

# la perfumería

AUTUMN 2016

de Mercadona

START THE  
SEASON

*Intensive recovery  
treatment for  
skin and hair*

BACK TO  
SCHOOL  
*Ready, steady... go!*

LIPS &  
CHEEKS

*in an autumnal fashion,  
make your dreams come true!*

# FIJO

## LABIOS deliplus COLOR



**FIXED LIPS  
DUO  
COLOUR & GLOSS**

No. 01  
**NUDE**

No. 02  
**COPPER**

No. 03  
**PINK**

No. 04  
**RED**

No. 05  
**PETAL**

*Perfect lips  
all day long!*

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START  
*the season*

*Come the end of the summer, your skin and hair are left crying out for a deeply nourishing treatment. Stains, dryness and a dull complexion as well as dry and fragile hair. Repair the damage and bring them back to life.*

## A CREAM FOR EACH SKIN TYPE

*Do you know what skin type you have? You have to know your skin before you can look after it. Identify whether you have oily, dry, mixed or sensitive skin; treat it with the right cosmetics and always keep it properly hydrated.*

## DRY SKIN

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Dry skin is known for producing a constant feeling of tautness, a lack of hydration and a tendency towards expression lines. Intensely nourishing products with hydrating, rich textures that feel comfortable are recommended for this type of skin.

### BEAUTY ROUTINE FOR DRY SKINS

1

Cleaning and hydrating should go hand in hand. The **anti-ageing Eglantine Rose facial cleansing cream** combats the signs of ageing while regenerating and nourishing.

2

The **Luxe Caviar Eye Contour** combats wrinkles, ageing and under-eye bags while providing tensesness and luminosity to the skin. Its lifting effect progressively softens expression lines.

3

The **Luxe Caviar Firming Facial Cream** provides the correct dosage of vitamins, minerals and proteins for face and neck. Apply during the day and at night to achieve a more elastic, radiant skin with a touch of youthfulness.





## ***SENSITIVE SKIN***

Sensitive skin reacts easily to extreme temperatures. Fragile skin types are known to cause tautness and dehydration that may even derive in itching, burning, redness and flaking. Because of this, you should use soft textured products that hydrate and soothe it, while providing a feeling of well-being.

## BEAUTY ROUTINE FOR SENSITIVE SKINS

- 1 To remove make-up from eyelids, eyelashes and face softly and in one go, try the **Micellar Cleansing Water**, enriched with calming and hydrating active ingredients. Its micelles attract dirt as though they were magnets, leaving the skin feeling clean, fresh and smooth.
- 2 The **Oat Water** refreshes the skin, avoiding the feeling of tautness or dryness caused by changing temperatures. Use daily after cleaning and before applying the hydrating cream.
- 3 Sensitive skin needs a hydrating cream with calming active ingredients to avoid rashes and other annoyances brought about by the cold and wind and sudden temperature variations. Hydrate your facial skin on a daily basis with the **Hydra-sensitive Cream**. Soothes tautness, itchiness and slight flaking while prolonging the feeling of comfort throughout the day. **Remember:** reinforce sensitive skin care with a balanced, healthy diet, avoiding coffee, spicy food and alcohol whenever possible.
- 4 The Regenerating eglantine rose Oil should be an essential part of your beauty ritual at this time of the year. Use it to nourish any flaking parts of the skin on your face, as an intensive evening regenerator or before your facial cream. Nourishes and softens the skin, giving it back its revitalised appearance.



## AND FOR YOUR BODY... JOJOBA OR ARGAN

Jojoba oil is known for its superb qualities that bring a number of benefits for the skin: softness, nourishment and repair. Argan oil is as highly valued as liquid gold in certain countries on account of the nourishing and hydrating properties it brings for the skin. **Jojoba oil Body Cream** and **Argan oil Nourishing Cream** - choose your cream and care for your skin after exposure to the sun during the summer.





## *MIXED SKIN*

It is known for producing a feeling of oiliness in the chin and nose, but leaving the cheeks dry. Occasionally, mixed skin is oily skin that has lost hydration with age. Do you know how to care for it? Choose products that hydrate your skin without making it oily or drying it out.



