

# la perfumería

SPRING 2015

de Mercadona

## *The countdown has begun*

Your beauty routine  
for the warmer seasons

## *Lessons in colour*

*The lips that  
attract all  
the looks:  
Take note of  
the colour  
in vogue!*

*Sweet  
spring*

*Delicate pink tones  
for seducing this season*





MIX AND EXPERIMENT WITH YOUR NAILS

**Candy**

Limited edition

deliplus  
COLOR



No 633  
yellow  
nail varnish



No 635  
green  
nail varnish



No 634  
salmon  
nail varnish



No 636  
pink  
nail varnish



No 638  
green  
glitter



No 639  
orange  
glitter



No 637  
Multi-coloured  
glitter



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# Summary

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With the changing of the seasons, your skin needs extra care to stay hydrated and glowing. Choosing adequate products together with a simple beauty routine will be key for looking and feeling good come the good weather.

## 14 **MEN'S GROOMING SPECIAL**

Treatments for skin care, hair removal, contemporary scents... Everything you need to become a true gentleman.

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Delicate, juicy and imposing. Lips attract all the attention; make them up using the trending colours to shine. Heading the ranking, pinks in all their chromatic tones.

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Show off wonderful nails!





**Foundation**  
**Fix&Cover**  
**SPF 25**

deliplus  
COLOR

deliplus

# The magnificent 7

*Allow yourself to be surprised by this spring's essentials, only at Mercadona's Perfumery!*

1



2

1. Aloe Vera body hydrator
2. Anti-ageing facial cream, with collagen + silanol
3. Reducing anti-cellulite cream

3



4

5



7



6







**OBJECTIVE**

*Take on  
the fine tuning*

***Ready?***

***The countdown has begun***

*With the changing of the seasons, your skin needs extra care to stay hydrated and glowing. Choosing adequate products together with a simple beauty routine will be key for looking and feeling good come the good weather.*



A



B



C



D



E



# Clean and exfoliate

*At least once a week, remove the dead cells and soften the skin on your face, body, hands and feet.*

- A. Deliplus facial exfoliant
- B. Hand exfoliant
- C. Deliplus exfoliating body shower gel
- D. Derma-protector shower gel
- E. Irresistible Candy hand soap (limited edition)
- F. Foot callus exfoliant



F



**TIP**  
Dip your feet in tepid water for approximately 15 minutes and then apply the foot callus exfoliant: your skin will become much softer.



# Treat, hydrate and pamper



**Revitalize and illuminate**  
**Luminosity Serum with vitamin C,**  
apply before your normal face cream and foundation to unify the tone and bring vitality to your face.



**Essential**  
Always carry it in your handbag, the All-Purpose Hydrating Cream provides head-to-toe nourishment.



## 2 Treat, hydrate and pamper

### What type of hydrating cream suits me?

With the changing temperatures, the skin needs different types of hydration. It might be that you need a gel, or that the sun dries up some areas of your face and you would like to change to a more nourishing cream.

To this end, we recommend the **me va** line of hydrating creams, they adapt to each skin type and its needs.

- A. Oily and mixed skin cream gel
- B. Anti-wrinkle cream
- C. Rich cream for dry and normal skin



### Specific line for oily skins

Covering the entire beauty ritual for oily skins.

1. Purifying cleansing gel
2. Balancing face mask
3. Cleansing lotion
4. Crust-removing exfoliant
5. Hydrating fluid
6. Blotting corrective gel







**Nourish your  
body's skin**  
Nourishing Cream  
with Argan Oil.



**Perfect bust**  
Specific Bust Firming  
Treatment Cream.



**Farewell  
stretch marks**  
Specific Stretch Mark  
Treatment Cream.



# Remember!

Care for yourself inside and out for a perfect body and mind.

