



RTM

Global Cosmetics Group

CONTENT



FOREWORD

3

COMS & TRENDS

Set the context for the season ahead with a clear-eyed view of the industry.n

4

COLORFUL

Explore the aesthetics defining the next generation of beauty shoppers.

11

ON THE SKIN

A curated edit of our most advanced skincare formulations – where biotech meets beauty.

48

INNOVATIONS

The formulations redefining what skincare can deliver – and what consumers will expect next. F

89

CAPABILITIES

A complete overview of what Global Cosmetics brings to every brief.

99



The future of beauty doesn't wait.

In 2026, the industry is not evolving – it is transforming. Consumers are smarter, more demanding, and more emotionally invested in beauty than at any point in history. They are not looking for products. They are looking for meaning, performance, and identity – delivered with precision.

At Global Cosmetics, we have always believed that manufacturing excellence and cultural intelligence are inseparable. This forecast is the proof.

Distilled from the frontlines of global consumer behavior, our 2026/2027 Global Cosmetics RTM Forecast maps the forces that will define what sells, what resonates, and what endures. From the dopamine-driven logic of Treatonomics to the armor-clad confidence of Apocalyptic Glamour – from the science of Sleeping Beauty rituals to the skin-body convergence of Beauty Longevity Tech – every trend in this report carries a clear signal and a clear opportunity.

What sets our Research and Development apart:

- Cutting-edge Cosmetic/Skincare Efficacy Testing Centre.
- Comprehensive Cosmetic/Skincare In-House Testing Facility.
- Dedicated In-House Dermatologist.
- Pioneering Research & Innovation Centre for Skincare Raw Materials in Guangzhou City, Guangdong, PRC.
- In-House Creative Team specializing in mockups, 3D renderings, and product technical design.

This is not about following trends. It is about being positioned ahead of them – with the formulations, the ingredients, and the intelligence to move first.

Your next breakthrough starts here.

Where Beauty Goes Next



Patrick Leung & Judy Leung
CEO & Chairman
Global Cosmetics

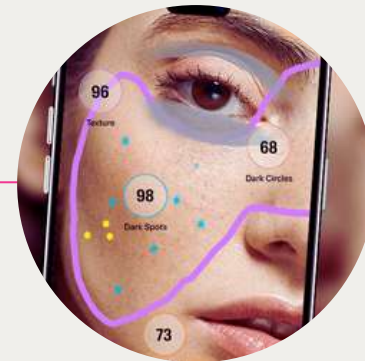
The 2026 consumer exists in a state of informed defiance – aware of global volatility, yet channelling uncertainty into self-investment and identity expression. Beauty is no longer peripheral to this psychology; it is central to it. Brands and manufacturers that understand this emotional architecture will win shelf and screen.

The Dysoptimistic Consumer



70%

of Gen Z like escaping to different realities through digital beauty.



49%

of Gen Z have formed a meaningful relationship with an AI companion.



86%

of consumers seek transformative experiences that inspire awe & wonder.



87%

say experiences that foster human connection are a priority purchasing driver.

MARKET DRIVER

TREATONOMICS
Self-Reward · Beauty Spending



The Dopamine Beauty Economy

Despite ongoing economic uncertainty, beauty consumers – particularly Gen Z and Millennials – are actively increasing discretionary beauty spend as a form of emotional self-care and identity maintenance. This "treat yourself" behavior creates sustained demand for accessible luxury, sensory novelty, and efficacy-first formulas that deliver visible results.

38% of Gen Z are spending MORE on themselves than prior years (Future 100, 2026).

30% regularly purchase 'little treats' – small beauty buys for instant dopamine.

GLP-1 Effect

Perfume & sensory beauty sales up 23% among weight-loss medication users compensating for restricted food indulgence.

MOQ Opportunity

High-velocity SKUs: lip treatments, face masks, travel minis – ideal for rapid sampling and reorder cycles.

MARKET DRIVER

AI-COMMERCE & LIVE BEAUTY

The Human-AI · Shopping Balance

How Beauty is Bought

The beauty purchase journey is being fundamentally restructured by AI discovery, livestream commerce, and algorithmically curated content. Yet consumers insist on a human anchor – they want AI to advise, but people to connect with. The winning channel strategy is one that blends both.



80% of shoppers still prefer a human representative when making purchase decisions.

40% of consumers expect to use AI shopping assistants for beauty comparison by 2030.

76% of content creators say AI tools have directly grown their beauty audience & revenue.

Live Commerce

Livestreamed beauty – driven by TikTok Shop, Douyin & Instagram – now a primary product discovery engine.



MARKET DRIVER

BEAUTY-WELLNESS & LONGEVITY TECH

Convergence of Skin & Wellbeing

Science, Sleep, Skin–Body Connection



Consumers are increasingly treating their skin as an organ in a whole-body system – not a surface to be managed. This is driving explosive growth in longevity-focused formulas, overnight repair treatments, biotech actives, and skincare-embedded textiles. The line between cosmetics and wellness is dissolving.

Sleeping Beauty

#MorningShed has 9,800+ TikToks – overnight masking, face wraps & mouth taping are mainstream rituals.

Skincarewear

Apparel brands embedding prebiotics, collagen & UV protection into fabrics – a direct sourcing overlap for cosmetics labs.

Longevity Tech

Anti-glycation, mitochondrial actives & epigenetic skincare are the premium positioning frontier for 2026–2027.

Rhythmic Beauty

Ancient wisdom formats – Ayurvedic, TCM, Korean Hanbang – meeting modern biotech for authoritative efficacy storytelling.



MARKET DRIVER

GEN ALPHA & GEN Z

The New Beauty Purchasing Power

A Generation Rewriting Beauty Rules

Gen Alpha (born 2010–2024) is entering beauty consciousness with unprecedented early sophistication – shaped by Sephora Kids culture, skincare TikTok, and a fluency in cosmeceutical language. Combined with Gen Z's identity-driven spending, these consumers are redefining what efficacy, authenticity, and brand trust look like.

Algorithmic Beauty

Gen Z and Alpha discover trends through AI-curated feeds – not ads; content authenticity is the new paid media.

Skincare First

Both generations enter beauty via skincare, not makeup – driving demand for clinical-grade, ingredient-transparent formulas.

Scalp & Hair

Scalp health as skincare extension is a top Gen Z purchase driver – functional, ritual-based, and highly Instagram-able.

Masculine Evolution

Gen Z males represent the fastest-growing beauty consumer segment across skincare, fragrance, and grooming.



AT GLOBAL
COSMETICS, WE
BELIEVE INNOVATION
IS MOST POWERFUL AT
THE INTERSECTION OF
SCIENCE AND
CULTURE. TODAY, THAT
CONVICTION IS MORE
RELEVANT THAN EVER.
CONSUMERS ARE NOT
SIMPLY SHOPPING FOR
PRODUCTS — THEY
ARE SEEKING QUALITY,
INGREDIENTS, AND
PACKAGING THAT
RESONATES WITH WHO
THEY ARE BECOMING.



Beauty Aesthetic Movements



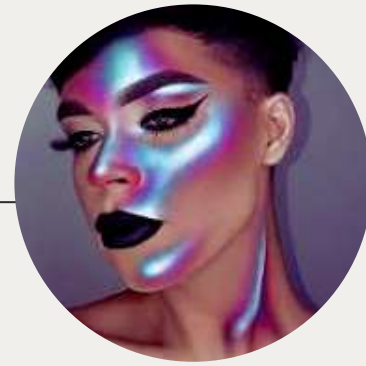
Fragrance Layering

Consumers building bespoke scent wardrobes – multiple SKU purchases per occasion. Strong opportunity for fragrance base manufacturing.



Speculative Beauty

Experimental, boundary-pushing looks that treat the face as artistic canvas. Hyper-pigments, deconstructed textures, editorial-meets-everyday.



Apocalyptic Glamour

Resilience-forward metallic finishes, armor-inspired contouring, and chrome effects. Beauty as psychological armour for uncertain times.



Edible Allure

Food-beauty cross-over in texture, scent and naming. Gourmand fragrances surge; whipped and edible-looking textures dominate. Perfume +23% for GLP-1 users.



Seditious Beauty

Anti-conventional identity aesthetics – beauty as a statement of defiance and cultural self-ownership. Authenticity over perfection.



Next-Gen Gamer Glow

Gaming culture meets beauty: holographic finishes, LED-inspired palettes, and digital-skin perfecting that travels from screen to street.



COLOR COSMETICS

Decoding the future of color cosmetics— from foundations and complexion systems to lip colors, tints, and balms. Exploring high-performing formulas, evolving consumer behaviors, and the textures, shades, and formats shaping the next era of makeup built for scale, performance, and global relevance.



CAMOUFLAGE FOUNDATION SERUM

Key Ingredients:

6% Dimethicone.
2-4% SurfaceTreated Cosmetic Pigment.



PACKAGING

Bespoke

Skin-Improving | Serum Foundation.

A lightweight, **skin-improving serum foundation designed to deliver a natural semi-matte finish with buildable, breathable coverage.** This soft-focus formula helps blur imperfections while visibly **improving the appearance of dark spots and uneven skin tone.** Infused with **hydrating and barrier-supporting ingredients,** the formula wears comfortably throughout the day without feeling heavy, making it ideal for a true no-makeup makeup look that lasts.

Claims

- All-day wear (up to 12 hours).
- Blurs imperfections with a lightweight, buildable finish.
- Enhances radiance for brighter, smoother-looking skin.
- Deeply hydrating and barrier-strengthening.
- Soothes and calms stressed or acne-prone skin.

Directions for Use

Apply evenly using fingertips or a synthetic fiber brush. Blend in circular motions for a seamless finish. Reapply as needed to build desired coverage.

Positioning

Skin-first • Performance-driven.



BENCHMARK

Perricone MD
No Makeup Foundation Serum
30ml
USD \$69

MINIMAL FOUNDATION

Coverage: Medium

Suitable Skin Type: Normal to Dry/Dry

Luminosity: Luminous

Finish: Satiny



PACKAGING

Bespoke

Smooth, Dewy & Firm | Hydrating Skin-Perfecting Formula

This **comfort-driven formula helps regulate excess oil while providing lasting hydration,** leaving skin looking fresh, refined, and naturally radiant throughout the day. Formulated with **hyaluronic acid to attract and retain moisture and ASG amino acid surface-treatment technology** to create a creamy, skin-softening texture that enhances comfort and wear. The addition of vitamin E helps protect skin from environmental stressors while supporting overall skin vitality and resilience.

Claims

- Smooth, dewy, and firm-looking skin.
- Long-lasting, lightweight comfort.
- Deep hydration without heaviness.
- Helps regulate oil for a breathable finish.
- Enhances skin softness and elasticity.
- Supports healthy-looking skin.

Directions for Use

Apply evenly to skin using fingertips, a brush, or a sponge. Blend gently until fully absorbed. Use alone or layered with other complexion products for enhanced smoothness and radiance.

Positioning

Skin-First • Hydration-Driven Performance.



BENCHMARK

Giorgio Armani
Designer Lift Foundation
50ml
\$55.00



OVERALL BLUSH

Key Ingredients:

0.1% Sunflower Seed Oil.
0.5% Bisabolol.

Multi-Use Miracle Balm | Soft-Focus Skin Enhancer

A long-lasting, 12-hour multi-use balm designed to deliver a sheer wash of color with a healthy, natural glow. **A rich blend of capric triglyceride, and sunflower seed oil** helps strengthen the skin barrier while providing **deep, lasting hydration. Infused with bisabolol**, the balm helps soothe and calm sensitive or acne-prone skin, making it suitable for daily, all-over use.

Claims

- Long-lasting wear (up to 12 hours).
- Soft-focus blurring for a natural, flawless look.
- Sheer, buildable color with healthy radiance.
- Strengthens skin barrier and deeply hydrates.
- Multi-use for cheeks, lips, and eyelids.
- Soothes and calms stressed skin.

Directions for Use

Apply using fingers, palms, a brush, or a sponge to cheeks, lips, eyelids, or anywhere you want a touch of tint and glow. Wear alone or layer over foundation for an instant skin refresh.

Positioning

Multi-functional • Skin-first.



PACKAGING

Bespoke



BENCHMARK

Jones Road
Miracle Balm
1.75g.
USD \$38





GLOW FOUNDATION

Key Ingredients:

8% Phenyl Dimethicone.
1-4% SurfaceTreated Cosmetic Pigment.

Multi-Use Radiance Filter | Skin-Perfecting Glow Enhancer

Powered by **light-as-air glossy oils, finely milled blurring powders, and airbrush polymers**, it smooths the look of **pores and fine lines for a soft-focus, naturally radiant finish**. The formula provides up to **24 hours of hydration and 12-hour long-lasting wear**, supporting a healthy, luminous complexion without heaviness. **Infused with glycerin-rich hydration, Roman Chamomile extract, peptides, and bisabolol**, it helps strengthen the skin barrier while soothing and calming stressed or acne-prone skin.

Claims

- Multi-use glow: wear alone, under, mixed with, or over foundation.
- Blurs imperfections for a smooth, poreless look + Hydrates skin for up to 24 hours.
- Long-lasting wear (up to 12 hours).
- Soothes and supports sensitive or acne-prone skin.

Directions for Use

- Fresh Radiance: Wear alone for a youthful, glowing complexion.
- Soft Radiance: Mix with your favorite foundation for enhanced luminosity.
- Highlighted Radiance: Apply to high points of the face as a liquid highlighter.

Positioning

Skin-first • Multi-functional glow.



PACKAGING

Bespoke



BENCHMARK

Charlotte Tilbury
Flawless Filter
30ml
USD \$44



INTENSIVE SERUM FOUNDATION

Coverage: Medium

Suitable Skin Type: Normal to Dry/Dry

Luminosity: Natural

Finish: Velvet

Luminous Matte Balance | Oil-Balancing Skin-Perfecting

A lightweight, finely **smoothing complexion formula designed to balance oil, refine skin texture, and deliver a luminous matte finish**. This breathable, **water-rich formula spreads effortlessly across the skin, evening out all complexions** while keeping shine under control for naturally perfected, long-lasting wear. **Formulated with hyaluronic acid** to attract and retain moisture and niacinamide to strengthen the skin's natural barrier and protect against environmental stressors. **Ultra-fine powders blend seamlessly into the skin to provide smooth, natural coverage** without a mask-like appearance, creating a refined yet radiant finish.

Claims

- Balances oil and controls shine.
- Lightweight, finely smoothing texture.
- Evens skin tone for a natural, flawless look.
- Hydrating and breathable for long-lasting comfort.
- Enhances skin barrier and moisture retention.

Directions for Use

Apply evenly to clean skin using fingertips, a brush, or a sponge. Blend outward for a seamless finish. Use alone or layered with other complexion products as desired.

Positioning

Skin-First • Oil-Balancing Performance.



PACKAGING

Bespoke



BENCHMARK

Bobbi Brown
Intense Serum Foundation
30ml
USD \$30





STICK BALM

Key Ingredients:

0.1% Sunflower Seed Oil.
0.1% Carnosine + 0.5% Bisabolol.

Multi-Purpose Cream Blush & Lip Tint | Radiant Glow Stick

A long-lasting, 12-hour multi-use cream blush and lip tint designed to deliver buildable, blendable color with a natural, radiant glow. This skin-enhancing formula blurs imperfections for a true no-makeup makeup finish.

Formulated with for smooth glide and soft-focus blurring, combined with high-performance cosmetic pigments for even, customizable color payoff. **A nourishing blend of caprylic/capric triglyceride and ethylhexyl palmitate helps strengthen the skin barrier** and lock in hydration for comfortable, all-day wear. **Infused with sunflower seed oil, peptides (carnosine), and bisabolol**, the formula helps soothe and calm sensitive or acne-prone skin while supporting overall skin health.

Claims

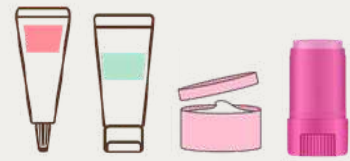
- Long-lasting wear (up to 12 hours).
- Buildable, blendable color for cheeks and lips.
- Strengthens skin barrier and deeply hydrates.
- Multi-use stick for blush, lips, and highlighting.

Directions for Use

Apply directly to cheeks, lips, cheekbones, brow bone, or high points of the face. Blend with fingertips, a brush, or a sponge for instant illumination. Wear alone or layer over foundation for a fresh, radiant finish.

Positioning

Vegan • Cruelty-Free • Multi-Use • Skin-First Performance.



PACKAGING

Bespoke



BENCHMARK

MILK Makeup
Stick Balm
5.7g.
USD \$21





SUPER SERUM SKIN TINT SPF 40

Coverage: Sheer Suitable
 Skin Type: All Skin Types
 Luminosity: Dewy Glow
 Finish: Natural

Dewy Glow | Mineral SPF | Skincare Serum | Tint Formula

A **lightweight tinted serum that melts seamlessly into skin, delivering sheer, skin-like coverage** alongside **mineral SPF 40 and a concentrated dose of skincare actives**. Formulated **with hyaluronic acid for deep hydration, squalane to regulate oil and boost softness, and vitamin C to brighten and support collagen**, this formula streamlines your routine without sacrificing protection or performance. **The mineral SPF – powered by zinc oxide and titanium dioxide – provides instant, broad-spectrum protection** that is inherently gentler on sensitive, reactive, and compromised skin.

Claims

- Combines makeup, skincare, and SPF 40 in one step.
- Hydrates, protects, and improves redness, and blemishes.
- Blends to a natural dewy finish.
- Mineral SPF suitable for sensitive and reactive skin
- Silky-smooth texture that layers seamlessly over skincare.

Directions for Use

Apply evenly to clean skin using fingertips or a brush. Blend outward for a seamless, skin-like finish. Use alone or layered with other complexion products as desired. Reapply SPF as directed for continued sun protection.

Positioning

Vegan • Cruelty-Free • Skin-First • Mineral SPF • Skincare-Makeup Hybrid.



PACKAGING

Bespoke



BENCHMARK

ILIA
 Skin Tint SPF 30 Foundation
 30ml
 USD \$48

SHEER GLOW SERUM FOUNDATION

Coverage: Medium
 Suitable Skin Type: Normal to Dry / Dry
 Luminosity: Luminous
 Finish: Satiny Dewy Finish

Luminous Satin | Hydrating | Serum Foundation

A **smooth, dewy serum foundation that enhances the skin's natural radiance** while delivering medium coverage and lasting nourishment. **This silky, satiny formula is enriched with hyaluronic acid** to maintain plump, youthful-looking hydration, **cica extract to calm and protect the skin barrier, and carnosine to defend against oxidative stress** and premature aging. Enhanced with ASG amino acid surface treatment technology for a breathable, non-greasy finish that stays fresh and luminous all day – without clogging pores.

Claims

- Silky, long-lasting finish that stays fresh all day.
- Deeply hydrating without greasiness for normal to dry skin.
- Regulates oil for a breathable, pore-friendly finish
- Calms redness and supports a healthy-looking skin barrier.
- Plumping hydration for a youthful, luminous appearance.

Directions for Use

Apply evenly to clean skin using fingertips, a brush, or a sponge. Blend outward for a seamless finish. Use alone or layered with other complexion products as desired.

Positioning

Vegan • Cruelty-Free • Skin-First • Nourishing Hydrating Performance.



PACKAGING

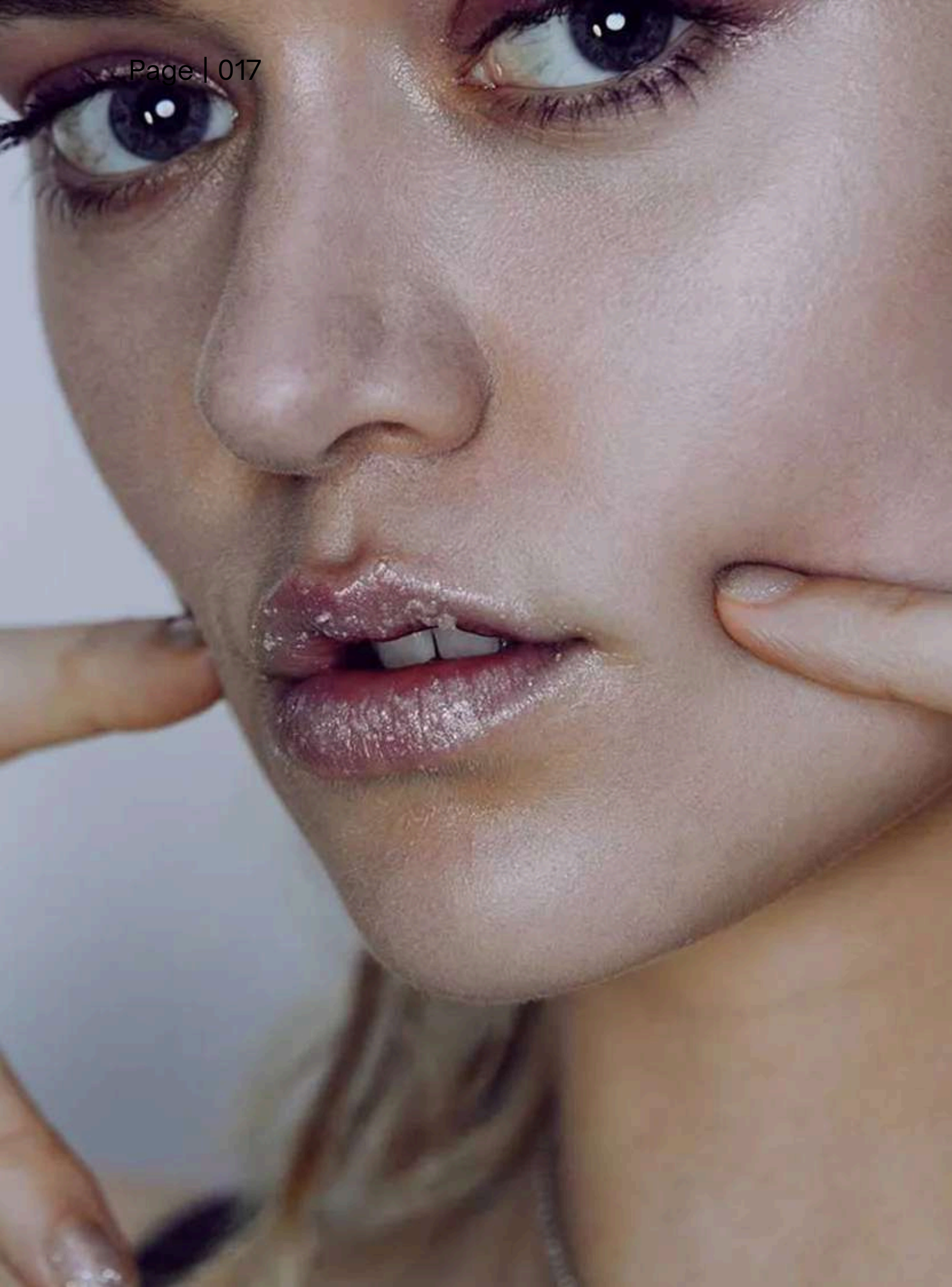
Bespoke



BENCHMARK

MAC Studio
 Radiance Serum Foundation
 30ml
 USD \$46





MIRACLE SCRUB & BALM

Key Ingredients:

- 0.1% Vitamin E
- 0.1% Shea Butter
- 0.1% Maxi-Lip Complex

Lip Primer | Exfoliating | Plumping | Moisture-Infused Treatment

A two-step **lip care solution designed to prep and perfect lips for smooth, flawless makeup application.** The sugar scrub **gently exfoliates dead skin without causing damage**, while the moisturizing primer nourishes and softens lips for an instantly smooth canvas. Infused with Vitamin E, Shea Butter, and Maxi-Lip Complex, **this formula plumps, hydrates, and reduces the appearance of fine lines while remaining lightweight and non-sticky.**

Claims

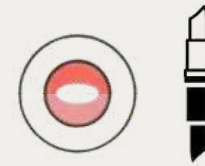
- Exfoliates with gentle sugar grains.
- Moisturizing and softening with Shea Butter and plant oils.
- Plumping effect with Maxi-Lip Complex.
- Reduces the appearance of fine lines.
- Lightweight, non-sticky feel.

Directions for Use

- Step 1 - Scrub: Apply a small amount to lips and gently massage to exfoliate. Wipe off any excess.
- Step 2 - Primer: Apply evenly to moisturize and prep lips for lipstick or gloss.

Positioning

Vegan • Exfoliating & Moisturizing • Plumping Effect • Makeup-Prep Essential.



PACKAGING

Bespoke



BENCHMARK

ABH
Lip Primer
4.5g
USD \$16



BENCHMARK

Dior
Addict Lip Sugar Scrub
3.5g
USD \$48



SOFT MATTE FOUNDATION SPF 50 PA+++

Coverage: Medium to High
 Suitable Skin Type: All Skin Types
 Luminosity: Soft Matte
 Finish: Smooth

Soft Matte | SPF 50 PA+++ Brightening Antioxidant Found

A **medium-to-high coverage matte foundation delivering SPF 50 PA+++** protection alongside a brightening and antioxidant complex for visibly perfected skin. The **lightweight, oil-controlling formula harnesses dual-layer film technology** – combining soft and hard film-forming agents – for superior, long-wearing coverage that doesn't budge. **Niacinamide and vitamin C work together to fade dark spots and even skin tone** while a combined physical and chemical sunscreen system provides **complete broad-spectrum UV protection throughout the day**.

Claims

- SPF 50 PA+++ full-spectrum UV protection via combined physical and chemical filters.
- Dual-Layer Technology for superior, long-lasting hold.
- Brightens skin tone and fades dark spots over time.
- Antioxidant-rich formula protects against environmental damage.
- Lightweight feel with buildable medium-to-high coverage.

Directions for Use

Apply evenly to clean skin using fingertips, a brush, or a sponge. Blend outward for a seamless finish. Use alone or layered with other complexion products as desired. Reapply SPF as directed for continued sun protection.

Positioning

Vegan • Cruelty-Free • Skin-First • SPF 50 PA+++ • Brightening Matte Performance.



PACKAGING

Bespoke



BENCHMARK

Clinique
 Clinical Vitamin C SPF 50
 30ml
 USD \$64

STAY-IN-PLACE WATERPROOF FOUNDATION

Coverage: Medium to Full
 Suitable Skin Type: All Skin Types
 Luminosity: Lightly Glowy
 Finish: Natural-Looking Glow Finish

Natural Glow | Waterproof Transfer-Proof Longwear

A **medium-to-full coverage longwear foundation engineered to be humidity-proof, transfer-proof, and sweat-proof** – without sacrificing a natural, lightly glowing finish. Ultra-fine Polysilsequioxane Microspheres and Dimethiconyl-treated Silica provide a smooth, skin-like application that **flexes with movement and never cakes or settles into lines**. A **powerful 6D Peptide Complex supports firmness and reduces fine lines** while collagen and Pentavitin work to strengthen the moisture barrier and support long-term skin regeneration.

Claims

- Humidity-proof, transfer-proof, and sweat-proof for extreme longwear.
- Medium-to-full coverage that flexes with skin – no caking or creasing.
- Ultra-fine powder technology for smooth, skin-like application.
- 6D Peptide Complex promotes firmness and reduces fine lines.
- Strengthens moisture barrier for hydrated, resilient skin.

Directions for Use

Apply evenly to clean skin using fingertips, a brush, or a sponge. Blend outward for a seamless finish. Use alone or layered with other complexion products as desired.

Positioning

Vegan • Cruelty-Free • Skin-First • Waterproof Longwear Performance.



PACKAGING

Bespoke



BENCHMARK

Estée Lauder
 Double Wear Foundation
 30ml
 USD \$52



Our cushion foundation leverages next-generation mesh technology, combining precision, hygiene, and performance for a superior makeup experience. Designed for both prestige and accessible markets, this advanced system ensures controlled product dispensing, even texture, lightweight wear, and buildable coverage—all in one seamless application.

Advanced Mesh Cushion Foundation



Durable Elastic Mesh

- Fine microporous mesh delivers the ideal amount of foundation with every tap.
- Ensures precise application, reduces waste, and prevents excess product.

