

# la perfumería

AUTUMN 2017

de Mercadona

**INAUGURATE  
THE SEASON**  
*renew beauty codes  
and change tones*

**5** gestures  
to achieve  
radiant  
skin

**HYDRATE, REPAIR  
AND SHAPE  
YOUR FACE**

**BACK TO  
SCHOOL**  
*Ready for the  
new term?*

**Autumn**  
*beauty* MOMENTS

STYLIUS

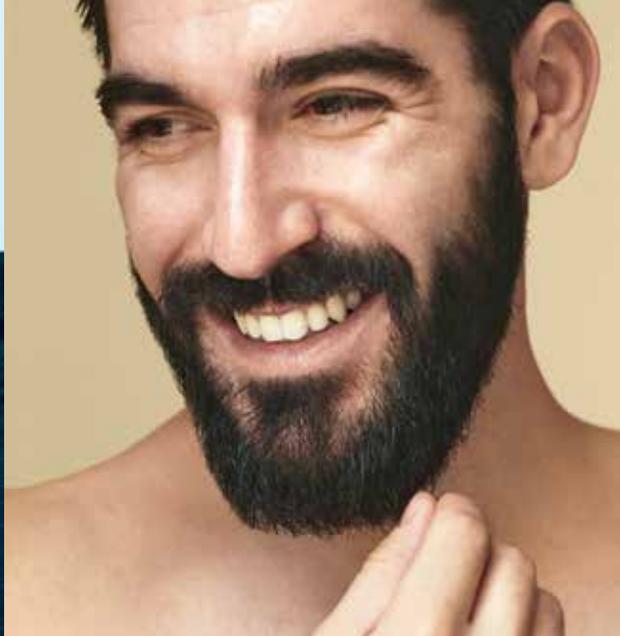
PROFESIONAL



**argán**  
**oil** WITH  
KERATIN  
& JOJOBA

deliplus





# summary 19

## 04 FIVE GESTURES TO ACHIEVE RADIANT SKIN

Nourish and revitalise your skin after the summer. Five simple beauty tips to bring your complexion back to life. Try it.

## 07 READY TO REMOVE YOUR MAKE-UP

The secret to having sublime skin like an actress or a celebrity is to do with their facial cleansing routine. A necessary step we are perfectly conscious of, but do you know when to do it, and which products are best suited to your skin type?

## 10 BEAUTY OILS

Oily-textured cosmetics are in vogue; Cleopatra used them in ancient Egypt and always looked stunning. The success of these products lies in their versatility - they may be used for everything: hair, nails, face and body.

## 12 ABOUT HAIR

Like your skin, your hair feels the excesses of the summer. Now is when it needs an injection of light, hydration, colour, shape and texture the most.

## 14 IT'S BEARD TIME

They are fashionable - but must be kept soft, well-groomed and impeccable. Everything you need to know to be a proper hipster.

## 16 SHAPE YOUR FACE

Make the most of it: Contouring is a make-up technique used by all the top professionals that is now within our grasp. As for cushions, they are the latest cosmetics trend from Asia, and have clearly become the object of our desire.

## GEISHA

Go for feminine make-up with an air of exoticism. With matt or metallic finishes, lips are the centre of attention. Bi-colour, multi-tone, blur effect... Experiment, create, modulate intensities and dare to mix colours. The Geisha collection will make your imagination run wild!

## 22 COLOR BLOCK

Lips and nails dress up in the season's colours. Touches of colour in an autumnal version. Are you ready?

## 28 A DANCE OF MASCARAS

Essential in any woman's make-up kit. We might leave home without foundation on, but no mascara? Never! We bring you everything you need to know about the way to apply it and tricks to give your eyelashes length or volume.

## 33 BACK TO SCHOOL

Ready for the new term? Take note of what the little ones need to make the most of the first few days of the school term.

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C/ Ciudad de Liria, 5. 46988 Paterna / Valencia  
Produced by: Ediciones ELCA  
Printed by: Jiménez Godoy  
Statutory deposit: TO-0789-2008

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### On the front cover

The model is wearing:  
Geisha Xtrem Length No. 05 burgundy mascara, No. 01 black intense eyeliner, Geisha No. 02 metallic tile blur lipstick.

# 5

# Gestures to achieve radiant SKIN

Nourish and revitalise your skin after the summer. Five simple beauty tips to bring your complexion back to life.

Try it

## 1 Booster

You may have heard about it; it is trending at the moment and easy to use. It comes in the form of vials that boost the effect of other cosmetics, and they are used to cover any eventual needs your skin may have, such as anti-ageing, highlighting, detox, etc. They may be used by adding a few drops of the concentrate - or booster - to your usual treatment, or they may be applied separately to multiply the effects. **Khanya day and night concentrate vials.**



## 3 The key step: hydrating

Firmness, nutrition and luminosity for your skin thanks to the Sisbela Cosmetics **Diamond revitalising and regenerating facial cream.**

## 4 Rejuvenate your gaze

Remember that it's important to care for this area using specific products. **Eye contour with aloe vera -hydrates and regenerates.**

## 5 Essential in your dresser

Skin tends to dry up more during this time of year due to the cold or heating in enclosed spaces. The **Dermik Wheat Water** helps soothe it while avoiding tautness or itching. Use it daily to wash your face or before applying your usual cream, both in the evening and during the day. You will repair your complexion while achieving an instant feeling of freshness and well-being. The versatility of this cosmetics product is unparalleled, and it will also help your make-up set.

