

la perfumería

de Mercadona

AUTUMN 2020

Beauty
ANTI-AGEING
NEW FORMULAS
TO IMPROVE YOUR SKIN

Ultimate guide to
shiny, healthy **HAIR**



*Perfume
your hair*



28 FACE PERFECTIONIST

Minimise imperfections, cover up spots and dark shadows, get smooth skin and add brightness and vitality to your face. The Face Perfectionist collection offers everything you need for great skin.

32 EYES UP

Our obsession with eyes and eyelashes is nothing new. We have the necessary products and the instructions to get striking eyes this autumn.

4 ULTIMATE GUIDE TO SHINY, HEALTHY HAIR

Frizz, dryness, dullness, greasiness, hair loss... The essence of beautiful hair is a healthy scalp. We have the solution for all your hair problems, and the best part is that you can easily do it from home.

16 TRENDY NAILS

Green, purple, red, pink and grey: five autumn colours for great nails this season. Get swept away by the nail polishes in the Butterfly collection. You'll fall in love with them!

20 BEAUTY TIME

Take some time to learn to take care of yourself and pamper your skin from the comfort of home. We reveal new formulas to get perfect skin. Make your beauty moment a special time.

Edited by: MERCADONA S.A.
Polígono Industrial Fuente del Jarro
C/ Ciudad de Liria, 5. 46988 Paterna / Valencia
Produced by: Ediciones ELCA
Printed by: Jiménez Godoy
Depósito legal: TO-0789-2008

The products that appear in this magazine correspond to Mercadona's standard selection of products. Some products may be unavailable due to space restrictions. Please ask our staff.

Free copy. Sale or marketing is prohibited.

© The owner of the magazine is MERCADONA, S.A.

All rights reserved. Unauthorised full or partial use and/or reproduction of the magazine, or of the brands and/or logos, is prohibited.

Cover



The model is wearing:
Long-lasting eye pencil in brown and Color Fix no. 05 lipstick.





Ultimate guide to
shiny, healthy **HAIR**

Frizz, dryness, dullness, greasiness, hair loss...

The essence of beautiful hair is a healthy scalp.

We have the solution for all your hair problems,
and the best part is that you can easily do it from home.

The scalp, like the face, produces more grease and oil than other areas of the skin. To keep it healthy, **just washing your hair alone isn't enough.**

The scalp suffers from the same environmental factors as the skin on the rest of your body, so you need to follow a routine similar to how you care for your face: wash, exfoliate and moisturise.

Hair problems often arise as a result of an imbalance in the scalp, with clear signals that include breakouts of rashes, redness, sensitivity, rough texture, excess grease, etc.

TIPS FOR KEEPING YOUR SCALP HEALTHY

- ✓ Eat a balanced **diet**.
- ✓ **Reduce stress**, which increases cortisol levels and the amount of grease produced. People with psoriasis and dandruff notice that these problems worsen with stress.
- ✓ If you notice something wrong with your scalp, the first thing to do is to make sure there isn't a medical reason for it. If not, **choose the right shampoo** and **treatment** for your hair depending on its characteristics and condition from mid-length to the ends.

Choose the best line of hair products for you

NATURAL VERSION WITH NO SILICONE OR COLOURANTS

97% of the ingredients in this line are natural, with no silicone or colourants. Take excellent care of your hair and protect your hair fibre with the **Natural** line of **Shampoo**, **Hair mask** and **Serum** (the last two of which contain no silicone, colourants, salt or sulphates).

What kind of hair? Recommended to care for, protect and nourish all types of hair.

Composition. Made from natural sage and cedar essential oils, with linden extract and Abyssinian oil in the shampoo, hair mask and serum for softness and shine.

What does it do? Use regularly to care for your hair and let it loose with more bounce and movement.

INSTRUCTIONS FOR USE

- ✓ After shampooing, apply the hair mask evenly from mid-length to the ends. Always avoid the scalp.
Let it work for 2 to 3 minutes then rinse with plenty of water.
- ✓ The serum makes hair easier to comb and helps control frizz, adding natural shine.
Use after washing on damp, towel-dried hair.
Apply 3 to 7 pumps and spread from mid-length to the ends.
Do not rinse.





PREVENT FRIZZ

Say farewell to rough and dry hair with a dull look. The **Liss Frizz Control** line helps tame unruly hair, leaving it silky and smooth. The line includes **Shampoo, Conditioner, Hair Mask** and **Ritual**. The shampoo is sulphate-free and the ritual has 230 °C heat protection and thermo-active technology.

