

ARMAF BEAUTÉ





Brand Story

A COLOSSAL JOURNEY

An approach to embracing the *YOU* within.
Extraordinary range of cosmetics for the beautiful *YOU*.

Our Story is *YOU*. The *YOU* that deserves

ARMAF
BEAUTÉ



ARMANÉ
BEAUTÉ

Face



ARMAF
BEAUTE

PARFAITE
FIX

MATTIFY
PRIMER

BASE DE TEINT
MATIFIANTE
ET FIXATRICE

28ml e 0.95 fl. oz



PARFAITE FIX
MATTIFY PRIMER



cruelty free



PARABEN FREE



VEGAN

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Parfaite Fix-Mattify Primer is a clear gel primer that will face shine head on for a complete matte finish. If you want to control your glow, use this primer as your base and add highlighter to the areas of your face you want radiance. It contains antioxidant-rich vitamin E to help nourish your skin.



- ◆ Gel Based Formula
- ◆ Matte Finish
- ◆ Controls shine on the face
- ◆ Enriched with Vit-E



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PARFAITE FIX
CONCEALER

upto
16hr
Wear

PARFAITE FIX
CONCEALER



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The Parfaite Fix- Concealer is a vegan formula which is buildable, blendable and effortlessly covers & conceals blemishes and dark under eye circles for a flawlessly smooth base with a soft matte finish. This lightweight liquid concealer glides onto the skin easily with just a doe foot applicator.



- ◆ Last upto 16 Hours
- ◆ Conceals Blemishes
- ◆ Breathable Formulation
- ◆ Easy to Blend
- ◆ Medium-Buildable coverage



Fair



Porcelain



Beige



Warm
Beige



Sand



Tan



PARFAITE FIX
LIQUID FOUNDATION



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A 24 Hr lasting liquid foundation with a natural matte finish that unifies uneven skin tone and covers imperfections with buildable coverage.



- ◆ Water Resistant
- ◆ Enriched with Buildable Coverage
- ◆ Last up to 24 hours
- ◆ Natural Matte Finish
- ◆ Enriched with Hyaluronate Acid
- ◆ Enriched Vitamin C/E/B5



Fair



Porcelain



Natural



Beige



Warm
Beige



Sand



Honey



Tan



**PARFAITE FIX
SKIN TINT**



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A natural looking skin tint with silk smooth texture that delivers breathable coverage and SPF protection with a semi-matte finish.



- ◆ Semi Matte Finish
- ◆ SPF 30 for Sun Protection
- ◆ Breathable Coverage
- ◆ Silk Smooth Texture



Fair



Natural



Beige



Warm



Sand



Honey

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PARFAITE FIX
SETTING POWDER

PARFAITE FIX
SETTING POWDER



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A lightweight, exquisite texture Setting Powder that is packed with delicate pigments for brightening your skin in appropriate shade. The ultra-fine and smooth powder blends seamlessly into skin leaving a soft, airbrushed matte finish without cakey look and flashback in photographs.



- ◆ Matte Finish
- ◆ Silky Texture
- ◆ Ultra-fine Powder
- ◆ Soft Focusing Effect
- ◆ Absorbs Oil and Shine
- ◆ Weightless Formula



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PARFAITE FIX
COMPACT POWDER

PARFAITE FIX
COMPACT POWDER



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Parfaite Fix-Compact is a feathery light powder that mops away any excess oil production and imparts a seamless veil on your skin. It blurs and smoothens imperfections, never settling into fine lines or creases. All you need to do is dab some compact on the sweat-prone zones of your face, and it will last you through the day, even if you decide to take a dip in the pool.



- ◆ Seamless Matte Finish
- ◆ Lightweight Formula
- ◆ Ultra Fine Powder
- ◆ Blur Imperfections
- ◆ Long Lasting
- ◆ Silky Smooth Texture



Fair



Porcelain



Beige



Warm
Beige



Sand



Tan

Stanner Bronzer



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Define your features like a pro with the Stanner: Bronzer that sculpts your face with its high pigmented matte formula. Its feathery lightweight feel and smooth texture allows for beautiful blending and contouring that can be built from subtle definition to chiseled cheekbones.

