

la perfumería

A man and a woman are posed in a field of tall, golden-brown grass. The woman, in the foreground, has long, wavy blonde hair and is wearing a dark dress with a colorful floral pattern. She is looking directly at the camera with a slight smile. The man, behind her, has short brown hair and a light beard, wearing a light-colored sweater. He is looking towards the camera. The background is a soft-focus field of grass under bright, warm light.

de Mercadona

SPRING 2017

**RITUALS
AND CARE**
THAT YOU
MUSTN'T MISS
OUT ON

**ALLURING
COLOURS**
FOR LIPS, EYES
AND NAILS

An appointment with
Beauty
for 2



IRRESISTIBLE



SQUARE
men



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AN APPOINTMENT With beauty for2

*Share and enjoy skin care
and treatments with your partner.
Beauty rituals you mustn't miss out on.*



Facial skin

The main thing is to have clean skin, **(1)** and **Micelar Water** has been trending for a few years; it has become a staple in facial cleanliness, both for men and women. Apt for all skin types, even the more sensitive ones. It also removes make-up from face, eyelids and eyelashes. Its micelles attract dirt and impurities as though they were magnets, leaving your complexion feeling soft and fresh.



1

The perfect supplement for your facial skin care: serum. Surely you must have supplemented your food intake with nutrients or vitamins at some point. Sometimes, your skin also needs an extra dose of nutrition and hydration, and in these cases, we recommend you apply the serum, which is rich in active ingredients. that increase its action and efficacy.

✓ The **(2) Ultra-hydrating serum with hyaluronic acid** is perfect for young or mature dehydrated skins showing signs of tautness, itchiness or dryness, or those suffering from the effects of a skin peel treatment, hormonal changes or external environmental agents.

✓ The **(3) Luminosity Serum with vitamin C** is especially recommended for tired and dull complexions in need of recuperating some of their light and vitality.

✓ The **(4) Anti-wrinkle Serum redensifies and smoothens**, and it is recommended for skins of all ages displaying wrinkles and expression lines.



5



3

4



2

6



7



After the serum, hydrate your skin thoroughly with the **(5) Sisbela Cosmetics Diamond Revitalising and Regenerating facial cream**, which combats the passing of time on your skin by providing firmness, nutrition and luminosity. Complete your facial routine with the **(6) Khanya Vital Regenerating Concentrated Lifting Pearls** with primrose and baobab oil, or the **(7) Q10 Concentrated Firming Anti-wrinkle Pearls** with ginkgo extract and vitamin E, depending on what your needs are.

HANDS



Wash your hands with the **(1) Hydrating Dresser Soap**, which comes in three mild perfumes to choose from: Loquat, Thermal Water and Lavender. Or else the **(2) Tender Memories Sensations Hand Soap**. Then gently massage in the new **(3) Ultra-hydrating Hand Cream**, which nourishes, repairs and protects your skin from dryness and external agents. You may also care for and hydrate them with the **(4) Japanese Flower Hand Cream**, its pleasant scent will surprise you!



Body

You have cared for your complexion and hands, and now it is your body's turn. Summer is around the corner and we all want to look good; don't forget to use the anti-cellulite creams; perseverance is key to achieve results, as is a balanced diet and exercising on a regular basis. The **(5) Anti-cellulite Reduction Cream** combines a number of active ingredients to prevent cellulite and improve orange-peel skin. Caffeine helps reduce the volume, while wheat germ oil improves microcirculation, centella firms up tissue and vitamin E is an anti-oxidant. Apply on a daily basis by massaging gently in a circular motion, insisting on the areas where fat accumulates the most. The **(6) Hydrating Body Oil with aloe vera** is perfect to hydrate your body the moment you get out of the shower; apply it on wet skin, then dry it with a towel, and your skin will become radiant, soft and hydrated. For the more energetic ones **(7) Vanity Series reducing anti-cellulite oil** is formulated to integrate into your daily routine, as it is easily applied, and thanks to its dry oil texture, all you need to do is wait for it to dry and get dressed.

A master's Touch

The **Vanity Series reducing anti-cellulite oil** adapts to your pace, increasing its fat burning effect when you are most active. You may apply it before doing sports or going for a walk: this will boost its effects.