## 2 A plus

**Luminosity Serum with vitamin C**, especially recommended for dull skins desperate to get back their light and vitality. Apply before your normal facial cream to give your skin that little extra boost it needs, or mix it by adding some drops to your cream.



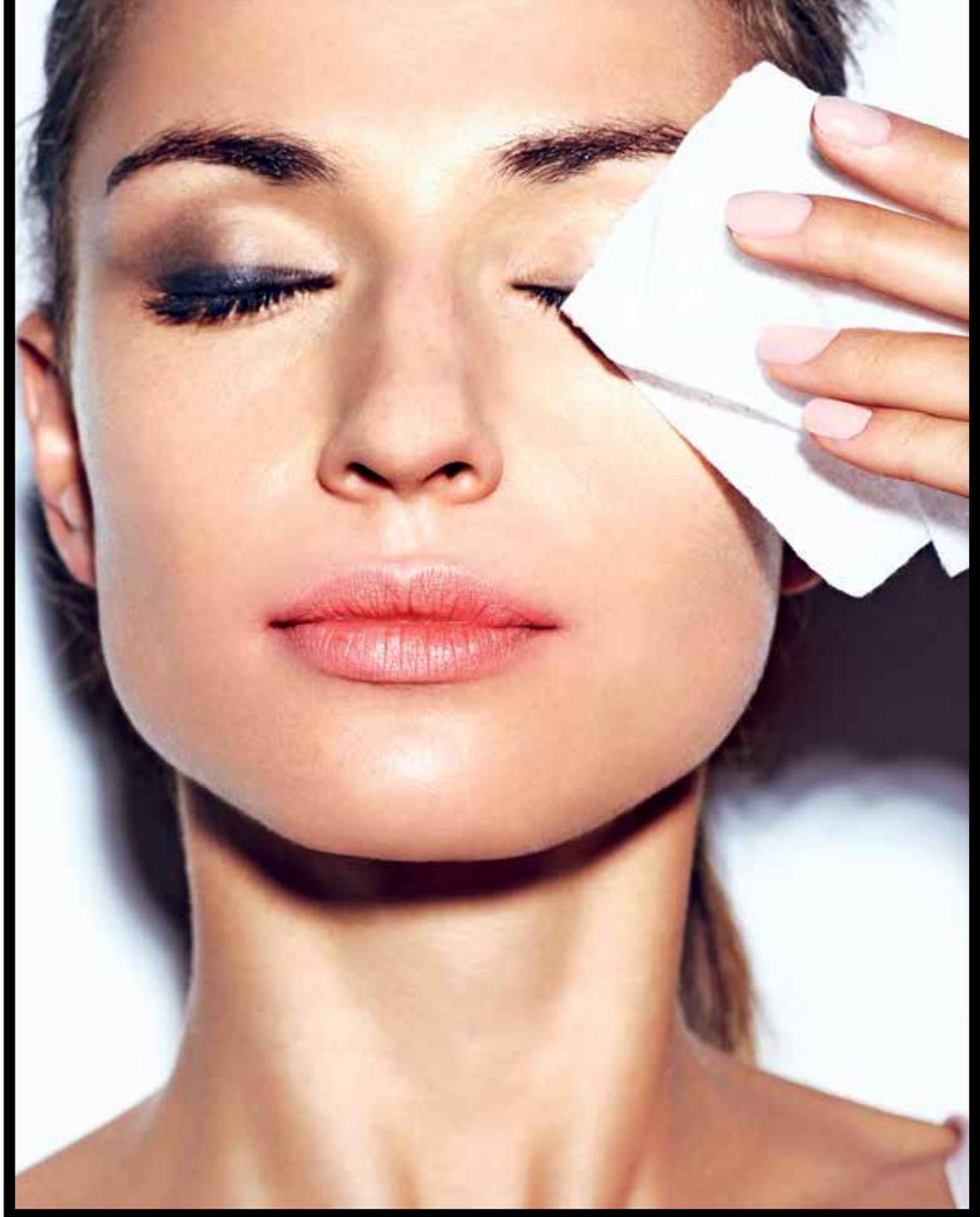


**balm  
me** deliplus<sup>COLOR</sup>  
Limited edition

balm  
me deliplus<sup>COLOR</sup>  
polvo compacto  
textura balsamo

balm  
me deliplus<sup>COLOR</sup>  
polvo compacto  
textura balsamo

Compact powder  
balm texture



*Ready to*  
**REMOVE YOUR MAKE UP**

The secret to having sublime skin like an actress or a celebrity is to do with their facial cleansing routine.

A necessary step we are perfectly conscious of,  
but do you know when to do it, and which  
products are best suited to  
your skin type?

Skin care starts with a good clean twice a day, morning and evening. Even if we are not wearing make-up, we must remove impurities and accumulated dirt from our face at the end of each day.

