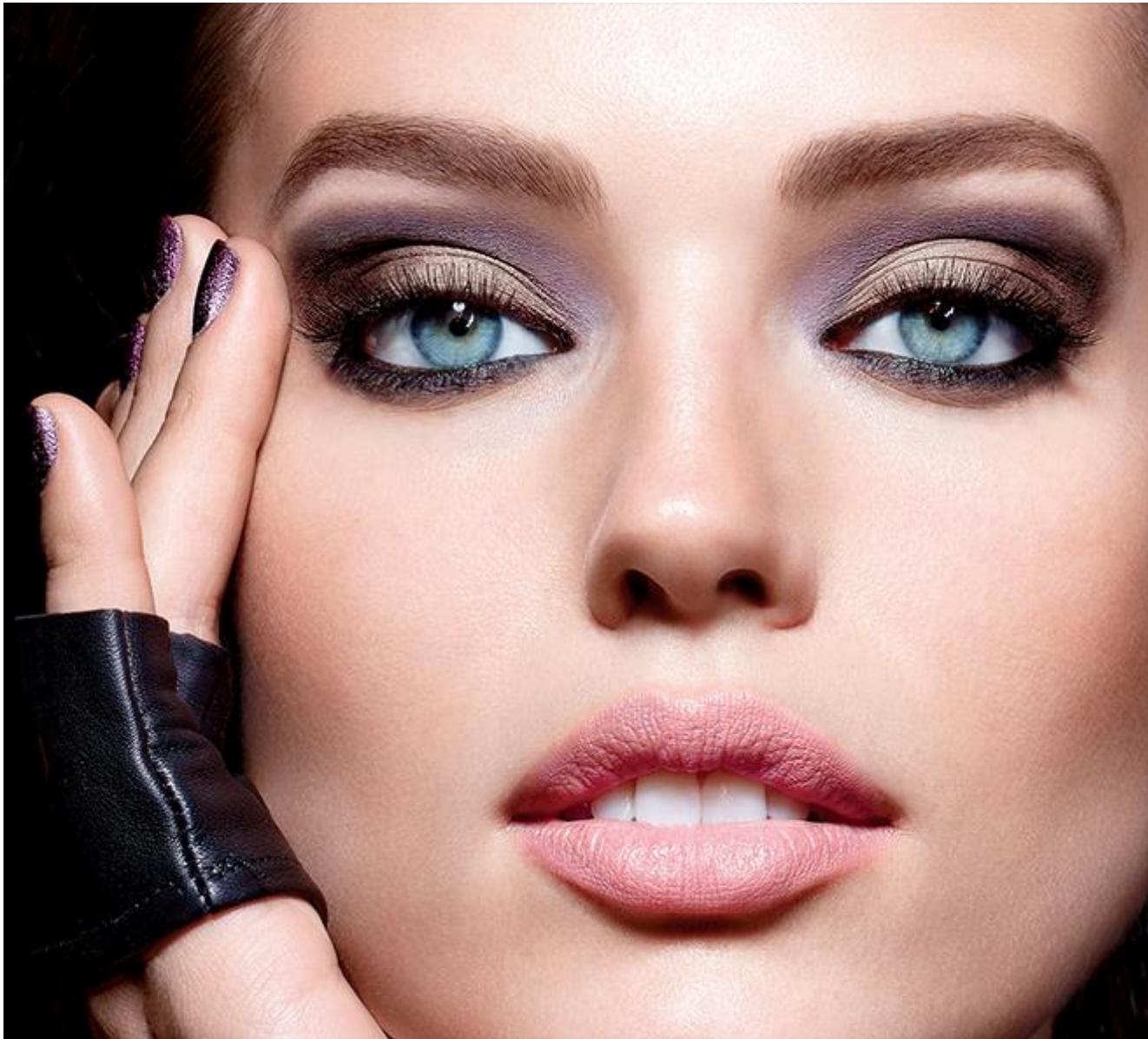


MARKETING  
PLAN  
2/2017

**bellaoggi**  
ITALIA



STAY ON



# STAY ON



## MKTG INFORMATION

This multitasking eye shadow stick delivers both easy application and high-definition, long-lasting and very water resistant color. Long-wearing, transfer-proof, and crease-resistant, the color glides seamlessly onto lids and blends and layers beautifully with a rich pigment-payoff..