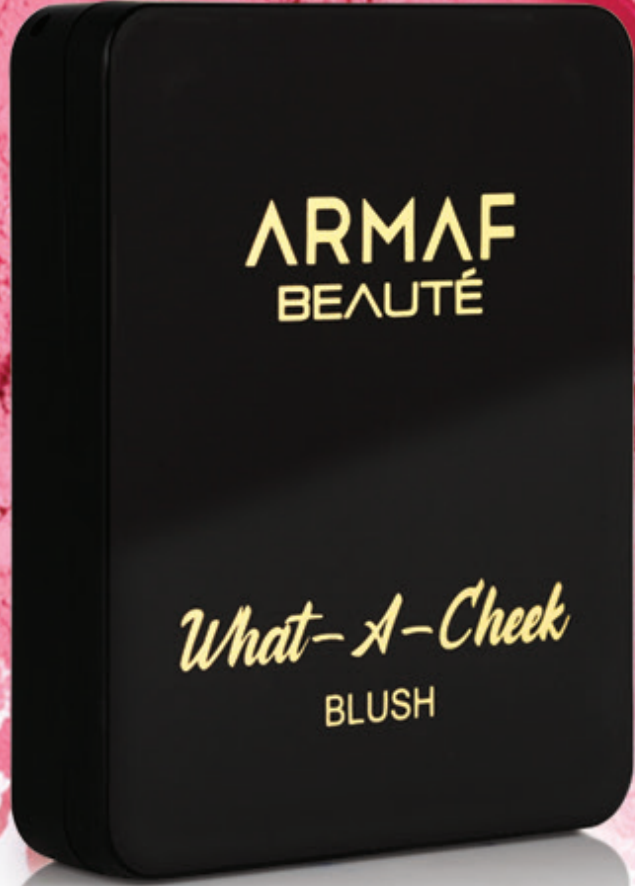


- ◆ Ultra Fine Powder
- ◆ Long Lasting
- ◆ Buildable Formula
- ◆ Lightweight
- ◆ Matte Finish
- ◆ Highly Blendable


Sandy
Shine


Rustic
Rusk


Tawny
Tan



What A Cheek Blush



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Immerse your cheeks in luminous color. What-A-Cheek Blush has a lightweight, silky texture that hugs your cheeks with a soft touch. Available in 4 gorgeous shades to choose from, this buildable blush delivers natural-dramatic color to perfectly enhance your look the way you want.



- ◆ Ultra Fine Powder
- ◆ Blendable
- ◆ Long Lasting
- ◆ Buildable Formula
- ◆ Highly Pigmented
- ◆ Lightweight


Berryilicious


Pink
Popsicle


Orange
Candy


Cinnamon
Bun

What A Glow Highlighter



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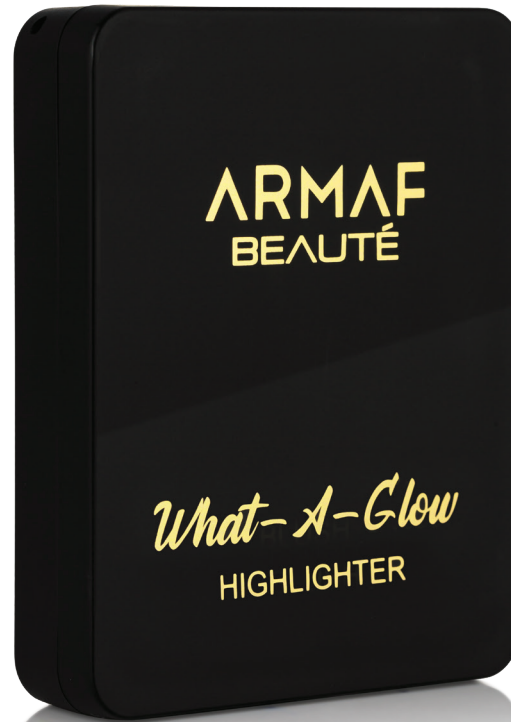
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Achieve a luminous and radiant glow with What-A-Glow Highlighter. This highlighter has a silky, smooth, and blendable formula that adds dimension and definition to the features. Infused with light-reflecting pigments, the this Highlighter gives a stunning, high-shine finish and is perfect for adding radiance to your complexion. Designed to complement all skin tones.