What kind of hair? Unruly hair that tends to frizz.

Composition. Bamboo and silk extract to condition and smooth the hair, Japanese camellia with emollient properties, keratin protein to restructure the hair, and vitamin E, an antioxidant (in the shampoo, conditioner and hair mask).

What does it do? Care for unruly hair and prevent frizz, leaving it soft and smooth. The **Liss Frizz Control Ritual** protects hair from excess heat damage caused by hair dryers and irons.



INSTRUCTIONS FOR USING LISS FRIZZ CONTROL RITUAL

- ✓ Apply after every wash to damp, detangled hair.
- ✓ Use 2 to 6 pumps, depending on the length and thickness of the hair.
- ✓ Spread evenly from mid-length to the ends, gently massaging the hair. Do not rinse.
- ✓ Use a hair dryer or iron to activate the heat-straightening technology. Then style your hair as usual.

RESTRUCTURING TO THE RESCUE

The **Restructuring** line with **Shampoo, Hair Mask** and **Serum** repairs the hair from the inside out, rebuilding the fibres and making it more flexible, soft and strong.

What kind of hair?

Recommended for extremely damaged and dry hair that breaks easily.

Composition.

SMARTPLEX Technology nourishing treatment (Creatine + Elastin + Keratin).

What does it do?

Repairs and strengthens the most damaged areas of the hair. Instantly restructured hair. Makes hair look healthy again.

INSTRUCTIONS FOR USE

✓ Restructuring Mask for day and night

1. Apply to damp hair, massaging from mid-length to the ends.
2. Let it work.
3. Rinse, dry and style.

TIP: You can apply it to dry hair as a night-time mask. Rinse the next morning and enjoy radiant hair. Recommended for occasional use.

✓ The Restructuring Serum makes even the longest hair healthy, helping to protect it from breakage and damage caused by brushing.

1. Apply after washing to damp, towel-dried hair.
2. Use 3 to 6 pumps, depending on the length and thickness of the hair, and spread with your hands.
3. Apply from mid-length to the ends and do not rinse.



INSTRUCTIONS FOR USING EXFOLIATING BALM

Spread the balm in damp hair from the root to the ends, let it work for a few minutes, then rinse. Then wash hair with your usual shampoo.

GOODBYE TO GREASY HAIR

The **Detox Shampoo** eliminates grease as it cleans and purifies the scalp.

What kind of hair? Hair that is greasy or dirty from styling products and environmental contamination.

What does it do? Cleans and refreshes greasy hair.

Composition. It contains *Detox complex*, a purifying botanical complex, and cucumber extract, rich in vitamin C.

The Detox line also deeply cleans the scalp and hair thanks to its **Exfoliating Balm**, a pre-shampoo with natural exfoliating particles that scrub out built-up residues. Recommended for all types of hair, not just for greasy or dandruff-prone hair.





REVIVE YOUR CURLS

With the **Bucle Perfect** line of **Shampoo**, **Hair Mask** and **Remedy**.

What kind of hair? Recommended for curly hair, to control frizz and give curls elasticity and movement.

Composition. With orchid extract, elastin and keratin.

What does it do? Helps hydrate and revitalise curly hair.

Top Tip

We've always heard experts say that we should wash our hair with warm, not hot, water. Well, the ritual changes for curly hair: hot water is better for defining curls, while cold water straightens them.

INSTRUCTIONS FOR USE

- ✓ For **thin and wavy hair** we recommend using the shampoo followed by the remedy, which is a no-rinse hair mask to define curls.
- ✓ For **thick and curlier hair** we recommend using the shampoo, the hair mask (approximately 2-3 minutes) and the remedy.
- ✓ Apply **Remedy**, the no-rinse mask, to damp hair after washing. Use 2 to 3 pumps, spreading it from mid-length to the ends. It can also be used on dry hair.





S.O.S. PREVENT HAIR LOSS

In autumn, with the changing seasons, we tend to lose more hair. The solution is our **Men** line, with **Shampoo** and **Anti-Hair Loss Serum**, which prevents hair loss while nourishing the scalp.

The salicylic acid in the shampoo softly exfoliates to optimise the action of the serum.