## BEAUTY ROUTINE FOR MIXED SKINS

- 1 Skin care starts with a good clean twice a day, morning and evening. Even if you are not wearing any make-up, you must remove impurities and accumulated dirt from your facial skin. The **water-based Cleansing Gel** cleans and removes make-up softly, leaving your skin feeling fresh and clear, ready for being hydrated.
- 2 We blink around ten thousand times a day, and the thin skin around your eyes feels it. Small expression lines and signs of tiredness appear around them. Treat this area with the **daily Cosmetic Eye Contour** to prevent the appearance of wrinkles and to alleviate under-eye bags and dark circles. Its anti-fatigue effect rejuvenates your gaze.
- 3 The **collagen and silanol Anti-ageing Cream** provides volume and terseness thanks to its collagen. Silanol provides a repairing, regenerating effect. Combat the signs of ageing or prevent them if they haven't appeared yet.



## *OILY SKIN*

Oily skin is known for dilated pores, shininess, (especially in the T-zone, which is the forehead, nose and chin), a feeling of oiliness that intensifies as the day progresses and a tendency towards blackheads and impurities. How do we care for it? With light textured creams that do not leave an oily sensation and that prevent shines and combat blackheads and pimples.

# BEAUTY ROUTINE FOR OILY SKINS

1

Use the **oil free crust-removing Exfoliant** once or twice a week. **Remember:** do not use aggressive products thinking they will help eliminate the oiliness, as you will achieve the opposite effect, your skin will react to the loss of sebum by producing more.



2

The **oil free purifying Cleansing Gel** is especially formulated for caring for and cleansing oily skin. That said, sometimes oily skin is thicker, so try not to scrub or irritate it while cleansing. Softly lather and dry it.

4

Oily skins need the same level of hydration as other types of skin, but by using specific products to hydrate and mattify it, with light textures that don't feel oily. The **oil free Hydrating Fluid** regulates the production of sebum, giving your facial skin the hydration it needs.

3

Finish your facial cleansing routine with the **oil free Cleansing Lotion**, whose astringent, purifying action prevents the appearance of pimples and blackheads. It closes dilated pores and reduces shines.

5

Use the **oil free Blotting Corrective Gel** to combat those feared pimples; it may be applied at any time, even over make-up. Its formula allows for reducing and drying out blackheads.

## DISCOVER THE NEW FACIAL CLEANSING LINE FOR ALL SKIN TYPES

**Hydrating Cleansing Milk.** Deeply cleanses, softens, calms and hydrates your facial skin. Remove excess make-up from the eyelids and eyelashes with the **eye make-up Remover**. Its gel texture allows for gently removing make-up, leaving a feeling of cleanliness and well-being. Tones and hydrates. Complete your beauty ritual with the **hydrating Facial Tonic**, which will leave your skin feeling clean and soft, as well as hydrated and fresh.





# Hair care line

## TOTAL REPAIR

*show off your hair*

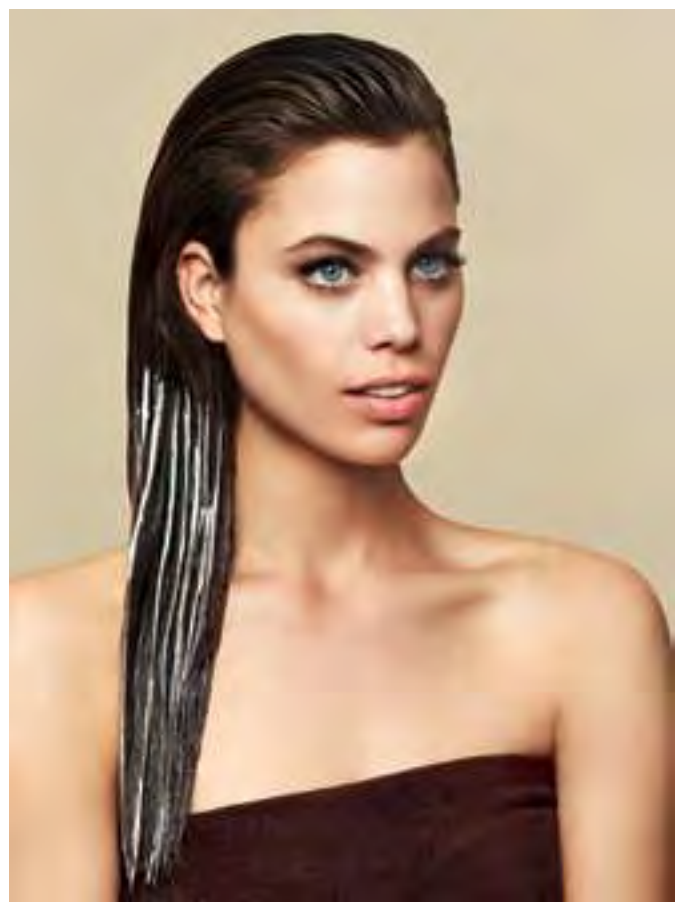
**Hair mask**  
for dry and  
damaged hair.



