, while Sodium Hyaluronate helps to repair and hydrate the lips. A bionic tripeptide in the formula helps to boost the synthesis of collagen making the lips thickening and full, more moisturized and plumper appearance.

With its Jumbo size applicator, applying MaxiVolumizer Lipgloss is incrediably easy. It adheres securely to the lips without transferring onto the skin. Enjoy the benefits of voluminous and glossy lips all day long.

- Available in 20 different colors with pearlescent and glazy finishes.
- Suitable for all skin types.
- Paraben and gluten free.
- Dermatologically tested.






**201** MAXI CRYSTAL




**202** MAXI PEARL




**203** MAGICAL DUST




**204** PEARLY QUEEN




**205** SWEET GLEAM




**206** PEACHY STARDUST




**207** ROSY VIOLET




**208** SPARKLING GLAZE




**209** ROSY COPPER




**210** SUNNY GLAZE




**211** PEARLY CANDY




**212** GLAZED PEACH




**213** MIRRORED PINK




**214** DANCE OF PEARLS




**215** SHIMMERING MAUVE




**216** GLAZING FUCHIA




**217** POMEGRANATE BLOSSOM




**218** RED HOT LUSTER




**219** FOXY RED




**220** LUSCIOUS CHERRY



# LIPGLOSS

Get full, glossy lips without that sticky sensation!

An ultra-comfortable texture glides on silky-smooth, softens and conditions lips while giving a hint of color and gloss.

Contains vitamin E that hydrates and softens lips, imparts a moisturizing feel.

Presented in 13 luxurious, ultra-flattering hues. Each vibrant, glistening lip color offers sheer-to-medium coverage.

The handy, doe foot 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.




- Available in 13 shades.
- Suitable for all types.
- Paraben and Gluten free.
- Dermatologically tested.



**01** ROSE PINK



**02** DUSTY ROSE



**03** TAWNY ROSE



**04** PEACHY ROSE



**05** SOFT CARAMEL



**06** JUICY CHERRY



**07** GLOSSY PURITY



**08** BABE NUDE



**09** SOFTLY PINK



**10** SWEET CARAMEL



**11** CHOCOLATE KISS



**12** JUICY STRAWBERRY



**13** DIAMOND BURST

NEW

# VIVID
# Lip Gloss

Its ultra-comfortable, non-sticky texture delivers vibrant color and intense shine to the lips. Enriched with Vitamin E, the formula helps moisturize and soften the lips while supporting a smooth, cared-for appearance. The practical applicator provides easy, controlled and even application.

## KEY BENEFITS

- Vibrant, glossy color
- Comfortable, non-sticky texture
- Formula enriched with Vitamin E
- Helps keep lips soft and moisturized
- Easy and controlled application

## HOW TO USE

Apply directly to clean, dry lips using the applicator. Wear alone for a glossy finish or layer over lip color for extra shine. Reapply as desired.




**103** Crystal Violet
**106** Dusty Pink
**110** Rosy Red
**112** Light Mauve
**104** Sparkling Salmon
ALIX AVIEN
Vivid Lip Gloss

NEW

# DELICATE GLAM Lip Tint




Its lightweight and comfortable texture delivers intense, vibrant and glossy color in a single swipe. The water-resistant and transfer-proof formula provides up to 12 hours of wear without a heavy feeling. Its moisturizing formula helps leave the lips looking smooth, fuller and hydrated, while the soft-tip applicator allows precise and even application.

## KEY FEATURES

- Single-swipe vibrant color
- Up to 12-hour wear
- Water-resistant formula
- Transfer-proof texture
- Glossy and moisturized look

## HOW TO USE

Apply directly onto clean, dry lips using the applicator. Use a single layer for a natural look or build up the color intensity as desired.




**701**
Nude
Ginger




**702**
Candy
Rose




**703**
Dirty
Peach




**704**
Mauve
Pink




**705**
Brick
Brown




**706**
Wild
Berry




**707**
Stunning
Cherry




**708**
Purple
Addiction




**709**
Ruby
Sensation

# MASTER ART LIP PALETTE



Introducing the Master Art Lip Palette an essential for lip artistry. This palette features a rich variety of shades with a creamy texture for seamless application and long-lasting wear. Perfect for both bold and subtle looks, it's a must-have for makeup enthusiasts and professionals alike.

The Master Art Lip Palette offers shades from nudes and reds to pinks and plums. Each highly pigmented color delivers intense payoff with one swipe. The buildable formula allows for customizable coverage from sheer to full. With matte finishes, it's a versatile tool for any makeup look.

Crafted with top-quality ingredients, the Master Art Lip Palette ensures exceptional comfort and hydration. Enriched with vitamin E and shea butter, it keeps lips soft and moisturized all day. Its sleek, professional-grade packaging makes it a luxurious yet practical addition to any makeup collection.

- Available in 18 main shades and 6 primary colors
- Suitable for all skin types.
- Paraben and Gluten free.
- Dermatologically tested.




Create an endless array of lip looks by mixing any of the 24 shades together for your own custom matte shades

# NAILS

**Alix Avien** nail products accompany you to design the nails with a touch of art by:

- Achieving the perfect result with a flawless and effortless application as it was made by the professionals,
- Delivering up to 7 days of wear and perfect look,
- Providing an excellent harmony of the brush with the texture to spread the product impeccably for not-a-streak-insight-coating,
- Drying fast,
- Offering various shiny colors.


ALIX AVIEN™
PARIS

NEW

# 3-IN-1 NAIL POLISH REMOVER SPRAY

This innovative 3-in-1 nail polish remover spray combines polish removal, nail surface prep, and care in a single step.

Despite its gentle formula, it delivers powerful performance—dissolving nail polish effectively without leaving residue, while cleansing the nail surface of oils and impurities to prep for the next application.

Infused with hydrating agents, it helps improve the appearance of nails, leaving them looking healthier, stronger, and well-conditioned.

Its non-aerosol spray format allows for fast, hygienic, and mess-free application—no cotton pads or spills required.

Enriched with a refreshing green apple fragrance, it offers a more pleasant user experience compared to conventional polish removers with harsh chemical odors.

Performs exceptionally well even on glitter, red, or multi-layered polishes.

Suitable for use after gel or acrylic nail treatments.

- Acetone-free formula.
- Non-aerosol spray format for hygienic and practical use.
- Dermatologically tested.
- Suitable for all nail types.