- ✓ Follow a well-balanced diet.
- ✓ Drink 1 or 2 litres of water per day.
- ✓ Be active. Exercise at least 3 times a week.
- ✓ And rest, 8 hours of restorative sleep. Your body, skin and mind will thank you







*Treat, hydrate and pamper*

### *Hair removal*

**Hair Removal Cream, for Sensitive and Normal Skin Types. Cold Wax Strips, for the bikini line and armpits and special strips for Legs.**



### **Dermik line for delicate skin types**

**Micellar Cleansing Water, Anti-redness Cream and Eglantine Rose Regenerating Oil.**



### **Soft hands and feet**

**Regenerating Hand Cream, Anti-ageing Hand Cream and Anti-dryness Hydrator for Feet.**



## Beat cellulite

### Vanity Series anti-cellulite

- A. Body Cream
- B. Cold Effect Gel
- C. Heat Effect Gel

Combine them - one for the morning and one for the evening - to achieve a global effect against the dreaded cellulite and localized fat. The **Cold effect Anti-cellulite Gel** is specifically designed to firm up your skin and accelerate lymphatic drainage.

Choose a time during the day to enjoy its refreshing action: in the morning before starting the day to activate your legs, or in the evenings to rest them when they are tired. The **Heat effect Gel** and the **Anti-cellulite Body Cream** complete the treatment, combating cellulite and improving microcirculation. Win the battle against accumulated fat and orange-peel skin with the **Vanity Series Anti-cellulite reduction spray in dry Oil (D)**, which allows you to do so throughout the day and at your own pace: The more you move, the more fat you burn!

The **Extreme Vanity Series Anti-cellulite (E)** contains microcapsules that release creatine, a powerful fat burner that transforms cellulite into energy and maintains the skin's elasticity. Its melting texture allows for quick and easy applying.



A



B



C



D



E



F



G



## Help control your weight

- F. **Garcinia Cambogia** capsules
- G. **Green Coffee** capsules





All in one

If you are seeking hydration, a uniform skin, colour and protection from the sun, **BB Creams** will become an essential part of your beauty ritual. Available in dark or light tones, the BB Creams treat, nurture and make your face look beautiful.



