

# LA PERFUMERÍA

DE MERCADONA / JUNE 2023







## COVER

The new **Summer Paradise Make-up** collection



Make-up look from the Summer Paradise collection. The model is wearing: 20 eyeshadow palette, tones 11, 16 and 17. At the centre of the mobile eyelid, silver from the glitter palette. On her lips, Mousse Lips No. 03.

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# RESTORE YOUR SKIN

In summer, skin needs extra freshness and hydration

We recommend...



## FRESH FACE MASK

It refreshes and rehydrates. It contributes to protecting and promoting the natural repair of the skin and gives your face vitality.

SUITABLE FOR ALL SKIN TYPES

With **aloe vera** and **carrot extract**, rich in beta-carotene, which promotes radiant bronzing.

**TIP**  
For additional freshness you can **leave it in the fridge for 30 minutes before application**

## HYDROGEL PATCHES FOR EYES

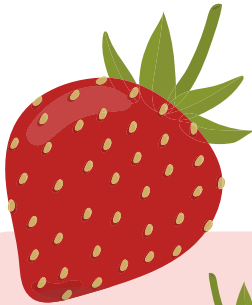
The **hydrogel patches with cucumber** refresh and decongest the sensitive skin of the eye contour.

**Hyaluronic acid** and **aloe vera** provide intense and lasting hydration.



# STRAWBERRY FRAGRANCE

COMING SOON



We reveal the temptation of the summer: the strawberry exfoliant and eau de toilette. Delight in its aroma and benefits.

NEW PRODUCT

## STRAWBERRY EXFOLIATING BATH GEL

### EXFOLIATES

Body exfoliant **with natural particles of strawberry seeds.**

### MOISTURISES

**Helps to eliminate dead cells** and impurities of the skin, cleaning and softening it.

### PERFUMES

Its strawberry fragrance is ideal for enjoying a shower in summer with **its sweet, intense and revitalising aroma.**



NEW PRODUCT



## CANDY

Discover the **new Monogotas Candy fragrance** and its combination of strawberry and cream.







# Mono AROMAS

The simplicity and versatility of a fragrance that you can use each day.



LAVENDER



COCONUT



VANILLA

Remember that you can find the already well known Lavender, Coconut and Vanilla Monogotas in the Cosmetics section of Mercadona.





# MONOÏ

Elixir Fleur de Monoï, the **limited edition** collection for body and hair care, is back. The most sought after product of the season.



1

2

3

4

5

6



## 1 BODY GLITTER OIL

Moisturises your skin and provides a flattering glow effect, with golden highlights.

## 2 INSTANT CONDITIONER

Conditioner that moisturises and protects your hair after washing or during days under the sun.

## 3 MONOÏ GEL

With the same vanilla and coconut aroma as the rest of the collection.

## 4 EAU DE TOILETTE

Subtle, created with the essence of Tahitian gardenia.

## 5 CRACKLING BODY MOUSSE

The crackling is an innovative texture, producing a pleasant and refreshing tingling on the skin.

## 6 HAIR TEXTURISER

A spray which can give texture to the finest hair to generate the wavy effect of surfers' hair.



## BRIGHTEN AND REFRESH YOUR SKIN

*Bright, golden effect skin*

### BODY GLITTER

Perfumed oil which moisturises and brightens the skin, giving it subtle golden highlights. This iridescent finish, which is in fashion, brightens the skin and enhances bronzed tones..

#### How to use it?

Spread over the whole body, with particular attention to the neckline, shoulders and legs.



### *Refreshing texture*

### CRACKLING BODY MOUSSE

Perfect for the hottest months, this moisturising body mousse produces a pleasant and refreshing tingling on the skin.

#### How to use it?

Shake vigorously, place the foam in the palm of your hand and spread over the skin with circular movements to increase its refreshing and crackling effect.



# PRODUCTS FOR PERFECT HAIR



## *Protected and hydrated hair*

### **INSTANT CONDITIONER**

Conditioning the hair is essential if you want to keep it healthy and beautiful. The **Instant Conditioner** contains active ingredients which protect the hair from the sun and damage from brushing.

Protect your hair from the sun



### → **How to use it?**

Shake and spray on damp or dry hair before or during sun exposure, to condition and untangle hair.

## *Surfers' waves and nurtured hair*

### **HAIR TEXTURISER**

Obtain the flattering surfers' waves with the **Hair texturiser**, a styling spray that gives the hair volume without weighing it down. Its formula incorporates sea salt and extracts such as hibiscus and aloe, which act to give the hair a sexy look.