**Well-being
for your
bones,
muscles
and skin.**



Deliphus

Just for HIM

MALE FACIAL CARE

Apply the serum on clean skin, then the hydrating cream, and lastly the eye contour, both during the day and in the evening. The appearance of your skin will visibly improve in a few days. **Anti-ageing Serum** and **Roll-on Eye Contour** from the new Men's range, Vído.



- Men also want to show
- off radiant skin that is free
- of imperfections. That is why
- they set aside a few minutes
- every day for their own beauty ritual.



TIP

Keep the eye contour in the fridge, the cold will reduce the swelling if applied as soon as you wake up.



They also deserve to have tenser, more hydrated skin. The **24h Facial Hydrating Cream** protects your skin and provides a feeling of wellbeing, reducing the signs of dryness and tautness in your face.



SHAVING
Shaving Gel for Sensitive
Skins with aloe vera and
allantoin (75ml or 200ml).



3 SIMPLE STEPS FOR A GOOD SHAVE

1

When showering is the best time for shaving, as the steam helps open hair follicles and softens the skin, so shaving is milder, less aggressive.

2

Apply the shaving gel by massaging in small circles, this will allow the product to settle and penetrate the skin better.

3

Hydrate well after shaving; aloe vera is the perfect ingredient for sensitive skins, as it calms and hydrates while reducing itchiness.

COLOR FIX

deliplus
COLOR



AND WAVE GOODBYE
TO SPENDING AGES TOUCHING UP!

A close-up portrait of a woman with long, dark, straight hair. She has her eyes closed and a serene expression, holding a pink-frosted donut with small pink sprinkles near her mouth. She is wearing vibrant red lipstick and dark purple nail polish. Her hands are visible, holding the donut. She is wearing a light-colored top with a patterned strap over her shoulder. The background is a plain, light color.

Alluring COLOURS

Eyes, lips and nails wear fashionable
colours to achieve unique make-up styles.
Are you in?



LIPS PUT TO THE TEST

Matt finish and a velvety effect. Colour Fix, a new generation of long-lasting lipsticks that offer full, lasting colour, and forget about touching up for hours!