*Spring challenge: Colour your skin!*

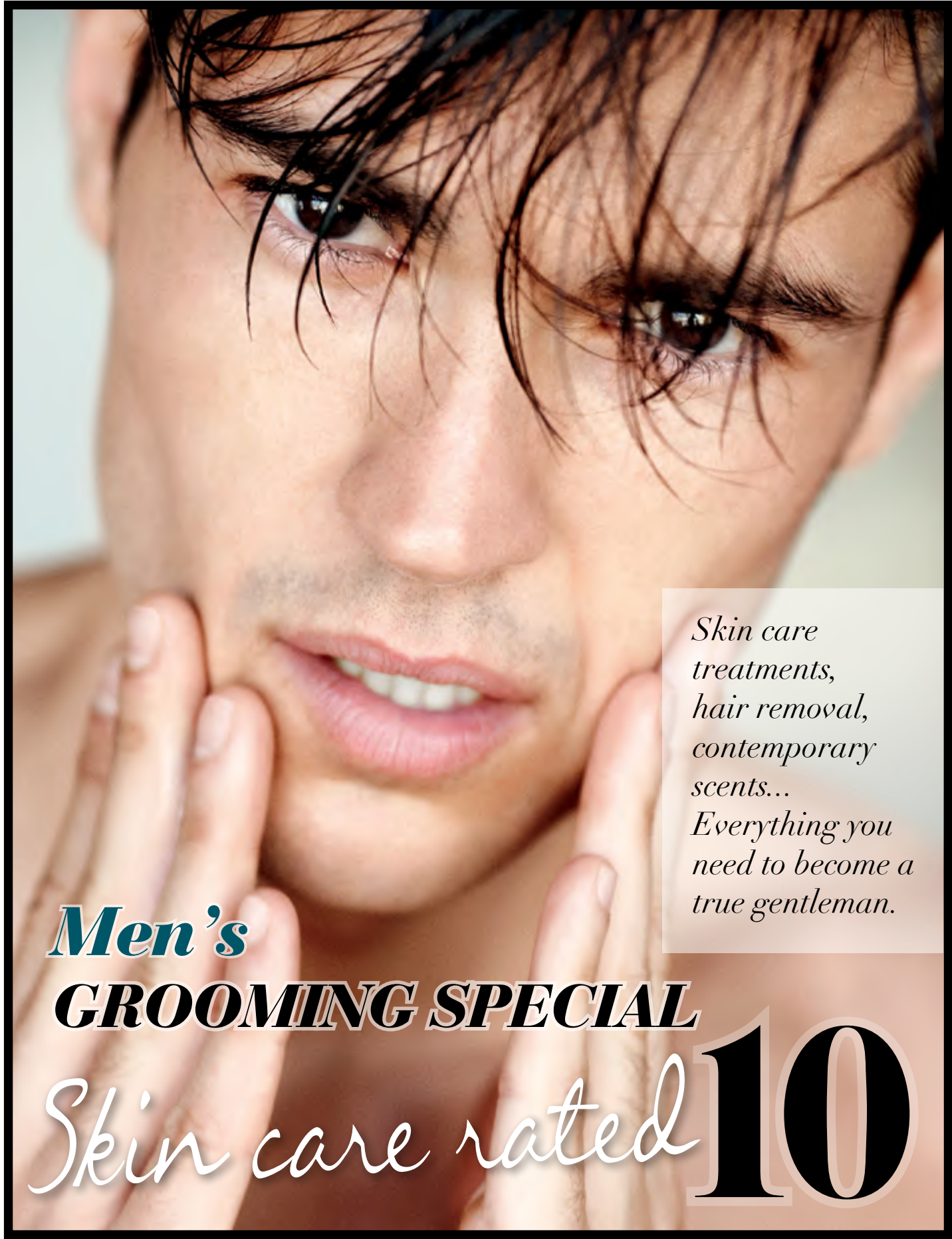
Tanned, yes, but without the sun

Progressively darken your skin with the tan **Effect Hydrating Cream**, or immediately with the **Solcare self-tanning Milk**. And for the face, **Solcare self-tanning Wipes**.



REMEMBER

*To achieve a uniform tan, you must exfoliate and hydrate your skin beforehand.*



*Skin care treatments, hair removal, contemporary scents... Everything you need to become a true gentleman.*

***Men's***  
***GROOMING SPECIAL***

*Skin care rated* **10**



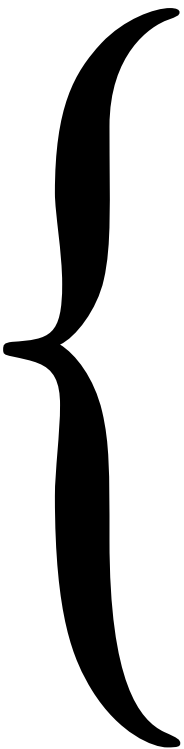


### Character-filled fragrances

**Comotú Tuareg** eau de toilette. A fragrance that evokes wood, with spiced, citric undertones, for elegant, adventurous men.

**Sesgo.** Fresh, elegant, innovative and with a lot of character.

**Desafío Sport.** A citric fragrance with an underlying wooden aroma for masculine, sensual men who embrace challenges.



**1 Body spray deodorant**  
4Square men White Experience

**2 Perfect hair style**  
Stylius For Men extra-strong fixing gel

### Hair removal FOR MEN

Men's hair removal cream with Argan Oil, and cold Wax strips for back, arms and legs.