ALIX AVIEN
PARIS
remover
NO GAS
MANICURIST'S
CLEANING
SPRAY
75 ml e 2.54 fl

# NAIL WELLNESS

A nail wellness group which supports nails to be stronger and gives nail lacquers a longer permanence and extra shine.

**I 4 in1 Base and Top Coat:** A multi-functional product that combines the benefits of nail treatment, clear nail polish, base and top coat. The fluid texture allows for effortless quick application delivering a convenient drying time

**I SOS Top Coat:** A unique top coat that offers a layer of a high protection to nail polish. It extends the wear of nail color delivering a brilliant gloss with a high impact voluminous coating.

**I 3 in 1 Hydrating Base:** A protective base that unites the advantages of moisturizing treatment, priming base and a clear nail color.

**I Instant Dry Top Coat:** A fast drying top coat that leaves nails touch dry in a flash. It instantly locks in nail color under a strong, smooth coating that durably protects nail polish against chipping to prolong its longevity.






4 IN 1 BASE & TOP COAT




SOS TOP COAT




3 IN 1 HYDRATING BASE




INSTANT - DRY TOP COAT

# NAIL LACQUER

Experience a salon-quality nail polish that provides up to 7 days of wear so you can get the nails you love all day, every day.

The polish's smooth texture allows for an impeccable application, controlled glide, not-a-streak-insight-coating with a flawless coverage and unique pigment suspension.

Produced with the newest technology preventing yellow stains.

The long lasting nail polish dries fast delivering a rich, impressive pay-off with a brilliant shine that guarantees for more than 5 days. Color locked in for up to 6 days without base or top coat.

The ergonomic applicator is easy to hold for a precise and professional application.

The long, classic tapered nail polish brush follows the shape of the nail, spreading the product perfectly.

- Available in 111 ultra-shiny, colorful options.





01



02



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04



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# NAIL POLISH GEL

**I UV Gel System:** The main material used in artificial nail applications. Dries in a UV lamp.

**I Primer:** Preparing the surface of the nail, it makes the base coat application easier.

**I Base Coat:** The first product to be applied to the nail surface as a thin or thick layer depending on the nail structure, and ensures that the color layers adhere perfectly to the nail.

**I Nail Polish Gel 1-110:** A colored nail polish that gives intense color and eye-catching shine. Lasts up to 3-4 weeks when applied correctly.

**I Top Coat:** Applied on the color coat; it is the last layer that keeps the layer shiny and stable and fixes the entire application.

**I Matte Top Coat:** A top coat that transforms any gel nail polish into enviable velvety matte finish and provides a powerful shield.



FOR PROFESSIONAL USE




UV GEL SYSTEM




PRIMER




BASE COAT GEL




NAIL POLISH GEL




TOP COAT GEL




MATTE TOP COAT

# NAIL POLISH GEL

A nail polish product group that gives long-term, eye-catching shine and intense color to the nails.

The product line includes; UV Gel System, Primer, Base Coat Gel, Top Coat Gel, Matte Top Coat and Nail Polish Gel.

Film-forming oligomers in its formula are activated by UV lamp and provide effective, long-term permanence and eye-catching shine, while special pigments give intense color.




Available in 110 different trendy colors.


NAIL POLISH GEL **01**


NAIL POLISH GEL **02**


NAIL POLISH GEL **03**


NAIL POLISH GEL **04**


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# BODY

**Alix Avien** body makeup products accompany you to offer an admirable skin look using:

**Leg & Body Foundation** that helps to eliminate skin imperfections by providing softness and smoothness,

**Shimmer Spray** to envelop the body with its breathtaking sparkles and impressive odour.



NEW

# LUNE
# Midnight Blue

Mysterious and passionate like the moonlight illuminating the night...

It opens with pear and orange blossom, while the spicy touch of pink pepper makes a bold start. Coffee, jasmine and vetiver meet at the heart; vanilla, patchouli and cedarwood envelop it with an enchanting warmth.

Rebellious, mysterious, and seductive... LUNE is the signature fragrance for those who embody the coffee-scented femme fatale spirit.









7 different fragrance options



NEW

# ETOILE
# Yellow Star

A feeling of freedom that shines like a star in the sky...

The fresh opening of mandarin, orange and grapefruit blends with the elegant heart of lavender, jasmine, rose and peach. The base, enriched with vanilla, cedarwood, tonka bean and sandalwood, reflects a masculine-feminine balance.

Strong, free and confident... ETOILE is the star for those who embody the 'boss lady' spirit with its clean lines.









17 different fragrance options



NEW

# FEU
# Red Fire

A captivating interplay of opposites, embodying both good and evil...

Spicy, fruity and floral top notes are balanced by a woody and floral heart. FEU closes with musk, amber and floral touches, evoking the dual nature of fire.

Seductive yet elegant... FEU is the fiery signature of women who embody the energy of the red carpet.









7 different fragrance options



NEW

# SOIE
# Green Silk

A simple yet sophisticated touch...

Opening with citrus and fresh flowers, the perfume gains elegance at its heart with the pearl flower. With floral and musk base notes, it leaves a natural glow on the skin.

Clean, sophisticated, and natural... SOIE is the perfume for women who draw their quiet strength from the elegance of minimalism.









17 different fragrance options



NEW

# REVE
# Purple Dream

The magic of depth and elegance...

The journey begins with fresh and green top notes, taking on a whole new dimension with ozonic and woody heart notes. The final touch, combined with sweet and musky base notes, creates a dreamlike intensity.

Intense, charismatic and introspective... REVE is the signature scent for women who captivate with their depth, perfect for the night.









7 different fragrance options



NEW

# ECLAT
# Dark Pink Sparkle

A bright sparkle that combines energy, light and fun...

A lively opening of citrus, pear and red fruits; romanticised with a heart of rose and white flowers. Cedarwood, musk and soft cosmetic touches provide a fresh and sweet finish.

Flirtatious, energetic, and social... ECLAT is the brightest star of summer parties.









7 different fragrance options



NEW

# ZEİRA
# Dream of Orange

An exotic and sweet opening... The vibrant energy of dragon fruit blends with the warm, seductive touch of caramel.

At its heart, red peony gives the fragrance a romantic, elegant, and feminine character.

A captivating harmony of vanilla, patchouli, and amber... ZEIRA leaves an alluring and unforgettable trail.