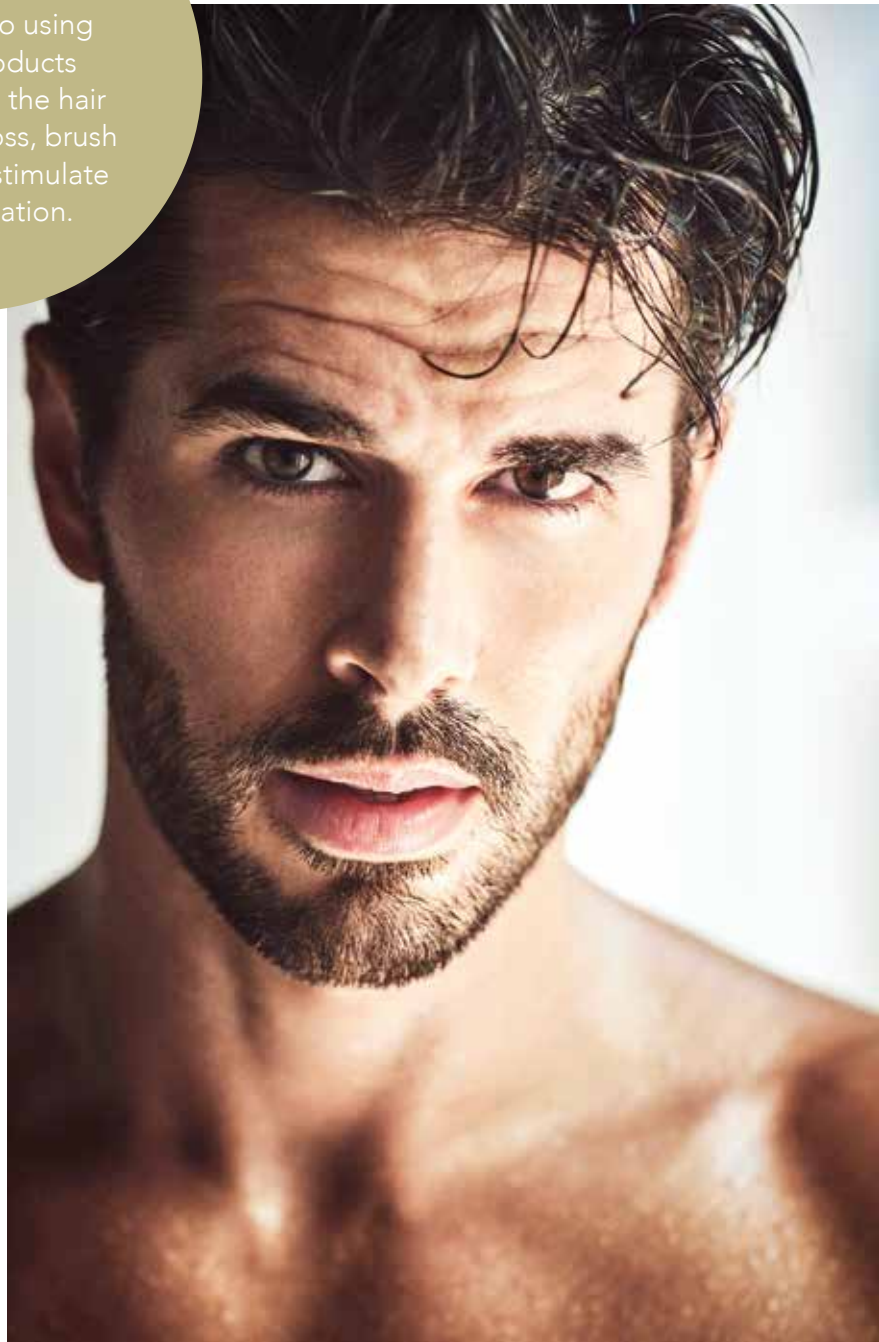
The anti-hair loss treatment, or serum, contains caffeine with its antioxidant and stimulating properties, as well as the nourishing ingredients of Pro Hair Technology for thicker and healthier hair.

Tip

In addition to using specific products to strengthen the hair and prevent loss, brush every day to stimulate microcirculation.

INSTRUCTIONS FOR USE

Use the Anti-Hair Loss Serum after washing the hair. Apply 4 to 8 pumps at a distance of 3 cm from the scalp and massage in a circular motion until it is absorbed. Do not rinse, and apply every day to clean hair.



Products with an added plus



HEAT PROTECTION

Hair dryer, straightener or curling iron? Yes, but always protected from excess heat. **Termo Protect** offers heat protection up to 230 °C and a soft hold. It prevents hair breakage from hair irons and dryers and stops frizz, while its UV filter maintains natural shine and adds softness.