### FOR ALL SKIN TYPES

The **Hydrating Cleansing Milk** provides deep cleansing, softness and hydration. Complete your cleansing routine with the **Hydrating Facial Tonic**, which refreshes, tones and hydrates your complexion thanks to its calming, anti-oxidant active ingredients.



### SENSITIVE SKINS

The change of season makes the skin more sensitive, and sometimes even fragile. The best option is the **Dermik Micellar Cleansing Water**, enriched with calming agents, which cleanses and removes make-up in one simple gesture. An all-in-one that is recommended for all skin types, but especially more sensitive skins, as its micelles delicately sweep the dirt away.

### MIXED SKINS

It is recommended to exfoliate the skin on your face once or twice a week to eliminate dead cells and impurities. Have smooth, soft skin thanks to the **Facial exfoliant** with natural nectarine micro-granules.

### OILY SKINS

The Deliplus oil free specific care line is perfect for this skin type. It is essential to clean your face with a product that is adapted to your skin's needs, preferably a soap that sweeps away dirt and sebum. The **Purifying Oil Free Cleaning Gel** cares for and cleans oily skin. It's best not to rub while cleaning, as this will produce more sebum, so just lather up and dry gently. To finish your facial cleansing routine, use the **Oil Free Cleansing Lotion** - its astringent, purifying action seals dilated pores, mattifies and prevents the appearance of pimples and blackheads.



## EYES AND LIPS

Firstly remove any traces of make-up from eyes and lips using a product specifically formulated for this. The **Eye Make-up Remover** has a pleasant gel texture and eliminates make-up from eyelashes and eyelids. **The Eye and Lips Make-up Remover's** two-phase formula allows for in-depth cleansing while hydrating, all without leaving a feeling of oiliness.



## COMFORT

**Face and eye make-up removal wipes for dry - sensitive skin.**

Practical and easy to use thanks to their format and soft texture with aloe vera.



The model is wearing Color Fix No. 06 ruby red.



## IN OIL

Cleanse, care for and hydrate your facial skin, lips and eyes thanks to the **Gold Progress Make-up Removal Oil**.

## Remember

- ✓ If the skin is not properly cleansed, the cosmetics we use are half as effective.
- ✓ Use lukewarm water to remove any traces of dirt, and then cold water when you finish cleansing to revitalise and activate the blood flow. Never use hot water, as it removes the natural protection barrier your skin provides, and may irritate it.

# Beauty OILS



Oily-textured cosmetics are in vogue; Cleopatra used them in ancient Egypt, and by all accounts, she always looked stunning. The success of these products lies in their versatility - they may be used for everything: hair, nails, face and body.



### A MASTER'S TOUCH

The Beauty Secret dry oil also helps soften your hair. With dry hair, apply a small amount to the palms of your hands and rub gently. You may use it to avoid frizzing or excessive volume. It may also be applied to ends, to seal them and avoid deterioration.

## 1 Dry Touch Body Oil

Hydrates and nourishes the skin, providing elasticity, but without leaving a feeling of oiliness. Show off radiant skin with an intoxicating spicy floral scent.

## 2 Cream Oil for the body

If you enjoy cream textures, but seek an oily finish to hydrate, you will love the Deliplus cream oils. Nourish your skin thanks to a combination of rice oil and glycerine. Their scent -oriental or white flowers- envelops you like a ritual.

## 3 Sweet Almonds Oil

It is known for its great regenerating and hydrating properties, and it is recommended for punished, dehydrated skins. This oil has a soft texture, and it is one of the most versatile, as it hydrates while combating dryness in specific areas, soothes irritation and calms the skin after exposure to the sun's rays.

## 4 Rosemary Oil

It is an ancient solution used for numerous ends, among which is to care for and tone the skin. It is also perfect for relaxing, toning body massages, as its texture allows for applying in soft movements, providing a feeling of well-being and activating circulation. It also softens and hydrates.

## 5 Gold Progress Beauty Secret Dry Oil

One step further: this product provides benefits not just for the body, but also facial skin. It is a practical two-in-one applied through a comfortable spray which leaves a delicate scent. Its texture does not leave that feeling of oiliness behind, and it is quickly absorbed.

## 6 Regenerating Oil with Eglantine Rose

When facial skin is exposed to cold weather, it needs intense nourishment. The Dermik regenerating oil with Eglantine Rose gives your skin back its revitalised appearance. It is also used in parts of the body that are exposed to the sun's rays or that dry up easily, such as elbows, knees or the outside of the arms.