**remember**

It is important to apply  
the hair mask from  
the centre section of  
the hair to the tips,  
avoiding the scalp

**Shampoo,  
Conditioner,  
Two-phase  
Conditioner and  
Total Repair Serum**  
for dry or damaged  
hair. They regenerate  
the hair's internal  
structure while  
providing deep  
nourishment.





**NUTRITIVO**  
PIEL MUY SECA  
CON ACEITE DE ARGÁN,  
SOJA Y MANTECA DE KARITÉ

**gel**  
DE DUCHA

**argán**

pH neutro para la piel

*Deliplus*

GEL DE DUCHA. Intensamente nutritivo  
que protege, calma y regenera las pieles  
más secas. Su contenido en aceite de  
Argán, Soja y Mantequilla de Karité combate  
la sequedad de la piel devolviéndole la  
hidratación y nutrición que necesita.

**Intensely Nutritious**

*Deliplus*



FACIAL CREAM

# ANTI-AGEING

COLLAGEN  
+ SILANOL

Combats the signs of ageing using two powerful active ingredients that help reinforce and regenerate the skin's internal structure: COLLAGEN and SILANOL.

Achieve firmer, tenser and younger looking skin.

delipius

# ATTENTION! *nails*

Don't forget to protect, nourish and return your nails to their original condition, as they are also affected by the changing seasons. The **5 in 1 Vitamin Base** hydrates, prolongs the colour, provides shine and prevents them from yellowing. The **Vitamin Oil** nourishes nails and cuticles. The **Hardener** contributes towards the strong, healthy growth of fragile nails, in addition to avoiding decolouring. The **smoothing base** softens ridges, as well as being anti-oxidant and hydrating, and it acts as a protective shield against potential stains. The **Hair and Nail Capsules** with biotin help keep them healthy.



## *VITAMIN UP*

The **Multivitamin and mineral** capsules reduce tiredness and fatigue. The **Ginseng, Royal Jelly and Vitamin C** vials provide increased vitality during the change of season and the return to work after the holidays.





# *Change* OF STYLE

*Metallic green shadow, beige eyeliner to the inside of the eye and a touch of colour to the tips of the eyelashes. Awe-inspiring gazes!*



#### **4Dimensions green volume Mascara**

Achieve an original, fun make-up by applying a touch of colour to the tips of the eyelashes after your usual black mascara.

#### **Beige Eye Pencil**

Creamy texture that allows for a comfortable, delicate application to the inside of the eye. Its light tone gives your gaze range and a very natural finish.



#### **Jumbo green Eye Shadow**

Long lasting texture.





# Dreams

Autumnal lips and cheeks for three different kinds of women.  
Discover the season's trending make-up and start making  
your dreams come true!



## AUTUMNAL ROMANCE

Make-up in earthy tones boosts the natural beauty of a pale complexion. The eyes are smoked with **Matt No. 07 brown Shadow** (1), **No. 09 beige pearly Shadow** (2) and **Xtrem length Mascara** (3). **Multicolour Dreams Powder** (4) in the cheeks. **Dreams No. 06 natural beige Lip Pencil** (5) **Dreams No. 02 hydra-colour natural beige Lipstick** (6).





## *A master's touch*

Achieve more colour intensity in your lips by applying the Dreams hydracolour Lipstick - comes with a brush



## PINK SOUL

A different type of beauty, with a darker complexion and brown hair, allows for almost any lip colour. Give those long autumn days some energy and colour with an intense pink that brightens up your face.

**Dreams No. 08 Lip Pencil** (1) and **Dreams No. 04 hydra-colour Lipstick** (2), both intense pink. Blush up your cheeks with **Dreams Multicolour Powder** (3) and lighten up your gaze with **Matt No. 07 brown Shadow** (4) and **4Dimensions Volume Mascara** (5).

*tip*

Combine the  
hydracolour lipsticks  
with any of the  
colours of the Dreams  
lip pencil range for  
enviable lips!