17 different fragrance options



# LEG & BODY FOUNDATION

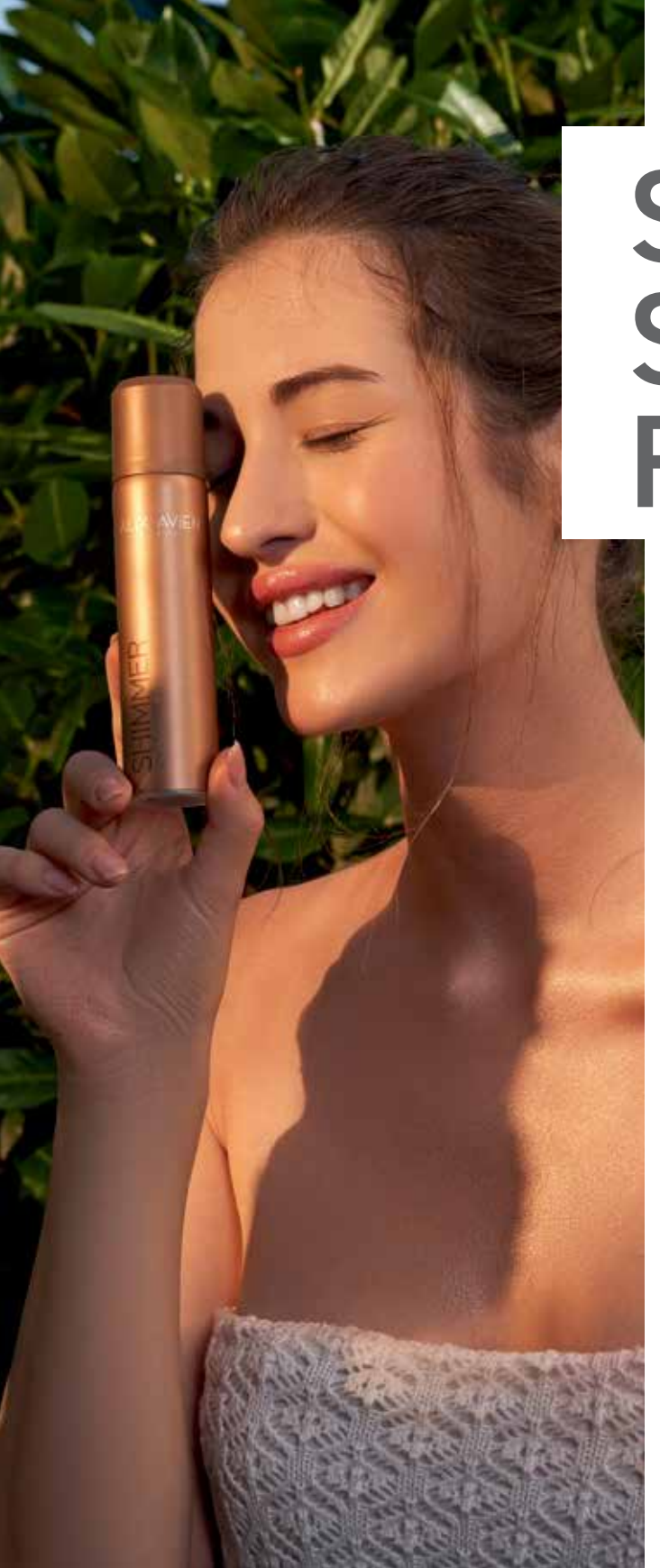
A body makeup product that eliminates color imperfections by covering the spots on the skin with its highly concealing, long wearing properties.

A lightweight, buildable and blendable spray-on formula is infused with a natural humectant for moisturizing effect and radiant finish.

Suitable for use on legs and body of all skin types.




- 5 different color options.
- Paraben and Gluten free.
- Dermatologically tested.




# SHIMMER SPRAY FOR BODY

Enjoy a gorgeous glowing skin with the Shimmer Spray for Body.

The pearlescent infused texture illuminates skin providing a vibrant and bronze appearance without the need for sunlight.

Suitable for use on legs and body of all skin types.

The fast-absorbing formula is to accompany you throughout the day with its impressive odour.

- 2 different color options.
- Paraben free.
- Dermatologically tested.

# CLEANSING

**Everywhere Make-up Remover Wet Wipes** gently cleanses the skin, removes even heavy make-up and does not irritate the skin,

**Multifunctional Make-up Remover** removes make-up residues and water-resistant products with its dual-phase power, intense moisture retention and skin-protecting antioxidant properties,

**One-Step Make-up Remover Oil** removes all make-up quickly and flawlessly with its formula that turns into a light, milky consistency when in contact with water.


ALIX AVIEN
PARIS
PRE & POST
MAKEUP FIXING SPRAY
Alcohol Free Formula
ALIX AVIEN
PARIS
ONE-STEP MAKEUP
CLEANSING OIL
Easy & Effortless & Effective
ALIX AVIEN
PARIS
MULTIFUNCTIONAL
MAKEUP REMOVER
Dual-Phase Formula
Face & Eyes & Lips

# ALL OVER MAKEUP REMOVER WET WIPES



Experience the ultimate convenience with our All Over Makeup Remover Wet Wipes, now in a 30 pack. Ideal for busy days, these wipes efficiently remove makeup from face, eyes, and lips. The gentle formula, with up to 80% natural origin, cleanses away dirt, impurities, and waterproof makeup without irritation, leaving your skin refreshed in one step.

Besides cleansing, these wipes nourish your skin. Infused with natural Squalene and Glycerin, they moisturize and soften, promoting a youthful appearance. Hydrosella™ delivers lasting hydration up to 72 hours, enhancing skin health and elasticity.

Boost your skin's radiance and tone with Apricot Kernel Oil, rich in Vitamins E and A. This oil shields against environmental damage, reduces fine lines, and improves clarity. Packaged for convenience, these biodegradable wipes are perfect for travel, keeping your skin radiant and healthy on the go.

- Suitable for all skin types.
- Paraben and Gluten free.
- Waterproof formula.
- Hypoallergenic.
- Dermatologically and Ophthalmologically tested.