Sofisticated

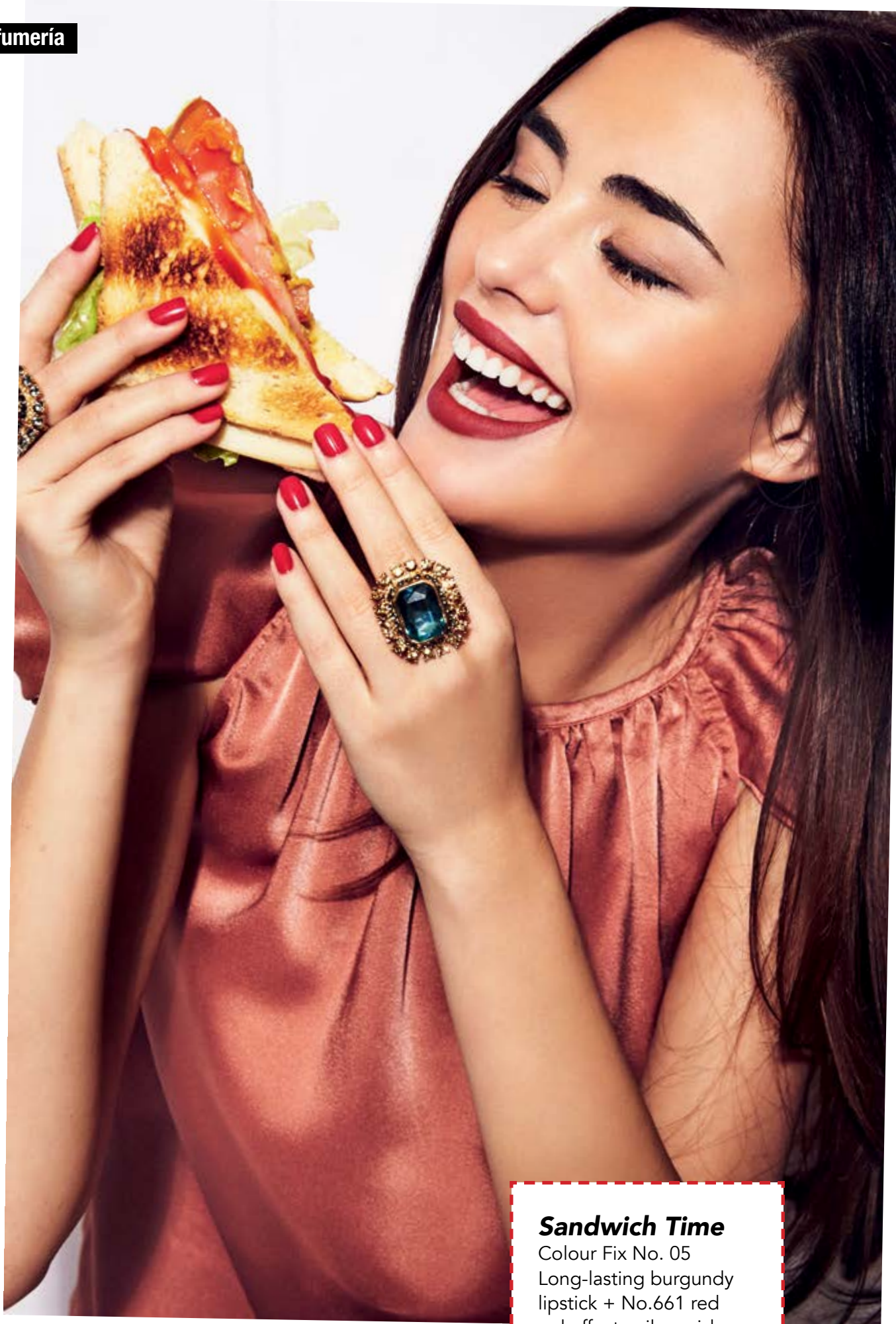
Colour Fix No. 03
Long-lasting violet
lipstick + No. 24
fuchsia nail varnish.

***It's time for
Chocolate milkshake***

Colour Fix No. 02
Long-lasting soft pink
lipstick + No. 23 magenta
nail varnish.

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Sandwich Time

Colour Fix No. 05
Long-lasting burgundy
lipstick + No.661 red
gel effect nail varnish.



La Dolce Vita

Colour Fix No. 04 Long-lasting
strawberry lipstick +
No. 727 aubergine
gel effect nail varnish.



Sofisticated

Colour Fix
No. 03 Long-lasting
violet lipstick
+ No. 24 fuchsia
nail varnish.



DON'T FORGET

to use the nail dryer drops;
a quick, practical solution
that considerably
reduces nail varnish
drying times. It comes
with a practical drop
dispenser that allows
dosing and facilitates
application.



It's time for chocolate milkshake

Colour Fix No. 02
Long-lasting soft pink
lipstick + No. 23
magenta nail varnish.



A master's Touch

Would you like to have
a perfectly defined smile?
mark your lips before
using lipstick.

**Are you
in a rush?**

**Hydrate whilst
showering**

**Bajo la
ducha
hidratante
corporal**

Con Hialurónico y Karité
Todo tipo de pieles

400 ml

deliplus

deliplus



Sandwich Time

Colour Fix No. 05 Long-lasting burgundy lipstick + No. 661 red gel effect nail varnish.



A master's Touch

In order that the gel varnishes last as they should, apply a last Top Coat.