### Reduce your abdominal contour

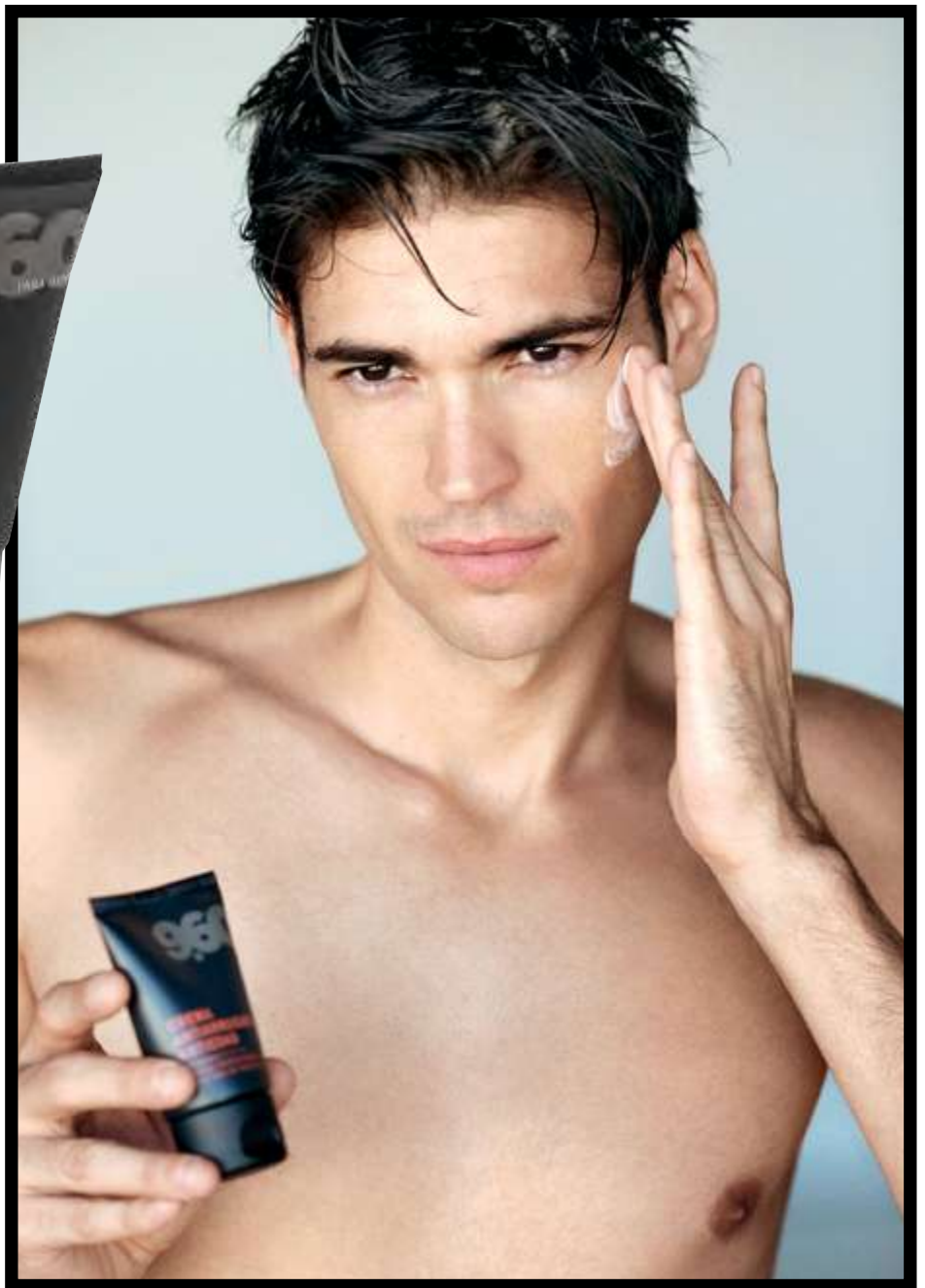
9.60 abdominal reduction gel





### For clean skin

Daily use -morning and evening-, the **9.60 facial cleansing Gel** eliminates dirt and excess oils, refreshing and revitalizing your skin. Regenerate your facial skin once or twice a week, eliminating impurities and dead cells with the **9.60 facial exfoliant Gel** for men.