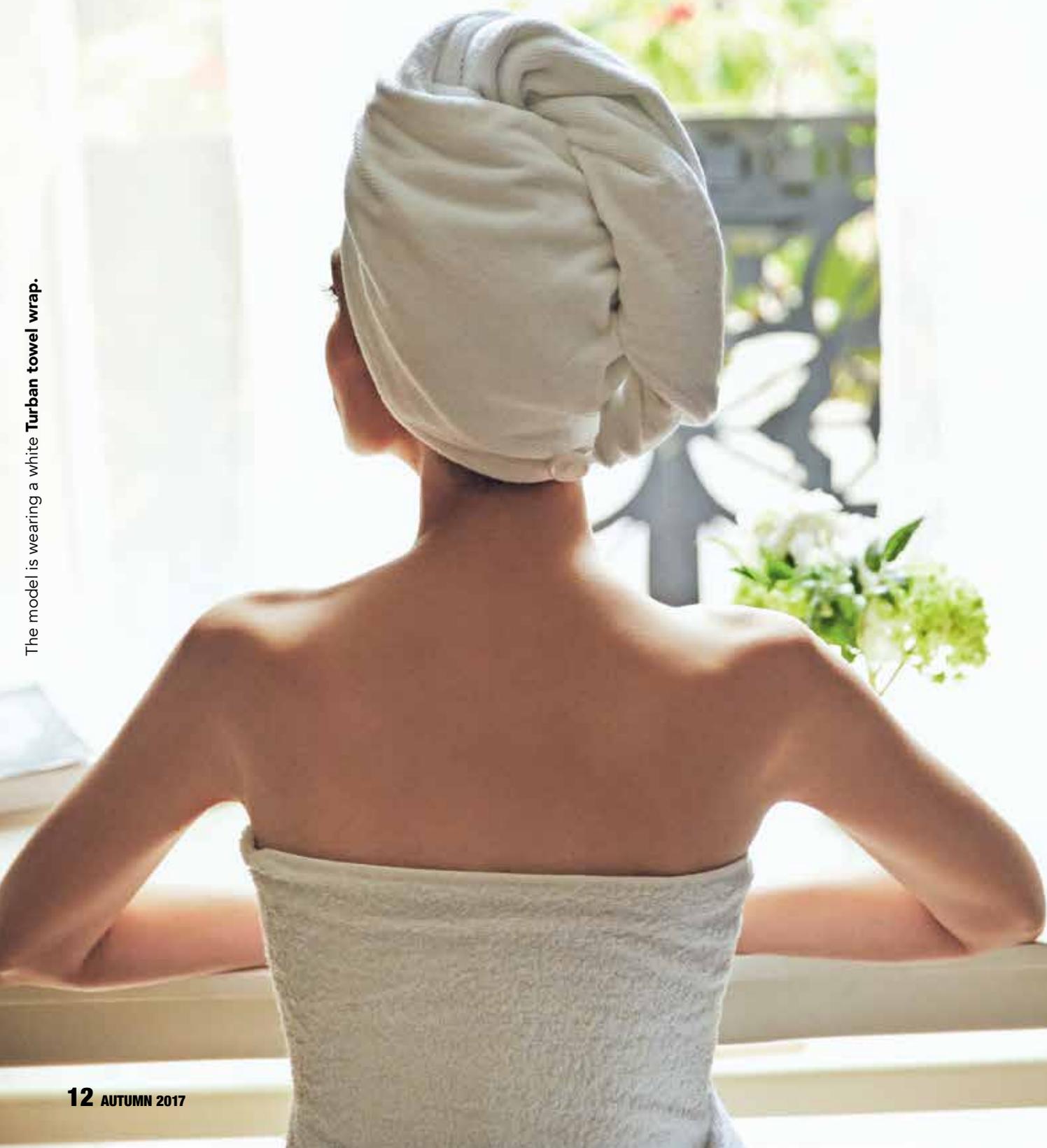
## 7 Tea Tree Oil

It boasts countless benefits and uses. It helps regulate excessive oiliness in the hair if you add two or three drops to your shampoo; it's the same for treating dandruff, and for occasional acne, just dilute a couple of drops in water or mix them in with the facial cleanser. To treat fungus in the toenails, cold sores, for fresh breath... and lice... a couple of drops diluted in Vaseline, toothpaste, shampoo, etc. will suffice.

# About *hair*

Like your skin, your hair feels the excesses of the summer. Now is when it needs an injection of light, hydration, colour, shape and texture the most

The model is wearing a white **Turban towel wrap**.





## HAIR HYDRATION RITUAL

To care for dry or damaged hair, try the **Total Repair Reconstructing Treatment**; apply on wet hair with your fingertips from the middle to the tips, insisting on the most damaged areas. Then wet the **Turban towel wrap** with warm water and wrap it around your hair. Leave it to act for at least 1 minute, rinse out with plenty of water and show off radiant hair.

### TIP

For best results, warm up the turban towel wrap in the microwave; always humid, using a power setting not exceeding 800w and for 1 minute at the most.



### GIVE IT SOME COLOUR

**Delipius Permanent Colour** with collagen, for softer, shinier hair: 38 different colours.

## Perfect hair

Do not wash excessively; when you notice it starts to become oily and lose its shape, use the **Dry Shampoo**. You will prevent excessive oiliness from being produced while providing volume and texture. The following day you may wash it as usual, using water and shampoo. It's best to combine both washes, but we do not recommend overdoing either of them. The O'lysee Dry Shampoo contains rice starch, a natural active ingredient that absorbs excessive oil. It is extremely easy to use: apply on dry hair, spraying the roots with short squirts, then leave for a couple of minutes and brush to eliminate any excess.



# It's beard TIME

They are fashionable - but must be kept soft, well-groomed and impeccable. Everything you need to know to be a proper hipster.