La Dolce Vita

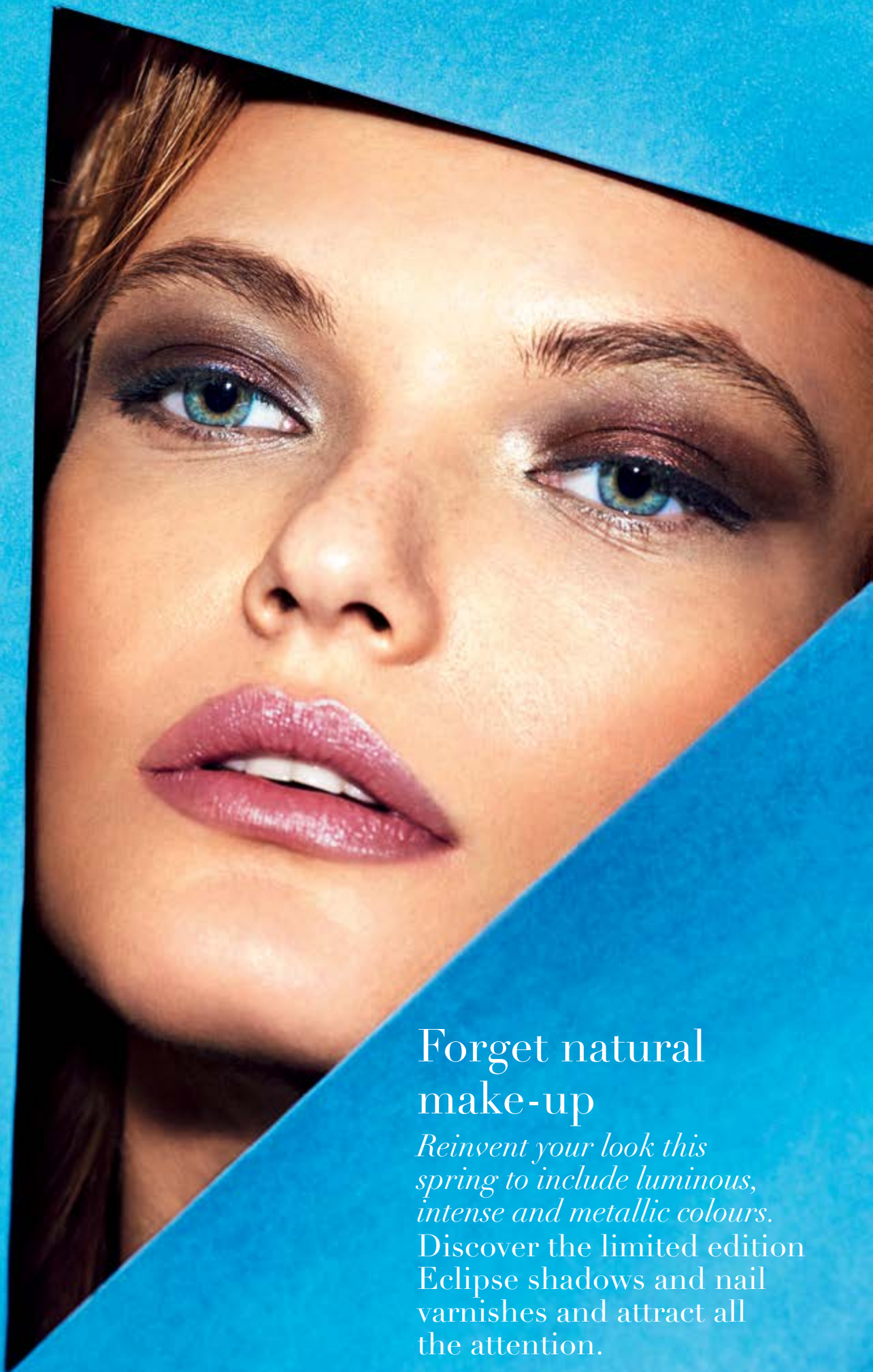
Colour Fix No. 04 Long-lasting strawberry lipstick + No. 727 aubergine gel effect nail varnish.

ELECCIÓN
POUR FEMME



Chic by choice

ECLIPSE



Forget natural
make-up

*Reinvent your look this
spring to include luminous,
intense and metallic colours.*

Discover the limited edition
Eclipse shadows and nail
varnishes and attract all
the attention.

A feminine gaze

Contrasting colour; have your eyes outshine your lips. Achieve this make-up look with **(1) No. 17 creamy mauve lipstick**, **(2) Eclipse No. 01 Long-lasting chocolate lipstick**, **(3) Eclipse No. 01 High Definition black mascara**, and **(4) Eclipse No. 764 mink nail varnish**.

Did you know...?