### Treatment: Hydrate, protect and say goodbye to dark circles

Once you have cleaned your face, nourish it with the **9.60 protective hydrating Cream**. Or the **9.60 anti-ageing, anti-wrinkles Cream**, if your priority is treating and preventing premature ageing of the skin. Vitamins E and F, as well as the eglantine rose oil, provide intensive hydration, giving firmness and natural elasticity back to your skin.

The **9.60 eye contour Cream** is applied by tapping and massaging the skin gently with the fingertips, its daily use contributes towards rejuvenating your gaze, treating unsightly bags under the eyes and dark circles.



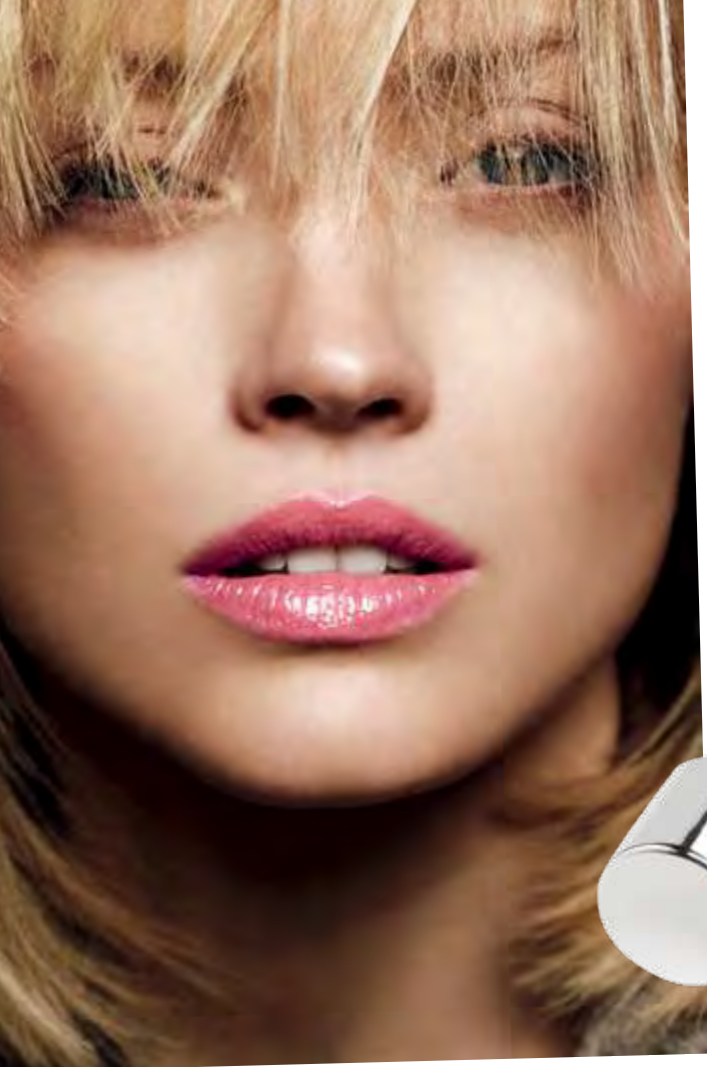
NEW



SENSATIONS IN YOUR HAIR  
LIMITED EDITION

Deliplus





# Ready in **5** minutes



NEW

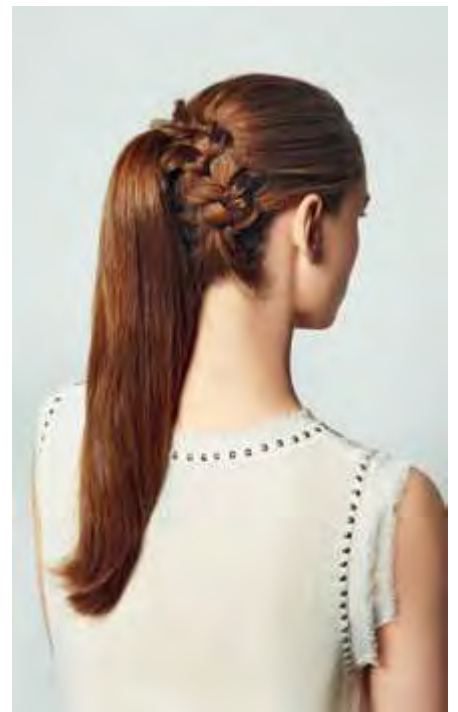


## Long lasting and covering SPF 25 foundation

Liquid double action foundation that covers imperfections and sets, remaining unaltered throughout the day. Available in 4 colours: No 02 light beige, No 04 pinky beige, No 06 medium beige and No 08 golden. For all skin types, except the very dry and dehydrated. Preferably apply with a sponge, brush or make-up brush, although it may also be applied using the hands.

## Express hair upsweep

Achieve a model's look: 1st gather your hair into a medium to high ponytail, leaving a loose lock in the lower part. 2nd Braid the lock you have left loose. 3rd Roll the braid around the base of the pony tail, as if it were a hairband, and voilà: a simple spring look. To fix it, use the **Stylius Liquid Gold Hairspray**.







9.60

WOMAN

SPORT WATER

*sporty  
and feminine*





# EYEBROWS

*are the stars*



**Eyebrow-defining Automatic Pencil**

**Deliplus Colour eyebrow kit,** including 2 colours to make them up, a fixer, 3 applicators (brushes) and 3 stencils.

*In keeping with make-up trends, the real stars this season are the eyebrows. Take note of the tricks for boosting the frame around your face.*