## SMOOTH COMPLEXION

Harder features require an elegant make-up that softens them. Apply **No. 03 grey Shadow** (1), **No. 01 Pearly white Shadow** (2) **Intense eyeliner** (4) and **Dramatic Volume Mascara** (5) to the eyes. Add a touch of colour to face and cheeks with **Dreams Multicolour Powder** (3). Finally, the lips are marked with **Dreams No. 05 soft pink Lip Pencil** (6) and then the **Dreams No. 01 soft pink hydra-colour Lipstick** (7)..



AUTUMN

Bonjour



No. 757 maroon  
nail varnish



No. 756 pink  
nail varnish



No. 755 brown  
nail varnish



No. 754 grey  
nail varnish



No. 753 blue  
nail varnish



# Bonjour

**So chic!**

Bonjour No. 733 blue Nail  
Varnish + Matt No. 19  
wine Lipstick.

*Cover your nails in that halo of  
seduction Parisian women are known  
for by using an elegant range of  
colours, and experiment with your  
lips in different textures and tones,  
either matching or contrasting.*



## Grey & Pink

Bonjour No. 734 grey Nail Varnish + Infinity No. 03 pink Lipstick.

## All on red

Bonjour No. 737 garnet  
Nail Varnish + Fixed No. 04  
red Lipstick.





## So chic!

Bonjour No. 733 blue Nail Varnish (A) + Matt No. 19 wine Lipstick (B).

## Grey & Pink

Bonjour No. 734 grey Nail Varnish (C) + Infinity No. 03 pink Lipstick (D).

## All on red

Bonjour No. 737 garnet Nail Varnish (E) + Fixed No. 04 red Lipstick (F).



A



B



C



D



E



F



## tip

The new fixed lipstick is able to produce new finishes: a more matt finish by applying only the coloured part, and a shinier one by applying a layer of gloss over the colour. If you would like more volume, to create contrasts and to play with light, you could opt for adding a touch of gloss only to the centre of the lips.



# TO FEEL *more* BEAUTIFUL

Three styles for work  
to make the most of your  
beauty. Feel beautiful with  
or without glasses.

# Eyes or lips?

The eternal question when applying make-up. It all depends on the moment and the frames of the glasses you are wearing. If your glasses are quite striking, apply neutral make-up to your eyes, and use more intense tones in your lips. Achieve the look thanks to the **Flexible waves Mousse** (1) with help from the diffuser. **No. 08 pearly brown Shadow** (2), **No. 04 coral Blush** (3) applied as shadow, **Intense Eyeliner** (4) and **Maxi Volume No. 01 black Mascara** (5). **No. 01 pink Blush** in the cheeks (6). **Fixed No. 01 nude Lipstick** (7). As for the nails, the **aubergine gel effect Nail Varnish** (8) + **Gel effect Top Coat** (9).





## *Bet it all on the Eyeline*

There's nothing quite like a perfect, well marked eyeliner to go with intellectual looking, feminine reading glasses. If you don't yet have much practice, smudge the eyeliner after applying it. Achieve the look by applying the **fluid brightening Serum** (1) in the hair, from the mid-section to the tips. Work on the waves with the curling tongs and mark them with hair clips for about 10 minutes. The **No. 09 pearly Eye Shadow** (2), **Intense Eyeliner** (3) and **Maxi Volume No. 01 black Mascara** (4). **No. 01 pink Blush** (5), **Chocolate brown gel effect Nail Varnish** (6) + **Gel effect Top Coat** (7). And to round up the look, **Fixed No. 03 pink Lipstick** (8).