Eclipse eye shadow stands out on account of its intense, high performance colour, its fluid and fresh long lasting texture, and its gel feel. It is easily applied with the same brush or with the fingertips, to adapt the intensity of the colour to your taste.



1



2



3



4





Popgaze

Retro looks for a daring, offbeat make-up. Make the most of your gaze with

(4) Eclipse No. 02

Long-lasting metallic green shadow and **(3) No. 01 High Definition black mascara.**

For the lips, **(2) No. 01 creamy orange lipstick**, and for the nails, **(1) Eclipse No. 761 green nail varnish.**

Tip for the nails

For them to be perfect, apply three brushstrokes: the first to the centre part with the flat brush, gently pressing it so the fan opens up and the varnish is properly distributed; and the other two to either side.






A graphic gaze

A graphic gaze Would you like to achieve this look? Firstly, secure the necessary tools to guarantee perfect lines. Start by your gaze, applying **(4) Eclipse No. 03 Long-lasting mink shadow** as a base, then mark your eyes with **(1) Eclipse Waterproof No. 01 intense black eye pencil**, and lastly **(5) High Definition No. 01 black mascara**. For the lips, **(2) No. 10 creamy orange lipstick**, and for the nails, **(1) Eclipse No. 761 green nail varnish**.





To achieve the brunette's look (the one on the right): (2) BB No. 02 medium tone bronzer / (6) Bronzing Powder / (4) No. 03 golden blush / (3) No. 05 Long-lasting cream shadow / (5) No. 03 Kohl black eye pencil / (1) Maxi Volume No. 02 brown mascara / (7) No. 10 fuchsia lip gloss / (8) No. 38 raspberry nail varnish.

Take a selfie!

All the beauty and make-up tips that'll send your looks and likes through the roof.

3, 2, 1...

are you ready to feel beautiful in no time?

Selfies are fashionable, but do you know how to make the most of your make-up to look perfect? Here are some basic tips: prepare your skin with a good foundation, eliminate all traces of tiredness and under-eye bags, add a touch of light around the eyes, to the eyebrow bone, above the upper lip... the objective is to illuminate your face. Mark the eyebrows well, eliminate any excess shine and blush up your cheeks to achieve a fresher look, and lastly apply a good layer of mascara and some colour to your lips.



A master's Touch

Team up with the Universal Mattifying Powder. Use it on a daily basis, as it eliminates those unsightly face shines, minimises pores, leaves the skin feeling soft and velvety, conceals imperfections and doesn't stain. Ideal for any skin type!

If you'd rather the blond girl's (the one on the left): (12) No. 10 Fixing&Covering mocha make-up / (14) Universal Mattifying Powder / (15) No. 01 pinkish beige highlighter brush / (16) Dry&Wet No. 06 natural brown shadow / (13) No. 101 chestnut eyebrow mascara / (10) 4Dimensions Volume No. 01 black mascara / (9) No. 01 pink blush / (11) No. 03 permanent Pink lipstick / (17) No. 21 cherry nail varnish.

The power of the *EYELINER*

Mark your eyes well by following the upper line of the eyelashes, then add a good layer of black mascara to bring out the very best of your gaze. Don't neglect the small details, have perfect, well cared for hair and coloured nails. If you'd like to mark your eyes on the inside, use products that are specific for the inside of the eyes, such as Kohl Eyes, available in Mercadona's Perfumery.



A master's Touch

Highlight your lips by using intense colours and applying lighter or more neutral colours to the eyes.



- (1) BB Cream Multi-action coloured facial cream (two colours to choose from) / (2) No. 01 intense black eyeliner / (3) Xtrem Length mascara / (4) No. 13 eye shadow / (5) Multi-coloured blush / (6) No. 20 matt purple lipstick / (7) No. 24 fuchsia nail varnish.

Tip for PERFECT NAILS

Two or three days after having painted them, apply another layer of gloss so the colour and finish lasts longer.

In search of the PERFECT SELFIE

la perfumería

Choose a good angle, apply your favourite filter, wear impeccable make-up and strike a seductive smile. You can go for a lighter look in your face and lips, making the eyes the centre of attention, by using a spring-like combination of shadows, blues and greens. Smile and... selfie!