### **NEW PRODUCT**

### → **How to use it?**

Spray on wet or dry hair, from root to tip. Next, style with your fingers until obtaining the desired waves.



**BEFORE**



**AFTER**



To obtain more defined waves, dry hair with a diffuser.



# FAMILY FORMAT

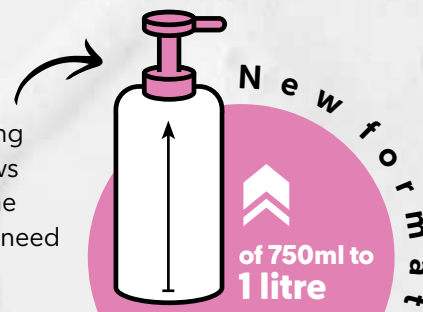
## MAXI-SIZE **CONDITIONER** AND **SHAMPOO**

For clean, soft and shiny hair.  
With exotic fruit extracts.



- ✓ More intense fragrance.
- ✓ Greater sensation of care and protection.
- ✓ Conditioner with keratin and creamier texture, which facilitates untangling and brushing of the hair.

Its new dosing control allows you to use the amount you need for each use.



# SUN PROTECTION

Like every summer, do you want to show off an attractive, healthy and lasting tan?



The latest sun protection from the Mercadona Cosmetics section

## NEW PRODUCT



### SPF 50+ SUN OIL

- ✓ Two-phase sun oil with an aqueous texture and fast absorption.
- ✓ Light and refreshing, it leaves the skin soft and fresh.
- ✓ Water resistant.

## NEW PRODUCT



### SPF 6 SUN OIL WITH TAN ACCELERATOR

- ✓ Dry texture and fast absorption.
- ✓ Water resistant.
- ✓ Active tan accelerator.
- ✓ With carrot oil, which moisturises the skin and activates tanning.
- ✓ Low protection, SPF 6.





# Say goodbye to **CELLULITE**

Cellulite is difficult to get rid of, but it is not impossible to improve its appearance. These products will help you to tackle it. **Take note!**

(For a good massage

## INTENSIVE REDUCER

**Creatine and caffeine act effectively against cellulite,**

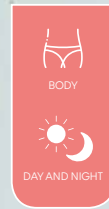
which causes a shaping action. The combination of the active ingredients with the subsequent massage increases effectiveness.

**NEW PRODUCT**



**THE  
KEY**

*It is important to be very constant and apply the treatment each day: morning and night.*

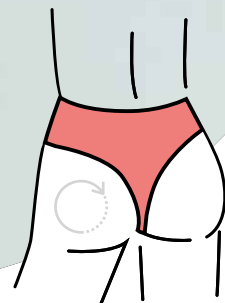


→ **How to use it?**

**Massage** the area with the built-in roller for **ten minutes**.



**10''**



It can be used on the buttocks, thighs, hips and upper part of the arms.





## ( Shock plan

### MESO-ANTI-CELLULITE CONCENTRATE

A very effective body treatment against cellulite through the lipolytic and fat burning action of **caffeine** and **carnitine**, the draining effect of **artichoke extract** and the **combination of antioxidant vitamins**.

15

Apply one vial  
each day for  
15 days.



### Tip

#### DEAD SEA MINERAL EXFOLIANT

Emphasise the effect of the anti-cellulite treatments, treating the skin with a **mineral body exfoliant with Dead Sea minerals once a week**.

It softens, nourishes and refreshes your skin, leaving it like new and pleasantly perfumed.





## (A bonus

### PRO CELULIT STICKS

Intensify the anti-cellulite action by taking this dietary supplement with plant extracts such as **red vine** (which improves circulation), **Asiatic pennywort** (which stimulates collagen production), and **sarsaparilla** (with a diuretic action that helps eliminate fluids).



## We also recommend...

**Artichoke capsules**, which contribute to detoxification, digestive comfort and liver health, as well as weight control. Take two capsules per day, one before lunch and another before dinner.

*Both supplements enhance the effects of the anti-cellulite treatments.*



## 5 Questions about cellulite

### 1 For how long will I use the anti-cellulite treatment before seeing results?

The results depend on lifestyle: nutrition, physical exercise, consistency when using the product correctly, etc. Results are usually seen in 4 weeks.