Rubycell Puff

- Sponge: High-density, elastic, and resilient for excellent rebound.
- Rubycell Fabric: Picks up foundation evenly, creating a smooth and consistent application.
- Polyurethane (PU) core prevents cracking, increasing durability.

Powder + Antioxidants

- Lightweight, veil-like powder for a breathable, natural finish.
- Fortified with antioxidants (e.g., Vitamin E) for skin protection and long-lasting stability.
- Offers buildable coverage, from sheer to full, without heaviness.

HSD Technology

- High-speed mixing disperses all ingredients uniformly with minimal gravitational influence.
- Produces consistent particle size and excellent adhesion to the skin.
- Ensures a soft, smooth, and long-lasting finish.

Polyurethane Soft Film

- Waterproof, breathable, and antibacterial.
- Enhances formula longevity and maintains hygienic conditions inside the compact.



HIGH COVER MESH CUSHION SPF 30 PA+++

Coverage: Medium
Suitable Skin Type: Combination to Oily/Oily
Luminosity: Matte
Finish: Velvet

Radiance Control Foundation | Antioxidant-Infused, Skin-Enhancing Formula

A long-lasting, lightweight foundation designed to provide flawless coverage while controlling oil and maintaining a natural, comfortable feel. Fortified with an antioxidant system of sodium ascorbyl phosphate (a stable form of Vitamin C), Vitamin E, and hydrolyzed wheat protein, it brightens the complexion, protects against environmental stressors, and improves skin elasticity and hydration. Elastic microspheres create a soft-focus, visually blurring effect, while advanced film-forming agents deliver an instantly lit-up, smooth finish that lasts all day without settling into fine lines.

Claims

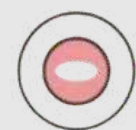
- Provides buildable coverage with oil-control benefits.
- Brightens and evens skin tone with Vitamin C and antioxidants.
- Enhances elasticity and moisture retention.
- Soft-focus, blurring effect for a smooth, luminous finish.
- Long-lasting, comfortable wear that resists creasing.

Directions for Use

Apply evenly to clean skin using fingertips, a brush, or a sponge. Blend outward for a seamless, radiant finish. Layer as needed for additional coverage.

Positioning

Skin-First • Antioxidant-Powered • Oil-Controlling Longwear Performance.



PACKAGING

Bespoke



BENCHMARK

TirTir
Aura Cushion Foundation
18g
USD \$22.50





MESH CUSHION SPF25 PA++

Coverage: Low
Suitable Skin Type: Dry
Luminosity: Shimmer
Finish: Natural, Semi Matte

Nourishing Glow Elixir | Moisture-Rich, Skin-Enhancing

A versatile, lightweight formula designed to deeply hydrate, nourish, and improve the overall texture and appearance of the skin. This breathable elixir spreads effortlessly, **balancing oil production** while leaving skin soft, smooth, and radiant. **Formulated with jojoba seed oil to moisturize and refine texture, avocado oil to provide antioxidant-rich hydration and a healthy glow, and squalane to protect and enhance suppleness.** Dual powders, including amino acid-treated moisturizing powder and silicone-treated waterproof and sweat-resistant powder, deliver a hydrating finish with all-day comfort.

Claims

- Deeply hydrates and nourishes skin.
- Balances oil production for a smooth, even texture.
- Enhances skin's natural radiance and healthy appearance.
- Lightweight, non-greasy, and breathable formula.
- Long-lasting, smudge-resistant finish with all-day comfort.

Directions for Use

Apply evenly to clean skin using fingertips, a brush, or a sponge. Blend outward for a seamless, luminous finish. Can be used alone or layered with other skincare or complexion products.

Positioning

Vegan • Cruelty-Free • Skin-First • Hydration & Radiance Focus.



PACKAGING

Bespoke



BENCHMARK

TirTir
 Mask Fit Red Cushion
 18g
 USD \$22.50

COLOR CHANGING CREAM BLUSH



Key Ingredients:

Vitamin E
 Jojoba Oil
 Squalane

pH-Activated | Vitamin E & Squalane-Infused Color

A transformative, **skin-loving blush that shifts from black to a vibrant pink upon application, responding to your unique pH.** This luminous, dewy formula glides on with a silky, non-greasy touch and leaves a radiant flush that lasts all day.

Enriched with Vitamin E, Jojoba Oil, and Squalane, it nourishes and protects the skin while delivering a gorgeous, customizable glow. Perfect for vegan and cruelty-free beauty routines, with no added fragrance.

Claims

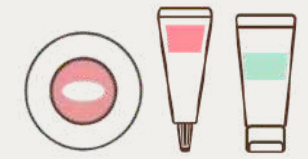
- Black-to-pink color change by pH.
- Luminous, dewy finish.
- Silky touch, non-greasy feel.
- Radiant all day long.

Directions for Use

Apply a small amount to the apples of your cheeks with fingertips or a brush. Blend outward for a natural, radiant flush. Layer as desired for more intensity.

Positioning

Vegan • Cruelty-Free • Skincare-Infused Color • Transformative Beauty.



PACKAGING

Bespoke



BENCHMARK

Boss Balm
 Blush Boss
 8g
 USD \$12





THICK LIP STICK

Key Ingredients:
Vitamin E

Thick Lip Oil | Vitamin E-Enriched, Hydrating High-Shine

A luxurious, **lightweight lip oil designed to deliver vibrant pigment with a high-shine, non-sticky finish.** This nourishing formula glides smoothly over the lips, providing intense color payoff while **deeply hydrating and conditioning for up to 12 hours. Enriched with Vitamin E,** it helps protect and strengthen the lip barrier, leaving lips soft, plump, and comfortable all day. The click-up applicator ensures precise dispensing, making it effortless to achieve a perfect, everyday-ready look.

Claims

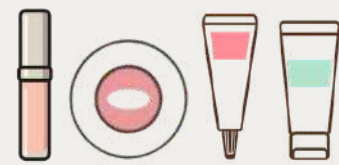
- Pigmented colorant with over 3% coverage.
- Lightweight, buildable formula.
- 12-hour hydration and nourishment.
- Non-sticky, high-shine finish.
- Vegan formula.
- Cruelty-free and not tested on animals.
- Perfect for everyday wear.

Directions for Use

Twist the click-up mechanism to dispense the ideal amount of product. Apply directly to lips using the built-in applicator. Layer as desired for richer color and shine.

Positioning

Vegan • Cruelty-Free • Hydrating • High-Impact Color • Everyday Luxe.



PACKAGING

Bespoke



BENCHMARK

NYX
Fat Lip Oil
2g
USD \$12

GRIP PRIMER & SPRAY

Key Ingredients:
Hyaluronic Acid
Niacinamide
Aloe Vera Water

Primer & Spray | Hydration-Infused | Makeup-Gripping Gel

A **lightweight, hydrating gel primer and setting spray designed to smooth, prep, and lock in makeup all day.** This translucent formula works seamlessly on all skin tones, leaving a dewy, fresh finish while providing a comfortable, breathable layer of hydration. **Infused with Niacinamide, Hyaluronic Acid, and Aloe Vera Water,** it nourishes the skin while creating a grip for long-lasting makeup wear. Vegan and cruelty-free, **this multitasking gel delivers radiant, smooth skin** with effortless application.

Claims

- Gel texture for smooth application.
- Hydrating all day with a dewy finish.
- Translucent formula suitable for all skin tones.
- Smooths skin and enhances makeup grip.

Directions for Use

- As a primer: Apply a thin layer to clean skin before makeup.
- As a setting spray: Mist over finished makeup to lock in color and add a dewy glow.

Positioning

Vegan • Cruelty-Free • Hydrating • Makeup-Enhancing • Multi-Use Primer & Spray.



PACKAGING

Bespoke



BENCHMARK

MILK Makeup
Hydro Grip Primer and Spray
30ml
USD \$20





EASY REMOVING MASCARA

Key Ingredients:

- 2% Betaine
- 0.1% Chamomile Flower Extract
- 0.1% Vitamin E

Tubing Mascara | Lengthening, Strengthening & Warm-Water Removal Formula

An innovative tubing mascara **designed to deliver defined length, volume, and strength—without the mess of traditional removal.** This advanced film-forming formula **wraps each lash in lightweight tubes that resist smudging and flaking throughout the day,** yet remove effortlessly with warm water alone. No makeup remover required. **Infused with 2% Betaine, Chamomile Flower Extract, and Vitamin E, the formula helps condition, strengthen, and protect lashes over time,** supporting healthier-looking, fuller lashes with every wear.

Claims

- Easy to remove with warm water only.
- Lengthening and volumizing effect.
- Defines lashes without clumping.
- Strengthens and conditions lashes over time.
- Smudge-proof and flake-resistant wear.
- Alcohol-free, fragrance-free, and paraben-free.

Directions for Use

Apply from lash roots to tips using upward strokes. Layer to build length and volume. To remove, gently massage lashes with warm water until tubes slide off—no rubbing required.

Positioning

Vegan • Cruelty-Free • Tubing Technology • Lash-Care Infused.



PACKAGING

Bespoke



BENCHMARK

Alleyoop

Lengthening & Strengthening
Tubing Mascara
3g
USD \$26



ERASER THICK STICK

Key Ingredients:

Silicone Base
Vitamin E

Blur & Blotting Primer Stick | Silicone-Smooth, Oil-Absorbing Matte Balm

A **lightweight, silicone-based balm-to-powder primer stick designed to instantly mattify, blur, and perfect the complexion.** This silky, non-greasy formula **glides effortlessly onto the skin, minimizing the appearance of texture and pores** while absorbing excess oil for a smooth, shine-free finish. **Infused with Vitamin E, it helps protect the skin while maintaining a comfortable matte look** throughout the day.

Claims

- Silicone-based matte finish.
- Blurs texture imperfections.
- Visibly reduces the look of excess oil.
- Lightweight, balm-to-powder transformation.
- Silky touch, non-greasy feel.
- Fragrance-free.

Directions for Use

Apply directly to areas prone to shine or texture, such as the T-zone. Blend with fingertips for a seamless matte finish. Use alone or under/over makeup for touch-ups throughout the day.

Positioning

Vegan • Cruelty-Free • Matte-Perfecting • On-the-Go Touch-Up • Texture-Blurring.



PACKAGING

Bespoke



BENCHMARK

Nude Stick

Blot & Blur Matte Primer Stick
10g
USD \$45

DUAL-BRUSH COLOR MASCARA

Key Ingredients:

2% Butylene Glycol
3% Glycerin

Dual-Brush Color Mascara | Highly Pigmented | Conditioning Long-Wear Formula

A time-saving, **two-in-one mascara designed for effortless, customized lash looks. Featuring dual brushes in one smart packaging system,** this innovative design allows you to adjust intensity and match your hair color with precision. **The highly pigmented formula delivers length, volume, and definition while ensuring smooth, even application.** Infused with 3% Glycerin and 2% Butylene Glycol, it helps condition and moisturize lashes, supporting healthier-looking, more resilient lashes over time.

Claims

- Highly pigmented (2% colorant).
- Lengthening and volumizing performance.
- Smooth, even application.
- Life-proof wear (smudge-resistant and flake-resistant).
- Conditioning and moisture-supporting formula.

Directions for Use

Select your preferred brush for desired intensity. Apply from root to tip using upward strokes. Layer to build volume and definition.

Positioning

Vegan • Dual-Brush Innovation • Conditioning Formula • Long-Wear Performance.



PACKAGING

Bespoke



BENCHMARK

Trinny London

Lash2Brow Gel Duo
4.5g
USD \$36





DUAL ILLUMINATING CONTOUR

Key Ingredients:

- 0.1% Vitamin E
- 30% Emollients

Mineralize Skinfinish | Illuminating | Hydration-Infused Cream Highlight

A **creamy, illuminating contouring formula designed to enhance the complexion with a natural, radiant glow.** Smooth, and buildable it glides effortlessly onto the skin, **providing light-reflecting luminosity** while delivering a soft, silky texture. Infused with 0.1% Vitamin E and 30% emollients, **it hydrates and nourishes the skin, ensuring comfort and long-lasting wear.** Sweat proof and vegan, it is free from alcohol, fragrance, and parabens—perfect for creating endless makeup looks with a healthy, luminous finish.

Claims

- Smooth, silky texture.
- Illuminating, buildable glow.
- Hydrating with 30% emollients and Vitamin E.
- Sweat-proof wear.

Directions for Use

Apply directly to the high points of the face (cheekbones, brow bones, and cupid's bow) using fingertips or a brush. Layer for more intensity as desired.

Positioning

Vegan • Hydration-Infused • Illuminating Finish • Long-Wear Highlight.



PACKAGING

Bespoke



BENCHMARK

MAC
Mineralize Skinfinish
10g
USD \$43



GLITTER DUAL COLOR MASCARA

Key Ingredients:

- 2% Butylene Glycol
- 3% Glycerin

Glitter Lash & Brow Topcoat | Sparkle-Infused | Conditioning Life-Proof Formula

A **multidimensional lash and brow glitter topcoat** designed to instantly elevate any look with dazzling sparkle. **This lightweight, film-forming formula glides smoothly over lashes and brows,** adding a radiant glitter coating while enhancing the appearance of length and volume. **Engineered for life-proof wear,** it stays in place without flaking while maintaining flexibility and comfort. **Infused with 3% Glycerin and 2% Butylene Glycol, the formula helps condition and moisturize lashes and brows,** supporting softness and healthy-looking definition.

Claims

- Lengthening and volumizing effect.
- Smooth, even glitter application.
- Conditioning and moisture-supporting formula.
- Life-proof wear (smudge-resistant and flake-resistant).
- Alcohol Free

Directions for Use

Apply directly over mascara or bare lashes and brows using upward strokes. Layer to intensify sparkle and dimension.

Positioning

Sparkle-Enhancing • Conditioning Formula • Performance • Multi-Use Topcoat.



PACKAGING

Bespoke



BENCHMARK

Trinny London
Lash2Brow Gel Duo
4.5g
USD \$36

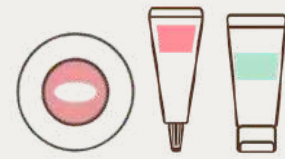




PORE ERASER PRIMER

Key Ingredients:
1% Coconut Oil

Pore Filter Primer Stick | Smooth, Mattifying, Hydration-Infused Base



PACKAGING

Bespoke

A **pore-minimizing primer stick designed to create a flawless, smooth starting point for your makeup.** This **high-coverage, mattifying formula glides effortlessly onto skin, reducing the appearance of pores** and evening out texture for a seamless base. **Infused with 1% Coconut Oil, it provides hydration to the skin,** helping maintain a healthy, comfortable feel, while a touch of menthol delivers a refreshing cooling sensation. Sweat-proof and lightweight, it preps the skin for long-lasting makeup application.

Claims

- High coverage, smooth, and mattifying finish.
- Hydrating with Coconut Oil (1%).
- Cooling effect for refreshed skin.
- Creates an even surface to prep makeup.
- Sweat-proof wear.

Directions for Use

Apply directly to clean, dry skin over areas with visible pores or uneven texture. Blend with fingertips or a brush for a seamless base. Layer as needed for targeted coverage.

Positioning

Hydration-Infused • Cooling Primer • Long-Wear Makeup Prep • Vegan.



BENCHMARK

NYX
Pore Filler Primer
3g
USD \$15



HYDRATION LIP BALM

Key Ingredients:
2% Coconut Oil
1% Shea Butter

Hydrating | Tinted | Lightweight Lip Care

A **lightweight, moisturizing lip balm designed to deliver a pop of color** while keeping lips soft, supple, and hydrated all day long. Infused with Coconut Oil and Shea Butter, **this creamy formula nourishes and prevents dryness and chapping.** The soft, jelly-like texture glides smoothly onto lips, **providing a comfortable, tinted finish that enhances your natural lip tone.** Vegan and free from alcohol, fragrance, and parabens, it combines vibrant color with lip-loving care.

Claims

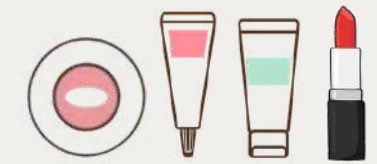
- Hydrating.
- Tinted for a natural pop of color.
- Soft and comfortable texture.
- Lightweight and non-greasy feel.
- Moisturizing to prevent dryness and chapping.

Directions for Use

Apply directly to lips as needed throughout the day. Reapply to build color and hydration.

Positioning

Hydrating & Tinted • Lightweight Lip Care • All-Day Comfort.



PACKAGING

Bespoke



BENCHMARK

Huda Beauty
Glowish Super Jelly Lip Balm
2.5g
USD \$20.95





COLOR LIFE PROOF MASCARA

Key Ingredients:

- 2% Betaine
- 0.1% Chamomile Flower Extract
- 0.1% Vitamin E
- 2% Colorant

Color Life-Proof Mascara | Highly Pigmented | Lash-Strengthening Volume Formula

A **highly pigmented, colorful mascara designed to lengthen and volumize lashes while delivering bold, vibrant impact.** This comfortable, lightweight formula keeps lashes lifted, curled, and perfectly separated all day long. Engineered to be life-proof, it resists flaking and smudging, ensuring long-lasting wear without compromising comfort. **Infused with 2% Betaine, Chamomile Flower Extract, and Vitamin E, this formula free from alcohol helps condition and strengthen lashes while maintaining flexibility and softness.**

Claims

- Highly pigmented (2% colorant).
- Lengthening and volumizing effect.
- Lifted, curled, and separated lashes.
- Life-proof wear (flake-resistant and smudge-resistant).
- Strengthening and conditioning benefits.

Directions for Use

Apply from root to tip using upward zig-zag motions to build length and volume. Layer for intensified color payoff and definition.

Positioning

Vegan • Cruelty-Free • Bold Color • Lash-Strengthening • Clean Performance.



PACKAGING

Bespoke



BENCHMARK

Alleyoop

Lengthening & Strengthening
Tubing Mascara
3g
USD \$26





JUICY LIPS TINT

Key Ingredients:

Vitamin C.
Jojoba Oil.
Squalane.

Cooling | pH-Activated | Vitamin-Infused Lip Oil

A **next-generation jelly-gel lip oil that delivers a refreshing cooling sensation while transforming into a custom shade** unique to your lips. This **color-changing formula reacts to your natural pH to create a personalized tint that flatters every skin tone.** The juicy, glossy texture feels lightweight and comfortable, making it perfect for hot summer days when lips crave hydration and freshness. **Infused with Vitamin E, Jojoba Oil, Squalane, and Perilla Seed Oil, the formula deeply nourishes and soothes,** helping lips feel softer, smoother, and visibly healthier.

Claims

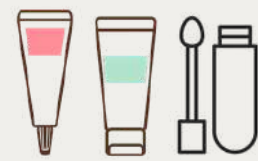
- Cooling jelly-gel texture.
- pH-activated color-changing effect.
- Creates a custom shade for every wearer.
- Vitamin E-infused for softness and smoothness.
- Perilla Seed Oil helps hydrate and soothe lips.
- Lips feel healthier, firmer, and look less flaky.

Directions for Use

Apply directly to lips. Allow the formula to react and develop into your custom shade. Reapply as desired for added shine and hydration.

Positioning

Hydration-Boosting • pH-Activated • Cooling Effect • Summer Essential.



PACKAGING

Bespoke



BENCHMARK

Too Faced
Kissing Jelly Juicy Tint
4.5ml
USD \$22

COLOR CHANGING LIP OIL



Key Ingredients:

Olive Oil
Jojoba Oil
Squalane
Meadowfoam Seed Oil

Color-Changing | Plumping | Nourishing Shine

A **transformative lip oil that reacts to your natural pH, shifting into a beautiful, custom pink shade unique to you.** This lightweight yet deeply nourishing formula enhances lips with a radiant glow while **delivering lasting hydration and a visibly plumper look.** Infused with Olive Oil, Jojoba Oil, Squalane, and Meadowfoam Seed Oil, **the formula helps soften, smooth, and condition lips,** leaving them supple and kissably soft. **Plumping peptide actives enhance luminosity and fullness** for a healthy, glossy finish.

Claims

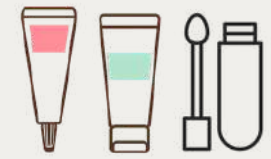
- Color-changing by pH for a natural pink shade.
- Moisturizing and hydrating formula.
- Glow-enhancing with a plumping look.
- Leaves lips soft, and smooth.

Directions for Use

Apply directly to bare lips and allow the formula to react to your natural pH. Reapply throughout the day for added shine, hydration, and enhanced color.

Positioning

pH-Activated • Plump-Enhancing • Glow-Boosting Lip Care.



PACKAGING

Bespoke



BENCHMARK

QiBest
Shiny Lip Oil
4.6ml
USD \$38



SMOOTH HYDRATING PRIMER

Key Ingredients:

Polyglutamic Acid.
Squalane.
Allantoin.
Sunflower Seed Oil & Camellia Oil.

Nourishing + Primer Face | Multitasking Hydration | Smooth-Prep Base

A **multitasking moisturizing primer designed to hydrate, smooth, and prep the skin** in one effortless step. Skin looks brighter, feels softer, and stays comfortably hydrated throughout the day. **Powered by Polyglutamic Acid, Shea Butter, and Squalane, the formula deeply replenishes moisture while supporting the skin barrier.** Allantoin and Dipotassium Glycyrrhizate help soothe and calm, making it suitable for sensitive skin.

Claims

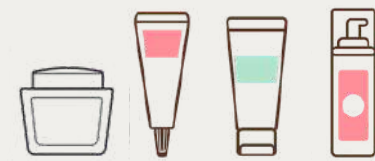
- Multitasking moisturizing primer base.
- Smooths skin for seamless makeup application.
- Rich feel without greasiness.
- Hydrates, brightens, and softens.
- Suitable for sensitive skin.

Directions for Use

Apply evenly to clean skin using the pump dispenser. Wear alone for a hydrated glow or follow with foundation for a smooth, long-lasting makeup finish.

Positioning

Sensitive-Skin Friendly • Hydration-Boosting • Makeup-Prep Essential.



PACKAGING

Bespoke



BENCHMARK

Grace's Faces

Moisturising + Priming Base
30g
USD \$12

SQUEEZE PRIMER



Key Ingredients:

Niacinamide
Bamboo Powder
Squalane
Witch Hazel Water

Oil-Control | Matte-Locking | Skincare-Infused Base

A **high-performance primer designed to lock in makeup while controlling oil and shine for up to 12 hours.** Powered by advanced film-forming technology, **this lightweight formula helps secure your look in place while maintaining a smooth, matte finish** throughout the day. Infused with **Bamboo Powder, it absorbs excess oil** and minimizes unwanted shine, keeping skin fresh and balanced. **Niacinamide and Squalane help to refine the look of pores** while maintaining hydration and barrier support.

Claims

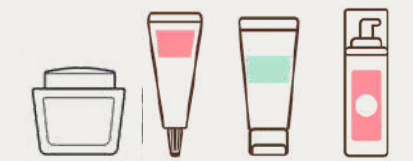
- Locks in makeup with film-former technology.
- Helps maintain a matte finish.
- Controls oil and shine for up to 12 hours.
- Aluminum-free formulation.
- Infused with skincare ingredients.

Directions for Use

Apply a thin, even layer to clean, moisturized skin before makeup. Focus on areas prone to oil and shine. Allow to set before applying foundation.

Positioning

Cruelty-Free • 12H Oil Control • Matte-Locking • Skincare-Infused Performance.



PACKAGING

Bespoke



BENCHMARK

one/size

Secure The Sweat
1 oz
USD \$34



HIGH COVERAGE CAMO CONCEALER

Key Ingredients:

Ceramides.
Shea Butter.
Avocado Oil.

High-Coverage | Skin-Nourishing Concealer

A **versatile satin cream concealer designed to deliver natural, radiant coverage** while nourishing the skin. **Mixing the three shades enhances light reflection on blemished areas**, creating a translucent effect that brightens and perfects the complexion. This **high-coverage yet lightweight formula blends seamlessly** without caking or appearing powdery, **providing long-lasting coverage that resists water and sweat**. Gentle enough for sensitive skin, it keeps skin comfortable while improving overall skin appearance.

Claims

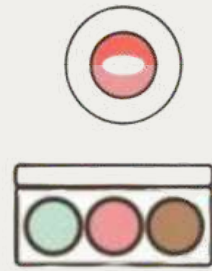
- High coverage, lightweight, and blendable.
- Enhances light reflection for natural radiance.
- Long-lasting and water/sweat-resistant.
- Gentle for sensitive skin.
- Skin-nourishing and hydrating.

Directions for Use

Apply to blemishes or areas needing coverage using fingertips, brush, or sponge. Blend outward for seamless, natural coverage. Layer as needed for intensity.

Positioning

High Coverage • Lightweight • Long-Wear • Radiance-Enhancing.



PACKAGING

Bespoke



BENCHMARK

Laura Mercier
Secret Camouflage
7.7g
\$22.00





GALACTIC LIP OIL

Key Ingredients:

Hyaluronic Acid Complex.
Vitamin E.
Coconut Oil.
Grape Seed Oil

Hydrating | Plumping | High-Shine Treatment pH-Activated

A nourishing **shimmering lip oil designed to juice up your lips with radiant shine and long-lasting hydration.** This lightweight, food-grade mineral oil-based formula glides smoothly onto lips, delivering instant moisture and a fuller-looking finish. The formula **deeply conditions while helping to smooth lip texture** and reduce the appearance of fine lines. The result is softer, plumper-looking lips with a glossy, luminous glow. Vegan and cruelty-free, it combines performance with lip-loving care.

Claims

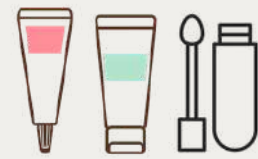
- Moisturizing and hydrating formula.
- Plumper look and reduced appearance of lip lines.
- Smooths and conditions lips.
- High-shine, shimmering finish.

Directions for Use

Apply directly to lips using the sponge tip applicator. Wear alone for a juicy shimmer effect or layer over lipstick for added dimension and shine. Reapply as needed throughout the day.

Positioning

Hydration-Boosting • Plump-Enhancing • High-Shine Glow.



PACKAGING

Bespoke



BENCHMARK

Tarte
Juicy Plumping Lip Oil
2.4ml
USD \$27

SMOOTH VAIL BLUSH



Key Ingredients:

20% Natural Derived Oil.
Vitamin E.

Hydrating | Antioxidant-Infused | Dewy Cream | Blush

A **weightless cream blush designed to deliver a sheer veil of color with a fresh, dewy finish.** This **lightly emollient formula melts seamlessly into the skin**, enhancing cheeks with natural-looking radiance while maintaining a breathable, second-skin feel. **Formulated with over 20% naturally derived oils and enriched with Vitamin E, it provides hydration and antioxidant support while helping skin feel soft** and smooth throughout the day. Fragrance-free, vegan, and cruelty-free, it combines skincare benefits with effortless color payoff.

Claims

- Hydrating formula with Vitamin E.
- Provides skincare antioxidant benefits.
- Dewy finish with a sheer veil of color (20%+ colorant system).
- Lightly emollient, weightless cream texture (20%+ naturally derived oils).

Directions for Use

Apply to the apples of the cheeks using fingertips, brush, or sponge. Blend outward for a soft flush of color. Layer to build intensity while maintaining a natural glow.

Positioning

Antioxidant-Infused • Dewy Glow • Skin-Enhancing Cream Color.



PACKAGING

Bespoke



BENCHMARK

Makeup By Mario
Soft Pop Plumping Blush Veil
5g
USD \$34

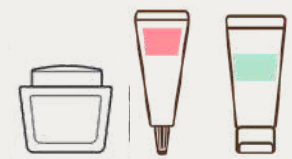




PRETTY PRIMER STICK

Key Ingredients:

Aloe Water
Menthol
Glycerin
Lecithin



PACKAGING

Bespoke



BENCHMARK

E.L.F.
Stay Cool Primer Stick
17g
USD \$8

Cool Primer Stick | Cooling | Hydrating Solid | Makeup Prep

A **refreshing solid primer stick designed to hydrate, soothe, and prep skin** for flawless makeup application. This **mess-free format glides effortlessly onto the skin**, delivering an instant cooling sensation while creating a smooth canvas. **Infused with Aloe Water and Glycerin, the formula helps replenish moisture and calm the skin**, leaving it soft and comfortably hydrated. A touch of Menthol provides a fresh, cooling feel, while Lecithin supports skin conditioning.