Formulated with over 80% naturally sourced ingredients
ALIX AVIEN
PARIS
ALL OVER MAKEUP REMOVER
DEMAQUILLANT TOUT USAGE
Cleansing Wet Wipes
Lingettes Humides Nettoyantes
OPEN HERE
All Skin Types

NEW

# ONE SHOT CLEANING
## Make Up Sponge

Designed for versatile use, this ultrasoft makeup sponge set enhances your skincare routine with comfort and practicality. It is suitable for makeup removal, face cleansing, deep skin purification, and brightening treatments, as well as daily care routines such as mask removal and spa applications for both face and body.

Its special texture expands when wet, allowing it to gently adapt to the skin while minimizing friction during use. It helps effectively remove makeup residues,supports deep cleansing, and leaves the skin feeling refreshed and clean.

Its special texture expands when wet, allowing it to gently adapt to the skin while minimizing friction during use. It helps effectively remove makeup residues,supports deep cleansing, and leaves the skin feeling refreshed and clean.

- Multi-Purpose
- Long-Lasting
- Ultra-Soft





NEW

# Magic CLEANSING SPONGE

Alix Avien Magic Cleansing Sponge helps remove makeup residue and surface impurities using only water. Its soft porous texture leaves the skin feeling fresh and clean.

The set includes two sponges for different areas of use.

### Oval Sponge
The light grey oval sponge is ideal for delicate areas of the face.

### Square Sponge
The dark grey square sponge helps remove face makeup such as foundation, blush, bronzer and powder.

### FEATURES
Water-only use. Soft porous texture. Reusable. Suitable for daily use and travel.

### HOW TO USE
Wet and squeeze. Use the oval sponge on delicate facial areas and the square sponge for face makeup. Rinse and dry.




ALIX AVIEN
ALIX AVIEN

# MULTIFUNCTIONAL MAKEUP REMOVER

Designed for the face, eyes and lips, including waterproof make-up, it effectively cleanses without irritation

Formulated with Moisturizes, Squalene and Glycerin, it retains skin's moisture and restores moisture balance, leaving skin soft and supple. Vitamin E provides antioxidant protection against daily environmental stressors.

The non-greasy, fragrance-free formula is suitable for all skin types, including sensitive eyes and contact lens wearers. Provides quick removal of make-up.




- Suitable for all skin types.
- Paraben and Gluten free.
- Non-comedogenic.
- Fragrance and Mineral Oil free.
- Dermatologically and Ophthalmologically tested.

# ONE-STEP MAKEUP CLEANSING OIL




It transforms into a weightless, milky liquid on contact with water and removes all types of make-up, including waterproof.

Containing high-performance vegetable oils such as Coconut Oil and Apricot Kernel Oil, this cleanser nourishes and softens the skin while promoting a radiant and even skin tone.

Rich in vitamins and antioxidants, it protects against free radicals and restores skin's natural moisture balance with Squalene. It leaves skin feeling super soft and refreshed for a long time.

- Suitable for all skin types.
- Paraben and Gluten free.
- Non-comedogenic.
- Mineral Oil free.
- Dermatologically and Ophthalmologically tested.

NEW

# MELT AWAY MAKEUP
# Cleansing Balm

Its melting balm texture **helps gently remove face, eye and lip makeup.** It cleanses stubborn and waterproof makeup, dirt and excess oil without drying out the skin. Enriched with **Jojoba Oil, Sunflower Oil, Bisabolol and Bakuchiol**, its formula helps leave the skin feeling soft, smooth and refreshed.




## KEY FEATURES

- Soft melting balm texture
- Removes face, eye and lip makeup
- Helps cleanse waterproof makeup
- Cleanses without drying out the skin
- Suitable for all skin types

## HOW TO USE

Apply onto dry skin, massage gently to dissolve makeup and rinse thoroughly with water.


MELT AWAY MAKEUP
CLEANSING BALM
Jojoba Oil
Bisabolol
Bakuchiol
Enriched with Bakuchiol and natural oils, this cleansing balm gently removes waterproof makeup and impurities without drying the skin, while providing nourishing and soothing care.
ALIX
MELT AWAY MAKEUP
CLEANSING BALM
Jojoba Oil • Bisabolol • Bakuchiol
ALIX

NEW

# TONICS

**Purifying & Pore Tightening Tonic:**

A tonic with AHA & BHA that purifies the skin, balances sebum, and helps reduce clogged pores. It supports clearer, brighter-looking skin by minimizing acne and fading blemishes. Enriched with Sodium Hyaluronate to maintain moisture and leave the skin smoother. Suitable for all skin types, especially oily and combination skin.

**How to use:** Apply with a cotton pad onto clean skin before moisturizer. Avoid eye contact.

**Moisturizing & Brightening Tonic:**

A hydrating and brightening tonic that helps prevent wrinkles by creating a moisture veil on the skin. Enriched with plant-derived PDRN to support rejuvenation, strengthen the skin barrier, and improve texture. Formulated with plant cell culture technology for antioxidant protection and reduced wrinkle appearance. Infused with Glutathione to defend against oxidative damage, even skin tone, and promote a brighter, youthful look. Suitable for all skin types.

**How to use:** Apply with a cotton pad onto clean skin before moisturizer. Avoid eye contact.




PURIFYING & PORE TIGHTENING TONIC
SKIN TONE EVENER
AHA & BHA
Glycolic Acid | Succinic Acid
Sodium Hyaluronate
Mild Exfoliation | Oil Control
Pore Size Reduction | Smooth and soften Skin
Anti - Acne | Hyperpigmentation
Moisture Retention | Collagen Booster
200 ml ℮ 6.76 fl. oz.
ALIX AV
MOISTURIZING & BRIGHTENING TONIC
ANTI - WRINKLE EFFECT
ALIX AV

NEW

# Thermal Spring WATER SPRAY

Its lightweight formula enriched with mineral-rich thermal spring water helps instantly refresh and comfort the skin. It supports the skin's moisture balance, leaving it feeling fresh and comfortable. Suitable for use before makeup, after makeup and throughout the day.

## KEY FEATURES

- Instant freshness and comfort
- Helps support the skin's moisture balance
- Lightweight and gentle formula
- Suitable for all skin types

## HOW TO USE

Close your eyes and spray evenly onto the face from a distance of 20–30 cm. Reapply throughout the day as needed.