It's easy to apply, just spray it onto damp, towel-dried hair.





TEXTURED HAIR

To get this effect, apply **Potion** to damp or dry hair. It hydrates, defines, adds shine, prevents frizz and strengthens the hair.

Suitable for both straight and curly hair.



CURL YOUR CURLS

Get curls that are more natural, flexible and protected. **Rizos Balm**, made from elastin, papaya and passion flower extracts, is especially recommended for curly hair.

Apply to damp hair, massage into curls and dry with a diffuser.



Play with the hold

3 WAXES FOR MULTIPLE LOOKS

Xtra Mate Clay, **Mate Wax** and **Brillo Wax** are three hair styling products for short hair, to help define the shape and add volume and texture.

They feature a normal hold, a matte or shiny finish depending on the product chosen, are flexible and shapeable, control frizz and are easy to wash out.

Short hair is versatile and can be styled in different ways: with a wet texture for a fresher look, or with a dry texture for a more formal, messy or casual look...

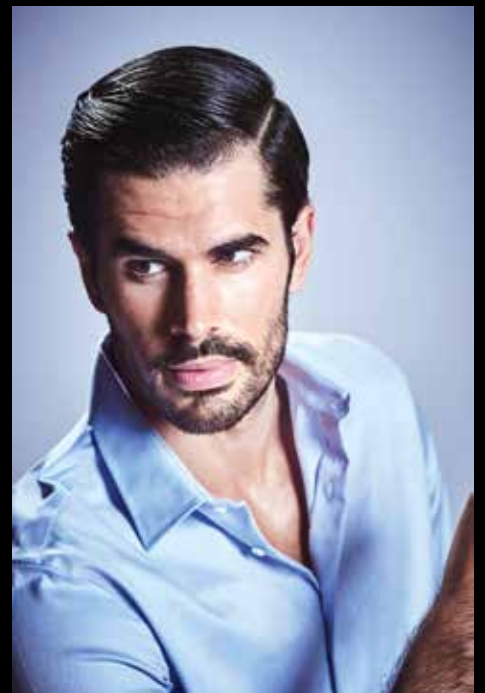
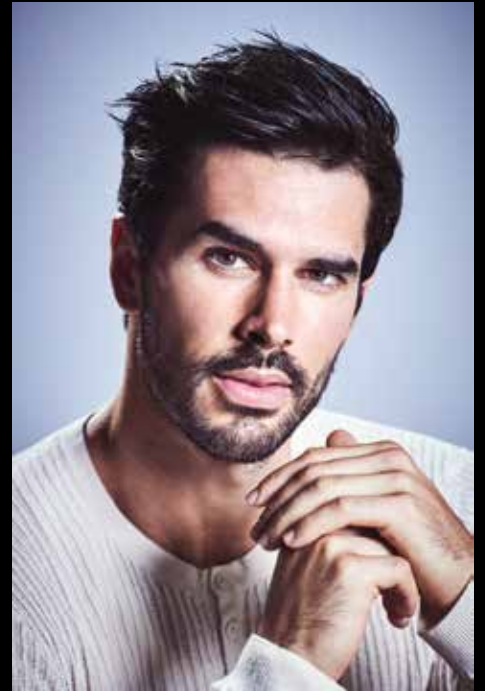
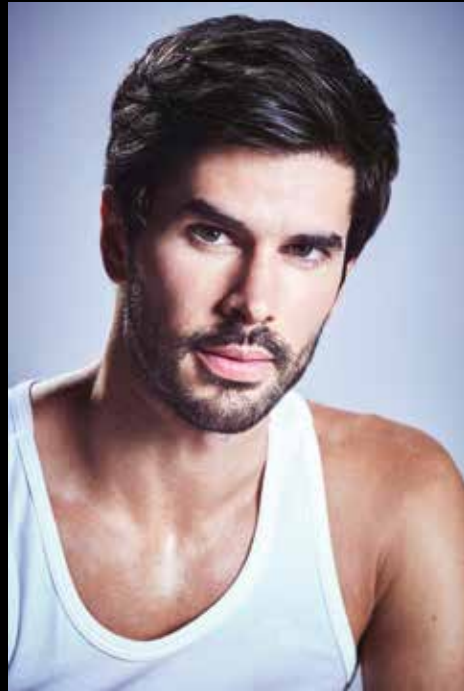
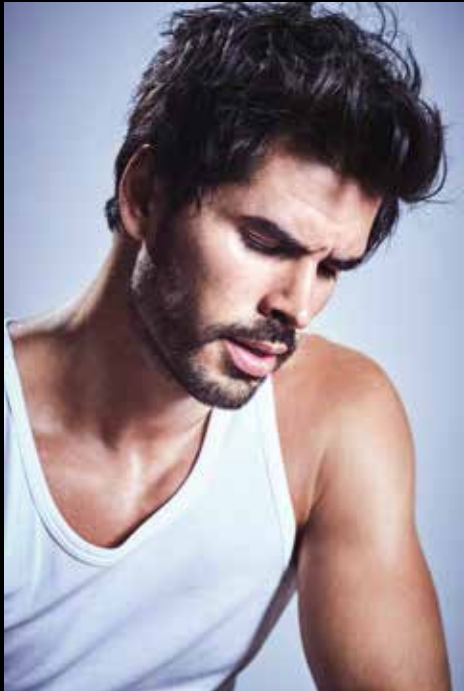
INSTRUCTIONS FOR USE