- ◆ Ultra Fine Powder
- ◆ Natural Radiance
- ◆ Blendable
- ◆ One Stroke Glow
- ◆ Long Lasting
- ◆ Luminous Finish


Rhodonite


Amber


Topaz


Rose
Quartz

Hydrating 3-In-1 Micellar Water



Armaf Beaute Hydrating Micellar Water is designed for all skin type that deeply cleanses pores and smoothly removes make-up. Gently draws out impurities that can clog pores: pollution, makeup and dust. Use day and night for the skin that looks hydrated and clear for long period.

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- ◆ Minimize Enlarged Pores
- ◆ Balance Skin Tone
- ◆ Moisturizes & Hydrates
- ◆ Suitable for all skin types



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Lips



Intense Shine Lip Gloss



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Intense Shine is a moisturizing lip gloss that delivers a saturated, high shine color. The innovative formula is ultra-nourishing, smooth and provides intense immediate hydration the moment it is applied over lips. The lightweight pigment perfectly delivers high-coverage, wet-shine color in a single swipe.



- ◆ Immediate High Shine
- ◆ Instant Hydration
- ◆ Non-sticky
- ◆ Enriched with Cloudberry Seed Oil, Inca Inchi Oil & Calendula Oil
- ◆ Enriched with Vit E & Mango Butterh


Peach


Brownie


Cotton
Candy


Cherry


Sugar

Plumpy Pout Lip Plumper



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A warming, hydrating lip plumper with moisturizing emollients for fuller looking lips. Infused with Hotflux offering instant tingle sensation and glides easily onto lips giving mirror-like and plumpy looking finish.

- ◆ Enriched with Vit E
- ◆ Super Hydrating
- ◆ Plumping Mirror Finish
- ◆ Fuller Lips



Lip Liners



Armaf Beaute lip liner is designed to shape, line and fill your lips. The long lasting staying formula has ultra rich matte finish which is smudgeproof and transferproof. This pencil will add the right amount of dimension to your lips, for that colourful on-trend look you crave.

It comes in 12 beautiful shades catering all color families making it a perfect match of your favourite lipstick shades.





Crayon À Lèvres



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These lip crayons boasts a remarkable formula that pushes the boundaries of color intensity with an extreme matte formula. This supreme formula glides on your lips effortlessly giving you the long lasting matte finish. This smudge proof lip crayon delivers a high colour payoff while feeling weightless on the lips making your lips feel feathery soft and light.



- ISPHAN
- MACARON
- OPERA
- PRALINE
- SAVARIN
- SOUFFLE
- TUILE
- CHARLOTTE



CRÈME TOUCH
LIQUID MATTE LIPSTICK

CRÈME TOUCH
LIQUID MATTE LIPSTICK

Crème Touch Liquid Matte Lipstick



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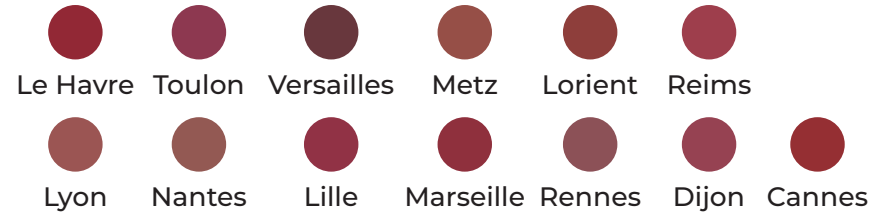


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A lightweight creamy formulation that glides over the lips like butter. Comfortable wear for long hours with no compromise on lip hydration. Time to Say No to chapped and cracked lips.

- ◆ Highly Pigmented
- ◆ Single Swipe Payoff
- ◆ Soft Matte Finish
- ◆ Hydrating
- ◆ Lightweight





Crème Touch Bullet Lipstick

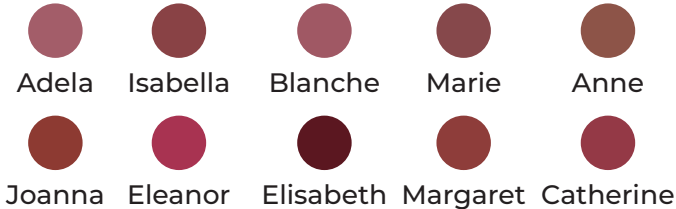


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This semi-matte lipstick is locked with rich pigments, glides on effortlessly and delivers a soft creamy matte finish in just a single stroke. This non-drying texture is light over the lips.

Time to enjoy comfortable long wear lipstick.