ALIX AVIEN
THERMAL
SPRING WATER
SPRAY
SENSITIVE SKIN
Soothes and softens
75 ml 2.54 fl oz

# ACCESSORIES

**Alix Avien** accessories and sprays play a significant role to get a perfect result:

**Eyelashes** create a stunning look,

**Make Up Fixing Spray** fixes and prolongs the hold of makeup with its gas-free, water resistant and anti-smudge formula without drying the skin,

**Before and After Make-up Fixing Spray** has a dual function as a primer and a fixing spray and improves the lasting power of make-up,

**Makeup Brushes** that ensure even application and homogeneous spreadability for flawless, attractive and impressive finish,

**Make Up Brush Cleaning Spray** that provides clean, hygienic and long-lasting usage of brushes offering gentle, fast and effective cleaning without the need for water and soap.



# MINI TRAVEL BRUSH SET









Mini Powder Brush
Mini Flat Foundation Brush
Mini Round Brush
Mini Concealer Brush
Mini Eyebrow Comb
Mini Eyeshadow Brush
Mini Small Angle Brush
Mini Blending Brush
Mini Lip Shaper Brush
Mini Contour Brush
Makeup Sponge

# EYELASHES



Alix Avien Eyelashes made from soft, lightweight fibers that give the look and feel of real lashes.

Whatever is the desired look - natural or dramatic, every type is p erfectly designed and shaped to ensure an attractive result.

The luxurious and glamorous eyelashes that flawlessly blend in with your natural lashes instantly adding length, sufficient volume, definition and wide-eyes effect.

These eyelashes, which accentuate makeup and have unique shapes, are suitable for daily and special occasions.

5 different models of Alix Avien Paris eyelashes are hand-crafted products that have been produced in accordance with all the qualities.




EYELASH **3**




EYELASH **6**




EYELASH **9**




EYELASH **12**




EYELASH **15**




**32** INDIVIDUAL LASHES

NEW

# INSTANT LIFT
# Eyelash Curler

Alix Avien Instant Lift Eyelash Curler is an essential tool in your makeup routine for more defined, curled, and striking lashes. With a single squeeze, it lifts the lashes upward, providing a natural and long-lasting curl.

Thanks to its soft silicone pad, it gently grips the lashes without causing damage, helping reduce the risk of breakage or pulling. Its ergonomic design allows easy one-handed use, while the non-slip grip offers maximum control during application.

Thanks to its soft silicone pad, it gently grips the lashes without causing damage, helping reduce the risk of breakage or pulling. Its ergonomic design allows easy one-handed use, while the non-slip grip offers maximum control during application.

- Stainless Stell body
- Break-resistant slicone
  Ergonomic grip
-




ALIX AVIEN
ALIX AVIEN
ALIX AVIEN

# MAKE-UP FIXING SPRAY

A wear boosting setting spray that fixes and prolongs the hold of the makeup without drying the skin.

The gas-free formula ensures daylong durable result with an excellent water-resistant and anti-smudge properties. It preserves makeup freshness without the need for refreshment throughout the day.

Contains panthenol in combination with emollients for softening and moisturizing effect.



# PRE & POST MAKEUP FIXING SPRAY




The setting spray acts as both a primer and a setting spray, making your make-up last longer and look fresher. The lightweight formula improves make-up staying power and prevents colour fading for up to 12 hours.

D-Panthenol and moisturising complex provide instant hydration and long-lasting moisture retention for up to 5 days. Cucumber Extract soothes and strengthens the skin's natural moisture barrier, leaving skin hydrated and refreshed.

This non-sticky spray improves make-up quality and soothes tired skin when used as a primer. As the final step in the routine, it fixes make-up in place for long-lasting wear and provides a flawless finish throughout the day.

- Suitable for all skin types.
- Paraben and Gluten free.
- Alcohol and Mineral Oil free.
- Dermatologically and Ophthalmologically tested.

# MAKE-UP BRUSH CLEANING SPRAY

Residues on make-up brushes induce many skin problems. Uncountable skin issues may be caused by dirty make-up brushes.

No need to constantly purchase new makeup brush sets to overcome such. All is needed - a professional makeup brush cleaner!

Alix Avien Makeup Brush Cleaning Spray for removing bacteria, dust, dirt, sebum and dead cells from the brushes, is to become an integral part of the makeup cabinet!

This brush cleaning spray that has been developed to remove makeup residue, deep cleaning the bristles leaving them soft and shiny. Gently cleans the bristles of both natural and synthetic tipped make-up brushes thanks to its effective formula. Provides a permanent and prompt cleansing solution without the need for long cleaning phases such as cleaning with water and soap.

The spray form facilitates cleansing of the brushes in seconds while penetrating not only the tips of the brushes but also the inner parts.

The skin is always safe thanks to Alix Avien Brush Cleaning Spray.




ALIX AVIEN
PARIS
MAKE-UP
BRUSH
CLEANING
SPRAY

NEW

# MAKEUP BRUSH Cleansing Gel

Makeup Brush Cleansing Gel is specially formulated to effectively remove makeup residue and product buildup from makeup brushes. Its gentle gel texture helps cleanse bristles while preserving their softness, leaving brushes fresh, clean and ready to use.

## KEY FEATURES

- Effectively removes makeup residue
- Helps keep brush bristles soft
- Gentle gel cleansing formula
- Supports hygienic makeup application
- Easy-to-use pump bottle

## HOW TO USE

Apply a small amount of gel onto the brush or palm. Gently massage in circular motions, rinse thoroughly with lukewarm water and leave the brush to dry.




MAKEUP BRUSH
CLEANSING GEL
Easily removes makeup residues
Gentle yet effective cleansing
Clean Ingredients • Genius Formula
100 ml ≈ 3.38 fl. oz.
ALIX
ALIX AVIEN
ALIX AVIEN

# MAKE-UP BRUSHES




Brush bristles are made of synthetic material.

**1- Flat Foundation Brush:** A flat-tapered makeup brush for perfect application of liquid or cream foundations, contour products, concealers and primers. Dense bristles blend and buff for flawless coverage to achieve the most seamless finish. A handy wooden handle offers more control to distribute formulas with smooth, even, streak-free results.

**2- Powder Brush:** A large, tapered brush for applying powder-based products, ideal for use with both loose and pressed powder formulas. Ensure a precise and controlled application for adding the finishing touch to make up.

**3- Blusher Brush:** A rounded tip brush for applying and blending powder blush, bronzer and highlighters.

**4- Contour Brush:** An angled tip brush for even sculpting. Designed to apply any form of blush, highlighter, bronzer or contour product to the desired area of the face.