## ✓ Not without my beard

It is essential to wear it properly groomed and styled. Go to your barber's often so it's always perfect. Clean it and apply specific hydrating products, because beard hair tends to be drier than the hair on your head. The 2 in 1 beard shampoo with tea tree oil and cedar wood may also be used for washing your face. And to hydrate and prevent itching, **Beard oil.**



## ✓ Daily protection

**Invisible spray and roll-on deodorant for men prevent white and yellow stains.** Protection Plus spray and roll-on deodorant - efficiency and control. To ensure efficiency, we recommend always applying on clean, dry skin. Whether roll-on or spray, apply to each armpit from top to bottom three times, to achieve a proper, uniform coverage. Leave to dry before dressing.



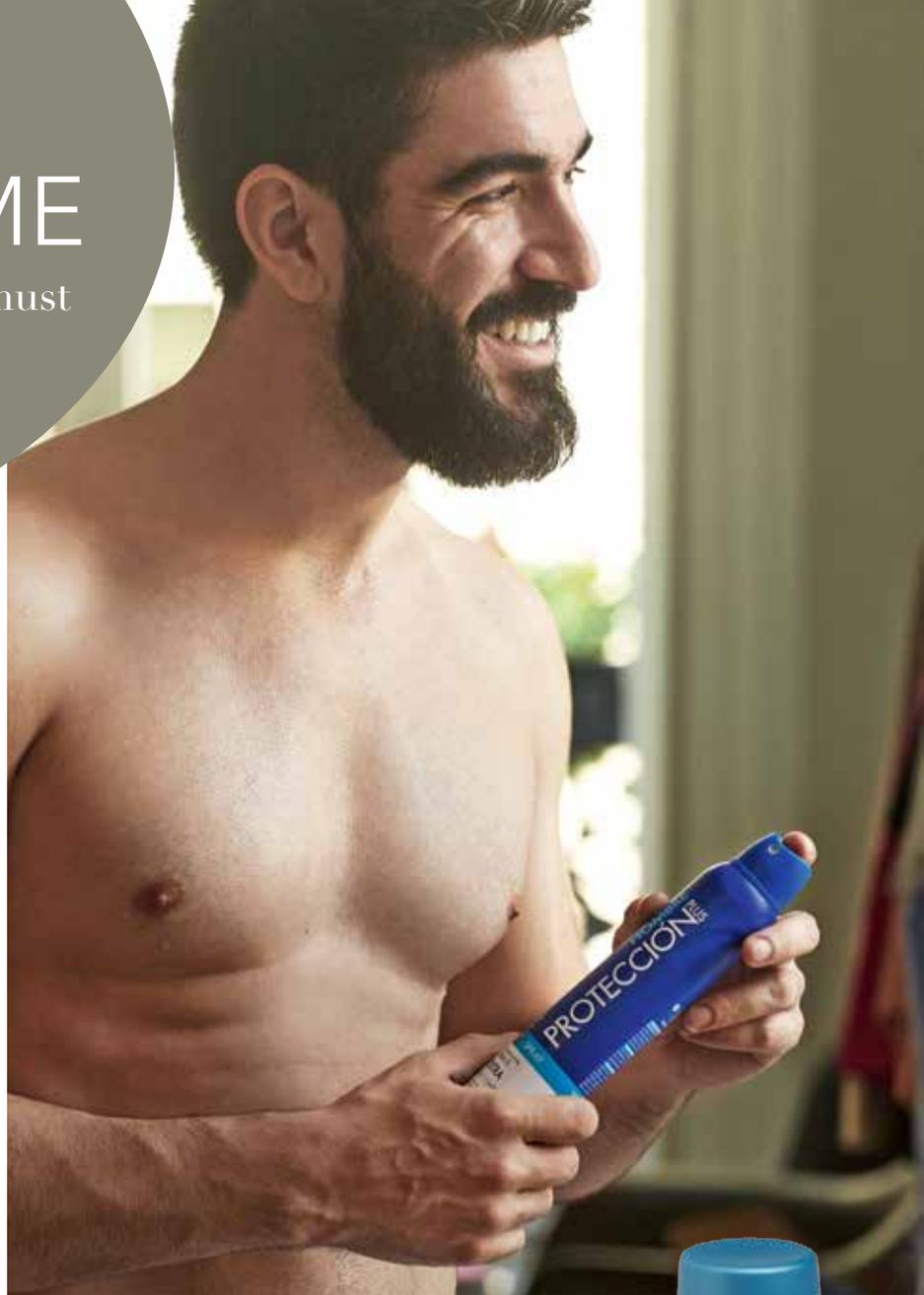
## ✓ Facial hydration

It has vitamin E, and protects and hydrates your facial skin, leaving it feeling soft and terse. It also has UV filters, which help soothe irritations caused by environmental factors or shaving. Apply daily - morning and evening - on clean skin. **9.60 Protective Hydrating Cream.**



## ✓ Freshness for your skin

**9.60 Sport Water Action Fragrance.** Fresh and vibrant at any time of the day.



# GEISHA

deliplus  
COLOR



Blur lipsticks in  
metallic and matt finishes

Mascara in a  
burgundy colour

Gel effect  
nail varnish

LIMITED EDITION



# Shape YOUR FACE

Do you know how to make the most of it? *Contouring* is a make-up technique used by all the top professionals that is now within our grasp. As for cushions, they are the latest cosmetics trend from Asia and have clearly become the object of our desire.