- ◆ Semi Matte Finish
- ◆ Lightweight
- ◆ Highly Pigmented
- ◆ Enriched with Vit E
- ◆ Enriched with Shea Butter



True Matte Transferproof Lipstick

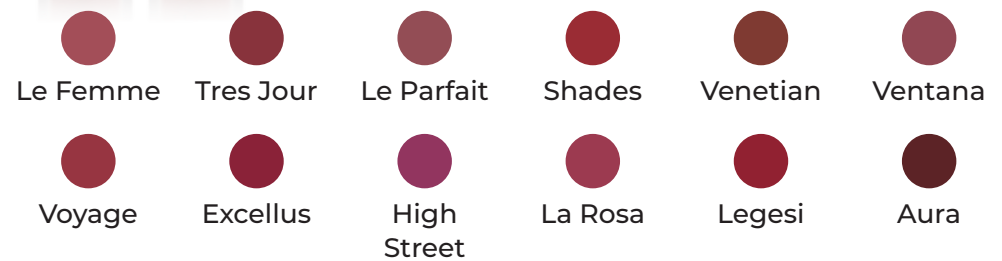


ARMAF BEAUTÉ

This true matte lipstick gives one swipe pigmentation for super-saturated payoff. The weightless matte formulation dries down quickly with no stickiness, leaving a comfortable transfer proof color over the lips.



- ◆ Highly Pigmented
- ◆ 1 swipe Payoff
- ◆ Long Lasting
- ◆ Transfer proof



True Matte Bullet Lipstick



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A creamy and smooth matte formula that delivers longwear, water resistant, ultra color payoff and a perfect lip look.



- ◆ Lightweight
- ◆ Comfortable Wear
- ◆ Intense Payoff
- ◆ Long Lasting





Velvet Matte Bullet Lipstick



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An ultra-matte, super-rich lipstick with the supple feel of a hydrating lip treatment. The formula includes shea butter at levels known to provide additional comfort and moisture.

Time to elevate matte to a new elegance.

- ◆ Silky smooth texture
- ◆ Velvet matte finish
- ◆ Intense payoff
- ◆ Lightweight
- ◆ Enriched with Shea Butter



Tint It Up Lip & Cheek Tint



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Tint It Up Lip & Cheek tint is a beautiful creamy texture which is designed for the smooth and highly pigmented application. This multiuse product solves the problem of carrying multiple products for your go to look. A tint perfect for the natural wash of colors.



- ◆ Long-Lasting
- ◆ Highly Pigmented
- ◆ Intense color
- ◆ Non-sticky



Rose



Punch



Rouge



Sienna



Ginger



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Eyes



Long Lash Mascara



This flake free, non clumping mascara defines, curls and lengthens your lashes giving it a perfect long lash look. Achieve clean definition with this formula that weightlessly lifts and separates every lash.

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- ◆ Clean & Precise Application
- ◆ Buildable
- ◆ Water Resistant
- ◆ Longwear
- ◆ No Clumping



Brow Strokes
Comb Tip Eyebrow Pen



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Armaf Beaute Brow Strokes comes with 3 pronged tip that mimics natural brow hair, it fills in, feathers and gives your brows dimension. Its unique slim angled tip gives you the most defined strokes, without ever budging. The creamy formula glides on with ease and no tugging whatsoever. Just use a light hand for feather-like strokes and flaunt your bold, beautiful brows! What's more – it is also smudge-proof, transfer-proof, superbly pigmented and lasts for up to 16 hours!



Ebony



Dark
Brown



Brown



Precision Brow Definer



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With Armaf Beaute Precision Brow Definer build full beautiful brows with the ultra-thin micro brow pencil. It will define your brows by contouring the brow frame covering every gap evenly by creating hair-like strokes easy to blend & correct natural looking finish all day long convenient without sharpening



Ebony



Dark
Brown



Brown



Enchanting Brow Fiber Eyebrow Gel



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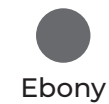


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A weightless eyebrow gel infused with microfibers that sculpts, tints and tames for naturally filled in brows. Gives a natural volume to the eyebrow that stays in place all day long.