Claims

- Solid primer stick format.
- Hydrates, soothes, and preps skin for makeup.
- Cooling sensation upon application.
- Mess-free, easy-to-use packaging.
- Infused with skincare ingredients.

Directions for Use

Apply directly to clean skin before makeup. Blend with fingertips if needed. Follow with foundation or wear alone for a refreshed, hydrated look.

Positioning

Cooling Effect • Skincare-Infused • On-the-Go Primer.

DUCK LIPS PLUMPER

Key Ingredients:

Chili Extract & Ginger Flavor.
Maxi-Lip™
Vitamin E.



Spicy-Infused | Instant Long-lasting Plumping Shine

A **bold, high-shine lip gloss infused with spicy ginger and chili extract to deliver an instant plumping effect**. This oil-based formula **creates a visibly fuller look** within minutes, while continued wear enhances volume over time for maximized lip impact. **Powered by Maxi-Lip™, the formula supports overtime plumping** benefits, helping lips appear smoother and more defined. Enriched with Vitamin E, it **provides moisturizing care while maintaining a glossy, lacquered finish**. This high-performance plumper delivers dramatic shine with conditioning comfort.

Claims

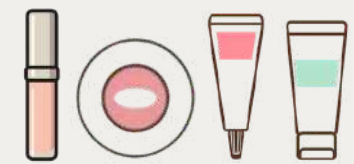
- Infused with spicy ginger and chili extract.
- Instant plumping effect.
- Overtime plumping with Maxi-Lip™.
- High-shine oil-based formula.
- Moisturizing with Vitamin E.

Directions for Use

Apply directly to clean lips. Allow the warming sensation to activate. Reapply as desired for amplified shine and plump effect.

Positioning

Cruelty-Free • Instant Plump • High-Impact Shine • Spicy Sensation.



PACKAGING

Bespoke



BENCHMARK

NYX
Duck Plump Lip Gloss
6.8ml
USD \$12





MIRACLE SCRUB & BALM

Key Ingredients:
0.1% Squalane.



PACKAGING

Bespoke



BENCHMARK

NYX
Pore Filler Primer
3g
USD \$15



BENCHMARK

Danessa Myricks
Yummy Skin Balm
50ml
USD \$33

Blurring Balm Powder | High-Coverage | Matte-Perfecting Cooling Balm

A **pore-blurring balm-to-powder stick designed to deliver high coverage with a smooth, soft-matte finish.** This innovative texture **refines skin instantly, minimizing the appearance of pores and excess shine** while creating an even surface for flawless makeup application. Formulated with Silicone and Silica, it enhances texture refinement and oil control, helping skin appear smoother and shine-free. **Squalane provides lightweight moisturization to maintain comfort without greasiness,** while Menthol delivers a subtle cooling sensation for a refreshed feel upon application. T

Claims

- High coverage with smooth, matte finish.
- Pore-blurring and texture-refining effect.
- Moisturizing with Squalane.
- Cooling sensation with Menthol.
- Creates an even surface to prep skin.

Directions for Use

Apply directly to clean, dry skin, focusing on areas with visible pores or excess shine (such as the T-zone). Gently blend with fingertips. Use alone, under foundation as a primer, or over makeup for touch-ups.

Positioning

Matte-Perfecting • Pore-Blurring • Cooling Effect • Multi-Use Balm.





GLOW TINT STICK

Key Ingredients:
Sodium Hyaluronate

Buildable | Hydrating | Satin-Matte | Foundation Stick

A **versatile foundation stick that delivers flawless, buildable coverage** in a soft, silky, and lightweight formula. Designed for on-the-go use, this portable stick blends seamlessly for a **natural satin-matte finish** while providing skin-nourishing benefits. Infused with **Sodium Hyaluronate to maintain hydration, Caprylic/Capric Triglyceride to soften and nourish, and Tocopheryl Acetate for antioxidant protection**, the formula keeps skin smooth, comfortable, and radiant. **Silicone elastomers create a soft-focus finish**, ensuring long-lasting wear without caking or dryness.

Claims

- Flawless, buildable coverage.
- Long-lasting and comfortable wear with silky texture.
- Portable, convenient stick format.
- Maintains skin hydration with Sodium Hyaluronate.
- Antioxidant protection.

Directions for Use

Apply directly to skin with a brush, sponge, or fingertips. Blend outward for a seamless finish. Layer for desired coverage. Perfect for quick touch-ups or full-face application.

Positioning

Buildable Coverage • Hydrating • Satin-Matte • Antioxidant-Infused.



PACKAGING

Bespoke



BENCHMARK

H&M
Glow Sha Stick Bronzer
15.8g
USD \$10

GLOW PERFECTOR



Key Ingredients:
0.1% Adenosine
0.1% Tocopherol

Glass Glow Perfector | Radiance-Boosting | Skincare-Infused Illuminator

A **lightweight skin glow enhancer designed to deliver instant luminosity** while nourishing the complexion. **Powered with a light-reflecting effect** the formula creates a soft-focus, **luminous finish that enhances natural radiance** and visibly brightens the skin. **Infused with Tocopherol for antioxidant protection** and Adenosine to support skin elasticity, this multitasking perfector combines makeup glow with skincare benefits. **The hydrating base formula helps maintain moisture balance**, leaving skin smooth, supple, and healthy-looking with a glass-like sheen.

Claims

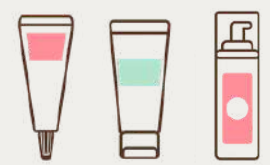
- Provides base illuminance.
- Visibly brightens skin.
- Antioxidant protection with Tocopherol.
- Hydrates skin with moisture-supporting base formulation.
- Infused with skincare ingredient Adenosine.

Directions for Use

Apply evenly to the face after skincare for a natural glow, or mix with foundation to enhance radiance. Blend gently with fingertips or a sponge. Suitable for daily use.

Positioning

Skincare-Infused • Antioxidant Protection • Hydrating Glow • Glass-Skin Finish.



PACKAGING

Bespoke



BENCHMARK

RARE Beauty
Glass Glow Perfector
3.3ml
USD \$33



LIP & CHEEK MOUSSE

Key Ingredients:

2% Cica Extract
1.8% Niacinamide

Velvet Blusher | Skincare-Infused | Radiant Skin | Creamy Blush



PACKAGING

Bespoke

A **lightweight, creamy blush that delivers a natural, radiant flush** while nourishing the skin. Formulated with Global Cica Extract and Niacinamide, **it soothes, brightens, and supports overall skin health.** The soft emulsion base and light emollients create a smooth, blendable texture for effortless application. **Antioxidant-rich ingredients protect against environmental stressors**, while **long-lasting pigments provide buildable, luminous color without caking.** Perfect for a fresh, glowing complexion with skincare benefits in every swipe.

Claims

- Provides base illuminance.
- Visibly brightens skin.
- Antioxidant protection with Tocopherol.
- Hydrates skin with moisture-supporting base formulation.
- Infused with skincare ingredient Adenosine.

Directions for Use

Apply evenly to the face after skincare for a natural glow, or mix with foundation to enhance radiance. Blend gently with fingertips or a sponge. Suitable for daily use.

Positioning

Skincare-Infused • Antioxidant Protection • Hydrating Glow • Glass-Skin Finish.

BENCHMARK

AGE20'S

Velvet Haze Blusher
4.5ml
USD \$18



COLOR STACK



Key Ingredients:

Sodium Hyaluronate
Squalane
SPF 15

Color Blush Balm SPF 15 | Hydrating | High-Shine | Skincare-Infused Color

A **multifunctional blush balm that combines radiant color with skincare benefits and sun protection.** Formulated with **chemical SPF 15, it helps protect skin from UV exposure** while delivering a luminous, high-shine finish. **Infused with Sodium Hyaluronate and Squalane, the balm hydrates and nourishes,** keeping skin soft and comfortable without feeling sticky. **The lightweight base formula ensures smooth application and long-lasting wear,** making it ideal for cheeks, lips, and eyes.

Claims

- SPF 15 sun protection.
- Infused with skincare ingredients: Sodium Hyaluronate and Squalane.
- High-shine, luminous finish.
- Non-sticky, comfortable wear.
- Moisturizing and hydrating formula.

Directions for Use

Apply directly to cheeks, lips, or eyelids. Blend with fingertips or a brush for seamless coverage. Reapply as needed for additional color, shine, or sun protection throughout the day.

Positioning

SPF-Protected • Skincare-Infused • High-Shine • Hydrating Multi-Use Balm.



PACKAGING

Bespoke



BENCHMARK

Nude Sticks

Stax
4.5ml
USD \$25





BUILDER BUTTER BALM

Key Ingredients:

1.5% Shea Butter
Squalane

Butter Balm | Buildable | Dewy | Skincare-Infused Glow

A **luxurious blush balm that delivers a healthy, luminous flush with effortless application.** Infused with skincare ingredients like **Shea Butter and Squalane, it nourishes and hydrates skin while creating a radiant, soft-focus finish.** The creamy, blendable formula glides smoothly onto cheeks or lips, offering buildable color that stays moisture-proof and luminous throughout the day. **Lightweight yet richly emollient, this balm makes touch-ups easy and fun, giving skin a fresh, dewy glow anytime.**

Claims

- Skincare-infused with Shea Butter and Squalane.
- Easy application with even, buildable color distribution.
- Creates a healthy, dewy, luminous finish.
- Blendable and effortless to layer.
- Moisture-proof, long-lasting luminosity.

Directions for Use

Roll directly onto cheeks or lips, then gently blend with fingertips for a natural flush. Layer as desired for more intensity or luminosity.

Positioning

Skincare-Infused • Dewy Glow • Buildable Color • Moisture-Proof • Multi-Use Blush.



PACKAGING

Bespoke



BENCHMARK

Merit
Blush Balm
9g
USD \$30

BUILDER BUTTER BALM

Key Ingredients:

0.5% Grape Seed Oil
0.5% Squalane

Aqua Tint | Cushioned | High-Shine | Skincare-Infused Glow

A **lightweight tint that delivers a soft wash of pearlescent color with a glossy, high-shine finish.** Designed with a cushioned, oil-rich texture, it glides smoothly onto lips or cheeks for effortless application and a luminous, fresh look. **Formulated with Squalane and Grape Seed Oil, this tint helps moisturize and condition the skin while enhancing comfort and softness.** A glossy oil base provides intense shine and a smooth, reflective finish, while low-level pigment create a natural, light color payoff that can be layered for added intensity.

Claims

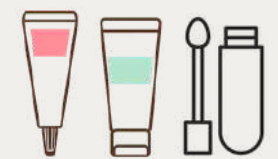
- Infused with skincare ingredients: Squalane and Grape Seed Oil.
- Moisturizing and conditioning formula.
- High-shine, pearlescent finish with glossy oil.
- Lightly pigmented, buildable color.
- Cushioned, smooth-glide texture.

Directions for Use

Swipe the applicator evenly across lips (or cheeks, if multi-use). Apply one coat for a natural sheen or layer for enhanced color and shine. Reapply as desired throughout the day.

Positioning

Skincare-Infused • High-Shine • Sheer Tint • Cushioned Texture • Layerable Glow.



PACKAGING

Bespoke



BENCHMARK

Oiad
Mouse Cheek
9g
USD \$30





THICK TINT SPF

Key Ingredients:

Chemical Sunscreen (UVA/UVB)
Sodium Hyaluronate
Squalane

SPF 15 | Hydrating | High-Shine | UV-Protecting

A **nourishing lip gloss that combines radiant shine with SPF 15 protection.** Formulated with **chemical sunscreen and tested according to ISO 24444**, it helps **protect lips from UV exposure while delivering a smooth, glossy finish.** Infused with **Sodium Hyaluronate and Squalane**, this formula helps maintain hydration and softness. Caprylic/Capric Triglyceride enhances comfort and glide, while Tocopherol provides antioxidant protection. The result is lips that feel moisturized, non-sticky, and visibly radiant with a high-shine effect.

Claims

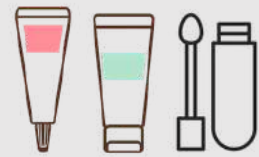
- SPF 15 sun protection.
- Infused with skincare ingredients.
- Moisturizing and conditioning formula.
- High-shine, glossy finish. Non-sticky.
- Antioxidant protection with Tocopherol.

Directions for Use

Apply directly to lips using the applicator. Wear alone for a glossy, radiant finish or layer over lipstick for added shine and dimension. Reapply as needed throughout the day for continued moisture and sun protection.

Positioning

SPF-Protected • Skincare-Infused • High-Shine Gloss • Non-Sticky • Moisturizing.



PACKAGING

Bespoke



BENCHMARK

E.L.F Cosmetics
Sun Bloss Gloss
32g
USD \$12



GLOW ENHANCER

Key Ingredients:

Tocopherol
Adenosine

Radiance Boosting | Skin Illuminator

Enhance the complexion with this **lightweight glow booster designed to deliver instant luminosity** while supporting skin care benefits. The silky formula blends seamlessly, creating a natural, lit-from-within radiance. Formulate to provide base illuminance and visible brightening, plus **Adenosine to help support skin elasticity** and smoothness. **Tocopherol offers antioxidant protection**, while the hydrating base helps maintain moisture.

Claims

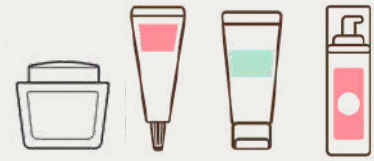
- Provides base illuminance.
- Brightens and enhances skin radiance.
- Delivers antioxidant protection.
- Hydrates and smooths skin.
- Infused with skincare-active adenosine.

Directions for Use

Apply evenly to the face after skincare, or mix with foundation for an all-over radiant finish. Blend gently with fingertips or a sponge. Suitable for daily use.

Positioning

Glow Base • Skincare-Infused Makeup • Lightweight • Hydrating Illuminator.



PACKAGING

Bespoke



BENCHMARK

one/size
B12 Base Thinner
30ml
USD \$32

CUSHION BLUSH



Key Ingredients:

Sodium Hyaluronate
Allantoin

Nourishing Triple Butter | Melting Balm | Lip & Cheek | Soft-Dewy Glow

Indulge skin in a **creamy, multi-use balm that delivers a fresh wash of color while deeply conditioning**. The low-melting wax system creates a smooth, balm-to-skin texture that glides effortlessly onto lips and cheeks, melting on contact for a natural, dewy flush. **Powered by a Triple Butter Complex – Shea Butter, Mango Seed Butter, and Cocoa Seed Oil– to soften and nourish, plus Oil-Soluble Hyaluronic Acid to help plump and maintain moisture.**

Claims

- Infused with Triple Butter Complex for conditioning and softness.
- Hyaluronic Acid technology for hydration and plumping effect.
- Soft-focus blurring finish.
- Melting balm texture with lightweight comfort.
- Multi-use for lips and cheeks.

Directions for Use

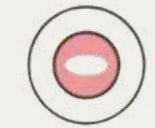
Apply directly to cheeks and blend with fingertips for a natural flush.

Dab onto lips for tinted hydration.

Layer to build intensity or customize your glow.

Positioning

Triple Butter • Hydrating • Soft-Focus Blur • Multi-Use Color • Dewy Finish.



PACKAGING

Bespoke



BENCHMARK

TIRTIR
Airy Bloom Mesh Cushion
18g
USD \$43



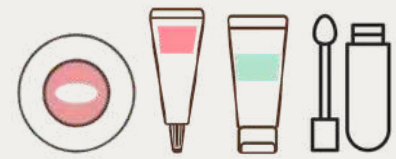


BLUSH MUSE

Key Ingredients:

2% Global Cica Extract
1.8% Niacinamide

Shaking Blur Cheek | Creamy | Radiant Blush



PACKAGING

Bespoke

A lightweight, creamy blush that delivers a fresh, natural flush with a radiant finish. **Formulated with Global Cica Extract for soothing care and Niacinamide to brighten and even skin tone**, it nourishes while enhancing a healthy, luminous glow. **Infused with caprylic/capric triglyceride for a soft, emollient texture and enriched with antioxidants to protect against environmental stress**, this formula blends effortlessly without caking, giving long-lasting, seamless color.

Claims

- Infused with skincare ingredients.
- Natural, radiant finish.
- Lightweight, comfortable feel.
- Creamy, blendable texture (emulsion base).
- Antioxidant protection for skin.

Directions for Use

Twist open and dab the cushion applicator onto the cheeks. Blend gently with fingertips or sponge for a natural flush. Layer for desired intensity.

Positioning

Skincare-Infused • Lightweight Cream • Buildable Color • Smooth Texture.



BENCHMARK

WAKEMAKE

Shaking Blur Cheek
4g
USD \$13

GLASS GLOW CUSHION FOUNDATION



Key Ingredients:

1% Niacinamide
Adenosine

Glow Tint Stick | Flawless Finish | Foundation Stick

A **creamy, lightweight foundation stick designed for flawless coverage with a soft, satin-matte finish**. Infused with **Sodium Hyaluronate to maintain hydration, it nourishes and protects** skin while delivering buildable, long-lasting coverage. **Caprylic/Capric Triglyceride softens and conditions, and Tocopheryl Acetate provides antioxidant support. Silicone elastomers create a smooth, soft-focus effect** for a naturally perfected complexion. This convenient stick format ensures portable, mess-free application, perfect for touch-ups anytime, anywhere.

Claims

- Flawless coverage for a smooth, even complexion.
- Buildable and long-lasting wear.
- Soft, silky texture.
- Portable convenience for on-the-go use.
- Hydrating with Sodium Hyaluronate.
- Antioxidant protection with Tocopheryl Acetate.

Directions for Use

Apply directly to clean skin using a brush, sponge, or fingertips. Blend evenly and layer for desired coverage. Ideal for quick touch-ups throughout the day.

Positioning

Hydrating • Soft, Silky Texture • Portable & Buildable • Antioxidant-Infused



PACKAGING

Bespoke



BENCHMARK

Charlotte Tilbury

Glass Glow Tint Stick
10g
USD \$40





GLASS GLOW CUSHION FOUNDATION

Key Ingredients:
2% Niacinamide



PACKAGING

Bespoke

Liquid Foundation | Lightweight | Buildable Coverage

A **breathable, ultra-thin liquid foundation designed to deliver buildable coverage** with a luminous matte finish. **Enriched with Niacinamide**, it brightens and evens skin tone while maintaining hydration. **Glycerin and Butylene Glycol help retain moisture, and silicone elastomers provide a smooth, soft-focus effect** for a naturally flawless complexion. Lightweight yet long-lasting, it offers anti-transfer performance for all-day comfort and radiance.

Claims

- Ultra-thin, breathable texture.
- Buildable coverage for a customizable finish.
- Brightens and improves skin tone with Niacinamide.
- Hydrating formula with Glycerin and Butylene Glycol.
- Soft-focus, smooth appearance with silicone elastomers.
- Long-lasting, anti-transfer wear.

Directions for Use

Apply evenly to clean, moisturized skin using a brush, sponge, or fingertips. Blend outward for a seamless finish. Layer as needed for desired coverage.

Positioning

Lightweight • Buildable Coverage • Hydrating • Soft-Focus.



BENCHMARK

Maybelline
Superstay Foundation
35ml
USD \$16

MATTE LONG LAST SETTING SPRAY

Key Ingredients:
Hazel Water



PACKAGING

Bespoke

Setting Spray | Matte Blur Finish

A **lightweight, shine-controlling setting spray that hydrates while keeping makeup flawless all day. Infused with witch hazel water**, it helps refresh and balance skin, while silica delivers a soft, matte, blur effect. **The formula locks in makeup, reduces excess oil, and leaves skin looking smooth, moisturized, and perfected.** Perfect for use before makeup as a primer or after makeup to set and extend wear.

Claims

- Lightweight, breathable mist.
- Shine-free, matte finish.
- Smooths skin appearance.
- Hydrates and refreshes with witch hazel.

Directions for Use

Shake well before use. Hold 20–25 cm from face.

- Before makeup: Spray to prime and refresh skin.
- After makeup: Spray to set and extend wear. Keep eyes closed during application.

Positioning

Matte Blur • Lightweight Mist • Shine-Control • Hydrating • Long-Lasting.



BENCHMARK

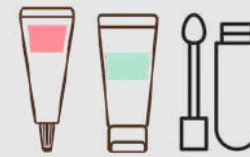
Charlotte Tilbury
Airbrush Flawless Setting Spray
100ml
USD \$39





LIP & CHEEK BALM

Key Ingredients:
1% Green Tea
1% Camellia Extract



PACKAGING

Bespoke



BENCHMARK

ELF Cosmetics
Sheer For It Blush
6.8g
USD \$6



BENCHMARK

Victoria Beckham
Blush Water Tint
6ml
USD \$30

Water Tint | Botanical Antioxidants | Buildable Flush | Fresh Dewy Stain

A **weightless, water-based blush tint designed for a sheer, natural-looking flush with customizable intensity.** The minimal-oil formula feels ultra-light on skin, delivering refreshing hydration while blending seamlessly into a long-lasting, skin-like stain. **Infused with Green Tea and Camellia Extract, this antioxidant botanical complex helps protect and soothe,** supporting healthy-looking skin throughout the day. Fast-absorbing and non-drying, it leaves cheeks fresh, dewy, and comfortably tinted.

Claims

- Water-based, lightweight formula with minimal oil.
- Hydrating and refreshing skin feel.
- Antioxidant protection with Green Tea + Camellia.
- Buildable, natural-looking flush.
- Long-lasting stain effect without dryness.

Directions for Use

Apply 1-2 drops to cheeks.
Blend quickly with fingertips or sponge using tapping motions before the formula sets (within 10 seconds).
Layer to build desired intensity.
Suitable for bare skin or over makeup.

Positioning

Water-Based Tint • Antioxidant Botanical Care • Sheer-to-Buildable • Dewy Stain





SMOOTH MAKEUP BASE WITH SPF

Key Ingredients:

Zinc Oxide SPF 40
Dipotassium Glycyrrhizate
Squalane
2% Niacinamide

Hydrating | Brightening | Pore-Minimizing | Lightweight

A **physical sunscreen makeup base that protects, brightens, and nourishes while delivering a smooth, pore-refining finish.** Formulated with **Zinc Oxide for SPF 40, 2% Niacinamide and Dipotassium Glycyrrhizate for dual brightening and antioxidant benefits,** and 3% Squalane to nourish and maintain skin hydration. Lightweight and comfortable, this base minimizes pores and preps skin for flawless makeup application.

Claims

- Physical sunscreen SPF 40 protection.
- Brightens and protects with Niacinamide + Dipotassium Glycyrrhizate.
- Nourishes and hydrates skin.
- Minimizes pores for a smooth canvas.
- Lightweight, comfortable, and makeup-prep friendly.

Directions for Use

Apply evenly to clean skin before makeup. Can be worn alone for protection or as a primer under foundation. Reapply as needed when exposed to sunlight for continued SPF protection.

Positioning

SPF-Protected • Brightening Primer • Pore-Minimizing • Nourishing • Lightweight.



PACKAGING

Bespoke



BENCHMARK

KOSAS

DreamBeam Makeup Base SPF30
40ml



BI PHASE SETTING SPRAY

Key Ingredients:

2% Niacinamide
1% Aloe Leaf water

Hydrating | Brightening | Setting Spray | Bi-Phase

A **dual-action bi-phase setting spray that locks in makeup, controls shine,** and delivers skincare benefits. **Combines oil and water layers for instant hydration, oil-control, and brightening,** leaving skin fresh, smooth, and radiant all day.

Claims

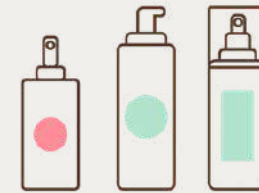
- Bi-phase formula for dual-action performance.
- Oil-control matte finish with shine-free results.
- Brightens and refines skin with 2% Niacinamide.
- Hydrating and soothing with Aloe Leaf Water.
- Sets makeup for long-lasting wear.

Directions for Use

Shake vigorously until phases are fully mixed. Hold 8-10 inches from face with eyes closed. Spray evenly in “X” and “T” motions over finished makeup. Let dry naturally. Reapply as needed throughout the day.

Positioning

Bi-Phase • Oil-Control • Brightening • Hydrating • Makeup Setting.



PACKAGING

Bespoke



BENCHMARK

Charlotte Tilbury

Airbrush Flawless Setting Spray
50ml
USD \$39





DOUBLE COLOR POT

Key Ingredients:

1% Cocoa Seed Butter
 Agave Tequilana Leaf Extract
 Cocoa Seed Butter

Soft-Matte | Blurry Finish | 2-in-1 Lip & Cheek | Pudding Texture | Velvety Touch



PACKAGING

Bespoke

A **soft, bouncy pudding tint that delivers a seamless wash of blurred color with a velvety matte finish.** The lightweight **cream-to-powder texture melts effortlessly into lips and cheeks**, creating a smooth, soft-focus flush. **Infused with Cocoa Seed Butter and Agave Tequilana Leaf Extract, it helps maintain comfort and hydration** while silicones enhance glide and blurring. Buildable, blendable, and non-sticky for a natural to bold look.

Claims

- Infused with skincare ingredients for added comfort.
- Soft blurry finish for a smooth, seamless flush.
- Innovative pudding texture with cream-to-powder benefits.
- 2-in-1 lip and cheek color.
- Velvety soft-touch, silicone-based formula.

Directions for Use

Apply a small amount to lips or cheeks using fingertips or a brush.

Blend gently for a soft matte finish.

Layer as desired to build color intensity.

Positioning

Soft-Matte • Blurry Effect • 2-in-1 Multi-Use • Cream-to-Powder • Lightweight.



BENCHMARK

Fwee

Lip & Cheek Blurry Pudding Pot
 5g
 USD \$15

STARLIGHT STICK

Key Ingredients:

Triple-Hydration Complex
 20% Humectants

Bouncy Stick | Triple Hydration | Crystal Sparkle | Cooling Glow



PACKAGING

Bespoke

An **ultra-refreshing jelly highlight stick that delivers instant cooling hydration with a multi-dimensional crystal shine.** The bouncy carrageenan gel texture glides smoothly onto skin, creating a cushiony, water-fresh feel with a translucent, shimmering finish. Formulated with a **Triple-Hydration Complex (Propanediol + Sorbitol + Lubrajel® hydrogel, over 20% humectants) to help attract and retain moisture**, while mica (10%+) provides radiant, light-catching sparkle.

Claims

- Bouncy jelly texture with carrageenan technology.
- Triple-hydration complex for lasting moisture.
- Instant cooling, refreshing application.
- Multi-dimensional crystal sparkle.
- Lightweight, non-sticky glow.

Directions for Use

Glide directly onto cheeks, eyelids, collarbones, or shoulders.

Tap gently with fingertips to blend edges.

Layer for intensified sparkle.

Apply over or under makeup for customizable radiance.

Positioning

Texture Technology • Cooling Hydration • Crystal Shine • Water Based Glow



BENCHMARK

Revolution

Jelly Shine Highlight Stick
 5.5g
 USD \$8





BOUNCY LIP BALM

Key Ingredients:
Tocopherol
Hyaluronic Acid

Hydrating | Smoothing | Antioxidant | Lip Mask

This **plush lip balm delivers intense hydration and softening for dry, chapped lips.** Enriched with **Tocopherol and Hyaluronic Acid, it nourishes, smooths, and replenishes instantly.** Dermatologically tested with a 96-hour patch test on sensitive skin, it provides lightweight, non-greasy moisture suitable for all skin types. With regular use, lips feel softer, healthier, and visibly plump.