- ✓ Warm the product in your hands before applying to the hair for a more manageable texture.
- ✓ Apply from the root to the ends, shaping as desired.
- ✓ Work each lock individually for better results.



24 HOURS NON-STOP

You can shape your hair as many times as you want to create different looks.





THE VOLUME YOU'VE ALWAYS WANTED

Volume, shine and XXL waves... The best way to get these is with **Xtra Forte Hairspray** and **Xtra Brillo Hairspray**, depending on the type of hair and the result you're after.

The **Max Volum Mousse** gives the hair volume, body, texture and shine. It has a natural and flexible finish, with no clumping. Apply to the root, massaging it in to add volume. Then you can use a hair dryer with your head upside down and a thick round brush.



IN THE KEY of colour

Headbands,
hair ties and turbans
in velvet and with warm textures.
Autumn comes loaded with hair
accessories to update your looks.
The scrunchie is the fashion
accessory of the new season.



la perfumería

Trendy Nails

Green, purple, red, pink and grey:
five autumn colours for great nails this
season. Get swept away by the nail
polishes in the Butterfly collection.
You'll fall in love with them!



AUTUMN GREY.
Butterfly collection
nail polish no. 948.



DARK RED.
Butterfly collection
nail polish no. 950.



Complete the **Butterfly** collection with the **autumn purple no. 949** and **autumn pink no. 952** nail polishes.



BOOST YOUR
Defences



Beauty TIME



Spend some time learning to take care of yourself and pamper your skin from the comfort of home. We reveal new formulas to get perfect skin. Make your beauty moment a special time.



THE ANTI-AGEING REVOLUTION

Lycopene is a natural antioxidant that fights ageing, and its use in cosmetics is a major innovation.

Lycopene Antiox Oil hydrates and softens your skin, helping to eliminate spots and prevent wrinkles. It's a total revolution in anti-ageing beauty products.

What's special about this oil? Lycopene, a powerful antioxidant that helps smooth out spots caused by the sun or ageing, protects sensitive skin and fights ageing. It also contains active ingredients for faster and more effective results:

- ✓ **Jojoba oil:** moisturising, antioxidant, anti-ageing, antiseptic, anti-inflammatory and antimicrobial. It soothes minor irritations on the face.
- ✓ **Almond oil:** excellent for treating different skin problems, especially dryness and eczema.
- ✓ **Macadamia oil:** prevents the appearance of wrinkles and helps control spots caused by sun exposure and ageing.
- ✓ **Collagen:** adds firmness, flexibility and hydration.

Let's talk about **lycopene**...

💧 Lycopene is a vegetable pigment that gives red fruits their characteristic colour. The lycopene in the Antiox face oil is extracted directly from tomatoes, specifically from the **Extremadura tomato**, a top-quality product.

💧 We need approximately 20,000 kilos of tomatoes to get one kilo of lycopene. These days it is one of the most powerful natural antioxidants on the market, also known as **red gold**.

💧 Its regenerating and soothing effect make it perfect for skin care. Lycopene **protects cells** from the oxidative stress produced by free radicals, one of the primary causes of ageing.

💧 This **natural antioxidant** visibly delays ageing and prevents and helps eliminate spots.



YOUR HOME BEAUTY CENTRE



1 Gold Mask - hydrogel

Its anti-ageing effect improves the firmness of the face, softening the appearance of facial lines and wrinkles.