# STAY ON

## TECHNICAL INFORMATION

**CANVASS:** II 2017

**PRODUCT REF:** 35473

**PRODUCT NAME:** STAY ON

**SHADES NUMBER:** 6

**SHADES DESCRIPTION:** Dreaming snow-Stay in rose-badgirl pink-Love ocean-Good in green-Golden stone

**INNER:** 4

**PRIMARY PACKAGING:** plastic

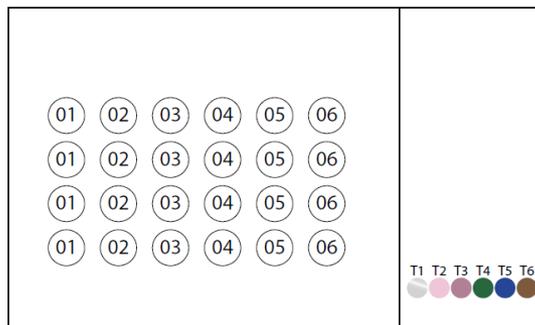
**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 06/03/2017



# STAY ON DISPLAY



## POS MATERIAL DESCRIPTION

**POS NAME:** STAY ON DISPLAY

**POS REF:** 35473WX

**ASSORTMENT :** 4 PCS X 6 COLOURS

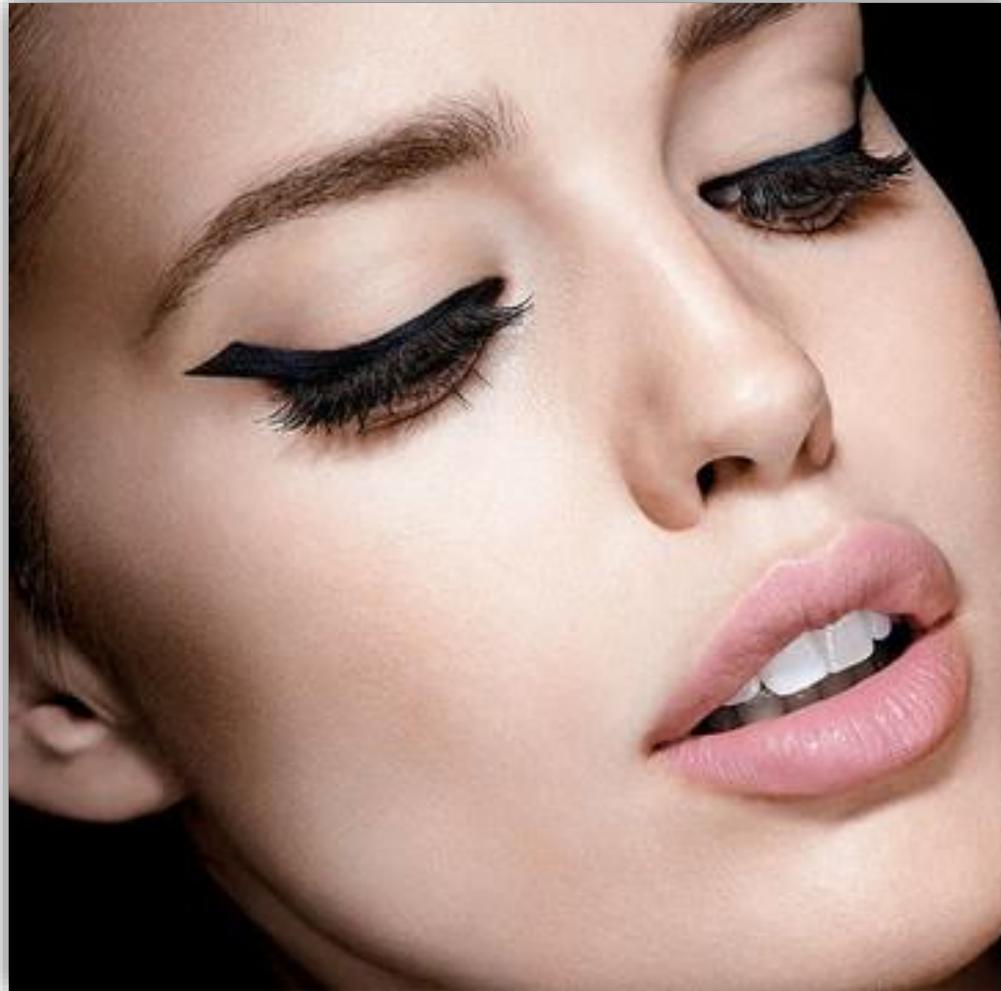
**TESTER:** present

**DIMENSION:**L 37 x W 19,7 x H 24,5

**MATERIAL:** cardboard

**AVAILABLE FROM:** 06/03/2017

# HD EYELINER



# HD EYELINER



## MKTG INFORMATION

This matte, liquid eyeliner defines eyes in an intensely jet black shade, and its easy-to-use special tip provides extra precision and pro flexibility that let you design your favorite line—and the quick-dry, long-lasting formula leaves an intense, matte finish.