**5- Foundation Brush:** A paddle-shaped, flat-top foundation brush with densely packed fibers for a highly controlled, quick and even application of liquid or cream foundations.

**6- Fan Brush:** A fan-shaped special brush that is ideal for gently and delicately applying and blending face powders, adding the finishing touch to make-up and removing the residual product powders on the skin after the make up.

**7- Concealer Brush:** A versatile, multi-use flat brush with rounded tip that is ideal for applying concealer and liquid or cream eyeshadows.

**8- Blending Brush:** A large tapered, fluffy eyeshadow brush for blending eyeshadow into the crease of the eyes. Can also be used for targeted highlighter application on small areas of the face.

**9- Eyeshadow Brush:** A small, paddle-shaped eyeshadow brush for applying any textures of eyeshadows, targeted shading on the eyes, and highlighting underneath the eyebrows.

**10- Eyebrow Brush:** An angled brow brush for ultimate eyebrow grooming. Easily fills in and defines brows. Ideal for an even, smooth and precise application of brow products.

**11- Eyebrow Comb:** A double-sided brush for combing and grooming unruly eyebrows. The comb side can be used to remove excess mascara to prevent clumping.

**12- Round Brush:** Round tapered brush for gentle application and mixing of powdery or creamy products.

**13- Dome Blending Brush:** Eyeshadow blending brush for even distributing of color to the lids and effortless, edgeless blending of eyeshadows.

**14- Small Blending Brush:** Small blending brush for precise application and blending eyeshadows in the hard-to-reach areas or applying a pop of shimmer to the inner corner of the eyes.

**15- Pencil Brush:** Tiny tip pencil brush for expert blending and application of eye shadows, smudging color along lash line, smoking out eyeliner or creating a defined crease.

**16- Small Angle Brush:** Small angled brush to precisely define the eye makeup. Ideal for lining, shaping and shading eyebrow or applying eyeliner.

**17- Eyeliner Brush:** Fine-tipped brush to draw lines of ultimate precision. Ideal for highlighting the lash line with an eyeshadow, defining the shape of the eye while mastering in creating thin gaps or making the winged eye.

**18- Flat Lip Brush:** An oval-shaped, thick, versatile lip detail brush with many outstanding advantages and features. Designed according to the user's habits, this brush provides even distribution of lip makeup products, defining the lip line or filling in the entire lip, whilst a precise shape of the head makes very convenient eye shadow, eyebrow and concealer application. An easy-grip wooden handle offers optimum control to achieve the desired result.

**19- Lip Shaper Brush:** A specially designed oval lip brush to facilitate accurate application of lip makeup products and define the lip contour with confidence. A long, thin pencil-like wooden handle provides optimum control allowing to create flawless, professional looks.

**20- Lip Liner Brush:** A lip makeup brush with a tapered point to apply lip cosmetics with precision. A long, thin pencil-like wooden handle provides optimum control for an even, feather resistant budge-proof application.

NEW

# KABUKI BRUSH

The most professional way to bring light to your skin.

With its wide, dense, and ultra-soft bristles, this kabuki brush is designed for both face and body use. Perfectly suited for liquid highlighters and body shimmers, it ensures seamless and even application across larger areas like shoulders, collarbones, and legs. On the face, it delivers a flawless, airbrushed finish that looks natural yet radiant.




- Dual-purpose: face & body application.
- Ideal for liquid highlighters and body shimmers.
- Wide coverage for larger areas.
- Smooth, professional finish.



NEW

# ROTATING MAGNETIC
# Multifunctional Makeup Brush

This product, which stands out with its modern and functional design, offers three interchangeable head options: Blush Brush Head, Foundation Brush Head, and Facial Cleansing Brush. Thanks to its magnetic system, the heads can be easily swapped.

Controlled by a touch-sensitive switch, it provides practical use—turn on with a single tap and turn off with a double tap. Its power-driven rotating mechanism helps achieve a more even and natural makeup finish.

With durable synthetic bristles, a lightweight body, and a 360° rotating head system, it delivers a comfortable and modern experience.

### I BLUSH BRUSH HEAD
Provides a natural application with its rounded head and dense, soft bristles.

### I FOUNDATION BRUSH HEAD
Distributes the product evenly, delivering a fast, smooth, and flawless finish.

### I FACIAL CLEANSING BRUSH HEAD
Gently deep-cleans pores, removing dirt and makeup residues.

### I BODY & TOUCH CONTROL
Lightweight, balanced, and modern. Touch control: tap once to turn on, tap twice to turn off.




ALIX AVIEN
ALIX AVIEN
ALIX AVIEN

NEW

# 10 IN 1
# Makeup Brush

Alix Avien 10 in 1 Multifunctional Makeup Brush combines multiple makeup brush tips in one compact and practical design. It is designed for face, eye, eyebrow and detail applications, helping complete different makeup steps with a single product.

Its soft and dense bristles help distribute products evenly on the skin, creating a smooth and natural-looking finish. With its space-saving structure, it is ideal for daily use, travel and on-the-go makeup routines.

**BRUSH TIPS**

- Contour Brush
- Powder Brush
- Small Blending Brush
- Eyebrow Comb
- Face Shading Brush
- Small Angle Brush
- Concealer Brush
- Dome Blending Brush
- Blending Brush
- Eyeliner Brush




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NEW

# MINI TRAVEL Manicure Set

An essential portable manicure set for quick nail care at home or on the go. This 7-piece set is made from high-quality materials for durability, precision, and long-lasting use.

**I FLAT - END NAIL CLIPPER**
Carbon steel clipper with ultra-sharp blades for clean, precise cuts without splitting nails.

**I MANICURE SCISSORS**
Rust-proof stainless steel scissors for trimming eyebrows, nose hair and nails.

**I CUTICLE TRIMMER**
Stainless steel tool designed to gently lift and remove dead skin and cuticles.

**I CUTICLE NIPPEER**
Ergonomic stainless steel nippers for removing dead skin and hangnails.

**I NAIL FILE**
Premium stainless steel file for smooth shaping and finishing, preventing nail splitting.

**I TWEEZERS**
High-quality stainless steel tweezers with precise tips for easily gripping fine eyebrow hairs.

**I CUTICLE PUSHER**
Stainless steel 2-in-1 tool for pushing cuticles, cleaning debris and removing gel polish.





CUTICLE TRIMMER





MANICURE SCISSORS





CUTICLE NIPPERS





CUTICLEPUSHER





NAIL FILE





TWEEZERS





FLAT - END NAIL CLIPPER



NEW

# DUAL COSMETIC Pencil Sarpener

Alix Avien Dual Cosmetic Pencil Sharpener is a compact, easy-to-clean tool that smoothly sharpens cosmetic pencils of various sizes.