It contains **plant stem cells** that help soften the skin and improve its texture; **gold particles** that optimise the distribution of peptides in the skin, adding brightness and firmness; and **vitamin B3** that stimulates collagen synthesis to prevent natural ageing.

2 Hydrating Mask - tissue

Deep hydration. It improves the elasticity and firmness of the skin, strengthening the moisture barrier with a powerful combination of active ingredients.

It is made from **hyaluronic acid**, which occurs naturally in our skin, but an added amount promotes hydration and elasticity. It also contains **rosewater**, which helps boost hydration of the face, among other ingredients.

Both hair masks also contain **anti-pollution ingredients** and a **blue light protector** to protect the skin from the oxidative stress caused by environmental pollution and the radiation from screens.

TIPS FOR USE

- ✓ Rule number 1 is that your face must be completely clean for the active ingredients to be able to penetrate deeply.
- ✓ Add it to your facial beauty routine. The perfect time to use it is before your moisturising cream.
- ✓ Apply it for the indicated amount of time, neither more nor less, because the skin cannot absorb more than what it actually needs. Specifically, 20 minutes for the Gold Mask and 10 minutes for the Hydrating mask.
- ✓ You can use it at any time of the day, but we recommend doing so after 8 p.m. because that is when skin regeneration is activated.



GREEN CLAY MASK

Recommended as a supplement to clean greasy or acne-prone skin.

Its combination of active ingredients along with zinc-PCA and green clay balances excess grease and minimises pore appearance, leaving the skin refreshed with a matte finish.

It has a non-comedogenic formula, meaning it does not block pores.

It can be used once or twice a week to complement your oil-free facial treatment.

Take 10 or 15 minutes for yourself, put on your favourite music and relax on the sofa while the green clay works its magic on your face. Then rinse it off with plenty of water.



SENSITIVE ANTI-REDNESS AMPOULES

For sensitive, irritated or reactive skin.

An ampoule solution especially designed for sensitive skin that is prone to redness.



It relieves, soothes and repairs the skin, restoring its natural balance.

The synergistic action of its ingredients – saffron flower extract, niacinamide and boswellic acids – act to reduce redness and comfort the skin.

These are complemented by green interference pigments to immediately camouflage redness.

It has a light texture and fast absorption.



Firming lotion.

It provides softness, firmness and elasticity, with added nutrition.



STAY firm

We should be concerned about hydration all year long.

Start a hydration regimen in autumn, which is the perfect time to care for skin that has been exposed to the sun, high temperatures and sea salt.