- ◆ Precise Application
- ◆ Lightweight
- ◆ Buildable Formula
- ◆ Natural Finish



Ebony



Dark
Brown



Brown

Enchanting Brow Fiber Eyebrow Duo



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The unique smooth powder formula of Enchanting Brow Eyebrow Duo helps regain natural brow fullness and reshape brows. Each kit comes in two tones to create the perfect custom shade and follow your natural hair gradient whilst the buildable formula helps you dial up from soft definition to a bolder look using the double ended angled and spoolie brush included in the kit.



- ◆ Dual Tone Kit
- ◆ Easy Application
- ◆ Buildable Coverage
- ◆ Natural Look
- ◆ Intense Payoff

● Espresso ● Cappuccino

Cooling Shadow Sticks



Enhance your eyes, Glide into your lids,
the attractive YOU.

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- ◆ Dual Tone Kit
- ◆ Easy Application
- ◆ Buildable Coverage
- ◆ Natural Look
- ◆ Intense Payoff

- MOCHA BEAN
- SALTED CARAMEL
- FRENCH VANILLA
- BUTTER PECAN
- ROCKY ROAD
- MINT CHOCOLATE
- GREEN TEA
- WHITE CHOCOLATE



Enchanting Brow Eyebrow Pencil



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Enchanting Brow Eyebrow Pencil is a multi-functional and immensely pigmented brow product that comes with a spoolie brush to create natural looking eyebrows instantly. This dual-sided pencil applies color with the fine tip on one side and tames and combs brows with the spoolie on the other end. It lets you create well defined eyebrows and a flawless arch in no time.



- ◆ Highly Pigmented
- ◆ Buildable
- ◆ Natural Look
- ◆ Easy Application
- ◆ Longwear

●
Ebony

●
Dark
Brown

●
Brown



Liquid Eyeliner Pen



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Armaf Beaute intense black formula is richly pigmented, quick drying and offers a slick finish for up to 12 hours. It is sweatproof and transferproof which keeps your look clean and mess free for long. Not forgetting its fine and flexible felt-tip that delivers insanely precise lines and hassle-free application with every stroke to help create fierce eyeliner looks.

Be your own Boss from bold graphic eye flicks to a simple wing, slay any look with utmost finesse



◆ INTENSE BLACK

Glide It Waterline Eyeliner



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Glide It: Waterline Eyeliner combines the precision of a pencil and bold finish of a gel that stays upto 24 hours. This waterproof and smudge proof formula glides on smooth and deliver high impact gel finish. It can be used along the lash and waterline or extended to create a dramatic wing.



- ◆ Waterproof
- ◆ Smudge proof
- ◆ Last upto 24 Hours
- ◆ High Payoff
- ◆ Smooth Application



Kohl



Snow



Dip-In Liquid Eyeliner



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Dip-in liquid eyeliner creates a water resistant, an opaque matte finish layer of color that stays in place without any budge. This film former formulation delivers longwear without flaking, fading and smudging.



- ◆ Water Resistant
- ◆ Longlasting
- ◆ Lightweight
- ◆ Easy Application



Night



Aquamarine



Emerald



Shadow Palette 6-in-1



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This eyeshadow palette contains matte, shimmer, and metallic finishes. It is easy to blend and highly pigmented that ensures you can maintain rich pigment from day-to-night.



- ◆ Easy to Blend
- ◆ Highly Pigmented
- ◆ Comfortable Wear
- ◆ Buildable Formulation
- ◆ Ultra Fine Powder
- ◆ 6 Beautiful Shades


Pretty Pink


Foresta


Deep Dive


Nudist



Shadow Palette 10-in-1



ARMAF
BEAUTÉ

This eyeshadow palette contains matte, shimmer, and metallic finishes. It is easy to blend and highly pigmented that ensures you can maintain rich pigment from day-to-night.



- ◆ Easy to Blend
- ◆ Highly Pigmented
- ◆ Comfortable Wear
- ◆ Buildable Formulation
- ◆ Ultra Fine Powder
- ◆ 10 Beautiful Shades



Glimmer Jelly Highlighter



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Glimmer Jelly Highlighter is a smooth, jelly-textured highlighter that blends into the skin for a luminous, glowing skin effect. The versatile jelly formula makes it the perfect for multi-use from highlighter on your face to beautifully glowing eyeshadow on your eyes.



- ◆ Buildable Formulation
- ◆ Highly Pigmented
- ◆ Intense Color Payoff
- ◆ Long Lasting


Alhena


Felis


Petra


Castor


Vega

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