Claims

- Provides instant hydration and replenishment.
- Smooths and softens lips for a plush feel.
- Protects with antioxidant Tocopherol.
- Locks in moisture with Hyaluronic Acid.
- Dermatologically tested for sensitive skin.

Directions for Use

Apply to lips as needed, morning and/or evening. Can be worn alone or under lipstick for added moisture and smoothness.

Positioning

Plush Lip Mask • Antioxidant-Enriched • Sensitive Skin Safe • Daily Nourishment.



PACKAGING

Bespoke



BENCHMARK

FENTY SKIN
Plush Puddin' Balm
15g
USD \$22



BENCHMARK

CNP Laboratory
Propolis Lipcein
15ml
USD \$18





SUPPLE LIP BALM

Key Ingredients:

Squalane
Strawberry Seed Oil

High-Gloss Glaze | Glass Shine | Plant Nourishment | Non-Sticky Comfort



PACKAGING

Bespoke

An **ultra-glossy lip glaze that delivers mirror-like shine with a smooth, cushiony feel.** The high-gloss oil base creates a dimensional, glass-effect finish while providing a lightweight, comfortable wear that never feels sticky. **Infused with Squalane and Strawberry Seed Oil, this plant-derived complex helps condition, soften, and maintain lip hydration.** Emollient esters enhance glide and suppleness, leaving lips visibly fuller with a translucent, buildable wash of color and long-lasting shine.

Claims

- High-gloss, mirror-like shine.
- Non-sticky, lightweight comfort.
- Plant-derived nourishment with Squalane + Strawberry Seed Oil.
- Buildable translucent color with glass-like dimension.
- Smooth, plump-looking finish without feathering.

Directions for Use

Apply directly to lips using the applicator for full coverage. Dab onto the center and blend outward for a gradient effect. Layer over lipstick for added shine or wear alone for sheer, glossy color.

Positioning

Glass-Like Shine • Nourishing Oils • Buildable Sheer Color • Cushion Comfort.



BENCHMARK

KYLIE
Supple Kiss Lip Glaze
3ml
USD \$21



MATTE LIP BALM

Key Ingredients:

Squalane

Skincare-Infused Balm | Soft Matte | Moisture Tint

A **tinted lip balm stick that combines skincare care with effortless color.** The lightweight formula melts onto lips, delivering a soft, misty wash of pigment with a smooth matte feel. **Infused with Squalane, it helps maintain moisture and protect against dryness,** keeping lips soft, supple, and comfortable throughout the day. **The silicone-based system enhances glide and creates a blurred, velvety finish without heaviness.**

Claims

- Infused with skincare ingredients.
- Moisturizing and softening lip care.
- Soft, comfortable matte finish.
- Misty, natural-looking pigmented color.
- Lightweight, everyday wear.

Directions for Use

Apply directly to lips from the center outward. Reapply as needed for added hydration and color. Wear alone or under lipstick for extra moisture.

Positioning

Hydrating Balm • Skincare-Infused • Misty Color • Soft Blur • Daily Essential.



PACKAGING

Bespoke



BENCHMARK

Alternative Stereo
Acoustic Matt Balm
3ml
USD \$21





SMOOTH LIP SERUM

Key Ingredients:

Sodium Hyaluronate
Mango Seed Butter
Shea Butter

Overnight Repair | Deep Moisture | Lip Mask | Butter-Rich

An **intensive overnight lip mask that deeply nourishes, repairs, and softens lips while you sleep.** The ultra-rich formula melts on contact, creating a protective barrier that locks in hydration and supports lip resilience. **Formulated with Sodium Hyaluronate for plumping moisture, a triple butter complex of Shea Butter (0.5%) and Mango Seed Butter for conditioning, Squalane and Grape Seed Oil (0.1%) for antioxidant protection,** and Polybutene to seal in hydration for overnight repair.



PACKAGING

Bespoke



BENCHMARK

CLIO
Glaze Lip Serum
8g
USD \$11

Claims

- Deep hydration with Sodium Hyaluronate.
- Intensive conditioning with Shea and Mango Butters.
- Occlusive overnight barrier with Polybutene (37%).
- Antioxidant support with Squalane + Grape Seed Oil.
- Visibly smoother, plumper, more supple lips by morning.

Directions for Use

Apply a generous layer to clean lips before bedtime. Allow the balm to melt and form a protective overnight mask. Leave on while sleeping. Gently wipe off excess in the morning. Use nightly for optimal results.

Positioning

Overnight Repair • Deep Hydration • Antioxidant Protection • Plump & Soft.





SKINCARE

From microbiome-balancing serums and next-generation barrier creams to multi-tasking SPF hybrids and treatment-driven moisturizers, the industry is shifting toward smarter, results-led innovation. Today's consumers don't just want hydration—they want clinical credibility, visible performance, elegant textures, and sustainability built into every layer.



PEARL SERUM

Key Ingredients:

5% Niacinamide
1% Squalane

Brightening | Hydrating | Anti-Aging | Spot-Correcting Serum

Formulated with Niacinamide and 1% Squalane, this lightweight serum targets dark spots, uneven tone, and fine lines while delivering deep hydration and barrier support. **Niacinamide improves skin elasticity, reduces the appearance of blemishes**, and promotes a smooth, radiant texture, while Squalane nourishes and locks in moisture without clogging pores.

Claims

- Improves dark spots and uneven skin tone.
- Enhances skin elasticity and texture.
- Reduces the appearance of fine lines.
- Provides deep hydration with lightweight comfort.
- Brightening and anti-aging benefits.

Directions for Use

After cleansing and toning, apply an appropriate amount to face and gently tap for full absorption. Use morning and evening for optimal results.

Positioning

Niacinamide • Brightening & Hydrating • Lightweight Serum • Anti-Aging.



PACKAGING

Bespoke



BENCHMARK

ABIB
Glutathiosome Vita Drop
50ml
USD \$32

HYDRATING TONER MIST

Key Ingredients:

4% Niacinamide
Rose Water
Ceraheal TC1 Ceramide Complex
Shea Butter

Hydrating | Brightening | Vegan | 2-Phase Spray Serum

This innovative **2-phase mist delivers deep hydration, brightening, and nourishing essential fatty acids** in one refreshing spray. **Formulated with Niacinamide, Rose Water and plant oils—Olive Argan and Avocado—it soothes, strengthens the skin barrier, and promotes a radiant, supple complexion.** The fragrance-free, plant-enriched base has been patch-tested for 96 hours on sensitive skin, ensuring gentle yet effective care.

Claims

- Deeply hydrates and balances skin moisture.
- Brightens and evens skin tone with Niacinamide 4%.
- Delivers essential fatty acids for elasticity and barrier support.
- Soothes and revitalizes, leaving skin radiant and supple.
- Vegan and fragrance-free, gentle on sensitive skin.

Directions for Use

Shake well to mix phases. Spray evenly over face and neck from 6–8 inches away. Gently pat to absorb. Use morning and evening or as needed for refreshed, hydrated skin.

Positioning

Niacinamide-Powered • Vegan Hydration & Brightening • Barrier-Strengthening.



PACKAGING

Bespoke



BENCHMARK

d'Alba
White Truffle Spray Serum
100ml
USD \$18





PEARL SERUM

Key Ingredients:

- 5% Niacinamide
- 1% Squalane

Hydrating | Brightening | Antioxidant | Face Mist

A lightweight mist that delivers an instant boost of hydration and luminosity. **Formulated with Niacinamide for skin texture improvement, Tranexamic Acid for brightening, Vitamin C for antioxidant protection, and Hyaluronic Acid for deep moisture, it leaves skin feeling smooth,** refreshed, and radiant. Perfect for all skin types, this mist can be used anytime for a dewy, healthy glow.

Claims

- Hydrates and locks in moisture with Hyaluronic Acid.
- Brightens and evens skin tone with Niacinamide and Tranexamic Acid.
- Provides antioxidant protection with Vitamin C.
- Smooths and revitalizes skin for a radiant, dewy finish.

Directions for Use

After AM/PM cleansing, close eyes and mist over face and neck. Gently pat into skin for optimal absorption. Reapply throughout the day as needed for refreshment and glow.

Positioning

Brightening Mist • Niacinamide-Powered • Antioxidant Protection.



PACKAGING

Bespoke



BENCHMARK

SHEIN

Slow Day Moisturizing Mist
100ml
USD \$10

HERBAL SCRUB CLEANSER

Key Ingredients:

- 3% Sodium Lauroyl Sarcosinate
- Shell Powder
- Ceraheal TC1 Ceramide CompleX
- Shea Butter

Gentle Exfoliation | Daily Scrub Cleanser | Ceramide Repair | Soothing Botanicals

A gentle exfoliating cleanser designed to smooth and refresh skin while supporting the moisture barrier. Natural walnut shell powder softly buffs away dead skin cells as a **creamy foam lifts impurities without over-drying.** **Formulated with Walnut Shell Powder for natural micro-exfoliation, Ceraheal TC1 Ceramide Complex to help reinforce the skin barrier,** and a mild **Amino Acid Surfactant System (Sodium Lauroyl Sarcosinate) for gentle cleansing. Centella Extract and Hydrasensyl Glucan Green** provide dual soothing benefits to calm and hydrate skin after cleansing.

Claims

- Natural micro-exfoliation with Walnut Shell Powder
- Barrier-supporting Ceramide Complex
- Gentle amino acid surfactant cleansing system.
- Dual soothing care with Centella Extract and Hydrasensyl Glucan Green.
- Leaves skin smooth, refreshed, and comfortable after washing.

Directions for Use

Wet face with lukewarm water. Dispense a small amount and massage gently in circular motions, focusing on areas with rough texture. Rinse thoroughly with water. Use 2-3 times weekly or daily as tolerated.

Positioning

Natural Micro-Exfoliation • Barrier Care • Botanical Formula • Gentle Amino Acid.



PACKAGING

Bespoke



BENCHMARK

Dr.Novamedi

Rejuvenating Herbal Scrub
150ml
USD \$47





HERBAL SCRUB CLEANSER

Key Ingredients:

- 4.5% Aloe Vera Leaf Water
- 4.5% Bifida Ferment Filtrate
- Ceraheal TC1 Ceramide
- 4% Glycerin
- 1% Niacinamide

Gentle Exfoliation | Daily Scrub Cleanser | Ceramide Repair | Soothing Botanicals



PACKAGING

Bespoke

This high hydrating formula is a unique bi-phase, milk-like appearance that delivers deep hydration and nourishment. **Enriched with Aloe Vera Leaf Water for soothing hydration, Bifida Ferment Filtrate to strengthen the skin barrier, and Glycerin Niacinamide 1% for moisture and brightening**, this lightweight serum revitalizes skin while protecting against environmental stressors. Shake to blend both phases and experience smooth, refreshed, and resilient skin.

Claims

- Hydrates and refreshes with Aloe Vera Leaf Water.
- Strengthens skin barrier with Bifida Ferment Filtrate.
- Provides moisture and brightening via Glycerin and Niacinamide.
- Bi-phase milk-texture for a soothing, lightweight feel.
- Protects and nourishes skin for daily resilience.

Directions for Use

Shake well to blend phases. Apply a few drops to clean skin and massage gently until fully absorbed. Use daily for best results.

Positioning

Bi-Phase Milk-Texture Essence • Barrier Strengthening • Deep Hydration.



BENCHMARK

Dr Ceuracle

Vegan Combuca Essence
150ml
USD \$30



SILK ALOE ESSENCE

Key Ingredients:

- 5% Glycerin
- Hyaluronic Acid
- Jelly Extract
- Fuciformis Polysaccharide

Sticky Serum | Hydrating | Antioxidant | Plumping



PACKAGING

Bespoke

This formula delivers intense hydration and antioxidant protection in a lightweight, sticky serum texture. Formulated with **Glycerin and Hyaluronic Acid for deep moisture and plumping, and enriched with Royal Jelly Extract and Tremella Fuciformis Polysaccharide for antioxidant support. This sticky serum helps retain moisture**, strengthen the skin's natural defenses, and leaves a radiant, revitalized complexion.

Claims

- Hydrating & plumping with Glycerin and Hyaluronic Acid.
- Antioxidant-rich: Royal Jelly Extract Tremella Fuciformis Polysaccharide.
- Strengthens skin barrier and retains moisture.
- Sticky texture for better adherence and absorption.
- Lightweight, daily-use serum for refreshed and radiant skin.

Directions for Use

Apply a small amount to clean skin. Gently massage until fully absorbed. Use daily for optimal hydration and skin benefits.

Positioning

Hydrating Serum • Antioxidant Protection • Plumping & Moisturizing • Daily Skincare.



BENCHMARK

Mixsoon

Bean Essence
30ml
USD \$20





PLUSH LIP BALM

Key Ingredients:

Tocopherol
Hyaluronic Acid

Hydrating | Smoothing | Antioxidant | Mask

This fresh formula delivers deep hydration and soft, smooth lips with a luxurious milk-texture formula. Enriched with **Shea Butter and Olive Oil for moisture and softness, plus a blend of plant oils including Perilla Seed, Meadowfoam Seed, and Sea Buckthorn Seed Oil, it nourishes and protects lips all day. Panthenol hydrates and repairs**, while the lightweight formula absorbs quickly, leaving lips supple, comfortable, and radiant.

Claims

- Moisturizes and softens lips for lasting comfort.
- Hydrates with Panthenol 1%.
- Enriched with Shea Butter, Olive Oil, and plant oil complex.
- Luxurious milk-texture absorbs quickly.
- Repairs and soothes dry, chapped lips.

Directions for Use

Apply generously to clean lips. Reapply throughout the day as needed for continuous hydration and nourishment.

Positioning

Texture Lip Care • Plant-Oil Enriched • Deep Hydration • Soft Lips.



PACKAGING

Bespoke



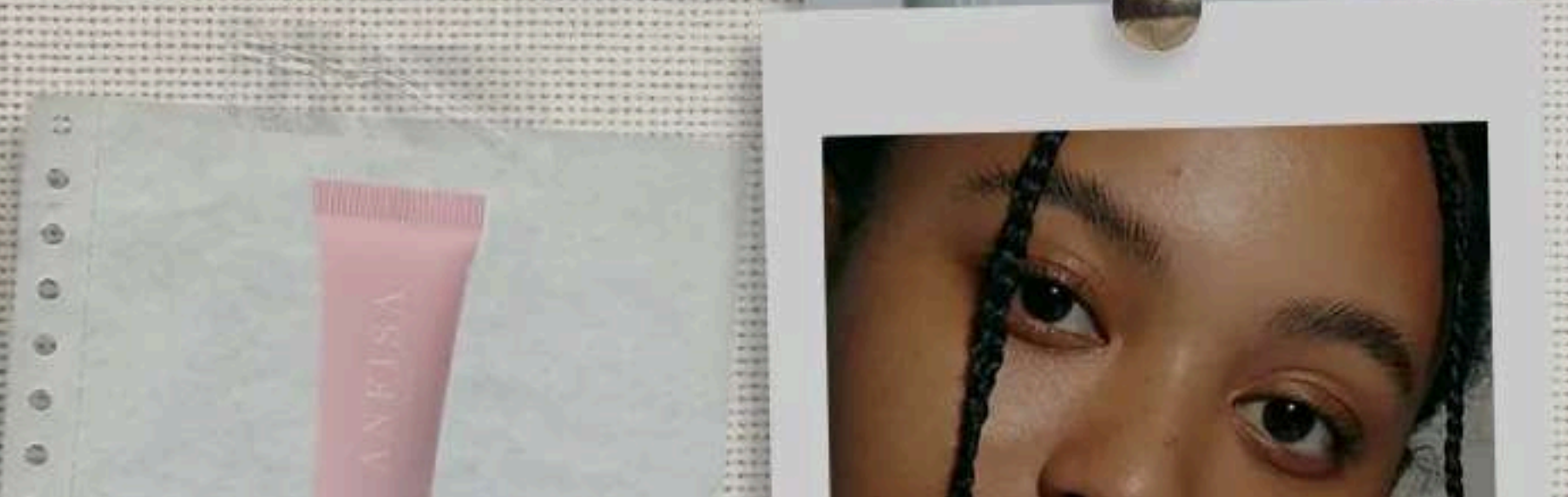
BENCHMARK

Torriden
Lip Essence
15g
USD \$25



BENCHMARK

REM Beauty
Dry Lip Oil
7ml
USD \$18





BODY & HAIR FRAGRANCE MIST

Key Ingredients:

4% Niacinamide
Cica Extract
Bifida Ferment Filtrate

Face & Hair Mist | Hydrating | Soothing | Brightening | Barrier-Strengthening



PACKAGING

Bespoke

This versatile formula delivers hydration, soothing, and skin-brightening benefits in a refreshing mist. Formulated with **Niacinamide to hydrate, brighten, and reduce fine lines, Cica Extract to calm and repair, and OBifida Ferment Filtrate to strengthen and balance the skin barrier.** Lightweight and fast-absorbing, this mist leaves your face, body, and hair feeling revitalized, radiant, and comforted.

Claims

- Soothes & repairs with 0.2% Cica Extract.
- Strengthens skin barrier with Bifida Ferment Filtrate 0.18%.
- Brightens & evens tone, reduces fine lines with 4% Niacinamide.
- Provides hydration and a radiant, glowing complexion.
- Suitable for sensitive skin (96-hour patch tested).

Directions for Use

After AM/PM cleansing, close eyes and mist over face, body, or hair. Pat gently into skin. Shake well before use.

Positioning

Hydrating Mist • Soothing & Brightening • Skin Barrier Support • Sensitive-Skin Friendly.



BENCHMARK

RARE Beauty
Find Comfort Mist
100ml
USD \$20



EYE SERUM GLOW

Key Ingredients:

4% Niacinamide
Cica Extract
Bifida Ferment Filtrate

Eye Serum | Deep Hydration | Anti-Puffiness | Anti-Aging | Barrier Strengthening



PACKAGING

Bespoke

Enriched with **Hyaluronic Acid, Panthenol, and Ceramide Complex, it reduces puffiness and fine lines** while reinforcing moisture retention. **Shea Butter and Squalane nourish and soften, and antioxidants Tocopherol and Glutathione protect against environmental stressors.** Lightweight yet powerful, this serum strengthens the skin barrier and restores youthful, refreshed eyes.

Claims

- Deeply hydrates and restores suppleness.
- Reduces puffiness and fine lines.
- Nourishes and smooths with Shea Butter & Squalane.
- Antioxidant protection from Tocopherol & Glutathione.
- Strengthens skin barrier and prevents dryness.
- Promotes radiant, youthful under-eye skin.

Directions for Use

Cleanse face. Apply a small amount around eyes using fingertips. Gently pat until fully absorbed. Use daily, morning and night.

Positioning

Advanced Serum • Deep Hydration • Anti-Aging • Barrier Support • Antioxidant.



BENCHMARK

SUPEREGL
Sound Renewal Serum
60ml
USD \$60



ENCAPSULATED GLOW

Key Ingredients:

4% Niacinamide
Hyaluronic Acid
Encapsulated Vitamin C & E

Radiance Boost | Deep Hydration | Barrier Strengthening | Antioxidant Protection

Formulated with **Niacinamide, Hyaluronic Acid, and Ceramide Complex**, this illuminating serum enhances skin radiance while delivering deep, long-lasting hydration. **Betaine helps retain moisture for soft, supple skin, while Panthenol soothes and supports barrier recovery. Encapsulated Vitamin C & E capsules provide powerful antioxidant protection, helping to defend against environmental stressors** and improve overall luminosity. The lightweight formula absorbs quickly, revealing a brighter, smoother, and healthier-looking complexion.

Claims

- Deeply hydrates for a plump, smooth complexion.
- Helps retain moisture with Betaine for lasting softness.
- Strengthens the skin barrier with Ceramide Complex.
- Brightens and evens tone with 4% Niacinamide.
- Provides antioxidant protection with Vitamin C & E capsules.

Directions for Use

After cleansing and toning, apply an appropriate amount to face and neck. Gently pat until fully absorbed. Use morning and evening for best results.

Positioning

Radiance Serum • Brightening • Deep Hydration • Barrier Support • Antioxidant Defense.



PACKAGING

Bespoke



BENCHMARK

AQUAL
Vitamin Serum
30ml
USD \$33

LIP BUFF



Key Ingredients:

19% Glycerin
4 types of Hyaluronic Acid

Lip Buff Serum | Lip Exfoliation | Hydration | Smoothing | Fuller-Looking Lips

This **innovative lip treatment combines a built-in exfoliating applicator with a lightweight hydrating serum to gently buff away dead skin cells while nourishing the lips. Powered by 4 types of Hyaluronic Acid and 19% Glycerin, the formula deeply hydrates** and smooths rough texture, leaving lips soft, supple, and visibly plumper. The unique applicator enhances exfoliation during application, helping to refine lip texture and improve moisture absorption for a naturally smooth, healthy-looking pout.

Claims

- Helps remove dead skin cells with applicator-assisted buffing.
- Deep hydration with 4 types of Hyaluronic Acid.
- Leaves lips looking naturally fuller and healthier.
- Smooth, weightless serum absorbs quickly.

Directions for Use

Apply as part of your skincare or makeup prep routine. Squeeze a small amount onto the applicator and gently buff onto lips using circular motions. Do not squeeze the tube while buffing. Allow the serum to fully absorb. Clean and dry the applicator after each use.

Positioning

Lip Treatment • Gentle Exfoliation • Deep Hydration • Lip Smoothing • Prep Care.



PACKAGING

Bespoke



BENCHMARK

REFY
Lip Buff
8ml
USD \$18





GLOW EYE SERUM



Key Ingredients:

Tocopherol
Hyaluronic Acid

Eye Serum | Deep Hydration | Anti-Puffiness | Anti-Wrinkle | Brightening

This formula hydrates and revitalizes the delicate eye area, leaving skin supple, smooth, and refreshed. **Infused with Hyaluronic Acid and Aloe Vera Water, it delivers intense moisture while Shea Butter and Camellia Seed Oil nourish and soften. Caffeine reduces puffiness and dark circles, while Adenosine helps smooth fine lines** and improve elasticity for firmer, younger-looking eyes. Lightweight and fast-absorbing, this serum enhances radiance and restores a rested, healthy appearance.



PACKAGING

Bespoke



BENCHMARK

Be Wants
Phyto Collagen
15g
USD \$43



BENCHMARK

DIOR
Potent Serum
20ml
USD \$103

Claims

- Deep hydration and plumping for under-eye skin.
- Reduces puffiness and dark circles.
- Smooths fine lines and wrinkles with Adenosine.
- Nourishes and softens with Shea Butter & Camellia Seed Oil.
- Improves elasticity and firmness.
- Lightweight, fast-absorbing, and soothing.

Directions for Use

Cleanse face. Apply a small amount around eyes using fingertips. Gently pat until fully absorbed. Use daily, morning and night.

Positioning

Hydrating & Brightening • Anti-Aging • Puffiness Reduction • Firmness & Elasticity.



SELF TAN HERO

Key Ingredients:

19% Glycerin
4 types of Hyaluronic Acid

Customizable Tanning Drops | Buildable Glow | Hydrating & Soothing

Mix these drops with your daily moisturizer for a natural, buildable tan with precise control. **Formulated with Natural-Origin DHA, Glycerin, D-Panthenol, and Aloe Extract, they hydrate, soothe, and leave skin soft** while developing a sun-kissed glow without UV exposure. Fresh allergen-free fragrance ensures a comfortable, radiant finish—perfect for face or body.

Claims

- Gradual, natural-looking tan without UV exposure.
- Hydrates and softens skin with Glycerin & Panthenol.
- Soothes skin with Aloe Extract.
- Lightweight formula blends easily with moisturizer.
- Fresh allergen-free fragrance helps mask tanning odor.
- Develops into a radiant, sun-kissed glow.

Directions for Use

Mix 1–3 drops with your favorite moisturizer for a subtle glow, or 4–6 drops for a deeper tan. Apply evenly to clean face and neck, blending well. Wash hands after application. Use daily until the desired tan develops.

Positioning

Self-Tan Booster • Customizable Glow • Gradual Bronzing • Hydrating Care • Skincare-Infused Tanning.



PACKAGING

Bespoke



BENCHMARK

CAUDALIE
Self Tan Sun Drops
15ml
USD \$29

TANNING TONING GLOW



Key Ingredients:

19% Glycerin
4 types of Hyaluronic Acid

Tanning Water | Instant Bronzing | Hydrating Pre-Tan Toner | Even Glow

Hydrate, prep, and bronze instantly with this lightweight tanning water. **Packed with humectants for smooth, even absorption, it delivers a streak-free, natural-looking glow in seconds.** Quick-drying, subtly scented, and transfer-resistant, it's perfect for last-minute events or whenever you need an immediate radiant tan.

Claims

- Hydrates and softens skin with humectant complex.
- Prepares skin for even, long-lasting tanning results.
- Lightweight water-based formula for quick absorption.
- Helps enhance absorption of tanning actives.
- Leaves skin refreshed with a subtle fragrance.
- Promotes smooth, streak-free tanning application.

Directions for Use

Apply evenly to clean, dry skin using hands or a cotton pad. Allow the tonic to absorb fully before applying self-tanning products or moisturizer. Use before tanning to prepare the skin for optimal results.

Positioning

Instant Bronzing • Skin Prep • Hydrating Toner • Even Tan • Pre-Tanning Booster.



PACKAGING

Bespoke



BENCHMARK

Charlotte Tilbury
Beautiful Skin Island
50ml
USD \$40





FOAMING TANNING GLOW

Key Ingredients:
Natural-Origin DHA

Tanning Mousse | Instant Bronze | Streak-Free | Hydrating | Natural Glow



PACKAGING

Bespoke

Achieve a smooth, natural-looking tan with this lightweight, oil-free mousse. **Powered by natural-origin DHA, it develops a golden glow in 4–6 hours without sun exposure. Humectants and aloe extract keep skin hydrated** and soothed, while tinted color guides ensure even, streak-free application. Long-lasting results (5–7 days) with three shade options—perfect for all-over body use.

Claims

- Natural-looking tan with DHA.
- Lightweight oil-free mousse texture.
- Streak-free, even application.
- Instant guide color for easy blending.
- Hydrates with glycerin & humectants.
- Soothes skin with aloe extract.
- Fresh allergen-free fragrance to mask tan odor.
- Leaves skin with a healthy golden glow.

Directions for Use

Apply evenly to clean, dry skin using a tanning mitt. Blend in circular motions to ensure even coverage. Allow the mousse to fully absorb before dressing. The tan will gradually develop over several hours.

Positioning

Bronze • Streak-Free Tan • Hydrating • Oil-Free Mousse • Golden Glow.



BENCHMARK

BALIBODY
Instant Tan Mousse
200ml
USD \$33

HERBAL BUBBLE TONER

Key Ingredients:
2% Skbrella CT
2.5% Beta-Glucan

Micro-Bubble Toner | Soothing Botanicals | Barrier Hydration | Fresh Skin Prep



PACKAGING

Bespoke

An **innovative bubble toner that transforms into a delicate micro-foam to gently refresh, hydrate, and calm the skin.** The cloud-light bubbles help deliver soothing ingredients while preparing skin for optimal absorption of the next skincare steps. **Formulated with Skbrella CT, a Centella-based botanical complex that helps calm stressed skin, Hydrasensyl Glucan Green to help reduce sensitivity and support the skin barrier, and Panthenol to hydrate and reinforce moisture balance.** The micro-bubble system spreads effortlessly across the skin, leaving it refreshed, comfortable, and visibly balanced.

Claims

- Soothing botanical complex with Skbrella CT.
- Beta-Glucan barrier support to reduce sensitivity.
- Innovative micro-bubble toner system.
- Hydrates and calms with Panthenol.
- Refreshes skin and prepares it for skincare absorption.

Directions for Use

Dispense foam onto a cotton pad or directly into hands. Gently sweep across the face or pat into skin until absorbed. Do not rinse. Follow with serum and moisturizer. Use morning and evening.

Positioning

Bubble Toner • Soothing Centella Care • Beta-Glucan Barrier Support.