Alix Avien Dual Cosmetic Pencil Sharpener delivers precise sharpening for both standard and jumbo pencils with its high-carbon steel blade. Its built-in shaving container keeps use clean and tidy, while the included cleaning pick removes hard-to-reach residue. Compact and travel-friendly, it works on both wooden and plastic pencils for professional results every time.

- Compatible with 8 mm and 12 mm pencil diameters.
- Includes a removable adaptor ring for 10 mm pencils.
- Single-blade system that forms a sharp, precise tip.
- Comes with a cleaning stick for easy maintenance.
- Features a removable, hinged waste container.




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Made in Germany
ALiX AViEN
PARIS

YENİ

# FLEXIBLE TRAVEL-SIZE Black Makeup Bags

With its space-saving ergonomic design, the Alix Avien makeup bag is ideal for daily use and travel thanks to its flexible and lightweight structure. Its expandable design when full and slim form when empty allow it to be easily carried in handbags and suitcases. With its modern geometric design, it offers a stylish and functional experience.




### FLEXIBLE TRAVEL-SIZE BLACK MINI MAKEUP BAG

20cm x 8,5cm x 8,5cm

### FLEXIBLE TRAVEL-SIZE BLACK HEXAGONAL MAKEUP BAG

24cm x 13cm x 8,5cm

### FLEXIBLE TRAVEL-SIZE BLACK PENTAGONAL MAKEUP BAG

20cm x 11cm x 11cm


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YENİ

# HYGIENIC POUCH
## Water Bottle

Alix Avien 400 ml pouch water is ideal for daily use, travel, events, and organizations thanks to its practical and lightweight packaging design. Its space-saving structure allows it to be easily carried in bags and launch kits. The hygienic packaging ensures safe consumption. With vibrant color options and a modern design, it combines functionality with aesthetics.




ALIX AVIEN
400ml

# MAKE-UP CHAIR

We are offering the perfect solution for creative masters of the makeup community! Proudly introducing the foldable metal chair exclusively designed for the requirements of makeup artists..

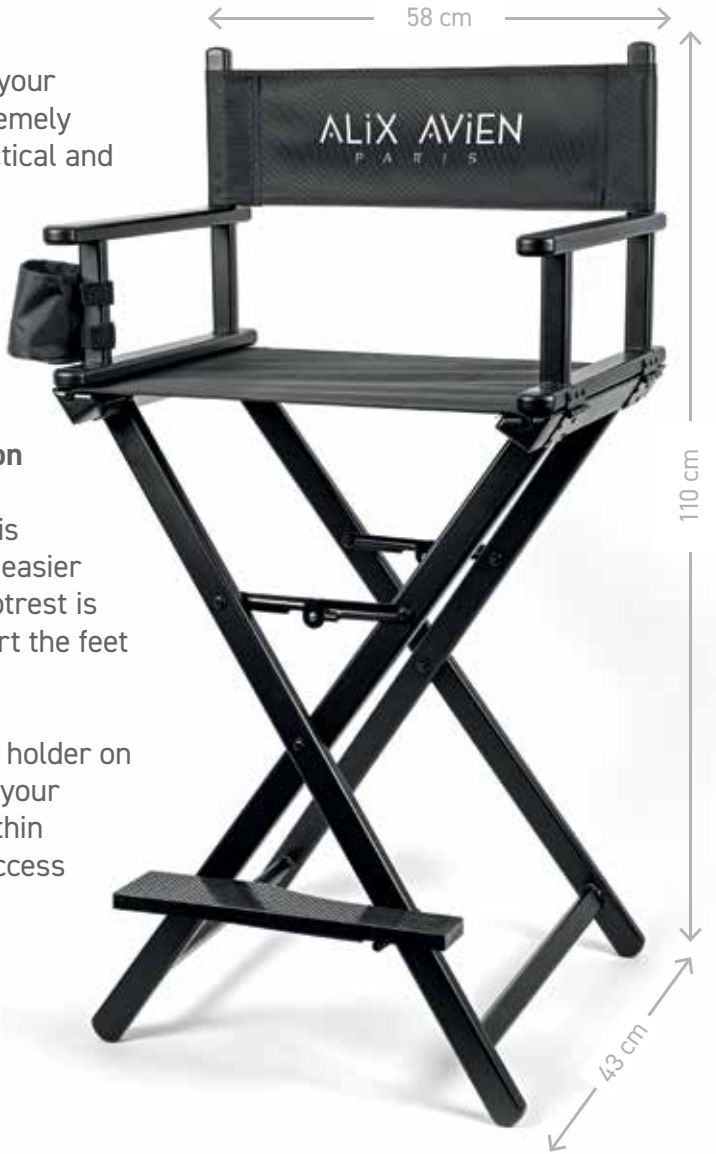
**Compact and portable:** The removable backrest makes this exclusive chair carry-friendly. The lightweight material of the chair facilitates carrying and moving both in the studio and on your travels.

**Easy setup:** Designed to speed up your make-up sessions, this chair is extremely simple to set-up. Comes with a practical and user-friendly mechanism.

**Security lock:** No need to worry about security! The chair can be locked with a security lock to ensure stability during use.

**Designed for a high seating position and a better view:** Offering a higher seating point than normal chairs, this chair renders makeup artists' work easier and more comfortable. A special footrest is also available to comfortably support the feet of the seated person.

**Accessory storage space:** The cup holder on the side of the chair allows keeping your brushes and other makeup tools within easy reach. Thus, you can quickly access the required materials at any time, improving the efficiency of the makeup process.



# MAKE-UP CASES WITH TROLLEY

An indispensable asset in the make-up community, the rolling make-up bag attracts attention not only with its functionality but also with its elegance. This exclusive design is an indispensable assistant for makeup artists and professionals.

**Innovation in Portability:** The removable wheeled platform offers extreme ease of use. Can also be carried as a traditional bag whenever desired.