*Make up your eyebrows in 3 steps with the eyebrow definition automatic pencil*

**STEP BY STEP**

**1**  
Apply a small amount of fixer on the eyebrow using the small angle brush

**2**  
Brush and shape your eyebrows with the eyebrow brush.

**3**  
Choose a stencil and place it on the eyebrow. Fill it in by spreading the shadow using the round brush.

Choose your colour  
Intense Natural

**EYEBROW kit**

**Made-up eyebrows will bring strength and expression to your face**

- ✓ To fill them out, accentuate them or prolong them, the automatic definition pencil is the best option.
- ✓ For almost non-existent eyebrows or to change their shape, we recommend the eyebrow kit, to easily redesign and perfect them by using the stencils.

Opt for either product depending on your needs. In both cases, you will provide a quick, easy solution for your eyebrow make-up.



**1**



**2**



**3**



*final result*

*Learn to use the eyebrow kit*

# PINK flash

deliplus  
COLOR



Lip liner pencil  
Moisturising lipstick



# Lessons

# in

# Colour

*Delicate, juicy and imposing. Lips attract all the attention; make them up using the trending colours to shine. Heading the ranking, pinks in all their chromatic tones.*



A close-up photograph of two women's faces, positioned side-by-side. Both women have light skin and blue eyes. The woman on the left is wearing a glossy, vibrant pink lipstick, while the woman on the right is wearing a matte, bright pink lipstick. The background is a soft, out-of-focus pink.

# Sweet Spring

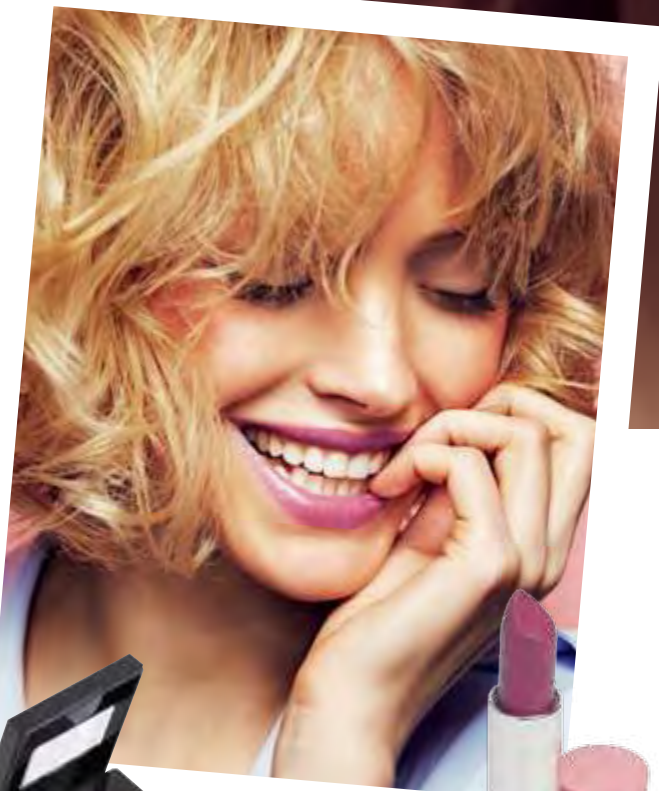
*Raspberry, mauve rose or neon rose.  
The new Deliplus Colour Pink Flash collection  
plays with the delicateness of pink tones and  
shows you how to seduce this season.*