BENCHMARK

Dr. Novamedi
Rejuvenating Bubble Toner
200ml
USD \$56



SNAIL CREAM



Key Ingredients:

- 10% Snail Secretion Filtrate
- 0.5% Squalane
- 0.5% Shea Butter

Snail | Barrier Nourishment | Intensive Hydration | Skin Renewal

A rich repairing cream **powered by 10% Snail Secretion Filtrate to help restore, smooth, and strengthen the skin barrier.** The luxurious cream texture melts into skin, delivering deep nourishment and long-lasting hydration while supporting visible skin renewal. Formulated with **Niacinamide to improve skin tone, and Centella to deliver soothing actives to calm stressed skin, and Portulaca extract to support barrier resilience. Squalane and Shea Butter provide multi-layer moisture, leaving skin soft, supple, and visibly healthier.** With continued use, skin appears smoother, more elastic, and radiant.

Claims

- Contains Snail Secretion Filtrate rich in natural mucin.
- Deeply moisturizes and smooths skin.
- Barrier-nourishing oils (Squalane, Shea Butter)
- Supports skin repair and resilience.
- Promotes healthy, radiant-looking skin.

Directions for Use

Apply to cleansed face and neck as the final moisturizing step. Gently massage until fully absorbed. Use morning and evening for optimal hydration and skin-repair benefits.

Positioning

Barrier Nourishment • Intensive Hydration • Skin Renewal • Rich Moisture Care.



PACKAGING

Bespoke



BENCHMARK

Dr.G Royal
Black Snail Cream
50ml
USD \$28

DEPUFFING COUNTOUR CREAM



Key Ingredients:

- 1% Caffeine
- 1% Portulaca Extract
- Adenosine

Lifting Cream | Firming | Depuffing | Contour Care

A sculpting facial cream designed to visibly firm and redefine facial contours. **Powered by 1% Caffeine to help reduce puffiness and promote a more toned appearance, while Ginsenoside CK supports collagen synthesis for improved skin elasticity and lifting. Formulated with Adenosine a functional anti-wrinkle ingredient that helps smooth fine lines, and Portulaca extract to soothe and calm the skin.** The nourishing emollient base provides lasting hydration and comfort, helping skin appear smoother, firmer, and more defined with regular use.

Claims

- Contains Caffeine to help reduce puffiness.
- Supports collagen synthesis with Ginsenoside CK.
- Anti-wrinkle care with Adenosine.
- Soothing botanical care with Portulaca Extract.
- Moisturizing and nourishing cream texture.

Directions for Use

Apply to cleansed face and neck, focusing on the jawline and lower face. Massage upward from chin toward ears following facial contours. Use morning and evening for best lifting and contouring results.

Positioning

Contouring Cream • Firming Care • Depuffing • Anti-Wrinkle • Sculpting Moisture.



PACKAGING

Bespoke



BENCHMARK

Cutem Clioly
Gua Sha Lifting Cream
65ml
USD \$36





POWER GINSENG ESSENCE

Key Ingredients:

- 1% Caffeine
- 1% Portulaca Extract
- Adenosine



PACKAGING

Bespoke

Essence Water | Brightening | Firming | Deep Hydration

A lightweight essence water designed to energize dull skin while delivering deep hydration and visible brightening. **Powered by a Ginseng Complex featuring Ginseng Water and Ginsenoside CK to help support skin vitality and improve elasticity. Enhanced with 4% Niacinamide to brighten and strengthen the skin barrier, while 1% Peptide Complex helps support collagen production for firmer-looking skin. Sodium Hyaluronate provides deep hydration, leaving skin smooth, plump, and refreshed.**

Claims

- Ginseng Complex for revitalizing care.
- Brightening and barrier support with Niacinamide.
- Firming care with Peptide Complex.
- Deep hydration with Sodium Hyaluronate.
- Lightweight, fast-absorbing essence texture.

Directions for Use

After cleansing and toning, dispense a small amount onto palms or a cotton pad.

Gently pat onto face and neck until fully absorbed.

Follow with serum and moisturizer. Use morning and evening for best results.

Positioning

Essence Water • Brightening Care • Peptide Firming • Deep Hydration • Lightweight.



BENCHMARK

Beauty Of Joseon
Ginseng Water Essence
150ml
USD \$18



SOFT & GLOSSY CREAM

Key Ingredients:

- 5% Rice Ferment
- 1% Sodium Hyaluronate
- 5% Green Tea Hydrosol
- 2% Advanced Centella



PACKAGING

Bespoke

Hydration Serum | Microbiome Support | Soothing Repair | Deep Moisture

A lightweight gel serum designed to restore hydration, calm the skin, and support a balanced skin microbiome. **Powered by a Double Ferment Complex with Rice Ferment and Bifida Ferment it helps strengthen skin resilience while improving smoothness and radiance. A 1% Sodium Hyaluronate Complex delivers multi-layer hydration, while Advanced Centella (2%), Aloe Leaf Water (1%), and Green Tea Hydrosol (5%) soothe and calm stressed skin. Microbiome-supporting actives Ecoskin® (0.15%) and Bix'Activ™ (0.02%) help maintain healthy skin balance and reinforce the skin barrier.**

Claims

- Double Ferment Complex for skin vitality.
- Deep hydration with Sodium Hyaluronate Complex
- Soothing botanical complex.
- Microbiome support with Ecoskin® and Bix'Activ™
- Lightweight, fast-absorbing gel serum texture.

Directions for Use

After cleansing and toning, apply a small amount to face and neck.

Gently pat until fully absorbed.

Follow with moisturizer. Use morning and evening for optimal results.

Positioning

Fermented Skincare • Microbiome Balance • Centella Soothing • Deep Hydration.



BENCHMARK

Arencia
Holy Hyssop Serum
50g
USD \$24





SOFT & GLOSSY CREAM

Key Ingredients:

- 5% Rice Ferment
- 1% Sodium Hyaluronate
- 5% Green Tea Hydrosol
- 2% Advanced Centella

Nourishing | Fast-Absorbing | Body Oil | Silky Hydration

Indulge skin in a lightweight body oil designed to deeply nourish while maintaining a silky, non-greasy feel. **The plant-derived oil base (over 50% botanical oils) melts into skin quickly, helping restore softness and smoothness without heaviness. Infused with Camellia Squalane and Sweet Almond Oil, the formula replenishes moisture and improves skin suppleness, while Vitamin E (Tocopherol Acetate 0.1%) provides antioxidant protection** against environmental stress. The result is hydrated, radiant skin with a smooth, healthy glow.

Claims

- Over 50% plant-derived oil complex for nourishing care.
- Fast-absorbing, non-greasy body oil texture.
- Enhances skin softness and smoothness.
- Vitamin E (0.1%) antioxidant protection.
- Locks in moisture for long-lasting hydration.

Directions for Use

Apply to damp or dry skin after bathing. Massage gently until fully absorbed.

Use daily for optimal nourishment or mix with body lotion for customized hydration.

Positioning

Oil Infusion • Fast-Absorbing • Deep Nourishment • Silky Skin Finish.



PACKAGING

Bespoke



BENCHMARK

BYOMA
Nourishing Body Oil
200ml
USD \$15

GLOW BODY SERUM

Key Ingredients:

- 4% Niacinamide

Smoothing | Brightening | Body Serum | Niacinamide Infused

Reveal smoother, more radiant skin with this lightweight body serum designed to improve tone and texture. **Powered by 4% Niacinamide, the formula helps visibly even skin tone while enhancing overall radiance. Enriched with Panthenol and Glycerin, it delivers lasting hydration while supporting the skin barrier.** The fast-absorbing, silky texture glides effortlessly over skin, leaving it smooth, hydrated, and comfortably refreshed without heaviness.

Claims

- Powered by 4% Niacinamide for visible tone improvement.
- Helps smooth skin texture and refine appearance.
- Provides deep hydration with humectant base.
- Lightweight, fast-absorbing body serum texture.
- Leaves skin radiant and visibly even-toned.

Directions for Use

Apply to clean, dry skin and massage gently until fully absorbed.

Use daily, morning or evening.

Follow with body lotion or cream if additional hydration is desired.

Positioning

Niacinamide Treatment • Lightweight Hydration • Radiance Boosting.



PACKAGING

Bespoke



BENCHMARK

BYOMA
Smoothing Body Serum
200ml
USD \$14





PACKAGING

Bespoke



BOUNCE EYE SERUM

Key Ingredients:

Tocopherol
Hyaluronic Acid

Cooling Hydrating Eye Stick | Instant Refresh & Depuff

This convenient cooling eye stick delivers instant hydration and revitalization for tired-looking eyes. Powered by **Hyaluronic Acid and Aloe Vera**, it **deeply hydrates while helping support the skin barrier for a smoother, more supple under-eye area**. **Shea Butter nourishes and softens delicate skin, while Menthyl Lactate provides a refreshing cooling sensation** that helps reduce the appearance of puffiness and fatigue. The easy glide-on stick format makes it perfect for quick, mess-free application anytime, anywhere.

Claims

- Deep hydration for smoother, plumper-looking skin.
- Helps repair and support the skin barrier.
- Nourishes and moisturizes with Shea Butter.
- Cooling sensation instantly refreshes tired eyes.
- Helps reduce the appearance of puffiness.
- Convenient stick format for quick, on-the-go application.

Directions for Use

Glide the stick gently under each eye after cleansing. Allow the balm to absorb before applying other skincare or makeup. Use morning and evening, or anytime eyes need a refreshing boost.

Positioning

Cooling & Hydrating • Depuffing • Barrier Repair • Eye Revitalizing.



BENCHMARK

REFY
Eye Balm
4.5g
USD \$18



BENCHMARK

KAHI
Wrinkle Bounce
9g
USD \$22





SCALP BUBBLE SAVIOR

Key Ingredients:
0.5% Salicylic Acid
Menthol



PACKAGING

Bespoke

Scalp Exfoliation | Refreshing Bubble Tonic | Salicylic Acid Treatment | Cooling Care

Revitalize your scalp with this innovative bubble tonic designed to exfoliate, refresh, and rebalance the scalp environment. Formulated with **0.5% Salicylic Acid**, it **gently removes buildup, excess oil, and impurities that can clog follicles and affect scalp health**. The **unique foaming delivery system enhances ingredient penetration while the angled brush applicator with micro-bristles helps evenly distribute the formula and stimulate the scalp**. Menthol provides an instant cooling sensation that calms irritation and leaves the scalp feeling clean, refreshed, and comfortable.

Claims

- Gently exfoliates scalp with 0.5% Salicylic Acid.
- Cooling scalp relief with Menthol (0.2%).
- Unique bubble foam delivery.
- Helps remove buildup and excess oil from scalp.
- Refreshing, lightweight tonic texture.
- Free from parabens and silicones.

Directions for Use

Shake well before use. Apply directly to the scalp, focusing on areas of concern. Use the built-in brush applicator to massage in circular motions for even distribution. Allow the tonic to absorb fully. Use regularly for best scalp care results.

Positioning

Scalp Care • Exfoliating Bubble Tonic • Cooling Menthol Relief.



BENCHMARK

Seapuri
Scalpy Bubble Tonic
100ml
USD \$28



MARINE SCALP SAVIOR

Key Ingredients:
48% Sea Salt



PACKAGING

Bespoke

Scalp Detox | Deep Exfoliating Scalp Scaler | Cooling Therapy | Weekly Scalp Reset

Refresh and rebalance the scalp with this intensive sea salt therapy treatment designed to deeply exfoliate and remove buildup. **Formulated with 48% Sea Salt and Walnut Shell Powder**, it **helps buff away dead skin cells, excess oil, and impurities that can clog scalp pores**. The **mineral-rich salt crystals provide powerful yet controlled exfoliation** while helping purify the scalp surface. Menthol delivers an instant cooling sensation that refreshes and invigorates the scalp.

Claims

- Deep scalp exfoliation with Sea Salt and Walnut Shell Powder.
- Helps remove buildup and unclog scalp pores.
- Cooling scalp refresh with Menthol.
- Supports a cleaner, balanced scalp environment.
- Mineral-rich salt therapy for scalp purification.

Directions for Use

Apply to wet scalp and massage gently in circular motions for 2-3 minutes. Allow the salt crystals to exfoliate the scalp before rinsing thoroughly. Use once or twice weekly for optimal scalp detox and refresh.

Positioning

Scalp Treatment • Sea Salt • Deep Exfoliation • Scalp Care.



BENCHMARK

GROWUS
Sea Salt Therapy
250g
USD \$16





STYLING WAX STICK

Key Ingredients:

Argan Oil
Sunflower Seed Oil
Camellia Oil

Flyaway Control | Edge Taming | Nourishing | Sleek Hair

Effortlessly tame flyaways and baby hairs with this formula. **Infused with Argan Oil, Coconut Oil, Grape Seed Oil, and plant waxes, it delivers strong, long-lasting hold while nourishing strands.** The smooth, non-flaky formula glides on easily, shaping and sculpting hair without residue or stiffness. Perfect for sleek, polished styles with a natural, touchable finish.

Claims

- Instantly tames flyaways and baby hairs.
- Non-flaky, residue-free styling.
- Nourishes hair with botanical oils and waxes.
- Easy-to-use stick for precise application.
- Provides long-lasting hold with a natural finish.

Directions for Use

Glide stick directly onto dry hair, focusing on flyaways and edges.

Smooth with fingers or comb. Reapply as needed throughout the day.

Positioning

Edge Control • Flyaway Tamer • Nourishing Wax Stick • Sleek Finish.



PACKAGING

Bespoke



BENCHMARK

BRIO GEO
Style + Treat
15g
USD \$20

SUNFLOWER ESSENCE

Key Ingredients:

Argan Oil
Sunflower Seed Oil
Camellia Oil

Heat Protection | Frizz Control | Shine & Nourish | Silky Hair

Transform dry, dull hair into silky, glossy perfection with this luxurious elixir. **Infused with Argan Oil, Camellia Oil, and Sunflower Seed Oil, it instantly smooths frizz, adds radiant shine,** and protects strands from heat damage. Lightweight and non-greasy, this essence nourishes and seals the cuticle, leaving hair soft, manageable, and beautifully healthy-looking.

Claims

- Protects against heat damage with botanical oils.
- Instantly smooths frizz and flyaways.
- Adds brilliant shine and enhances hair radiance.
- Nourishes and softens for silky, manageable hair.
- Lightweight, non-greasy formula.

Directions for Use

Apply 1-2 pumps to damp or dry hair, focusing on mid-lengths and ends.

Style as desired.

Use daily for optimal shine, smoothness, and protection.

Positioning

Heat Protection • Frizz Control • Shine & Nourishment • Silky Finish.



PACKAGING

Bespoke



BENCHMARK

UNOVE
Oil Essence
70ml
USD \$30



NIACINA VERA SETTING SPRAY

Key Ingredients:

2% Niacinamide
Panthenol
5% Aloe Vera

Setting Spray | Dewy Radiance | Hydration

A hydrating, luminous setting mist that locks makeup in place while giving skin an instant lit-from-within glow. Enriched with **Niacinamide for brightening, Aloe Vera water and Panthenol to soothe and strengthen the skin barrier, and shimmering mica for a radiant finish.** Lightweight and refreshing, it keeps makeup flawless, skin hydrated, and the complexion glowing throughout the day.

Claims

- Long-lasting makeup setting.
- Instant luminous, dewy glow.
- Hydrates and refreshes skin.
- Brightening with Niacinamide.
- Soothes and strengthens skin barrier.

Directions for Use

Shake well before use. Hold 8-10 inches from face with eyes closed.

Mist evenly over finished makeup in “X” and “T” motions. Allow to dry naturally.

Reapply throughout the day for refreshment and added glow.

Positioning

Dewy Finish • Hydrating Mist • Brightening • Soothing • Long-Lasting Makeup.



PACKAGING

Bespoke



BENCHMARK

Studio London
U-Dew-u Setting Spray
100ml
USD \$10

RADIANT PRIMER



Key Ingredients:

Sodium Hyaluronate
Portulaca extract
Panthenol

Jelly Texture | Radiance Boosting | Glow Feature

A hydrating, radiant glow primer designed to smooth skin, enhance luminosity, and prep the perfect canvas for makeup. **Enriched with Niacinamide to brighten and even skin tone, Sodium Hyaluronate for hydration, and a Portulaca extract complex plus Panthenol to soothe and comfort skin.** Its lightweight, bubble-infused jello texture creates a soft, smooth base while antioxidants protect against environmental stress, leaving skin refreshed, radiant, and ready for flawless makeup or a natural glow.

Claims

- Radiant glow and brightening with Niacinamide 4%.
- Hydration and skin comfort with Sodium Hyaluronate.
- Soothing and protective care with Panthenol and Portulaca extract.
- Smooth, lightweight base for makeup or natural finish.

Directions for Use

Apply evenly to clean skin before makeup. Gently blend until bubbles dissolve for a smooth, radiant finish. Can be worn alone for a natural glow or under foundation as a radiant primer.

Positioning

Hydrating • Skin-Soothing • Smooth Makeup Base • Lightweight.



PACKAGING

Bespoke



BENCHMARK

ESPOIR
Dewlike Jello Glowrizer
40ml
USD \$25





COOLING ICE PRIMER

Key Ingredients:

1% Aloe Extract
Jojoba Oil

Cooling Primer | Refreshing | Pore-Blurring Primer

A revitalizing, cooling primer that preps skin for flawless makeup application while delivering hydration and comfort. **Infused with Menthyl Lactate for an instant cooling sensation, Aloe Extract to soothe and calm, and Jojoba Oil for nourishment.** Silica-based powders in a silicone blend blur pores and imperfections, creating a smooth, even canvas. Lightweight and fast-absorbing, it refreshes skin while ensuring long-lasting makeup wear.

Claims

- Instant cooling sensation.
- Blurs pores and imperfections.
- Soothes and calms skin.
- Hydrates and moisturizes.
- Nourishes and protects skin.
- Lightweight and fast-absorbing.

Directions for Use

Apply a small amount to clean, moisturized face before makeup. Gently massage outward from the center, focusing on T-zone and areas with visible pores. Allow to fully absorb before foundation. Use daily for optimal results.

Positioning

Cooling Sensation • Pore-Blurring • Hydrating • Skin-Soothing.



PACKAGING

Bespoke



BENCHMARK

NYX
Face Freezie Cooling Primer
50ml
USD \$20

NIAJELLY PRIMER

Key Ingredients:

2% Niacinamide
Butylene Glycol

Poreless Hydrating | Jelly Primer | Blur | Brighten

A lightweight, water-based primer that hydrates, brightens, and preps skin for flawless makeup. **Enriched with 2% Niacinamide to enhance radiance, glycerin and butylene glycol for hydration, and Silica to blur pores and reduce shine.** Soothing Allantoin protects and calms skin while the breathable, jelly-like texture ensures comfortable wear throughout the day.

Claims

- Blurs pores and reduces shine.
- Hydrating and refreshing base.
- Brightens and enhances skin radiance.
- Soothes and protects skin.
- Lightweight, water-based, and breathable formula.

Directions for Use

Apply evenly to clean skin before makeup. Smooth gently over the face until absorbed. Wear alone for a hydrated, radiant look or under foundation for a perfected base.

Positioning

Pore-Blurring • Hydrating • Brightening • Lightweight Jelly Primer.



PACKAGING

Bespoke



BENCHMARK

Maybelline
Poreless Hydrating Jelly Primer
30ml
USD \$10





PORELESS JELLY PRIMER

Key Ingredients:

3% Niacinamide
Perilla Frutescen

Smoothing Primer | Hydrating | Blurring Effect

A hydrating, pore-blurring primer that creates the perfect canvas for makeup. **Enriched with 3% Niacinamide to brighten and improve skin tone, and Perilla frutescens extract 0.2% to nourish and calm skin.** Its silicone-based formula provides instant blurring, soft-focus effect, and a lightweight, soft-matte finish that smooths skin texture while keeping makeup in place.

Claims

- Hydrating and brightening with niacinamide.
- Instant blurring effect for pores and fine lines.
- Smooths and preps skin for flawless makeup.
- Nourishes skin with botanical extracts.
- Soft matte, lightweight finish.

Directions for Use

Apply evenly to clean skin before makeup. Smooth over face, focusing on areas with visible pores or uneven texture. Use alone for a soft matte finish or layer under foundation for a flawless, blurred base.

Positioning

Hydrating • Pore-Blurring • Soft-Matte Finish • Skin-Nourishing.



PACKAGING

Bespoke



BENCHMARK

Milani

Conceal + Perfect
1oz
USD \$12



CONCEALER BUTTER

Key Ingredients:

1% Shea Butter

Concealer Butter | Melting Effect | Hydrating

A luxuriously creamy concealer butter that melts into a silky texture upon contact with skin, delivering buildable, natural-looking coverage. **Formulated with low-melting point waxes for smooth application and silicone resin blends for a long-wearing, transfer-resistant finish.** **Enriched with 1% Shea Butter, it nourishes and conditions skin while optical blurring powders create a soft-focus, airbrushed effect that minimizes imperfections,** fine lines, and texture. Lightweight, comfortable, and effortless to blend, this concealer feels like a second skin.

Claims

- Melting butter texture that transforms to silky on contact.
- Buildable, high-coverage concealer.
- Soft-focus blurring for natural airbrushed effect.
- Long-wearing with transfer resistance.
- Nourishing with skin-conditioning Shea Butter.

Directions for Use

Gently dab onto targeted areas. Pat and blend seamlessly into the skin. Layer to build coverage as needed.

Positioning

Buildable Coverage • Soft-Focus Blurring • Long-Wearing • Nourishing.



PACKAGING

Bespoke



BENCHMARK

LUNA

Grinding Concealer Butter
10g
USD \$15





PACKAGING

Bespoke



BENCHMARK

Laneige
Bouncy Caviar Serum
30ml
USD \$47

BOUNCY CAVIAR SERUM

Key Ingredients:

- Ascorbyl Tetraisopalmitate
- Peptide Complex
- Skbrella COL
- Strawberry Seed Oil

Caviar Serum | Capsule-Activated | Collagen-Boosting | Glow Repair

An advanced anti-aging serum formulated with active-ingredient-rich capsules that burst upon application to release nourishing oils and antioxidant care. The innovative capsule system delivers targeted actives while maintaining freshness and potency for visible skin revitalization. **Powered by Ascorbyl Tetraisopalmitate (Vitamin C derivative), it helps brighten for a healthy, radiant glow. A Peptide Complex supports collagen stimulation to help reduce the appearance of fine lines, while Hyaluronic Acid promotes hydration and visible plumpness. Skbrella COL a vegan Type XVII collagen, supports skin repair and resilience. Strawberry Seed Oil enhances nourishment** and antioxidant protection, leaving skin smooth, supple, and luminous.

Claims

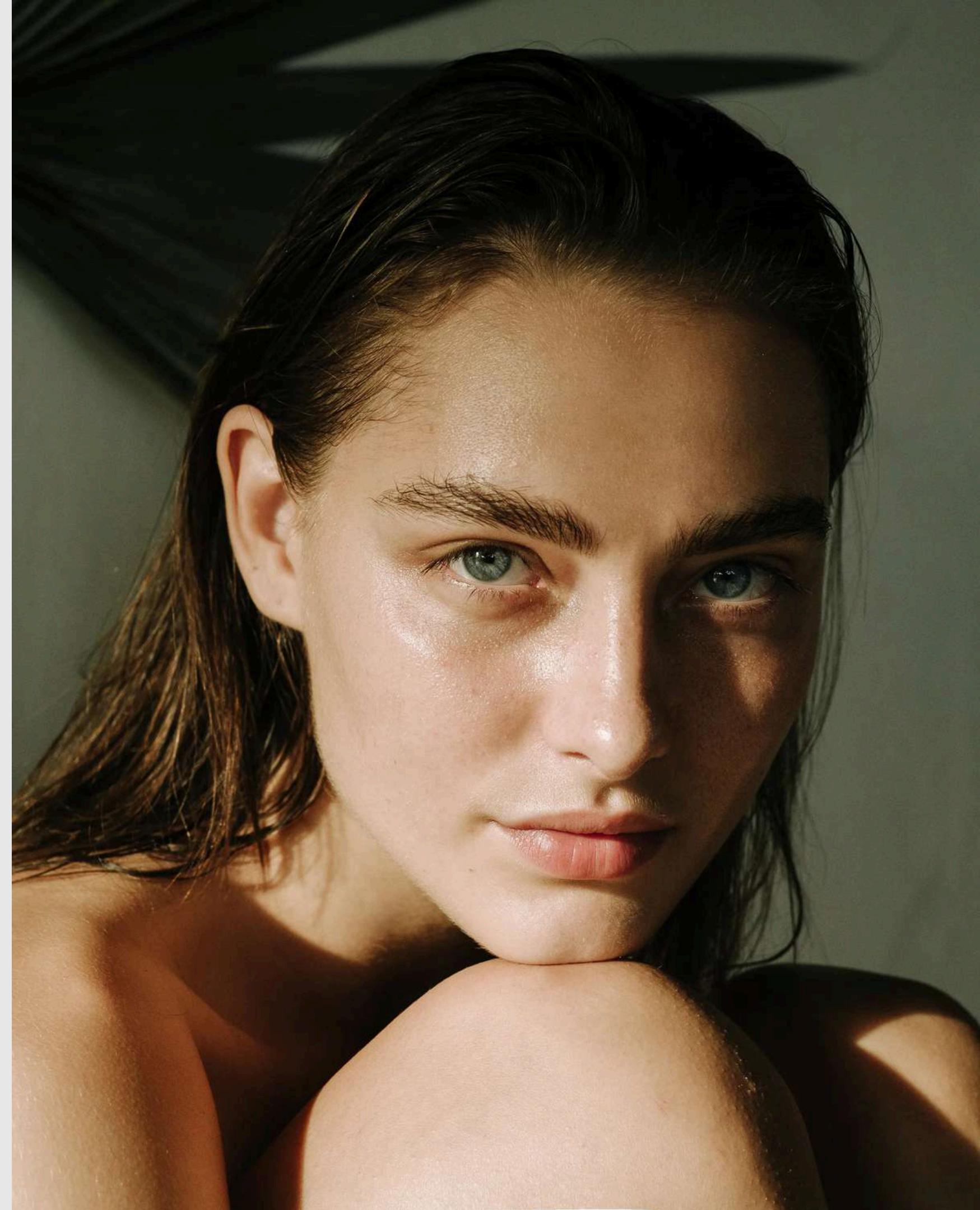
- Formulated with active-ingredient-rich capsules.
- Helps brighten skin with Vitamin C derivative (0.1%).
- Supports reduction of fine lines with 1% Peptide Complex.
- Hydrates and helps plump skin with Hyaluronic Acid (0.05%).
- Helps repair skin with vegan Type XVII collagen (0.0015%).
- Nourishing care with Strawberry Seed Oil (0.1%)..

Directions for Use

Apply 2-3 drops to cleansed skin morning and evening. Gently massage until capsules break and serum is fully absorbed.

Positioning

Barrier-Strengthening Cream • Cica-Calming Care • Deep Nourishment • Plumping Hydration.





DOUBLE WEAR CONCEALER

Key Ingredients:

2% Niacinamide
Vitamin E

Concealer | High-Coverage | Matte Concealer

A high-coverage, matte concealer that effortlessly camouflages imperfections while actively improving skin over time. **Formulated with 2% Niacinamide to reduce redness, brighten dark circles, and refine texture, it delivers both instant coverage and long-term skin benefits. Silicone elastomers provide a soft-focus, optical blurring effect for a smooth, airbrushed finish, while Vitamin E acetate protects against environmental damage.** Hydrating agents like glycerin and butylene glycol maintain moisture balance without greasiness, leaving skin comfortable and lightweight.

Claims

- Matte finish with soft-focus optical blurring.
- Reduces redness and brightens dark circles.
- Prevents dry patches and improves skin texture over time.
- Smooth, creamy application that blends effortlessly.
- Antioxidant protection against environmental damage.