# Red lips

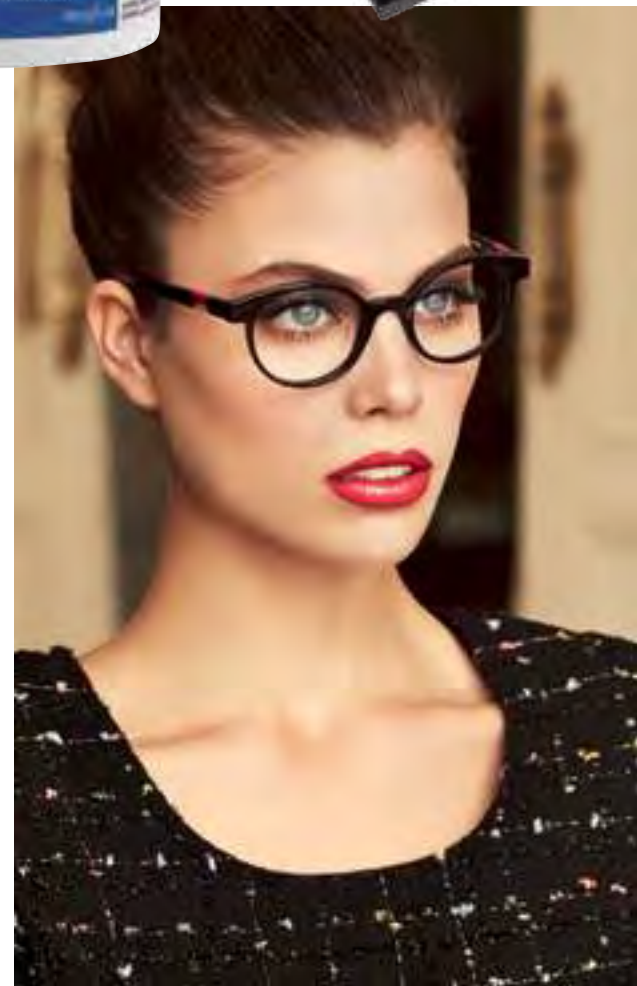
If you opt for highlighting your lips, wear your gaze almost naked with a soft shadow and mascara. To achieve this look, start by applying the **No. 03 grey Shadow** (1), and **Maxi Volume No. 01 black Mascara** (2). **Fixed No. 04 red Lipstick** (3), and **No. 02 peach Blush** (4) in the cheeks. Gather up your hair in a casual bun; for a perfect finish, fix the sides with the **Shiny Wax** (5).



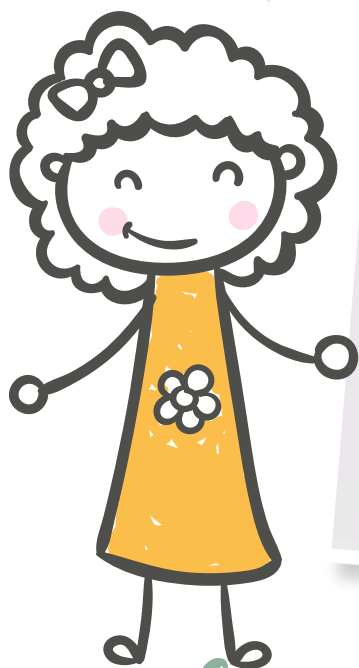
## Do you wear glasses?

**Here are some make-up tips**

- ✓ **If you are short-sighted**, mark the outside of the eyes with eyeliner to make them seem bigger.
- ✓ **Long-sightedness**. Mark the inside of the eye to achieve the opposite effect.
- ✓ Smoky eye shadows in neutral tones will add **depth to your gaze**.
- ✓ **Define your eyelashes**. The frame of your glasses highlights the eyebrows. Take care of them, remove any extra hairs and fill in the gaps with the eyebrow pencil.
- ✓ **A touch of corrective illuminator** always provides **brightness to your gaze**.



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# Back to school

*Ready, steady... go!*

*Everything they need to start the school year*

*Wave  
goodbye to lice*

For prevention: **Lice repellent**. To treat and eliminate them efficiently: **Pediculicide Shampoo or Lotion** and **Lice Comb**.

## Look after their teeth

Basic advice on dental hygiene: brush teeth three times a day, change tooth brush every three months and visit the dentist at least once a year.

**Children's, electric and manual toothbrushes.**

The little ones have fun while getting used to brushing their teeth on a daily basis.



\* Children's manual toothbrush with a suction cup in its base.

Your daily  
**intake**

**13**  
vitamins  
**6** minerals



Deliphus

*For their hair*

Kids hair care range: **Shampoo, conditioner, 2 in 1 shampoo + conditioner, untangling spray and hair gel.**  
Clean, untangle and brush you little ones' hair.  
**Frozen brush.**



*Children's fragrances*

**Peppa Pig, Lola Bunny and Bugs Bunny.** Plastic packaging.



*For babies*

**Deliplus Nappies and Wet Wipes.**



*Increase their defences*

**Royal jelly and Propolis vials** for children.



# TEA TREE



100% Pure essential oil

# dreams

deliplus  
COLOR



hydra-color  
rich, hydrating  
lip colour

lip  
pencil  
intense colour



Complete your look

multicolour  
powder  
luminous colour