**REMEMBER**

*Lips with texture, matte  
or gloss, it's your choice.*



Achieve the look on the right, with the Pink Flash lip pencil and No 102 Pink Flash lipstick, a touch of colour to your cheeks with the Dolce Vita blush and 4Dimensions Volume mascara to expand your gaze.



To achieve the look on the left, apply the Pink Flash mauve pink lip pencil, the No 103 Pink Flash lipstick and the No 11 transparent gloss. The eyes are marked with the brown intense eyeliner, No 12 and 13 matte shadow, Xtrem black mascara and Dolce Vita blush.









Do you dare try the neon range? Make up your lips with the Pink Flash neon lip pencil and the Pink Flash No 101 lipstick. The Dolce Vita blush to colour your cheeks pink. Platinum No 05 eye shadow, brown intense eyeliner and brown Maxi Volume mascara.







# *Debut looks*

*This spring, go for unique  
make-up looks and reinvent  
your style.*

Achieve the look with Infinity No 04 lipstick, No 03 blush, Platinum No 05 and 23 shadows and brown intense eyeliner.



## A master's touch

*Apply the translucent loose powder to the eyelids before the shadow to help fix and unify the colour.*



## All in blue

Graffiti-version eyeliners are in vogue. Mark and draw pointing up from the middle of the eyelid out. To highlight it further, make the skin and lips up in nude or light pink. To achieve this make-up, you will need the intense blue eyeliner, No 13 and 01 eye shadow to light up the corner of the eye. Xtrem blue eyelash mascara, No 02 blush and No 02 creamy lipstick.





## Artistic shadows

Achieve a different look with shadows No 13, 14 and Platinum No 08. The 4Dimensions Volume eyelash mascara, multi-coloured blush and lips are almost imperceptible on account of the nude No 09 gloss. No 23 nail varnish for the nails.



### REMEMBER

Less is more! Highlight your lips or eye make-up. If you would like to highlight your eyes, choose soft colours for the lips; and if you would like to strengthen the lips, soften the eyes with lighter shadows.







***La Vie en Rose***

Lips and nails alike are coloured pink to sweeten this season. Achieve the model's make-up look with No 12 matte lipstick, bronzing powder & blush, intense brown eyeliner, brown Maxi Volume mascara, No 23 nail varnish and Candy No 623 green glitter.





# Candy

Candy No 633 nail varnish, with Candy No 637 multi-coloured glitter. Pink Flash No 102 lipstick and No 11 transparent gloss.



*Show off wonderful nails!  
The soft, delicate colours  
present in the new Deliplus  
Colour collections are  
inspired by sweets and cakes.*



*Zoom glitter*



No 636 nail varnish with No 637 multi-coloured glitter, Candy collection. Infinity No 03 lipstick for the lips.







◀ Candy No 635 nail varnish with Candy No 638 green glitter. And for the lips, No 10 creamy lipstick.



Candy No 634 nail varnish ▶ with Candy No 639 glitter.







automatic  
**EYEBROW**  
**PENCIL**

**deliplus**  
COLOR



**tuareg**  
comotú  
new **men's** fragrance