Directions for Use

Apply directly to targeted areas using applicator or fingertips. Gently pat and blend outward until seamlessly merged with skin. Build coverage as desired. Set with powder for extended wear. Suitable for face and under-eye area.

Positioning

High-Coverage Matte • Soft-Focus Blurring • Skincare-Infused.



PACKAGING

Bespoke



BENCHMARK

Estee Lauder
Double Wear Concealer
7ml
USD \$38

OAT CLEANSER BALM

Key Ingredients:

Hyaluronic Acid
Grapeseed Oil
Oat Kernel Oil
Grapeseed Oil

Cleansing Balm | Melting Oil | Nourishing | Hydrating

An oil-based balm cleanser that melts effortlessly into a rich, milky emulsion. Designed to cleanse without stripping, this balm nourishes the skin while leaving it soft, supple, and radiant. **Infused with Grapeseed Oil and Oat Kernel Oil, it helps condition and comfort the skin during cleansing. Shea Butter enhances nourishment, while Hyaluronic Acid supports hydration and a plumped appearance.** Oat derivatives, including Oat Flour, contribute to soothing care, making the formula ideal for maintaining skin balance after cleansing.

Claims

- Helps remove stubborn makeup, SPF, and impurities.
- Oil-based balm that transforms into a milky emulsion.
- With Shea Butter for added comfort.
- Hydrates and helps plump skin with Hyaluronic Acid.
- With oat extracts to soothe and condition skin.

Directions for Use

Gently massage onto dry skin to dissolve makeup and impurities. Add water to emulsify into a milky texture. Rinse thoroughly with warm water or wipe clean with a soft cloth.

Positioning

Melting Balm • Nourishing Oils • Oat-Infused Care • Hydrating Cleanse.



PACKAGING

Bespoke



BENCHMARK

MAKEPREM
Safe Me Amino Cleanser
100ml
USD \$18





PUMPLING STRAWBERRY PRIMER

Key Ingredients:

Sodium Hyaluronate
Ectoin
Strawberry Extract

Skin Primer | Hydratingr | Makeup Base | Hydration



PACKAGING

Bespoke

A hydrating, plumping serum primer that preps skin for flawless, long-lasting makeup. **Enriched with Sodium Hyaluronate for hydration and plumping, Strawberry Extract for antioxidant protection, and Ectoin to support and strengthen the skin barrier.** Its lightweight, jelly-like texture grips makeup for all-day wear while soothing, protecting, and leaving skin radiant and smooth.

Claims

- Hydrates and plumps skin.
- Supports skin barrier with Ectoin.
- Antioxidant-rich with Strawberry Extract.
- Grippy base for long-lasting makeup application.

Directions for Use

Apply evenly to clean skin before makeup. Allow a few seconds for the primer to set and activate its gripping effect. Can be worn alone for a hydrated, radiant finish or under foundation for enhanced longevity.

Positioning

Hydrating • Barrier-Supportive • Makeup-Gripping • Antioxidant-Rich.



BENCHMARK

Maybelline G

Grippy Serum Makeup Primer
50ml
USD \$13



MANGO CLEANSER BALM

Key Ingredients:

Hyaluronic Acid
Mango Seed Butter
Grapeseed Oil

Radiance-Boosting | Nourishing | Makeup-Melting



PACKAGING

Bespoke

An oil-based cleansing balm that effortlessly melts away stubborn makeup, SPF, and daily impurities while nourishing the skin. The rich balm transforms into a silky emulsion upon contact with water, leaving skin clean, soft, and visibly radiant. **Formulated with Ascorbyl Tetraisopalmitate, a stable vitamin C derivative, it helps boost radiance** and promote a brighter-looking complexion. **Grapeseed Oil and Mango Seed Butter provide lightweight nourishment, while Hyaluronic Acid supports hydration and a plumped appearance.**

Claims

- Helps boost radiance and brighten skin with Vitamin C derivative.
- Nourishing oils including Grapeseed Oil.
- With Mango Seed Butter for added comfort.
- Hydrates and helps plump skin with Hyaluronic Acid.
- Transforms from balm to milky emulsion.

Directions for Use

Gently massage onto dry skin to dissolve makeup and impurities. Add water to emulsify into a milky texture. Rinse thoroughly with warm water or wipe clean with a soft cloth.

Positioning

Vitamin C-Infused • Nourishing Oils • Makeup-Melting Balm • Soft & Glowing Finish.



BENCHMARK

Then I Met You

Living Cleansing Balm
90g
USD \$30





PINEAPPLE ENZYME CLEANSER

Key Ingredients:

Ascorbyl Tetraisopalmitate
Sunflower Seed Oil
Sweet Almond Oil
Lemon Water



PACKAGING

Bespoke

Radiance-Boosting | Enzyme-Infused | Oil-Gel Cleanse

This silky gel texture transforms into a soft emulsion upon contact with water, leaving skin clean, supple, and radiant. **Formulated with Ascorbyl Tetraisopalmitate, a stable vitamin C derivative, it helps boost radiance and promote a brighter-looking complexion. Pineapple Water provides natural enzymes for gentle exfoliation.** A blend of **nourishing oils—including Grapeseed Oil, Sunflower Seed Oil, Sweet Almond Oil, and Oat Kernel Oil**—helps condition and soften, while **Lemon Water enhances the refreshing sensory experience.**

Claims

- Helps boost radiance and brighten skin with Vitamin C derivative.
- With Pineapple Water containing enzymes for gentle exfoliation.
- Oil-based gel cleanser that emulsifies with water.
- Nourishing oil blend: Grapeseed, Sunflower, Sweet Almond, and Oat Kernel Oils.
- With Lemon Water for a refreshed feel.

Directions for Use

Massage 1–2 pumps onto dry skin to dissolve makeup and impurities. Add water to emulsify into a milky texture. Rinse thoroughly with warm water or gently wipe clean with a soft cloth.

Positioning

Enzyme-Infused Cleanse • Vitamin C Radiance • Oil-Gel Texture • Makeup-Melting.



BENCHMARK

Trinity London
Enzyme Balm Cleanser
80ml
USD \$38

MOCHI BOUNCE CLEANSER

Key Ingredients:

0.2% Skbrella CT
Green Tea Seed Oil
>10% Sodium Cocoyl Isethionate
1% Fermented Rice Extract



PACKAGING

Bespoke

Radiance-Boosting | Enzyme-Infused | Oil-Gel Cleanse

A bouncy, mochi-textured facial cleanser. **Powered by a 30% Glycerin base, this formula supports moisture retention** during cleansing, leaving skin soft, plump, and comfortably balanced. **Formulated with a mild amino acid surfactant system it creates a rich, creamy foam that lifts impurities without stripping. Skbrella CThelps calm and soothe, while Green Tea Seed Oil and Green Tea Powder provide antioxidant support. Enriched with 1% Fermented Rice Extract, the formula enhances hydration and promotes a radiant-looking complexion.**

Claims

- 30% Glycerin base for moisture-retaining cleansing.
- Gentle amino acid surfactant system with rich, creamy foam.
- With Cica extract (Skbrella CT) for calming care.
- Antioxidant support from Green Tea Seed Oil and Green Tea Powder.
- Enriched with 1% Fermented Rice Extract for hydration and radiance.

Directions for Use

Wet face with lukewarm water. Dispense a small amount and work into a rich, creamy lather. Massage gently onto the face in circular motions. Rinse thoroughly and pat dry. Use morning and evening for best results.

Positioning

Amino Acid Foam • Barrier-Friendly • Calming & Antioxidant Care • Soft & Plump Finish.



BENCHMARK

Arencia
Rice Mochi Face Cleanser
120g
USD \$19





GLOWY GEL TONER PADS

Key Ingredients:

- 1% Purslane
- Hyaluronic Acid
- 1% Grapefruit Water
- 1% Kiwi Water

Niacinamide Gel Toner Pads | Multi-Brightening | Texture-Refining | Hydrating Glow

Powered by 2% Niacinamide and a Vitamin C derivative, these essence-soaked pads help promote a more even-looking complexion while supporting smoother, clearer skin. **Formulated with Hyaluronic Acid to hydrate and plump, and Sodium Ascorbyl Phosphate to help support collagen production and radiance**, the pads deliver multi-level brightening care. Purslane helps soothe irritated skin, while Grapefruit Water and Kiwi Water provide a refreshing, revitalizing boost.

Claims

- Helps brighten and even skin tone with 2% Niacinamide.
- Supports improved skin texture and sebum control.
- Helps stimulate collagen production with Sodium Ascorbyl Phosphate.
- Soothes irritated skin with Skbrella POA (Purslane, 1%). Infused with Grapefruit Water (1%) and Kiwi Water (1%) for revitalizing care.

Directions for Use

Apply to clean, dry skin. Gently swipe across the face or leave pads on targeted areas for 5–20 minutes. Once the essence is fully absorbed (pad may turn white), swipe remaining essence over the skin and pat gently for better absorption, or remove pad. Suitable for daily use.

Positioning

Niacinamide • Vitamin C Support • Soothing & Hydrating • Dewy Texture Refinement.



PACKAGING

Bespoke



BENCHMARK

Biodance
Vita Niacinamide Gel Pads
60g
USD \$30

WATERMELON TONER



Key Ingredients:

- 0.5% Lactic Acid (AHA)
- 0.5% Salicylic Acid
- 0.5% Skbrella Calm
- 16% Glycerin

PHA+BHA | Hydrating Exfoliation | Pore-Refining | Alcohol-Free

Designed to deliver moisture while supporting smoother-looking skin, this formula combines exfoliating acids with barrier-loving humectants for balanced daily care. **Formulated with 0.5% Lactic Acid (AHA) and 0.5% Salicylic Acid (BHA)**, it gently exfoliates to help unclog pores and improve the appearance of skin texture. **A 16% Glycerin base helps retain moisture and prevent dryness, while 0.02% Hyaluronic Acid supports hydration and plumpness. Skbrella Calm (0.5%) helps soothe and comfort skin, and Watermelon Extract enhances the refreshing, nourishing experience.**

Claims

- Gentle, alcohol-free toner.
- AHA + BHA gently exfoliate to help unclog and tighten pores.
- Hydrates and helps plump skin with Hyaluronic Acid
- Helps retain skin moisture with 16% Glycerin.
- Nourishes and calms skin with Skbrella Calm.
- Infused with Watermelon Extract.

Directions for Use

Gently press onto cleansed skin morning and evening. For enhanced results, leave on for 5–10 minutes before layering additional skincare. Patch testing prior to use is advised.

Positioning

Pore-Refining • Alcohol-Free Formula • Moisture-Rich • Smooth & Balanced Finish.



PACKAGING

Bespoke



BENCHMARK

Glow Recipe
Watermelon Toner
150ml
USD \$36





BI-PHASE MIST

Key Ingredients:

4% Niacinamide
2.5% Olive Oil
Watermelon Extract

Bi-Phase Glow | Brightening | Nourishing Hydration

A bi-phase toner mist designed to hydrate, nourish, and visibly brighten the skin in one refreshing step. The dual-layer formula combines lightweight hydration with conditioning plant oils—simply shake to activate and mist for an instant boost of radiance. **Powered by 4% Niacinamide, it helps promote a more even-looking complexion, improve skin texture, and support sebum balance. A nourishing blend of Olive Oil 2.5% and Avocado Oil helps soften and condition, while Watermelon Extract enhances the refreshing, revitalizing experience.** The result is skin that feels moisturized, smooth, and naturally luminous.

Claims

- Bi-phase toner mist formula.
- Helps brighten and even skin tone with 4% Niacinamide.
- Supports improved skin texture and sebum control.
- Nourishing plant oils: Olive Oil and Avocado Oil.
- Infused with Watermelon Extract.

Directions for Use

Shake well to blend the bi-phase formula. Spray 15–20 cm from the face or body. Use anytime for a refreshing, hydrating glow.

Positioning

Bi-Phase Hydration • Niacinamide • Nourishing Oil Mist • Brightening Care.



PACKAGING

Bespoke



BENCHMARK

Beekman 1802
Milkshake Moisturizing Toner
4.7oz
USD \$29

DOUBLE EXOSOME + CICA CREAM

Key Ingredients:

2% SkbrellaCT
Hyaluronic Acid Complex
3% Shea Butter
Apple Water

Barrier-Strengthening | Cica-Calming | Cushion-Rich Repair

A rich, cushiony cream designed to strengthen the skin barrier while delivering visible plumping and calming care. The comforting texture melts into the skin. **Formulated with 2% SkbrellaCT (CICA), it helps soothe irritated skin and reduce the appearance of redness. A Hyaluronic Acid Complex supports hydration and plumpness, while 3% Shea Butter provides deep nourishment and reinforces moisture retention. Apple Water enhances the refreshing, skin-conditioning experience.** With consistent use, skin appears smoother, calmer, and more resilient.

Claims

- Helps enhance skin resilience and youthful radiance.
- Soothes irritated skin and reduces redness with CICA.
- Hydrates and helps plump skin with Hyaluronic Acid Complex.
- Provides nourishment with 3% Shea Butter.
- Infused with Apple Water.

Directions for Use

Apply to cleansed skin morning and evening. Gently massage until fully absorbed.

Positioning

Barrier-Strengthening Cream • Cica-Calming Care • Deep Nourishment • Plumping Hydration.



PACKAGING

Bespoke



BENCHMARK

Skin52&Co
Derma Core Cream
100ml
USD \$31





OAT OVERNIGHT SLEEPING MASK

Key Ingredients:

- 10% Aloe Leaf Water
- 0.5% Skbrella CT
- 1% Hyaluronic Acid Complex
- 15% Glycerin
- Tri-Ceramide Complex

Milky Gel Mask | Hydrating | Barrier-Strengthening

A calming and hydrating gel mask designed to comfort stressed or dehydrated skin. This overnight treatment helps soothe irritation, lock in moisture, and strengthen the skin barrier while delivering plumping hydration for a refreshed, healthy-looking complexion. **Enriched with Aloe Leaf Water and Skbrella CT (CICA) to calm and soothe stressed skin. Hyaluronic Acid Complex and Glycerin provide intense hydration and plumping. A Tri-Ceramide Complex and oat extracts help strengthen** the skin barrier and nourish, leaving skin smooth, resilient, and balanced.

Claims

- Hydrates and plumps skin with 4DHymagic (Hyaluronic Acid Complex) and Glycerin.
- Soothes and calms irritation with 10% Aloe Leaf Water and Skbrella CT (CICA).
- Strengthens the skin barrier with Tri-Ceramide Complex.
- Nourishes and softens with oat extracts (oat kernel oil & oat flour).

Directions for Use

Apply to clean skin before bedtime and leave on overnight. Rinse off in the morning. Use 1-2 times per week for optimal results.

Positioning

Overnight Mask • Soothing • Barrier-Strengthening • Nourishing • Skin-Rescue Treatment.



PACKAGING

Bespoke



BENCHMARK

Pixi Beauty
Milky Remedy Mask
300ml
USD \$24

PAPAYA SLEEPING MASK

Key Ingredients:

- 60% Glycerin
- Papaya Water
- 0.5% Mandelic Acid
- 0.5% Lactic Acid

Sleeping Mask | Exfoliating | Hydrating | Brightening

An overnight exfoliating mask designed to resurface dull skin and reveal a radiant, even-toned complexion. This treatment combines fruit enzyme exfoliation with gentle AHA acids to refine texture while delivering deep hydration and microbiome protection. **Infused with Papaya Water for natural enzymatic exfoliation, Mandelic Acid and Lactic Acid to resurface and remove dead skin cells, and 1% Hydrasensyl Glucan Green (beta glucan + prebiotics) to hydrate and support the skin's microbiome. Brightening and tone-correcting benefits are provided by 3-O-Ethyl Ascorbic Acid, while 60% Glycerin ensures lasting moisture.**

Claims

- Gently exfoliates with papaya water and AHA.
- Hydrates deeply and protects the skin microbiome.
- Brightens and corrects skin tone with Vitamin C derivative.
- Retains moisture for smooth, supple skin.

Directions for Use

Apply to clean skin before bedtime and leave on overnight. Rinse off in the morning. Use 1-2 times per week for best results.

Positioning

Brightening & Resurfacing • Hydrating & Microbiome-Supportive • Skin-Tone Correcting.



PACKAGING

Bespoke



BENCHMARK

OSKIA
Renaissance Mask
50ml
USD \$52





BOUNCY EYE JELLY

Key Ingredients:

Hyaluronic Acid
5% Rice Ferment
1% Panthenol
1% Peptide Complex

Under Eye Jelly | Hydrating | Plumping & Brightening

A bouncy jelly-textured eye moisturizer designed to deeply hydrate, plump, and brighten the under-eye area. This nourishing formula helps firm the delicate skin, reduce fine lines, and even out skin tone while strengthening the skin barrier. Infused with 0.02% Hyaluronic Acid for hydration and plumping, 5% Rice Ferment to brighten and firm, 1% Panthenol for deep moisture retention, 1% Peptide Complex to stimulate collagen production, and 0.1% Strawberry Seed Oil for additional nourishment.

Claims

- Deeply hydrates and plumps under-eye skin.
- Firms and strengthens the skin barrier.
- Brightens and evens skin tone.
- Reduces the appearance of fine lines.

Directions for Use

After cleansing, apply a small amount around the eye area and gently massage until fully absorbed. Use morning and evening for best results.

Positioning

Jelly-Textured • Hydrating & Plumping • Brightening • Barrier-Strengthening • Anti-Fine Lines.



PACKAGING

Bespoke



BENCHMARK

TheBalm Company
Under Eye Super Jelly
15ml
USD \$9.53

CREAMY EYE BALM

Key Ingredients:

0.5% Shea Butter
Cocoa Butter
Candelilla Wax
Sunflower Seed Wax

Eye Balm | Instant Moisture | Dewy Glow

A convenient, nourishing eye balm designed to instantly moisturize and give the under-eye area a dewy, radiant glow. This rich yet lightweight formula delivers hydration while helping to protect and soothe delicate skin. **Infused with Sunflower Seed Wax and Candelilla Wax for moisture and barrier protection, Cocoa Butter and 0.5% Shea Butter for deep nourishment, and Strawberry Seed Oil to soften and smooth the skin.**

Claims

- Instantly moisturizes and plumps the under-eye area.
- Provides a dewy, radiant finish.
- Nourishes and protects delicate skin.

Directions for Use

After cleansing, gently apply a small amount around the eye area. Use morning and evening as needed for continuous hydration and glow.

Positioning

Hydrating • Nourishing Butters • Dewy Finish • Barrier-Protection.



PACKAGING

Bespoke



BENCHMARK

SKINN
Eye Balm
100ml
USD \$62





BI-PHASE CLEANSER

Key Ingredients:

- 0.4% AHA
- 0.5% Pentavitin®
- Peony Seed Oil

Bi-Phase Cleanser | Gentle Exfoliation | Hydrating Makeup Removal

A refreshing bi-phase cleanser designed to effortlessly remove sunscreen, face makeup, and impurities while nourishing and soothing the skin. The dual-phase formula combines oil and water phases for effective cleansing without stripping, leaving skin smooth, hydrated, and resilient. **Enriched with AHA (Citric Acid) for gentle exfoliation, Pentavitin® (Saccharide Isomerate) to support the moisture barrier, and Peony Seed Oil for calming and comfort.** The formula promotes skin resilience and leaves a fresh, soft finish.

Claims

- Bi-phase cleansing for makeup, sunscreen, and impurities.
- Gentle exfoliation with AHA for smoother skin.
- Hydrating and moisture barrier support with Pentavitin®.
- Soothes and comforts skin with Peony Seed Oil.

Directions for Use

Shake well before use. Apply 1-2 pumps onto wet skin and massage gently in circular motions, avoiding the eye area. Rinse thoroughly. Use morning and evening for best results.

Positioning

Bi-Phase • Hydrating • Gentle Exfoliation • Makeup & Sunscreen Removal.



PACKAGING

Bespoke



BENCHMARK

Merit
Great Skin Double Cleanse
100ml
USD \$19



SNOW TONER PADS

Key Ingredients:

- 1% Skbrella™ HCA
- 1% Skbrella™ POA
- 2% Squalane

Calming | Hydrating | Toner Pads

A soothing, on-the-go toner pad that delivers instant hydration while reinforcing the skin's natural barrier. Infused with potent botanicals and emollients, these pads help calm irritation, nourish, and leave skin feeling soft, balanced, and radiant. **Enriched with Sodium Hyaluronate for hydration and moisture retention, a barrier-repair complex of 2% Squalane and Jojoba Oil for smoothness, and soothing botanicals including 1% Skbrella™ HCA (Houttuynia cordata extract) and 1% Skbrella™ POA (Portulaca oleracea extract).**

Claims

- Intense hydration and moisture retention.
- Barrier-repair and skin-smoothing emollient complex.
- Soothes and calms irritated skin.
- Nourishes and protects skin from environmental stressors.

Directions for Use

Gently wipe face with one pad after cleansing, avoiding the eyes. Do not rinse. Follow with your preferred moisturizer.

Positioning

Hydrating • Barrier-Repair • On-the-Go Convenience • Nourishing Botanical Pads.



PACKAGING

Bespoke



BENCHMARK

SKINN
Eye Balm
100ml
USD \$62





BODY SORBET



Key Ingredients:

Niacinamide
Squalane
Vitamin E

Bio-Lipid | Restoring | Moisturizing | Hydration | Antioxidant Care

Refresh and replenish your skin with this cooling body lotion designed to restore moisture balance while delivering lightweight nourishment. **The silky texture absorbs effortlessly, leaving skin smooth, soft, and revitalized.**

Formulated with Niacinamide and Squalane to support the skin barrier and enhance softness, plus Vitamin E acetate to provide antioxidant protection against free radicals. Natural menthol creates an instant cooling sensation, giving skin a fresh, mint mojito-inspired finish.

Claims

- Provides hydration and moisture balance.
- Improves skin softness and smoothness.
- Delivers antioxidant protection (0.2% Vitamin E acetate).
- Infused with Niacinamide and Squalane for barrier support.
- Cooling, refreshing skin feel.

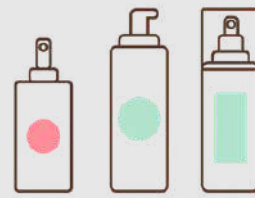
Directions for Use

Apply generously to clean, dry skin. Massage gently in circular motions until fully absorbed.

Use daily, especially after showering or whenever skin needs refreshing hydration.

Positioning

Antioxidant Protection • Barrier-Supporting Care • Lightweight Hydration.



PACKAGING

Bespoke



BENCHMARK

Byoma
Brightening Lotion
400ml
USD \$20



BENCHMARK

Naturium
Bio Lipid Lotion
14oz
USD \$16





SNOW MIST

Key Ingredients:

- 2% Glycerin
- 1% Skbrella™ HCA
- 1% Skbrella™ POA

Face Mist | Hydrating | Soothing | Facial Mist

A refreshing, milky facial mist that instantly hydrates, soothes, and revitalizes skin. Infused with hyaluronic acid and natural botanicals, it helps maintain moisture, calm irritation, and deliver a soft, radiant finish throughout the day. **Key actives include Hyaluronic Acid for water retention and hydration, 2% Glycerin for skin-refreshing moisture, and 1% Skbrella™ HCA (Houttuynia cordata extract) with 1% Skbrella™ POA (Portulaca oleracea extract) for soothing and antioxidant support.**

Claims

- Instant hydration and refreshment.
- Helps maintain skin moisture with Hyaluronic Acid.
- Soothes and calms irritated skin.
- Soft, radiant, and comfortable finish.

Directions for Use

Shake well. Spray evenly over face from 20 cm. Use anytime for instant hydration and comfort.

Positioning

Hydrating • Soothing • Milky Mist • Natural Botanicals • On-the-Go Refresh.



PACKAGING

Bespoke



BENCHMARK

Pixi Beauty

Milky Toner On The Go
100ml
USD \$16



CHEEKY SERUM

Key Ingredients:

- 2% Argireline® Peptide
- Sodium Hyaluronate
- Adenosine

Wrinkle-Relaxing | Hydrating Serum | Soothing

A stretchy, mucin-like serum that targets visible fine lines and wrinkles while delivering deep hydration and skin barrier support. Formulated with 2% Argireline® peptide for wrinkle relaxation, this serum leaves skin smoother, firmer, and more resilient. **Key ingredients include 2% Argireline® for wrinkle reduction, Sodium Hyaluronate and Adenosine for fine line smoothing, and 1% Panthenol plus Sodium Hyaluronate for barrier support and hydration.** Its unique mucin-like texture forms a hydrating veil that enhances absorption and skin feel.

Claims

- Reduces visible wrinkles and fine lines.
- Hydrating and plumping formula.
- Supports skin barrier integrity.
- Smooth, firm, and resilient skin texture.

Directions for Use

After toning, dispense 2-3 drops and warm between palms. Pat gently onto face and neck, allowing the mucin-like texture to absorb fully. Follow with moisturizer AM and PM.

Positioning

Peptide-Powered • Hydrating Mucin Texture • Skin Barrier Support • Smooth & Firm Finish.



PACKAGING

Bespoke



BENCHMARK

Glow Recipe

Prickly Pear Peptide Mucin
40ml
USD \$38





CHEEKY LIP SERUM

Key Ingredients:

- 10% Shea Butter
- 2% Squalane
- 1% Panthenol
- 1% Skbrella™ HCA
- 1% Skbrella™ POA

Lip Serum | Triple Barrier Repair Treatment

A high-performance, non-greasy **lip serum designed to deeply nourish, repair, and protect** delicate lip skin in just one minute. Powered by an intensive triple-barrier complex, this formula restores softness while delivering antioxidant and soothing care. **Formulated with 10% Shea Butter, Squalane, and Panthenol to strengthen and repair the lip barrier. Vitamin E provides antioxidant protection, while 1% Skbrella™ HCA and Skbrella™ POA help calm and soothe irritation.** The lightweight serum texture absorbs quickly without greasiness, leaving lips smooth, supple, and resilient.

Claims

- Triple barrier repair for dry, damaged lips.
- Deep nourishment without greasy residue.
- Antioxidant protection with Vitamin E.
- Soothes and comforts irritated lips.
- Soft, smooth, and resilient finish.

Directions for Use

Apply a small amount evenly to clean lips using the applicator. Use daily or as needed for hydration, repair, and protection.

Positioning

Barrier-Repair • Non-Greasy Serum Texture • Antioxidant Protection • Intensive Lip Care.



PACKAGING

Bespoke



BENCHMARK

Fwee
One Minute Redy
9g
USD \$10

PLAYER BODY WASH

Key Ingredients:

- 40% Glycerin
- Jojoba Oil
- Squalane

Multi-Oil | Hydrating Body Wash | Cleanse | Nourish

Transform your daily shower into a skin-conditioning ritual with this luxurious multi-oil body wash. Designed to cleanse effectively while respecting the skin barrier, it combines high-performance hydration with a gentle, milky lather that leaves skin soft and comforted. **Formulated with over 40% glycerin for intensive moisture retention, plus Jojoba oil and Squalane to help maintain a healthy skin barrier.** The surfactant system creates a creamy lather that dissolves dirt, oil, and impurities without stripping, ensuring skin feels clean, nourished, and never tight.

Claims

- Helps maintain a healthy skin barrier.
- Conditioning and deeply hydrating.
- Gently dissolves dirt, oil, and impurities.
- Skin feels clean and comfortable after rinse.
- Nourished, soft, and smooth finish.
- Gentle, creamy milky lather.

Directions for Use

Apply to wet skin. Massage to create a rich, milky lather. Rinse thoroughly. Use daily for clean, nourished, and hydrated skin with gentle care.

Positioning

High-Glycerin Formula • Multi-Oil Barrier Support • Gentle Cleansing • Creamy Milky Texture.