BODY OILS, LOTIONS, GELS AND BUTTERS

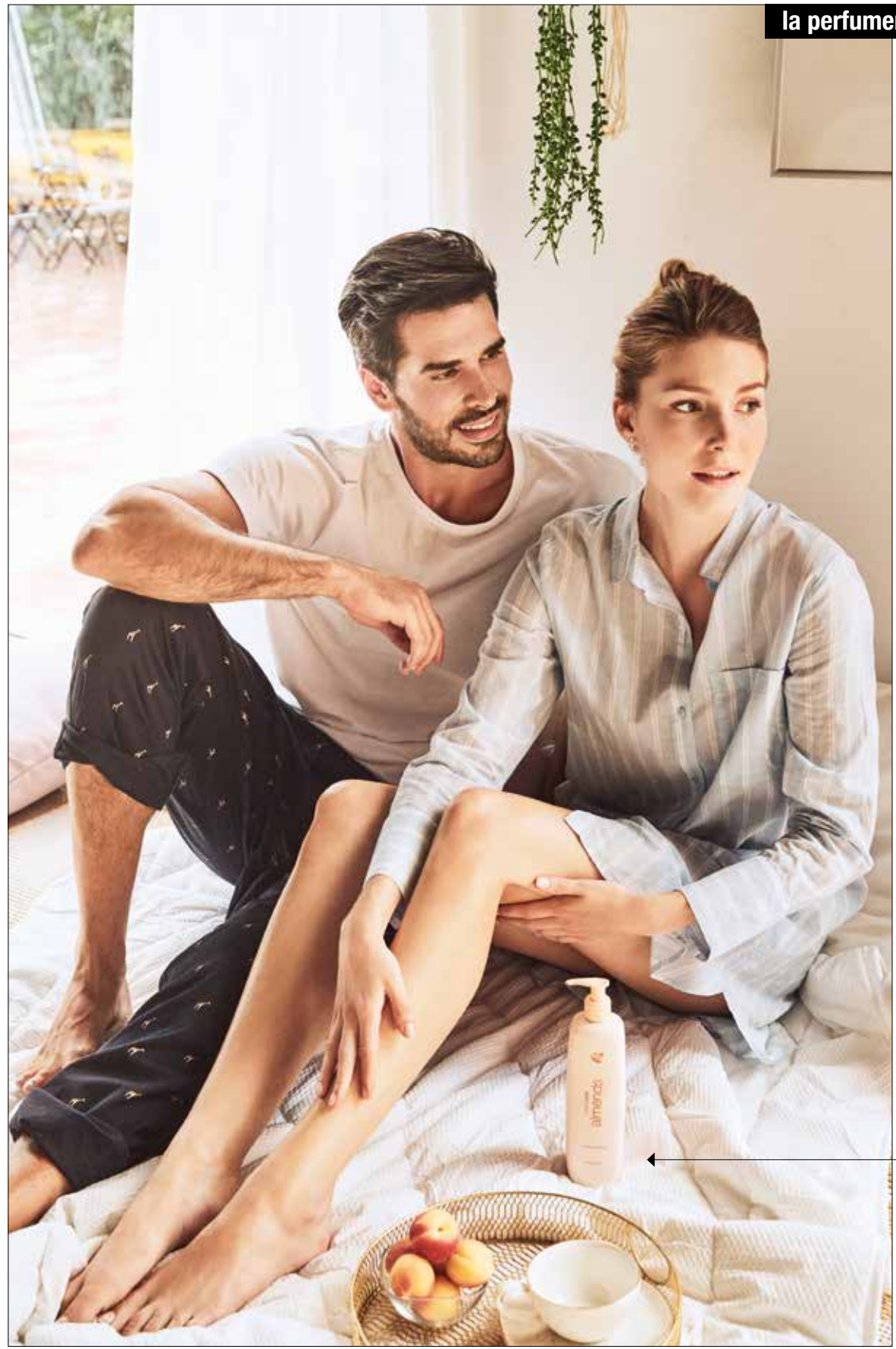
help the skin recover and protect it from damaging external factors.



Oat Bath Gel, for sensitive skin.



Argan Bath Gel, for very dry skin.



→ **Almond lotion.**
Let your dry, or very dry, skin benefit from the almond oil in this lotion. It nourishes and repairs your skin after the summer.

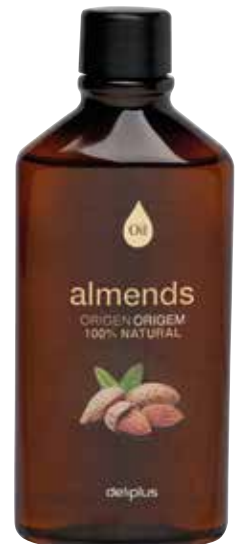




BODY OILS AND BUTTERS...

Almond Oil.

Its rich texture is perfect for a soft massage to envelop the skin and provide nourishment and softness thanks to the moisturising and emollient properties of this 100% natural plant-based oil.



Rosemary Oil.

It tones and relaxes your skin with rosemary, an ingredient traditionally used for its soothing properties.



Dead Sea Mineral Butter. Made from essential and natural oils. It intensively nourishes the skin and makes it extremely soft.





SILVER

Shampoo and Hair Mask for white and silver-streaked hair

FACE



PERFECTIONIST

Minimise imperfections, cover up spots and dark shadows, get smooth skin and add brightness and vitality to your face.

The **Face Perfectionist** collection offers everything you need for great skin.

T

he Face Perfectionist collection of 3 products

was created to give you the perfect complexion you've always wanted.

The **Face Perfectionist Primer** minimises skin imperfections and provides a velvety touch. Soft-textured and colourless, it acts like a uniform film over your face's skin.



Then it's time for the **Perfectionist Camouflage Corrector**, with a natural finish and opaque texture that makes it perfect for any part of the face or body. Perfect for covering dark shadows, redness, spots, freckles and moles...



And finally, the creamy highlighter stick for that final touch to your make-up. **Perfectionist Light Stick** highlights certain areas of the face to give it a healthy and radiant appearance. With a soft texture and buildable coverage. In champagne and golden tones.