### 2 How can I make the anti-cellulite treatment more effective?

It works most efficiently when applied in a massage for at least 10 minutes.

### 3 Is it normal for bruising to appear when applied with the rollers?

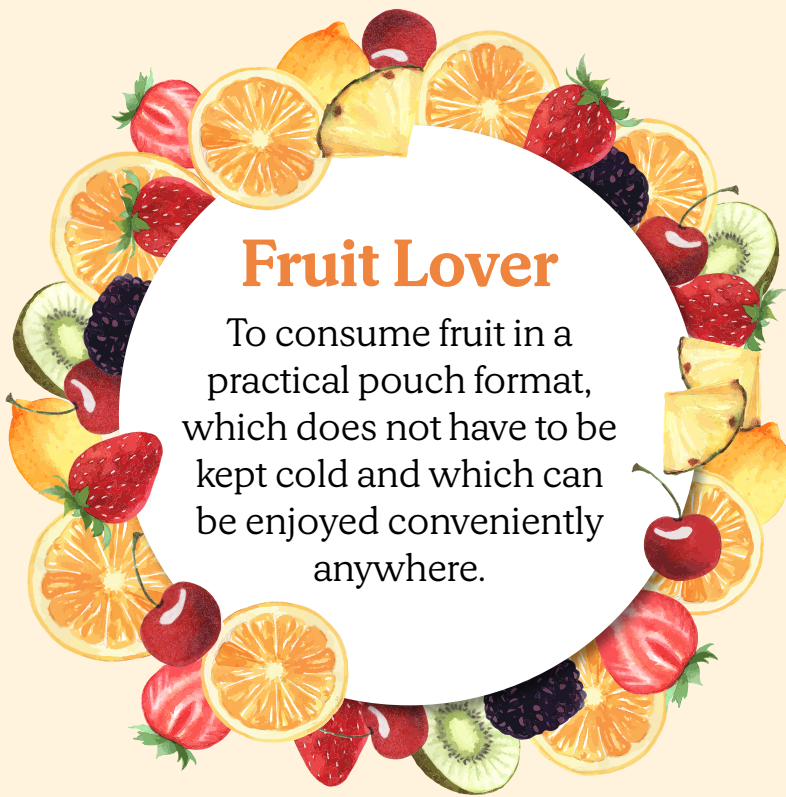
Yes, it is the body's reaction to the massage.

### 4 Can I sunbathe if I use anti-cellulite treatments?

Yes, but you must check the composition of the products in case they contain any photosensitising active ingredient.

### 5 How does the cold or heat effect help?

It increases blood flow, improving the delivery of nutrients. It improves healing. It reduces the painful sensation. It increases the plasticity and elasticity of the muscle.



# Fruit Lover

To consume fruit in a practical pouch format, which does not have to be kept cold and which can be enjoyed conveniently anywhere.



**BANANA, STRAWBERRY, BLUEBERRY AND OAT**



**BANANA AND APPLE**



**BANANA AND STRAWBERRY**



**FRUIT COCKTAIL**

Suitable for nursing mothers and young children, although they can also be consumed by adults. Practical for when you are on the go: when exercising, travelling, at the beach, etc.



**NEW PRODUCT**

**LIMITED EDITION**

**IMPROVED QUALITY**

**COMING SOON**

**COMING SOON**

*We have improved the recipe: more yoghurt and fruit purée, eliminating cream and water.*



**PINEAPPLE AND COCONUT**



**APPLE, MELON AND WATERMELON**



**YOGHURT AND COOKIES**



**YOGHURT, BANANA AND STRAWBERRY**



**YOGHURT AND PEAR**



COMING SOON

# SUMMER PARADISE

Vibrant colours for the eyes and lips, the key elements of this make-up collection perfect for summer festival looks.



# THE SUMMER PARADISE LOOK THAT YOU WILL WANT TO WEAR

Long Xtrem  
mascara



Summer Paradise  
black eyeliner



Summer Paradise  
Eyeshadow  
Palette



Matte Blusher  
no. 03

Summer Paradise  
Mousse Lips  
no. 03



## “BITTEN LIP” EFFECT MOUSSE LIPS

### How to use it?

Gently dabbing, massaging the lip until obtaining the desired effect.



4 SHADES  
AVAILABLE

# HIGHLIGHTERS

## WHERE TO USE THEM?



### HIGHLIGHTER PALETTE

Discover the **Highlighter Palette** - its pearl formula helps to enhance the natural light of the face. A special touch for your make-up.