PACKAGING

Bespoke



BENCHMARK

NATURIUM
The Glow Getter
500ml
USD \$17





ADVANCED MOISTURIZER

Key Ingredients:

- 2% Argireline® Peptide
- 0.5% Shea Butter
- 1% Panthenol

Advanced Anti-Aging | Hydrating Treatment

An intensive anti-aging cream designed to visibly reduce fine lines and expression wrinkles while deeply nourishing and hydrating the skin. **This formula combines 2% Argireline® peptide for wrinkle relaxation, 0.1% Adenosine for functional anti-wrinkle support, and 0.1% Sodium Hyaluronate to boost hydration and plumpness. Enriched with 0.5% Shea Butter and 1% Panthenol, it smooths, nourishes, and reinforces the skin barrier** for healthier, more resilient skin. Its mucin-like texture ensures easy application and a luxurious, comforting feel.

Claims

- Reduces visible wrinkles and fine lines.
- Hydrates and plumps skin for improved smoothness.
- Functional anti-wrinkle support with Adenosine.
- Supports skin barrier health and resilience.
- Smooth, soft, and nourished skin.

Directions for Use

Apply to cleansed face and neck, focusing on expression line areas (forehead, crow's feet, smile lines). Gently massage until fully absorbed. Use morning and evening for best results.

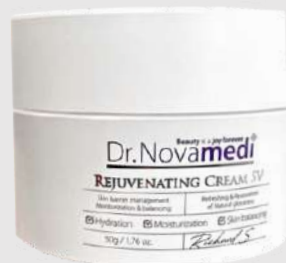
Positioning

Peptide-Powered • Anti-Wrinkle • Hydrating & Plumping • Skin Barrier Support.



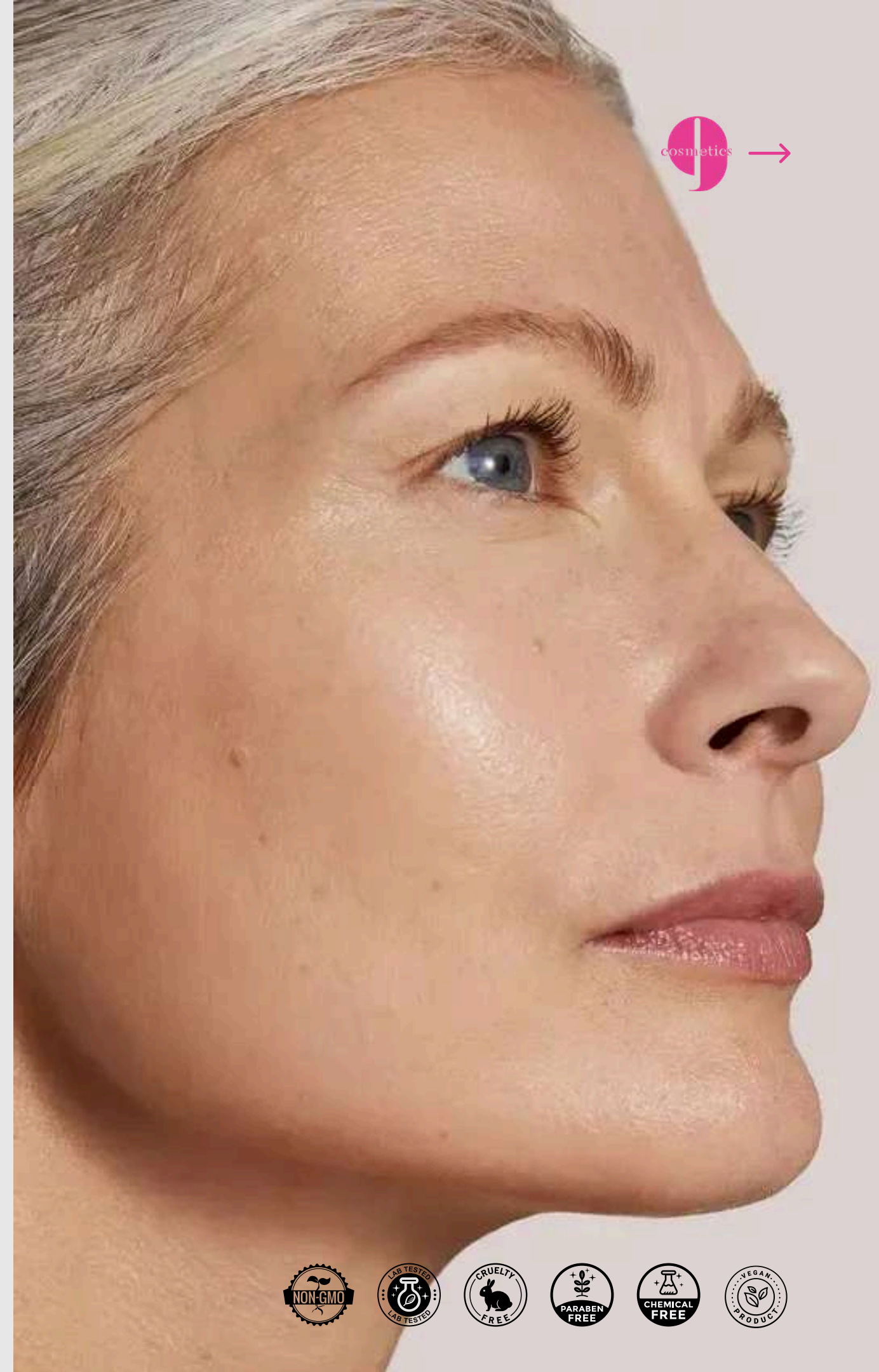
PACKAGING

Bespoke



BENCHMARK

Dr. Novamedi
Rejuvenating Cream SV
50ml
USD \$63



CAPSULE BODY WASH



Key Ingredients:

Pentavitin
Hyaluronic Acid
Centella Asiatica Extract

Scalp Cleanser | Capsule-Infused Hydrating Wash

Elevate your cleansing ritual with this capsule-infused clarifying formula designed to purify while preserving essential moisture. Powered by hydrating and soothing actives, it delivers a refreshing cleanse without leaving skin or scalp feeling stripped. **Formulated with humectants to gently cleanse while maintaining moisture balance, plus burst-release capsules for a multi-sensory experience. Enriched with Pentavitin, Hyaluronic Acid, and Centella Asiatica extract to hydrate, soothe, and refresh after every wash.**

Claims

- Gently cleanses without stripping natural moisture.
- Provides lasting hydration after use.
- Delivers a multi-sensory burst capsule experience.
- Leaves skin feeling soft, smooth, and refreshed.

Directions for Use

Apply to wet skin or scalp. Gently massage to create a rich lather, allowing capsules to burst. Rinse thoroughly with water. Use daily for a clean, refreshed, and hydrated feel.

Positioning

Capsule Technology • Moisture-Balancing Cleanse • Multi-Sensory Experience.



PACKAGING

Bespoke



BENCHMARK

FGROWUS
Sea Salt Therapy Shampoo
500ml
USD \$24

GELATO WASH



Key Ingredients:

19% Glycerin
2% Shea Butter
0.1% Cocoa Seed Butter

Cleanser | Nourishing | In-Shower | Body Treatment

Indulge your skin in a rich, creamy body treatment that cleanses while delivering intensive nourishment. Designed to smooth and condition in one step, this formula transforms your shower into a skin-refining ritual. **Powered by 19% Glycerin for deep hydration, 2% Shea butter and Cocoa Seed Butter to replenish and soften, plus a Ceramide blend to help strengthen the skin barrier.** The comforting texture leaves skin soft, smooth, and velvety after every rinse—never tight or dry.

Claims

- Nourishes with shea and cocoa butters.
- Provides intense hydration (19% glycerin base).
- Strengthens skin barrier with ceramides.
- Leaves skin soft, smooth, and velvety.
- Creamy, conditioning cleanse.

Directions for Use

Apply to damp skin in the shower. Massage gently in circular motions all over the body. Rinse thoroughly with water. Use regularly for best results and long-lasting softness.

Positioning

Barrier-Strengthening Care • Intensive Hydration • Skin-Smoothing • Inspired Indulgence.



PACKAGING

Bespoke



BENCHMARK

WHIPPED
Vegan Cleanser Jumbo
130g
USD \$20



BUBBLE HAIR MASK

Key Ingredients:

0.5% Gluadin® WLM Benz
1% cationHA™-Clear1
Squalane



PACKAGING

Bespoke



BENCHMARK

Briogeo
Superfoods Lightweight
Hydration Hair Mask
30g
USD \$33

Superfoods | Hydration | Hair Mask | Intensive Repair | Strengthening Care

Revive dry, damaged strands with this luxurious yet lightweight hair mask designed to restore strength, softness, and shine. The rich cream texture penetrates deeply to repair and replenish without weighing hair down. **Formulated with Gluadin® WLM Benz (Hydrolyzed Wheat Protein) to strengthen and improve resilience, plus 1% cationHA™-Clear1 to support moisture retention and smoothness.** A nourishing **blend of Shea Butter, Coconut Oil, Macadamia Oil, and Squalane helps replenish lipids and restore softness. Color burst-conditioning beads melt upon application,** delivering an extra boost of care for enhanced manageability and shine.

Claims

- Intensively repairs and restores damaged hair.
- Strengthens and improves hair resilience.
- Nourishes with botanical oils and butters.
- Features burst-release conditioning beads (0.35%).
- Leaves hair soft, silky, and revitalized.

Directions for Use

Apply generously to clean, damp hair. Massage through mid-lengths and ends. Leave on for 5-10 minutes. Rinse thoroughly.

Use weekly for intensive repair and hydration.

Positioning

Protein-Strengthening Mask • Lightweight Deep Repair • Burst-Bead Technology.

SHIELD DAILY GLOW SPF 25 PA++

Key Ingredients:

2% Niacinamide
Bisabolol



PACKAGING

Bespoke



BENCHMARK

CeraVe
AM Facial Moisturizing Lotion SPF
30
89ml
USD \$20

Light Shield Moisturizer SPF 25 | Brightening | Antioxidant-Rich | Daily UV Defense

A **lightweight SPF moisturizer that infuses skin with healthy hydration** while protecting against UV rays, pollution, infrared rays, and other environmental aggressors. **Formulated with Niacinamide to brighten and even skin tone and Bisabolol to calm and soothe, this fast-absorbing daily sunscreen helps delay visible signs of aging** while keeping skin looking vibrant and youthful. Its non-greasy, comfortable texture makes it ideal for everyday wear under or without makeup.

Claims

- Broad-spectrum UVA and UVB protection.
- Brightens and evens skin tone with Niacinamide 2%.
- Soothes and calms skin with Bisabolol.
- Antioxidant-rich formula helps prevent premature aging.
- Lightweight, fast-absorbing, and hydrating for daily wear.

Directions for Use

Apply evenly to clean skin as the last step of your skincare routine. Blend outward for a seamless finish. Reapply every two hours or as needed for continued sun protection.

Positioning

Vegan • Cruelty-Free • Skin-First • Daily UV Defense.





SHIELD SENSITIVE SPF 50 PA++++

Key Ingredients:

Hyaluronic Acid
Bisabolol

Weightless Sensitive Sunscreen SPF 50 | Oil-Free |
Fragrance-Free | Kid-Friendly Protection



PACKAGING

Bespoke

A **weightless, fragrance-free sunscreen formulated with macromolecular sunscreen technology for gentle yet powerful SPF 50 PA++++ protection.** Combining chemical and physical filters to absorb both UVA and UVB radiation, this oil-free formula is suitable for sensitive skin in both kids and adults. **Hyaluronic acid delivers deep hydration while bisabolol soothes and calms,** and the ultra-lightweight texture glides on effortlessly, absorbing instantly without any greasy residue.

Claims

- Broad-spectrum SPF 50 PA++++ protection for UVA and UVB.
- Macromolecular sunscreen technology for gentle, effective coverage.
- Oil-free and fragrance-free, suitable for sensitive skin and kids.
- Hydrating with hyaluronic acid for moisturized, comfortable wear.
- Fast-absorbing with no greasy residue.

Directions for Use

Apply generously and evenly to clean skin before sun exposure. Blend outward for a seamless, invisible finish. Reapply every two hours or after swimming and sweating for continued protection.

Positioning

Vegan • Cruelty-Free • Skin-First • Sensitive Skin Safe • Kid-Friendly.



BENCHMARK

Briogeo

La Roche-Posay Anthelios
UVMune 400 Fluid SPF 50
50ml
USD \$15



RADIANCE TINTED SUN FLUID SPF 50 PA+++

Key Ingredients:

Niacinamide 2%
Skbrella™ CT (Centella Asiatica Extract)

Tinted Sun Fluid SPF 50 | Brightening | Dual-Action |
Primer-Ready Coverage



PACKAGING

Bespoke

A **tinted whitening sun fluid that creates a radiant, even complexion while delivering broad-spectrum SPF 50 PA+++ protection. Niacinamide 2% brightens and evens skin tone while Skbrella™ CT (Centella Asiatica Extract) soothes and calms the skin.** The soft, blendable fluid texture adheres lightly and thinly to the skin for a neat, non-greasy finish – versatile enough to wear alone, as a primer, or as a makeup base for long-lasting, flawless results.

Claims

- Broad-spectrum UVA and UVB protection with SPF 50 PA+++.
- Brightens and evens skin tone with dual-action formula
- Niacinamide 2% for visible brightening and clarity.
- Soothes skin with Centella Asiatica Extract.
- Waterproof, lightweight, and suitable for use as a makeup primer.

Directions for Use

Apply evenly to clean skin before sun exposure. Can be worn alone for a radiant, protected finish or used as a base before foundation. Reapply every two hours or as needed for continued protection.

Positioning

Vegan • Cruelty-Free • Skin-First • Brightening UV Protection.



BENCHMARK

ISDIN

Ageless Tinted SPF 50
100ml
USD \$78



UV FILTER SERUM SPF 45 PA++++

Key Ingredients:

OSkbrella™ CT (Centella Asiatica Extract)
Skbrella™ POA (Portulaca Oleracea Extract)

Serum Sunscreen SPF 45 | Lightweight | Soothing | No White Cast Daily Defense

A **tinted whitening sun fluid that creates a radiant, even complexion** while delivering broad-spectrum SPF 50 PA+++ protection. **Niacinamide 2% brightens and evens skin tone while Skbrella™ CT (Centella Asiatica Extract) soothes and calms the skin.** The soft, blendable fluid texture adheres lightly and thinly to the skin for a neat, non-greasy finish – versatile enough to wear alone, as a primer, or as a makeup base for long-lasting, flawless results.

Claims

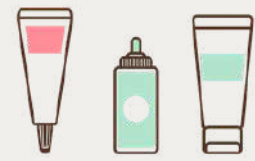
- Broad-spectrum UVA and UVB protection with SPF 50 PA+++.
- Brightens and evens skin tone with dual-action formula.
- Niacinamide 2% for visible brightening and clarity.
- Soothes skin with Centella Asiatica Extract.
- Waterproof, lightweight, and suitable for use as a makeup primer.

Directions for Use

Apply evenly to clean skin before sun exposure. Can be worn alone for a radiant, protected finish or used as a base before foundation. Reapply every two hours or as needed for continued protection.

Positioning

Vegan • Cruelty-Free • Skin-First • Brightening UV Protection.



PACKAGING

Bespoke



BENCHMARK

EltaMD

UV Broad-Spectrum SPF 46
1.7oz
USD \$45

AQUA BOMB GLOW SUNSTICK SPF 50+

Key Ingredients:

MCT (Caprylic/Capric Triglyceride)
Bisabolol

Sunstick SPF 50+ | Hydrating | Pore-Blurring | On-The-Go Protection

A **lightweight serum sunscreen that provides advanced SPF 45 broad-spectrum protection against UVA and UVB while leaving skin luminous and hydrated. Enriched with niacinamide for hydration and skin clarity, Skbrella™ CT and Skbrella™ POA to soothe and calm,** this fast-absorbing formula layers seamlessly under makeup without a white cast or irritation. Designed for daily use, it helps reduce the visible signs of premature aging caused by sun exposure while keeping pores clear and skin comfortable throughout the day.

Claims

- Advanced SPF 45 broad-spectrum UVA and UVB protection.
- Serum-like texture absorbs instantly with no residue or white cast.
- Soothes and calms skin with dual Skbrella™ botanical extracts.
- Hydrating with niacinamide for a luminous, comfortable finish.
-

Directions for Use

Apply evenly to clean skin before sun exposure. Layer under foundation or wear alone. Reapply every two hours or as needed for continued sun protection.

Positioning

Vegan • Cruelty-Free • Skin-First • Serum SPF Defense.



PACKAGING

Bespoke



BENCHMARK

Shiseido

Ultimate Sun Protector Clear Stick
SPF 60+
2.1oz
USD \$33





PACKAGING

Bespoke



BENCHMARK

Fenty Beauty
Butta Drop
75ml
USD \$45



BENCHMARK

Sol De Janeiro
Bum Bum
240ml
USD \$48

SILK BUTTER



Key Ingredients:
0.5% Shea Butter
Coconut Oil
Macadamia Oil
Grape Seed Oil
Glycolic Acid

Whipped Butter | Intensive Hydration | Skin Repair

Wrap your skin in rich, long-lasting moisture with this indulgent whipped body butter. Designed to replenish dryness and restore softness, the creamy texture melts effortlessly into skin, leaving it smooth, supple, and beautifully pampered.

Formulated with **0.5% Shea Butter** and a **nourishing blend of botanical oils – Coconut Oil, Macadamia Oil, and Grape Seed Oil** to **deeply condition and support moisture retention. A touch of Glycolic Acid** gently refines texture, helping reveal smoother-looking skin while enhancing radiance.

Claims

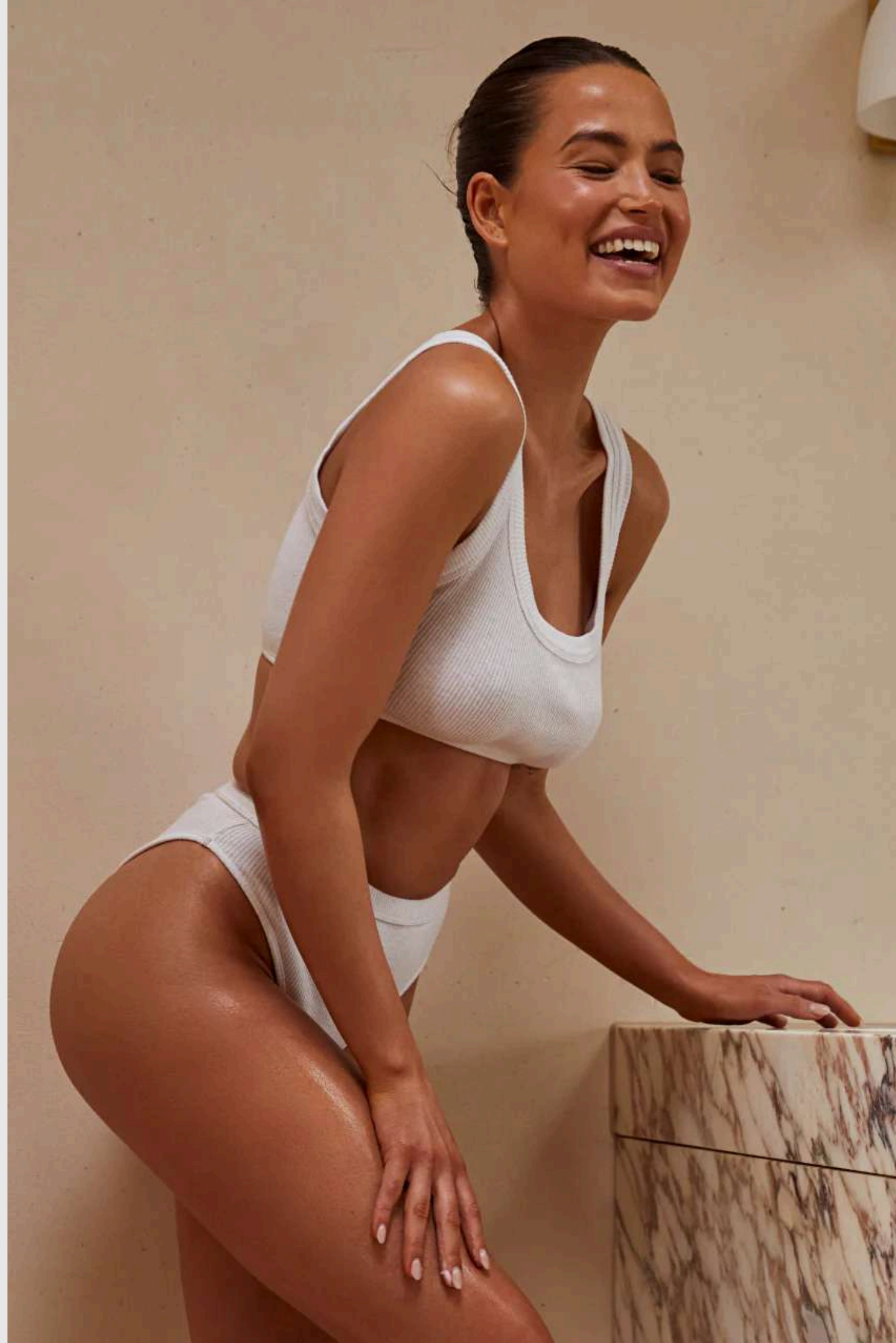
- Provides intense, long-lasting hydration.
- Nourishes with shea butter and botanical oils.
- Replenishes and restores dry skin.
- Leaves skin silky-smooth and supple.
- Helps lock in moisture for lasting softness.
- Gently refines texture with AHA (0.1% Glycolic Acid).

Directions for Use

Apply generously to clean, dry skin. Massage gently until fully absorbed, focusing on dry areas. Use daily for intense hydration and nourishment.

Positioning

Whipped Oil Texture • Intensive Moisture Lock • Botanical Oil Blend • Silky Finish.





UNSEEN SHIELD PRIMER SUNSCREEN SPF 30

Key Ingredients:

OAscorbyl Tetraisopalmitate
Bisabolol

Invisible Gel Sunscreen SPF 30 | Weightless | Makeup-Gripping | Blue Light Defense



PACKAGING

Bespoke

A revolutionary **invisible sunscreen with a unique weightless gel formula that feels nothing like traditional sunscreens**. Completely transparent with no white cast, it doubles as a **makeup-gripping primer while protecting against UVA, UVB, and blue light to prevent premature aging**. Ascorbyl tetraisopalmitate brightens and nourishes the skin while **bisabolol calms and soothes, and the oil-free, fragrance-free formula** is suitable for all skin types and tones with a fast-absorbing, cloud-like feel.

Claims

- Broad-spectrum SPF 30 chemical sunscreen – completely invisible on all skin tones.
- Doubles as a makeup-gripping primer for longer-lasting wear.
- Protects against blue light and prevents premature aging.
- Oil-free, fragrance-free, and fast-absorbing for all skin types.

Directions for Use

Apply evenly to clean skin before makeup or on its own. Blend outward for a seamless, invisible finish. Reapply every two hours or as needed for continued sun protection.

Positioning

Vegan • Cruelty-Free • Skin-First • Invisible Broad-Spectrum Defense.



BENCHMARK

Supergoop!

Unseen Sunscreen SPF 50
30g
USD \$33

SKIN TINT MINERAL SERUM SPF 40

Key Ingredients:

ONiacinamide 2%
Skbrella™ CT (Centella Asiatica Extract)

Tinted Mineral Serum SPF 40 | 3-in-1 | Clean Formula | Buildable Dewy Coverage

A revolutionary **3-in-1 tinted serum that combines makeup, skincare, and mineral SPF 40 protection in one clean, easy step**. Formulated with zinc oxide for a physical barrier that immediately reflects harmful UV rays without chemical absorption, **this formula protects against UVA, UVB, UVC, blue light, and pollution. Niacinamide 2% brightens and evens skin tone while Skbrella™ CT soothes and calms**, delivering light, buildable, dewy coverage that visibly improves skin with continued use.

Claims

- Mineral SPF 40 with broad-spectrum UVA, UVB, UVC, blue light, and pollution protection.
- 3-in-1 formula combines makeup, skincare, and sun protection.
- Niacinamide 2% brightens and improves skin tone over time.
- Soothing Centella Asiatica Extract for calm, healthy-looking skin.

Directions for Use

Apply evenly to clean skin as the last step of your skincare routine or use alone for light coverage. Blend outward for a seamless, dewy finish. Reapply every two hours or as needed for continued sun protection.

Positioning

Vegan • Cruelty-Free • Silicone-Free • Oil-Free • Clean Mineral SPF.



PACKAGING

Bespoke



BENCHMARK

ILIA

Super Serum Skin Tint SPF 40
30ml
USD \$48





SHEER WATERPROOF SPF 50+ PA++++

Key Ingredients:

OSkbrella™ POA (Portulaca Oleracea Extract)
Skbrella™ PE (Pueraria Lobata Root Extract)



PACKAGING

Bespoke



BENCHMARK

La Roche-Posay
Anthelios Shaka Fluid SPF 50+
50ml
USD \$20

Sheer Sun Fluid SPF 50+ | Waterproof | Zero-Feel | High-Molecular Barrier Protection

A sheer, **fluid sunscreen with SPF 50+ PA++++ protection engineered for outdoor and active wear.** Its high-molecular film technology forms a dense, water-repelling barrier within 3 seconds of application, delivering extreme **waterproof and sweat-resistant performance without heaviness or residue.** **Skbrella™ POA soothes and Skbrella™ PE provides anti-aging support, while ectoin and fibronectin protect and reinforce the skin barrier.** Free from alcohol, mineral oil, and sensitizing preservatives – safe even for sensitive skin.

Claims

- SPF 50+ PA++++ broad-spectrum protection combining chemical and physical filters.
- Fast-absorbing with 3-second film formation and zero-feel finish.
- Anti-aging and skin barrier support with Skbrella™ botanical complex.
- Alcohol-free, mineral oil-free, and free from sensitizing preservatives.

Directions for Use

Apply generously and evenly to clean skin before sun exposure. Blend outward for a smooth, invisible finish. Reapply every two hours or immediately after swimming or sweating for continued protection.

Positioning

Vegan • Cruelty-Free • Skin-First • Waterproof High-Performance .

MARINE SCALP SAVIOR

Key Ingredients:

48% Sea Salt

Scalp Detox | Deep Exfoliating Scalp Scaler | Cooling Therapy | Weekly Scalp Reset

Refresh and rebalance the scalp with this intensive sea salt therapy treatment. **Formulated with 48% Sea Salt and Walnut Shell Powder it helps buff away dead skin cells, excess oil, and impurities that can clog scalp pores.** The mineral-rich salt crystals provide powerful yet controlled exfoliation while helping purify the scalp surface. **Menthol delivers an instant cooling sensation that refreshes and invigorates the scalp, leaving it feeling clean, balanced, and energized.** This scalp treatment promotes a clearer, healthier scalp environment, preparing the hair roots for optimal growth and improved scalp comfort.

Claims

- Deep scalp exfoliation with Sea Salt.
- Helps remove buildup and unclog scalp pores.
- Cooling scalp refresh with Menthol.
- Supports a cleaner, balanced scalp environment.
- Mineral-rich salt therapy for scalp purification.
- Ideal for weekly scalp detox treatment.

Directions for Use

Apply to wet scalp and massage gently in circular motions for 2–3 minutes. Allow the salt crystals to exfoliate the scalp before rinsing thoroughly. Use once or twice weekly for optimal scalp detox and refresh.

Positioning

Scalp Treatment • Sea Salt Therapy • Deep Exfoliation • Scalp Care.



PACKAGING

Bespoke



BENCHMARK

GROWUS
Sea Salt Therapy
250g
USD \$16



MULTI-OIL SCRUB

Key Ingredients:

60% Natural Sea Salt
 Jojoba Oil
 Squalane

Scalp & Body Scrub | Mineral-Rich | Dual-Action | Exfoliator

Refresh, rebalance, and renew with this high-performance salt scrub designed for both scalp and body. **Packed with 60% natural sea salt, this mineral-rich formula gently exfoliates** while purifying and smoothing for a clean, polished finish. **The dual-action base effectively removes dirt, oil, and buildup with a gentle surfactant system, while jojoba oil and squalane help replenish moisture and prevent dryness.** The result: refined texture, improved circulation, and skin that feels invigorated yet comfortable.