# The chiaroscuro technique

The number of followers of contouring grows daily. It allows you to correct or conceal the things you like the least in your face, as well as to highlight the ones you love.

**Pro Duo Contouring Blushion** is a palette that comes with two colours, one dark and one light, a sponge for its application and a mirror.

It will allow you to sculpt your face with lights and shadows; while the dark will define the contour, the light highlights traits and provides luminosity.

Blur with a brush after application. You may start by tracing dark lines around the face contour, the temples and the sides of your nose. Then illuminate the areas of your face you would like to highlight or delineate, for instance: the nasal septum, cheekbones, above the top lip, the chin...

And lastly, blur by attempting to unify both colours. When properly applied, contouring is capable of thinning a nose, concealing a prominent jaw, giving volume to the cheeks, raising a down-facing gaze, thinning a neck, redefining the oval of the face, etc...





## The Magic Sponge

Would you like to show off skin that is velvety and full of light? We're sure you have already heard about "cushionmania" - the latest trend in cosmetics we all want, coming from Asia. Cushions impregnated in make-up foundation or blush.

**Blushion Make-up Cushion** - its fluid texture, easy application and innovative packaging including a mirror and refills have revolutionised the concept of make-up foundation. Melting, natural and light, it comes in three colours. Its SPF35+ also protects you against the sun.

**Blushion Blush Cushion** - fresh, luminous and easily applied, thanks to its format and texture. Highlight your cheeks in a natural way, blending with the skin. Available in three colours: pink, coral and bronze. Of adjustable intensity.

### USER MANUAL

➔ 1

Press the sponge over the make-up or blush-impregnated cushion.

➔ 2

Apply to the face through small touches, adjusting its intensity and coverage. The make-up will blend in a natural way, covering imperfections while providing luminosity and lightness to the skin.

➔ 3

You may touch up when and where you want; reuse and combine the make-up and blushes using different colours.



Achieve this make-up look using the Balm Me hydrating balm effect compact powder, No. 01 black intense eyeliner, the Geisha No. 04 fiery red blur lipstick and Geisha Xtrem Length No. 05 burgundy mascara. For the nails, Geisha No. 790 red nail varnish.

# Geisha

Go for feminine make-up with an air of exoticism. With matt or metallic finishes, lips are the centre of attention.

Bi-colour, multi-tone, blur effect... Experiment, create, adjust intensities and dare to mix colours.

The Geisha collection will make your imagination run wild!



Balm Me balm texture compact powder

# 1 A game of volumes

Matt and metallic, two perfect finishes to experiment with the volume and intensity of the lips. For an increased volume effect and a beautiful touch of light, choose one of the matt tones for the corners, and apply one of the metallic ones to the centre of the lip. You may also opt for giving them both the same finish: in this case, in the upper lip and the corners of the lower lip, she is wearing Geisha No. 04 fiery red blur lipstick, and in the centre of the lower lip, the Geisha No. 03 intense red blur lipstick.

# 2 Fading

Apply the product to the lip contour as though it were a lip pencil, then fill it in, and then drag or smudge the lipstick from the corners to the centre. Geisha No. 22 metallic tile blur lipstick.



Geisha blur lipsticks No. 01 metallic fuchsia, 02 metallic tile, 03 intense red and 04 fiery red

## DID YOU KNOW...?

The stick format blur lipstick comes with a sponge that turns applying make-up into a delicate, subtle process. The product is located on the cap, so that the sponge and lipstick are in constant contact while the product is closed. Its gel powder texture envelopes the lips in a thin and soft film that offers care, comfort and increased duration.



Geisha No. 05 Xtrem Length burgundy mascara

### A MASTER'S TOUCH

Mascara in a flattering burgundy colour provides a touch of light and exoticism to your make-up; it may be applied on its own or over your normal mascara.

Remember it is long-lasting, so a two-phase product must be used to correctly remove it.



Geisha No. 790 red nail varnish



Geisha No. 791 wine nail varnish

### 3 Two-tone lips

Combine colours and finishes; in this case, Geisha No. 03 intense red blur lipstick has been applied to the top lip, and Geisha No. 01 metallic fuchsia blur lipstick to the bottom one.

### 4 Multi-tone

In the top lip, left side, Geisha No. 01 metallic fuchsia blur lipstick; in the right side, Geisha No. 04 fiery red blur lipstick. In the bottom lip, left side, Geisha No. 03 intense red blur lipstick, and in the right side, Geisha No. 02 metallic tile blur lipstick. Create striking, original multi-tone lips by applying all 4 Geisha colours - the results are spectacular.

AND THERE'S MORE

Would you like to achieve this look? Apply No. 03 pearly grey eye shadow, Xtrem Length No. 01 black mascara to widen your gaze, No. 03 pearly beige creamy lipstick to your lips and Autumn collection No. 789 garnet nail varnish to your nails.