It includes  
**FIVE TONES**  
that can  
be applied  
individually or in  
combination.



### EYES

On the tear duct, at the centre of the mobile eyelid, and along the lower eyelashes, its brings brightness to the look.



### LIPS

On the upper lip line, on the cupid's bow, you will obtain fuller lips.





## NOSE

Gently brightening the nasal septum, you will define the contour of the face.



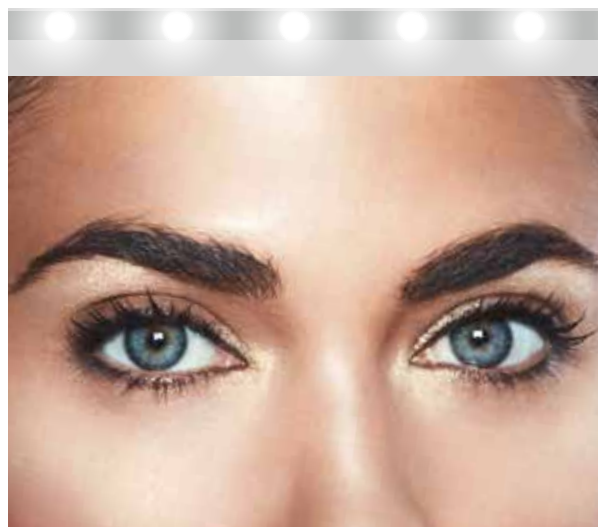
## JAW

Shape and strengthen the contour of the face by applying highlighter in this area.



## CHEEKS

Brighten the cheek area to the temple for an immediate lifting effect.



## EYEBROWS

By adding a highlight under the arch of the eyebrow, you will obtain a lifting effect in the look.

## 20 EYESHADOW PALETTE

11 MATTE,  
5 METALLIC  
and 4 PEARL  
EYESHADOWS



## GLITTER PALETTE

Add an extra glow with **glitter finish** eyeshadows.

10  
TONES



## Do you want to give your look a WOW EFFECT?

**1** Apply the glitter eyeshadows with the fingertip: the heat from your hands makes them creamier, facilitating their application.

**2** Apply a small quantity of the Cover & Fix Corrector on the eyelid as a base, so that the finish is more refined and perfect.



# SUMMER PARADISE Looks



## Look 1

20 Summer Paradise  
eyeshadow palette

Tones 07, 13 and 14



## Look 2

20 Summer Paradise  
eyeshadow palette

Tones 18 and 19



To intensify your look, use the **Black eyeliner** from the same collection.



## Look 3

20 Summer Paradise  
eyeshadow palette

Tones 11, 16 and 17



**Finishing touch:** apply **silver 03** from the **Glitter palette** at the **centre of the mobile eyelid**.



## Look 4

20 Summer Paradise  
eyeshadow palette

Tones 01, 02 and 06



Add an **extra shine** with the **bronze 02 eyeshadow** from the **Glitter palette** and frame your face with the Summer Paradise **black eyeliner**.





# DEODORANTS

## that you should try

Discover the new deodorants that protect you with pleasant and lasting fragrances, providing softness and caring for your skin.

FOR MEN

NEW PRODUCT



**DEO ARTIC**  
24 hour anti-stain

FOR MEN

NEW PRODUCT



**TROPIC BODY SPRAY**

Anti-stain with an exclusive hint of **piña colada** and **vanilla**. You will feel maximum freshness.

UNISEX



**CREAM DEODORANT**

With cotton and clay extract, its formula guarantees soft, nurtured underarms, with a dry, silky texture.

After applying it, allow it to dry completely before dressing.

0% alcohol  
**48 hour**  
antiperspirant

**SENSITIVE SKIN**



# MICELAR & OIL MAKE-UP REMOVER WIPES

## This is how they work

- ✓ They efficiently remove all types of make-up, **including waterproof or long-lasting make-up.**
- ✓ They leave the **skin clean, soft and nourished.**
- ✓ They contain micelles which act as a magnet, and oils which **allow the make-up to be removed with minimal rubbing.**



## Active ingredients



**ARGAN OIL**  
Helps to nourish  
the skin.



**PANTHENOL and TRIPEPTIDE**  
Contributes to strengthening  
eyelashes.



**ALOE VERA**  
Restores and moisturises  
the skin, leaving it soft and fresh.



[www.mercadona.es](http://www.mercadona.es)