Claims

- Gently exfoliates with 60% natural sea salt.
- Removes dirt, oil, and impurities.
- Dual-action formula for scalp and body.
- Refines and smooths skin texture.
- Infused with jojoba oil and squalane for balanced moisture.

Directions for Use

Apply to damp skin or scalp. Massage gently in circular motions. Rinse thoroughly.

Use once or twice weekly. Avoid broken or irritated skin.

Positioning

High-Salt Exfoliation • Scalp & Body Care • Texture-Refining • Mineral-Rich Renewal.



PACKAGING

Bespoke



BENCHMARK

OUA I
 Scalp & Body Scrub
 30g
 USD \$25

COOLING SERUM JELLY STICK

Key Ingredients:

2% Niacinamide
 Tri-Ceramide Complex
 1% Hyaluronic Acid Complex
 30% Aloe Leaf Water

Serum Jelly Stick | Bouncy Jelly Texture | Brightening & Barrier-Strengthening

This **multi-benefit formula hydrates, brightens, and strengthens the skin barrier.** Enriched with **Aloe Leaf Water and Chamomile Extract to calm and soothe irritated skin. Niacinamide brightens and evens skin tone while improving texture. A Tri-Ceramide Complex and 4DHymagic support barrier strength and plumpness. Sodium Ascorbyl Phosphate stimulates collagen production, and Peach Extract adds antioxidant and nourishing benefits.**

Claims

- Soothes irritated skin with Aloe Leaf Water and Chamomile Extract.
- Brightens and evens skin tone with Niacinamide.
- Strengthens the skin barrier with Tri-Ceramide Complex.
- Stimulates collagen production with Sodium Ascorbyl Phosphate.
- Plumps and hydrates skin with 1% 4DHymagic.
- Infused with Peach Extract for added nourishment and antioxidant support.

Directions for Use

Apply directly to cleansed skin morning and evening. Gently press until fully absorbed.

Positioning

Jelly Stick • Soothing & Brightening • Barrier Strengthening • Plumping & Hydrating.



PACKAGING

Bespoke



BENCHMARK

Milk Makeup
 Cooling Serum Jelly Stick
 13g
 USD \$29





INNOVATIONS

From probiotic-infused essences and peptide-packed anti-aging elixirs to customizable hydration mists and multifunctional brightening boosters, skincare innovation is moving toward precision and personalization. Modern consumers expect more than basic care—they demand proven efficacy, sensorial textures, clean formulations, and sustainability seamlessly integrated into every product.



PACKAGING

Bespoke



BENCHMARK

Trinity London
Take Back Time
30ml
USD \$89



BENCHMARK

iS CLINICAL
Youth Eye Complex
15ml
USD \$98

PEPTIDE CICA SHOT

Key Ingredients:

- 2% Cica Exosome
- Multipeptide
- Multi Hyaluronic Acid Complex
- Hyaluronic Acid
- Caffeine

Peptide Eye Cream | Anti-Puffiness | Brightening | Fine Line Reduction | Firming

Revitalize your eyes with **Peptide Eye Cream, powered by Multipeptide, Multi Hyaluronic Acid Complex, 2% Cica Exosome, caffeine, and mica.** This dermatologically approved formula hydrates, smooths, and visibly reduces puffiness, dark circles, and fine lines, while improving skin firmness and brightening the under-eye area. Non-comedogenic and suitable for sensitive skin.

Claims

Apply gently around the eye area, morning and night. Pat until fully absorbed.

Directions for Use

- Reduces fine lines and wrinkles (clinically proven 4-7 weeks).
- Boosts collagen production (in-vitro).
- Hydrates and smooths skin.
- Improves firmness, elasticity, and texture.
- Dermatologically approved, non-comedogenic.
- Suitable for all skin types.

Positioning

Advanced Eye Cream • Peptides & Exosomes • Anti-Puffiness • Brightening • Firming • Hydration.





MULTIPEPTIDE EYE CREAM

Key Ingredients:

Peptide Eye Cream
Multi Hyaluronic Acid Complex, Hyaluronic Acid
Multipeptide

Peptide Eye Cream | Anti-Puffiness | Brightening | Fine Line Reduction | Firming

Refresh and brighten your eyes with Peptide Eye Cream, powered by Multipeptide, Multi Hyaluronic Acid Complex, Caffeine. This dermatologically approved, non-comedogenic formula hydrates, smooths, and reduces puffiness while visibly diminishing dark circles, fine lines, and wrinkles. Ideal for sensitive skin, it helps firm and brighten the under-eye area for a youthful, revitalized look.

Claims

- Reduces fine lines, wrinkles, and crow's feet.
- Diminishes dark circles and puffiness.
- Brightens and smooths eye area.
- Hydrates and firms skin.
- Dermatologically approved, non-comedogenic.
- Suitable for sensitive skin.

Directions for Use

Apply gently around the eye area, morning and night. Pat until fully absorbed.

Positioning

Advanced Eye Cream • Peptides & Hyaluronic Acid • Anti-Puffiness • Brightening • Firming • Hydration.



PACKAGING

Bespoke



BENCHMARK

Trinity London
Take Back Time
30ml
USD \$89

PDRN CREAM

Key Ingredients:

Peptide Eye Cream
Multi Hyaluronic Acid Complex, Hyaluronic Acid
Multipeptide

Ice Eye Cream | Hydration | Anti-Aging | Wrinkle Reduction | Barrier Repair

Revitalize **delicate under-eye skin with Ice Eye Cream, powered by Sodium DNA (PDRN) and 1% Cica Extract. This formula boosts hydration, repairs the skin barrier, and enhances elasticity and vitality.** It helps reduce fine lines and wrinkles by stimulating fibroblast activity and collagen synthesis, leaving the eye area smoother, firmer, and refreshed

Claims

- Deeply hydrates and increases skin water content.
- Repairs and strengthens the skin barrier.
- Reduces fine lines and wrinkles.
- Improves elasticity and skin vitality.
- Soothes and calms delicate eye skin.
- Suitable for sensitive skin.

Directions for Use

After nighttime cleansing, apply a suitable amount around the eye area. Gently massage until fully absorbed.

Positioning

Sodium DNA (PDRN) • Anti-Aging • Wrinkle Reduction • Barrier Repair • Hydrating & Soothing.



PACKAGING

Bespoke



BENCHMARK

BIO Activating PDRN
Advanced Line
100ml
USD \$40





PDRN CREAM

Key Ingredients:

Peptide Eye Cream
Multi Hyaluronic Acid Complex, Hyaluronic Acid
Mulleptide

SPF 30 PDRN | UV Protection | Anti-Aging | Hydration | Skin Barrier Support

Shield and nourish your skin with SPF 30 PDRN Hydrating Cream, powered by 0.05% Sodium DNA (PDRN) and 0.03% Hyaluronic Acid. This advanced formula promotes skin regeneration, boosts elasticity, reduces fine lines, and provides full-spectrum UV protection against premature aging. Hyaluronic acid locks in moisture for plump, hydrated skin, while the chemical sunscreen shields from harmful rays, keeping your complexion healthy, youthful, and radiant all day.

Claims

- Hydrates and increases skin water content.
- Repairs and strengthens the skin barrier.
- Enhances elasticity and vitality.
- Reduces fine lines and wrinkles.
- Anti-aging and skin-regenerating benefits.
- Full-spectrum UV protection (SPF 30).
- Shields skin from pollution and environmental stressors.

Directions for Use

In the morning, after toner or serum, apply an appropriate amount to face and neck. Massage gently until fully absorbed.

Positioning

SPF Cream • PDRN & Hyaluronic Acid • Hydration • Anti-Aging • UV & Pollution Protection.



PACKAGING

Bespoke



BENCHMARK

Annemarie Borlind
SPF 30 DNA Sunscreen
100ml
USD \$40

RICE STEEM CELL SERUM

Key Ingredients:

Peptide Eye Cream
Multi Hyaluronic Acid Complex, Hyaluronic Acid
Mulleptide

Rice Stem Cell & Niacinamide Eye Serum | Brightening | Hydrating | Anti-Aging | Dark Circle Reduction

Revitalize your eyes with this potent serum, combining 0.3% Oryza Sativa (Rice) Germ Extract and 4% Niacinamide. Rice stem cells support cellular regeneration, boost elasticity, and reduce fine lines, while niacinamide brightens, minimizes dark circles and puffiness, and strengthens the skin barrier. Hydrating and antioxidant-rich, this serum smooths, refreshes, and restores a youthful, radiant eye area.

Claims

- Hydrates and improves skin moisture.
- Brightens and evens skin tone.
- Reduces dark circles and puffiness.
- Boosts elasticity and smooths fine lines.
- Antioxidant protection for healthier skin.

Directions for Use

Apply a small amount to clean fingertips. Gently pat around the eye area, avoiding direct contact with eyes. Use morning and night.

Positioning

Advanced Eye Serum • Rice Stem Cells & Niacinamide • Hydration • Anti-Aging • Brightening • Dark Circle Reduction.



PACKAGING

Bespoke



BENCHMARK

SOQU
Moisturizing Rice Serum
1.7oz
USD \$17





GINSENG HYDRATING SERUM

Key Ingredients:

2% Skbrella CK
Cica Exosome,
Hyaluronic Acid
Vitamin E

Anti-Aging | Firmness & Plumpness | Collagen Boost | Hydrating

Elevate your skincare routine with this advanced Exosomes Ginseng Serum. **Powered by Cica Exosome, Hyaluronic Acid, 2% Skbrella CK, and multi-peptides, it hydrates, boosts collagen, and reshapes fibroblasts to visibly reduce signs of aging.** Dermatologically approved, non-comedogenic, and suitable for sensitive skin, it leaves skin looking firmer, plumper, and revitalized.

Claims

- Anti-aging via fibroblast reshaping.
- Boosts collagen production.
- Hydrates and plumps skin.
- Dermatologically approved, non-comedogenic.
- Suitable for all skin types, including sensitive skin.

Directions for Use

Apply evenly to clean skin morning and night. Gently massage until fully absorbed.

Positioning

Advanced Serum • Anti-Aging • Hydration • Firmness & Plumpness • Collagen Support.



PACKAGING

Bespoke



BENCHMARK

Medi8
Crystal Retinal 1
30ml
USD \$45



BENCHMARK

INKEY LIST
Exosome Glow
30ml
USD \$12



MYROTHANNUS EYE CREAM

Key Ingredients:

Peptide Eye Cream
Multi Hyaluronic Acid Complex, Hyaluronic Acid
Mullein Extract

Myrothamnus Eye Cream | Hydrating | Anti-Aging |
Brightening | Barrier Repair

This advanced eye cream harnesses the resilience of 0.15% Myrothamnus flabellifolia extract with 0.1% Hyaluronic Acid and 3% Glycerin to deeply hydrate, plump, and smooth the delicate eye area. Rich in antioxidants and anti-inflammatory compounds, it strengthens the skin barrier, reduces fine lines, improves elasticity, and restores radiance. Jojoba Oil (1%) nourishes and locks in moisture for visibly firmer, brighter, and youthful-looking under-eyes.

Claims

- Hydrates and boosts moisture retention.
- Reduces fine lines and enhances elasticity.
- Strengthens and repairs the skin barrier.
- Soothes and protects delicate eye skin.
- Antioxidant-rich for youthful, radiant appearance.

Directions for Use

Apply a small amount to clean fingertips. Gently pat around the eye area, avoiding direct contact with eyes. Use morning and night.

Positioning

Advanced Eye Cream • Myrothamnus Extract & Hyaluronic Acid • Anti-Aging • Hydration • Barrier Repair • Brightening.



PACKAGING

Bespoke



BENCHMARK

Marjorie Bertagne
Nano Collagen Eye Cream
100ml
USD \$30

EDELWEISS SERUM WATER

Key Ingredients:

Leontopodium Alpinum
Callus Culture Extract

Edelweiss Hydrating Serum | Plumping | Anti-Aging |
Antioxidant | Barrier Protection

Boost skin resilience and radiance with 0.11% Leontopodium alpinum (Edelweiss) Callus Culture Extract and 0.02% Hyaluronic Acid. This lightweight serum hydrates, smooths, and plumps the skin while strengthening its natural moisture barrier. Rich in antioxidants, it enhances elasticity, reduces the appearance of fine lines, and leaves skin looking refreshed, reenergized, and youthful.

Claims

- Deeply hydrates and plumps skin.
- Smooths texture and restores vitality.
- Protects and reinforces skin's natural moisture barrier.
- Antioxidant-rich to combat environmental stressors.
- Reduces the appearance of fine lines and wrinkles.

Directions for Use

Squeeze 2-3 drops into your hand and gently massage onto cleansed skin morning and night.

Positioning

Advanced Serum • Edelweiss Extract & Hyaluronic Acid • Hydration • Anti-Aging • Antioxidant • Barrier Support.



PACKAGING

Bespoke



BENCHMARK

The Body Shop
Edelweiss Daily Serum
30ml
USD \$18





PACKAGING

Bespoke



BENCHMARK

Medicube
Exosome Shot
30ml
USD \$36



BENCHMARK

INKEY LIST
Exosome Glow
30ml
USD \$12

EXOHOME GLOW

Key Ingredients:

2% Skbrella CK
Cica Exosome,
Hyaluronic Acid
Vitamin E

Anti-Aging | Firmness & Plumpness | Collagen Boost | Hydrating

Elevate your skincare routine with this **advanced Exosomes Peptide Serum. Powered by Cica Exosome, Hyaluronic Acid, 2% Skbrella CK, and multi-peptides, it hydrates, boosts collagen, and reshapes fibroblasts to visibly reduce signs of aging.** Dermatologically approved, non-comedogenic, and suitable for sensitive skin, it leaves skin looking firmer, plumper, and revitalized.

Claims

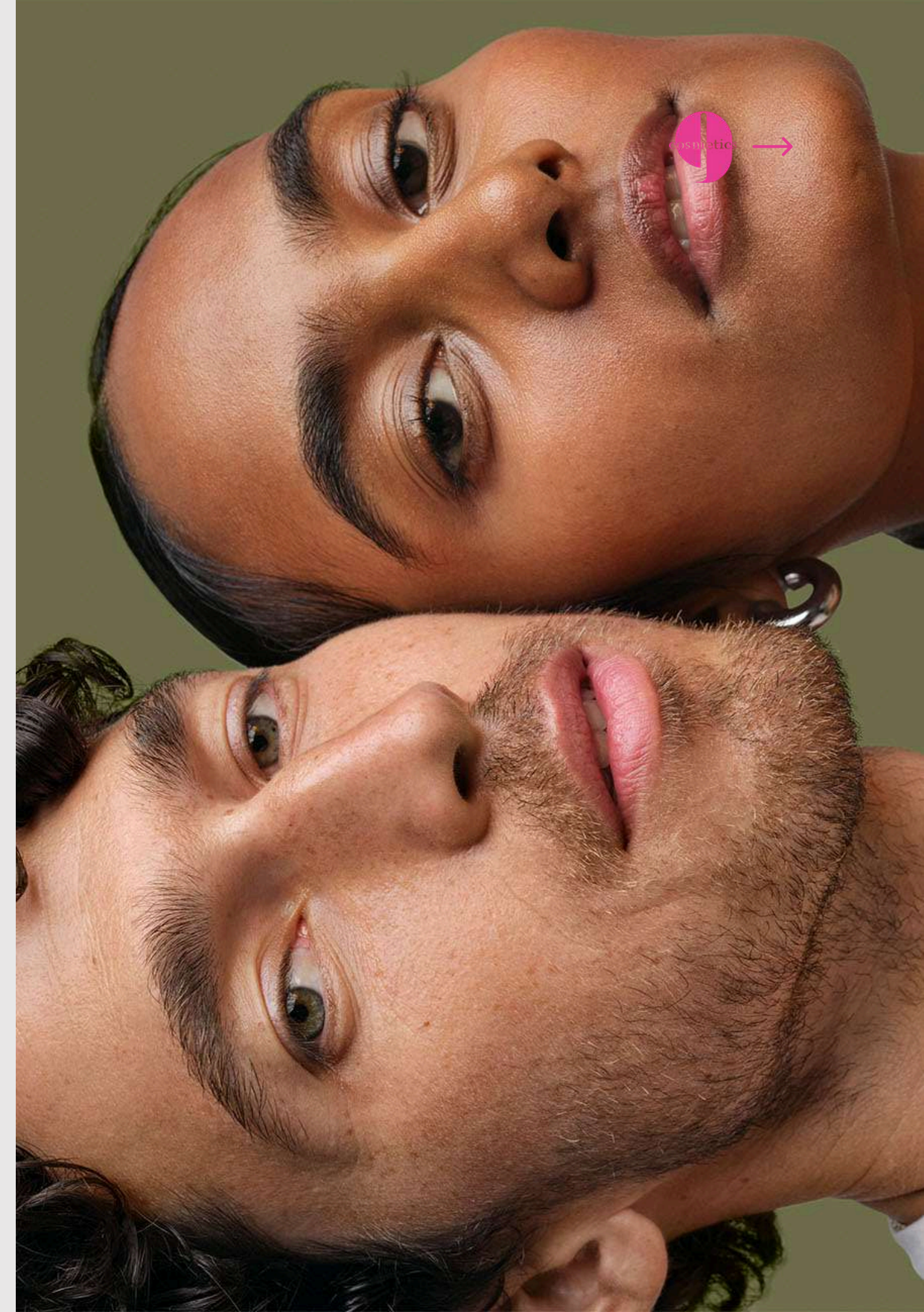
- Anti-aging via fibroblast reshaping.
- Boosts collagen production.
- Hydrates and plumps skin.
- Dermatologically approved, non-comedogenic.
- Suitable for all skin types, including sensitive skin.

Directions for Use

Apply evenly to clean skin morning and night. Gently massage until fully absorbed.

Positioning

Advanced Serum • Anti-Aging • Hydration • Firmness & Plumpness • Collagen Support.





NMN SERUM

Key Ingredients:

0.1% NMN
0.1% Ginsenosides
Gentiana Scabra Root Extract

NMN Rejuvenating Serum | Cellular Vitality | Anti-Aging | Hydrating | Firmness Boost

Revitalize your skin at the **molecular level with NMN, Ginsenosides, and Gentiana scabra root extract. NMN enhances cellular energy and reduces free radical damage, while ginsenosides improve elasticity, firmness, and combat oxidative stress.** This lightweight, hydrating serum locks in moisture, smooths skin, and restores a youthful, luminous, and resilient complexion.

Claims

- Boosts cellular energy and reduces oxidative stress.
- Enhances skin elasticity and firmness.
- Hydrates and smooths for a supple feel.
- Protects against free radical damage.
- Revitalizes and restores youthful radiance.

Directions for Use

Apply a few drops to cleansed skin morning and night. Gently massage until fully absorbed.

Positioning

Advanced Serum • NMN & Ginsenosides • Anti-Aging • Hydration • Firmness & Elasticity • Cellular Rejuvenation.



PACKAGING

Bespoke



BENCHMARK

Neville Derma Lab
EX NMN Serum
30ml
USD \$45

NMN SERUM

Key Ingredients:

0.1% NMN
0.1% Ginsenosides
Gentiana Scabra Root Extract

NAD+ Rejuvenating Serum | Cellular Energy | Anti-Aging | Hydrating | Firmness Boost

Revitalize tired skin with **NAD+ and 0.02% Hyaluronic Acid. NAD+ enhances cellular energy, supports collagen synthesis, and promotes regeneration for a firmer, more youthful complexion. Hyaluronic acid deeply hydrates and strengthens the skin barrier,** leaving skin plump, smooth, and radiant. This serum is your daily anti-aging powerhouse for visible vitality and resilience.

Claims

- Boosts cellular energy and collagen production.
- Promotes skin regeneration and elasticity.
- Hydrates and strengthens the skin barrier.
- Reduces fine lines and restores radiance.
- Revitalizes tired, dull skin.

Directions for Use

Apply a few drops to cleansed skin morning and night. Gently massage until fully absorbed.

Positioning

Advanced Serum • NAD+ & Hyaluronic Acid • Anti-Aging • Hydration • Firmness & Elasticity • Cellular Rejuvenation.



PACKAGING

Bespoke



BENCHMARK

EELHOE
NAD+ Recovery Serums
60ml
USD \$23



GEL MASK WITH GLUTATHIONE

Key Ingredients:

Glutathione
Hyaluronic Acid

Glutathione Hydrating Gel Mask | Brightening | Antioxidant
| Deep Hydration | Radiance Boost

Replenish and revitalize your skin with **this gel jelly mask enriched with Glutathione and Hyaluronic Acid. It delivers deep hydration, fights free radicals, repairs the skin barrier**, and brightens dull skin for a radiant, youthful glow. Lightweight and soothing, it leaves skin soft, smooth, and refreshed.

Claims

- Deeply hydrates and restores moisture.
- Brightens skin tone and reduces dullness.
- Provides antioxidant protection against free radicals.
- Repairs and strengthens the skin barrier.
- Promotes a radiant, youthful complexion.

Directions for Use

Apply generously to clean skin. Leave on for 15–20 minutes. No rinsing required.

Positioning

Gel Mask • Glutathione & Hyaluronic Acid • Brightening • Antioxidant • Hydration • Radiance.



PACKAGING

Bespoke



BENCHMARK

SUR.MEDIC

Bright Glutathione Mask
15ml
USD \$23

(PURSLANE & FIBRONECTIN CREAM

Key Ingredients:

Skbrella FN (Fibronectin)
Skbrella POA (Portulaca Oleracea Extract)
1% Fibronectin

Firming Face Cream | Hydrating | Skin Barrier Repair |
Antioxidant | Radiance Boost

Enhance elasticity and restore radiance with our firming formula, **enriched with Skbrella FN (Fibronectin) 0.5% and Skbrella POA (Portulaca Oleracea Extract) 1%. Fibronectin supports skin structure and firmness, while Purslane soothes, hydrates, and protects, repairing the skin barrier.** Together, they deliver a youthful, revitalized complexion with every application.

Claims

- Firms and lifts skin for a smoother, more elastic appearance.
- Hydrates and restores moisture with squalane.
- Soothes and calms irritated skin.
- Repairs and strengthens the skin barrier.
- Provides antioxidant protection.
- Promotes a radiant, youthful complexion.

Directions for Use

Apply a small amount to clean skin. Gently massage upward in circular motions. Use morning and night for optimal results.

Positioning

Face Cream • Firming & Hydration • Skin Barrier Support • Antioxidant • Radiance.



PACKAGING

Bespoke



BENCHMARK

Dr. Barbara Sturm

Face Cream
15ml
USD \$187



PURSLANE & FIBRONECTIN CREAM



Key Ingredients:

- 2% Symatage OA (Encapsulated Ligustrum Lucidum Extract)
- 2% Squalane

Anti-Aging Facial Fluid | Anti-Glycation | Hydrating | Antioxidant | Skin Elasticity

Revitalize and protect your skin with this face changing formula, **enriched with 2% Symatage OA (Encapsulated Ligustrum Lucidum Extract) and 2% Squalane.** This lightweight, fast-absorbing formula soothes, hydrates, and strengthens the skin barrier while targeting oxidative stress and Glycation for visibly improved elasticity and youthful radiance.

Claims

- Reduces signs of aging with anti-glycation action.
- Hydrates and restores skin barrier with squalane.
- Improves skin elasticity and firmness.
- Soothes and calms sensitive skin.
- Provides antioxidant protection.
- Lightweight, fast-absorbing, suitable for all skin types.

Directions for Use

Apply 2-3 drops to cleansed face and neck. Gently pat until fully absorbed. Use morning and night.

Positioning

Facial Fluid • Anti-Aging & Hydration • Antioxidant • Skin Barrier Support • Elasticity Boost.



PACKAGING

Bespoke



BENCHMARK

AESOP

Lucent Facial Concentrate
60ml
USD \$137





CAPABILITIES

From proprietary fibronectin actives and low-molecule delivery systems to Boots 5-Star SPF formulations and AI-powered trend intelligence, Global Cosmetics brings the full spectrum of beauty manufacturing under one roof. Modern buyers expect more than a supplier — they demand a partner with clinical credibility, speed to market, and the creative intelligence to turn tomorrow's trends into today's bestsellers.

Global Cosmetics exists at the intersection of science, speed, and cultural intelligence — built to serve the brands that move markets. With over two decades supplying the world's most demanding retailers, we don't just manufacture products; we transform markets. The brands that win today need a partner who understands not just formulation, but the forces shaping why people buy.

We Engineer Relevance



Global Cosmetics
Hong Kong
Group HQ

Group Headquarters.
International Sales Centre.
Creative Design Centre.



Global Cosmetics
China
Manufacturing Core

China Headquarters.
R&D Centre.
Quality Control Centre.
Manufacturing Hub.



Global Cosmetics
Guanzhou
Innovation Hub

New Raw Materials R&D Centre.
Greater China Marketing Centre.
Skbrella™ Active Development.



Global Cosmetics
Global Testing
Independent Lab

Third-party Testing Centre.
CNAS / CMA Accredited.
NMPA Cosmetic Registration.
Efficacy Testing.

WHY



Market Research & Trend Intelligence

In-depth brand case studies, 2-year product planning, AI-powered TrendCapture tool monitoring TikTok & social channels in real time.

Design & Product Development

End-to-end: Market analysis → USP & claims substantiation → Concept design → Final product. Proven with No7, DermaCare Ceramides, Boots Glow.

Active Ingredient R&D Platform

Proprietary actives Skbrella™ FN (Fibronectin) and Skbrella™ Calm. Natural botanical extraction, encapsulation tech, biotechnology-derived new actives.

SPF & Suncare Capabilities

5-Star & ISO 24444/24443 in-house testing. 15+ speed-to-market SPF formulations across face, body, lip, and BB cream formats.

Sustainability & Solar

Recyclable PET, Ocean Plastic supply chain (SEArcular certified). 1.83MW solar installed by end-2024 – reducing CO₂ by 2,080 tonnes per year.

Speed to Market

Vast commercialised product database. Stability, compatibility and efficacy tests pre-completed. Launch-ready in as few as 4 months.

SCIENCE & TESTING



Where Formulation Meets Proof

SAFETY EVALUATION

Human skin patch test, user trial testing.

EFFICACY TESTING

Moisturizing, anti-wrinkle, firming, brightening, acne mark, sensitive skin claims.

MICROBIOLOGICAL

Full panel incl. Staph. aureus, P. aeruginosa, preservative efficacy (PET).

SPF / SUN TESTING

ISO 24444 (SPF), ISO 24443 (PA+ value) – all in-house.

STABILITY & COMPAT.

Xenon lamp exposure, product stability, packaging compatibility.

REGULATORY

PIF (China), NMPA Registration, Safety Assessment for global markets.



END TO END MANUFACTURING



SEVEN STEPS, ONE PARTNER, ZERO GAPS.

Most brands work with multiple suppliers across different stages of development – briefing one partner for formulation, another for testing, another for packaging, another for compliance. Every handoff is a risk: lost time, miscommunication, and cost that compounds at every step.

Global Cosmetics eliminates that entirely. Our seven-step supply chain ecosystem connects every stage of a product's journey under one roof – from consumer insight and raw material innovation through formulation, testing, registration, packaging design, and manufacturing. Every decision is made with the finished product in mind from day one.

1

MARKETING PLANNING

Consumer insights,
competitive mapping,
brand positioning

2

RAW MATERIAL R&D

Proprietary actives,
natural extracts, biotech-
derived ingredients

3

FORMULATION R&D

Low-molecule tech,
cosmeceutical-grade
actives, clinical
substantiation

4

TESTING & REGISTRATION

CNAS/CMA lab, NMPA,
Boots 5-Star SPF, global
market compliance

5

PACKAGING DESIGN

In-house creative:
mockups, 3D renders,
product technical
design

6

ODM/OEM MANUFACTURING

GMP-certified hub,
MOQ from 10,000 units,
4-month speed to
market

7

FINISHED PRODUCTS

Skincare, colour
cosmetics, SPF,
bodycare, haircare,
gifts



RTM

Global Cosmetics Group