9



10



11



12



13



14



15

(9) No. 02 Long-lasting blue eye shadow / (10) 03 green and (11) 07 turquoise / (12) Xtrem Length mascara / (13) Multi-colour blush / (14) Colour Fix No. 02 Long-lasting soft pink lipstick / (15) No. 36 savage pink nail varnish.

Give your hair some colour

How?

Brown, hazelnut, red, copper, blond or golden. Darken or lighten, dye your hair with the colour that suits you best.



Deliplus Permanent Colour with collagen, for softer, shinier hair. 38 different colours available.

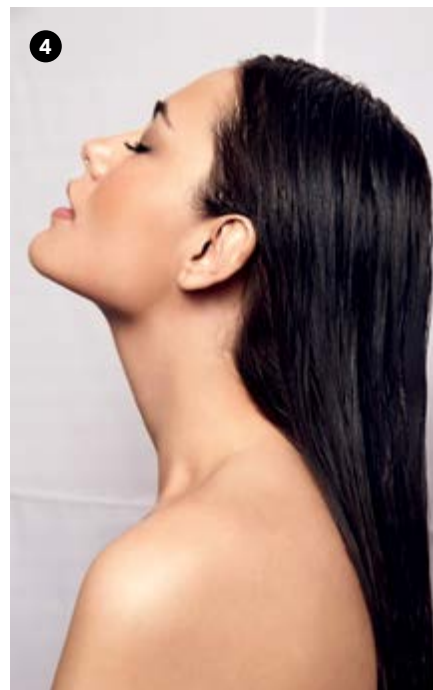


1 First prepare the mixture by adding the content of the permanent colouring cream in the revealing emulsion's applicator bottle and shake energetically.

2 Apply the mixture on dry hair, by first spreading to the roots. Separate your hair with help from the tip of the applicator or with the tip of the spatula. Apply the product until the roots are covered and massage gently.

3 **Option A:** If it's the first time you are dyeing your hair, or if you are wearing a very different colour to the one you have chosen, continue to apply to all the hair and wait 30 minutes; add a further 5 minutes if you have grey hairs.

Option B: If you usually dye your hair in a similar colour, remember to apply to the roots first and wait 20 minutes; 5 more minutes if you have grey hairs. After this time has elapsed, continue with the longer strands and tips for a further 10 minutes. The total application time is of about 30 minutes; 35 if there are grey hairs.





- (1) Permanent colouring cream
- (2) Revealing emulsion with applicator
- (3) Post colour conditioning treatment
- (4) Instructions for use
- (5) A pair of gloves

REMEMBER

It is very important to carry out the allergy alert test 48 hours beforehand by applying colouring cream behind your ear. If no skin alterations are detected, you may dye your hair.

4

Once the waiting time is over, add some water and massage gently; rinse with tepid water until it comes out clear. Then wash twice in a row with shampoo and rinse. Finally, apply the post colour conditioning treatment to your hair and massage it in, then leave it to act for two or three minutes and rinse.

Before starting to dye your hair, cover your shoulders with a towel and wear the gloves.

5

Finished look



FOR ENVIABLE HAIR

Where hair care is concerned, the **Total Repair Reconstructing Treatment** is ideal for dry or damaged hair. As a novelty, we bring you the new Syoss hair care range, which has been developed by hair care professionals and offers a wide variety of products adapted to the different hair types. With Syoss, your hair will look healthy and shiny. Find the one that better adapts to you and feel the beauty of your hair. Choose between the different lines: **Oleo 21 Shampoo and Oil**, softness without knotting for dry and rough hair. **Renew 7 Renovating Shampoo and Hair Mask** for damaged, lifeless hair. **Glossing Keratin Shine Shampoo and Hair Mask** for rebellious or dull hair. And lastly, **Silicon-free Repair and Density Shampoo** for normal or damaged hair.



TIP
Apply cold water
after rinsing
to achieve sealed
and shiny tips.



ECLIPSE

ATTRACT ALL
THE ATTENTION

deliplus
COLOR



LIMITED EDITION



SESGO
EAU DE TOILETTE FOR MEN