- 1. Perfectionist Face Primer.** It minimises imperfections and provides a velvety silk finish. Apply a few drops of the Primer to your face and use your hands to spread it like a cream until it is completely absorbed.
- 2. Perfectionist Camouflage Corrector.** It provides great coverage of everything from the darkest shadows to the deepest redness. Apply a small amount and blend well, lightly dabbing with your fingertips.
- 3. Perfectionist Light Stick** highlighter illuminates certain areas of the face to improve the skin's appearance. Use the stick to apply it directly to your face and blend with your fingertips or a make-up sponge. Your skin will stay bright, moist and soft throughout the day. Which areas should you highlight? For example, the T-zone, the cheekbones, the corners of the lips, the collar bones...



YOUR TOILETRY BAG





UP EYES

Our obsession with eyes and eyelashes is nothing new. We have the necessary products and the instructions to get striking eyes this autumn.



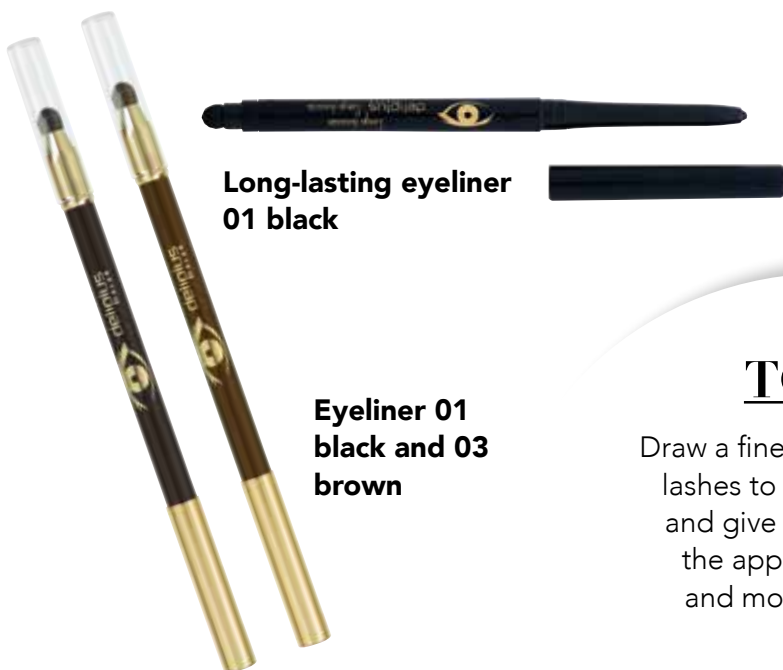
Let's find THE BEST EYELINER FOR YOU

This autumn we're focusing on accenting your eyes. Eyeliner is the star of the season; find out how to make it shine. Before starting to use eyeliner, you need to know what type of eyeliner to use, based on your skill level and how and where it looks best.

✓ **Pencil eyeliner** is perfect for lining the upper and lower lids and for blending with a make-up sponge. If you want a more casual and natural look, use brown pencil on the lower lid instead of black.

✓ **Gel eyeliner.** Intense, long-lasting finish and a texture that makes it easy to apply with a brush. Perfect for those who like a bold, graphic line. You can create different thicknesses and play with the intensity.

✓ **Liquid eyeliner** is perfect for the classic eyeliner look, to lengthen and enlarge the eyes. It adapts to any type of eyelid. It has a liquid texture and you apply it by making small strokes and connecting them to create a thin and precise line. Applying inside the eyelids is not recommended.



**Long-lasting eyeliner
01 black**

**Eyeliner 01
black and 03
brown**



Eyeliner Gel

**Intense
Eyeliner
black**

**Intense
Eyeliner
brown**

TOP TIP

Draw a fine line along the upper lashes to lengthen your gaze and give it more depth, with the appearance of thicker and more defined lashes.

FIND YOUR MASCARA

Add volume, define and boost. The key is in the brush. We'll show you the benefits of each one so you can find which is best for you.

1 Long Xtrem, for greater length.

2 Rock & Volume, with a thicker brush, for more volume and curvature.

3 Transparente, for denser lashes and styling brows.

4 Volume 4 Dimensiones, with a hair brush for a more natural finish, open lashes and no clumps.

5 Maxi Volume, in black and brown, with a mini brush for maximum volume. The brush size is perfect for even the shortest lashes.



TIP

Use the tip of your mascara brush to define and separate your lashes.

DO YOU KNOW HOW TO APPLY MASCARA?

From the root to the ends in a zigzag motion, for maximum volume.



Kids



face
PERFECTIONIST
deliplus
COLOR