# COLOR BLOCK

*Lips and nails dress up in the season's colours. Touches of colour in an autumnal version. Are you ready?*



THE KING OF THE COLD

Is black, but do you know how to make the most of it? Dress up in black and provide your eyelids with a blurred tone with No. 02 matt black eye shadow, together with Xtrem Length No. 01 black mascara in the eyelashes and Multi-Colour Blush in the cheeks. Lips and nails are used in softer tones - light pink and violet. No. 13 creamy violet lipstick, and for the nails, Autumn collection No. 788 pink nail varnish, No. 786 lilac and nail decorations.



**TAKE ME WITH YOU**  
You  
may opt for dark  
colours in lips and nails, take  
note of the look! No. 20 matt  
purple lipstick and Autumn collection  
No. 785 blue nail varnish. Dry&Wet No.  
06 natural brown eye shadow to soften  
your gaze; the objective is to achieve  
elegant, stylish make-up.

## A MASTER'S TOUCH

Velvety lips, long-lasting perfection, matt finish and high pigmentation. This is what the Color Fix long-lasting lipstick's creamy formula is like.

MAKE A WISH...

Boasting a huge smile and beautiful red lips. Don't worry, we'll tell you how: first mark the lips with the Gel Texture lip pencil up to 8h duration, and then fill them in with Color Fix No. 06 ruby red lipstick. Apply No. 07 matt brown shadow in the eyelids. Nails play matching, in this case, in dark green: Autumn collection No. 787 military green nail varnish.

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LOOK 1. (2) No. 03 pearly grey eye shadow / (16) No. 03 pearly beige creamy lipstick / (15) Autumn collection No. 789 garnet nail varnish.

LOOK 2. (3) No. 02 matt black eye shadow / (17) Xtrem Length No. 01 black mascara / (5) Multi-Colour blush / (8) No. 13 creamy violet lipstick / (14) Autumn collection nail varnishes - No. 788 pink / (12) No. 786 lilac / (6) nail decorations.

LOOK 3. (7) No. 20 matt purple lipstick / (11) Autumn collection No. 785 blue nail varnish / (4) Dry&Wet No. 06 natural brown eye shadow.

LOOK 4. (1) No. 07 matt brown eye shadow / (9) No. 105 ruby red gel texture lip pencil up to 8h duration / (10) Color Fix No. 06 ruby red / (13) Autumn collection No. 787 military green nail varnish.

# CUIDADO

deliplus

## DEODORANTS



RESPECT  
YOUR SKIN

FOR HER

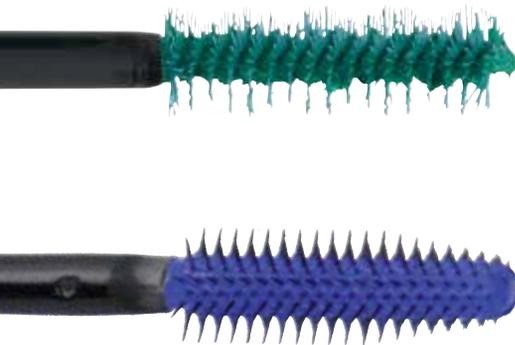
UNISEX

# A DANCE *of* *mascaras*



Essential  
in any woman's  
make-up kit

We might leave home without foundation on, but no mascara? Never! We bring you everything you need to know about the way to apply it and tricks to give your eyelashes length or volume.



## Definition

### XTREM VOLUME MASCARA

It provides definition, separation and length. It remains intact throughout the day. It's easily and comfortably applied. Long-lasting formula and in two colours: black and blue. Remember a two-phase product is needed to remove it.

We use them daily, but we still don't have enough information about the star of cosmetics. At Mercadona's perfumery, we have numerous different types of mascara, and although each one has its own characteristics, they may all be classed into two large groups: definition and volume.