**Foldable platform:** Offers extra flexibility to adjust the size of the bag. Moreover, you can easily carry your bag wherever you want by removing the wheels.

**Special sections inside the bag:** Includes a removable fabric insert specifically designed for your makeup brushes. Contains 4 large and 2 small transparent zippered portable storage pouches.

**Infinity in Storage Options:** Zippered Portable Pouches and Elastic Pocket: Multiple zippered storage compartments are available on the sides and front and elasticated pockets in such compartments. This design allows keeping your makeup products organized and easily accessible.




ALIX AVIEN
PARIS

# MAKE-UP TOOLBELT

Designed for professional makeup artists and makeup enthusiasts, the Makeup belt is designed to make your makeup work more organized, easy and enjoyable. This makeup belt is exclusively produced for professionals paying attention to every detail.

**I 24 Brush Pockets:** Offers 24 individual brush pockets to organize and provide quick access to your makeup brushes. Thus, your makeup brushes are always clean, organized and in reach.

**I 4 Large Pockets:** The large pockets are ideal for storing your other makeup, mixing palette, sponges and other essentials. The large pockets help you stay organized..

**I Easy Cleanability:** This leather belt can be easily cleaned during makeup removal or after cleansing. Offers resistance to make-up stains and provides long-lasting durability.

**I Adjustable Belt:** The adjustable belt design provides a perfect fit for any size. Provides a comfortable experience by adjusting to suit your waist.

**I 2 Different Easy Attachment Points:** The 2 different easy attachment points stand out as one of the highlights of this makeup belt. You can adjust your belt as you wish and further personalize with different attachment points.



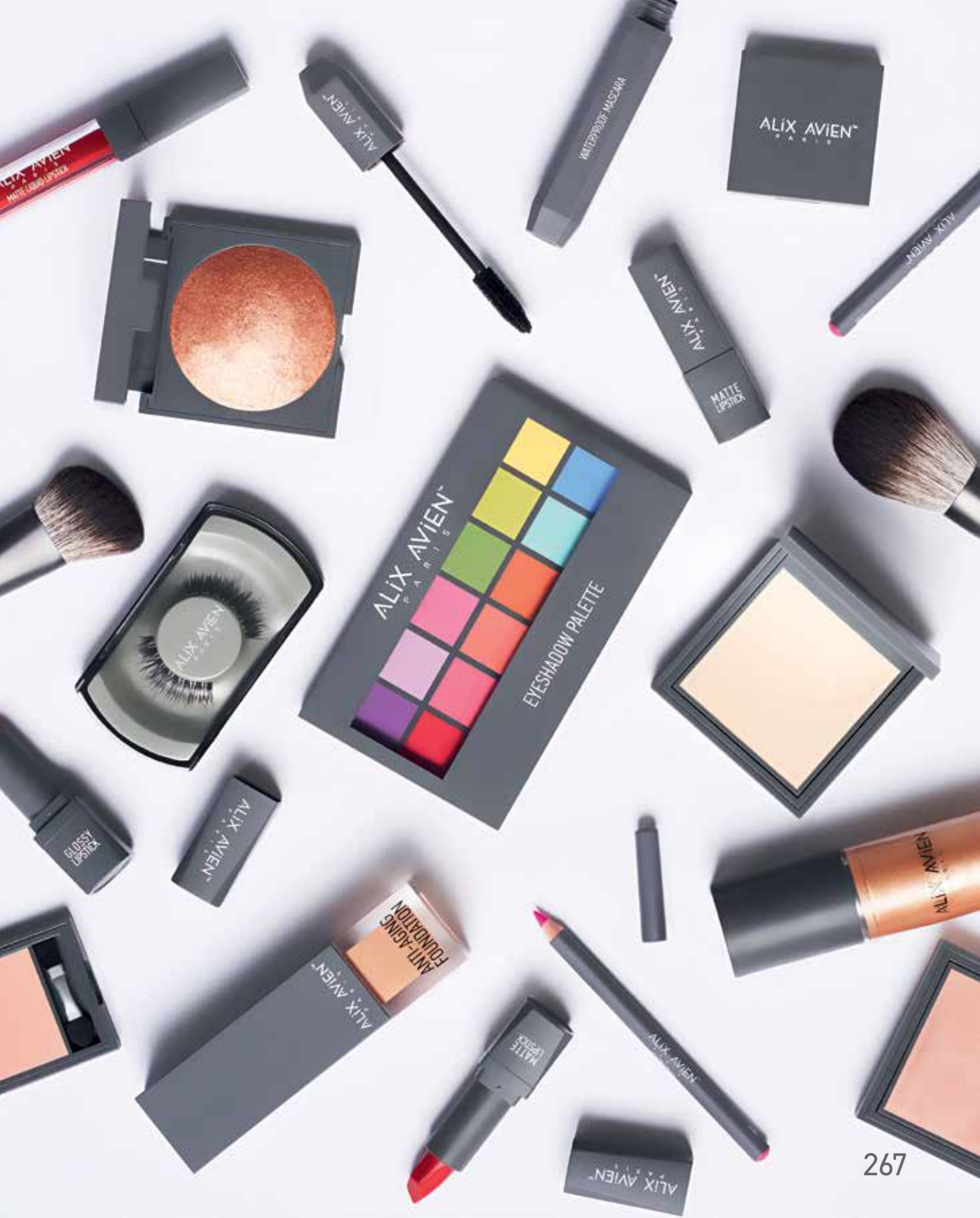
# Why Gray?

Alix Avien was established in Paris as a make up brand whose muse was a Parisien lady called Alix Avien.

The brand is created for makeup lovers with Parisien and Istanbulite style. The classy packaging from Paris, the warm colors from Istanbul. Perfect blend of east and west, classy and trendy.

Not only the way you look, but the way you live and feel is important for Alix Avien. Reflecting the jubilant energy of life into each moment of the changing world, Alix Avien Paris leads a life deprived of monotony with the awareness of the nurturing nature of our differences.

Alix Avien, of which every moment is a piece of an astonishing experience with the latest trends since 1997, popular colors and stunning collections, is now mesmerizing the world under a new structure.


ALIX AVIEN
PARIS
EYESHADOW PALETTE
WATERPROOF MASCARA
MATTE LIPSTICK
GLOSSY LIPSTICK
ANTI-AGING FOUNDATION

ALIX AVIEN

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