## Volume

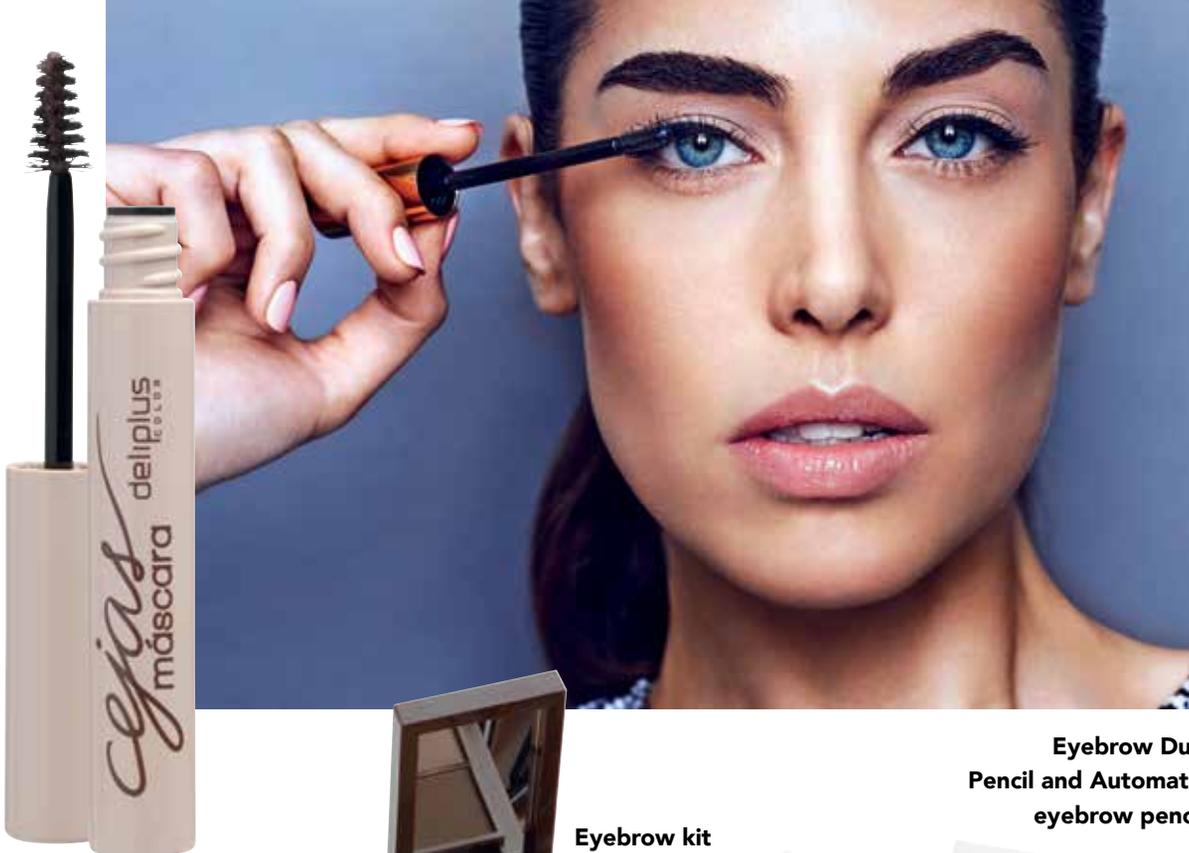
### VOLUME MAXI VOLUME

Mini brush for maximum volume. Ideal for all types of eyelashes, especially shorter ones. The size of its brush allows for reaching all the eyelashes, including the shorter, harder to get to ones. In two colours: black and brown.



## 4 DIMENSIONS VOLUME

Everyday, easy, comfortable volume. Keeps eyelashes flexible and allows for as many applications as are needed throughout the day. Available in two colours: black and green.



**Eye Brow Mascara**

**Eye Brow Duo  
Pencil and Automatic  
eyebrow pencil**

**Eye brow kit**

## Your allies

Did you know a tired gaze may instantly be improved with a good mascara and a curler? Beautiful eyelashes go hand in hand with well-defined eyebrows; remember that this is one of the master touches for your make-up.



**Eye lash curler**  
(available in several colours)

**TIP**  
You may use **Transparent Mascara** to give your eyelashes thickness, or to set your eyebrows.





## Eyeliner

Complete the look with the magic number: the winged eyeliner; it is easily done, all you need is practice. Pencil, gel or liquid texture... there are many types of eyeliners - choose the one you find easiest to use and feel most comfortable with.

### LIQUID EYELINER

As per its very name, it has a liquid texture. This type of eyeliner is normally applied through short strokes. It allows for creating fine, precise lines. It is especially recommended for people with normal to dry skin. It mustn't be applied to the inside of the eye. **Intense Eyeliner.**



### GEL EYELINER

Its gel texture makes it easy and comfortable to use. It must always be applied with a brush: preferably an angled eyeliner brush with a rounded, very thin tip. It allows for achieving extreme thickness and to play with intensity. Its long-lasting nature makes it perfect for eyelids that tend towards oiliness.

### EYE PENCIL

It is the most commonly used one, and being automatic makes it especially practical. If needed, it allows for blurring, producing a result similar to that of eye shadow. Furthermore, the Eclipse eye pencil has a gel texture, lasts up to 24h and is waterproof. It may be used for the inside of the eye, although this is not recommended for people with sensitive eyes.

## PREVENTION



repellent

Apply the **Repellent** to avoid and/or prevent passing lice

## WHEN WE DETECT LICE



shampoo + lice comb

### STEP 1

Wash hair using the **Pediculicide Shampoo** and leave to act for

 **10/15 min**

### STEP 2

Once 10/15 minutes have elapsed, rinse with abundant water

### STEP 3

Untangle hair with a brush and comb all the locks of hair using the **Lice comb**

REPEAT TREATMENT AFTER 7 DAYS ONLY IF THE INFESTATION PERSISTS



# BACK TO SCHOOL

Plaids, pigtails, buns... gather up their hair with the children's accessories.

Ready for the new term? Take note of what the little ones need to make the most of the first few days of the school term.



## For their hair

Frozen brush and hair accessories.



## Baby fragrance

Perfumed water with floral tones.



## Children's fragrances

Miraculous and Paw Patrol body spray.



### For their things

Children's toilet bags of their favourite cartoons.



### In the shower...

Bath sponges with children's characters: **Frozen and Spiderman.**

### For babies

Babies have delicate skins that require special care and hygiene. The **Fresh and Perfumed Wipes** provide hydration and softness to their skin. A packet containing 3 packs of 80 units each - also available in other sizes.

### Extra defence for your children

**Royal jelly and Propolis vials**, especially formulated for children.



# *Cream oil for the body*

*Nourished, silky skin*



*Cream that transforms into oil*  
deliplus