# HD EYELINER

## TECHNICAL INFORMATION

**CANVASS:** II 2017

**PRODUCT REF:** 35394

**PRODUCT NAME:** HD EYELINER

**SHADES NUMBER:** 1

**SHADES DESCRIPTION:** HD BLACK

**INNER:** 6

**PRIMARY PACKAGING:** plastic

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 06/03/2017



# GEL EFFECT MACARON COLLECTION

## TECHNICAL INFORMATION

**CANVASS:** II 2017

**PRODUCT REF:** 34760

**PRODUCT NAME:** GEL EFFECT KERATIN

**SHADES NUMBER:** 3

**SHADES DESCRIPTION:** Sugar cake-Candy cake-  
Mint cake (N. 69-70-71)

**INNER:** 6

**PRIMARY PACKAGING:** glass

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 06/03/2017



# COLOR OIL



# COLOR OIL



## MKTG INFORMATION

### NO STICKY NEW GLOSS CONCEPT

**Liquidness of a balm: a new generation of lip oil**

Highly nourishing but absolutely not-greasy. So satisfying that you can't stop to apply and apply again...a sweet addiction for your lips!

A special lip treatment designed to nurture and make your look gorgeous.

***Crambe Maritima Extract*** insert in formula in functional dose: a maritime plant that contains Vitamin E, phytosterols, glycerols. It has revitalizing properties stimulating the cellular renewal. It protects against oxidative stress and free radicals caused by UVA, smog, cigarette smoke. It stimulates collagen production, improving tone and firmness of the skin.

# COLOR OIL

## TECHNICAL INFORMATION

**CANVASS:** III 2017

**PRODUCT REF:** 35780

**PRODUCT NAME:** COLOR OIL

**SHADES NUMBER:** 8

**SHADES DESCRIPTION::** Nude dress-peach on the beach-cookie cake-romantic novel-cotton candy-berry juice-strawberry pie-red velvet

**INNER:** 4

**PRIMARY PACKAGING:** plastic

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 08/05/2017



## POS MATERIAL DESCRIPTION

**POS NAME:** COLOR OIL

**POS REF:** 35780WX

**ASSORTMENT :** 4 PCS X 8 COLOURS

**TESTER:** present

**DIMENSION:**L 37 x W 19,7 x H 24,5

**MATERIAL:** cardboard

**AVAILABLE FROM:** 08/05/2017

# ATTRAZIONE WET



# ATTRAZIONE WET



## MKTG INFORMATION

The intensity of a lipstick, the shine of a lip gloss and the comfort of a lip balm— all in one creamy yet lightweight formula.

# ATTRAZIONE WET

## TECHNICAL INFORMATION

**CANVASS:** III 2017

**PRODUCT REF:** 35330

**PRODUCT NAME:** ATTRAZIONE WET

**SHADES NUMBER:** 4

**SHADES DESCRIPTION:** Portrait nude-Dusty rose-Vibrant fuchsia-Attraction red

**INNER:** 4

**PRIMARY PACKAGING:** plastic

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 08/05/2017



# ATTRAZIONE WET

WORK IN PROGRESS

## POS MATERIAL DESCRIPTION

**POS NAME:** ATTRAZIONE WET  
DISPLAY

**POS REF:** 35330WX

**ASSORTMENT :** 8 PCS X 4 COLOURS

**TESTER:** present

**DIMENSION:**L 37 x W 19,7 x H 24,5

**MATERIAL:** cardboard

**AVAILABLE FROM:** 08/05/2017

# NEW ACCESSORIES



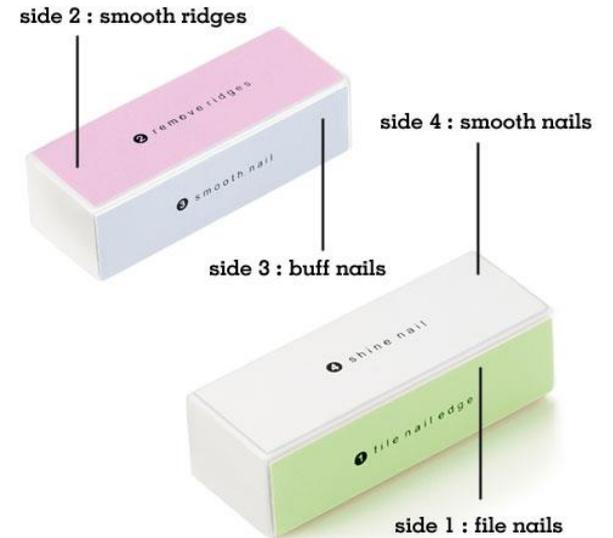
TWEEZER



TRAVEL  
NAIL  
BUFFER



SPONGE BRUSHES SET



NAIL BUFFER

# SUMMER ON THE GLOW



# SUMMER ON THE GLOW

## TECHNICAL INFORMATION

**CANVASS:** IV 2017

**PRODUCT REF:**

**PRODUCT NAME:** SUMMER ON THE GLOW  
COLLECTION

**SHADES NUMBER:** 2

**SHADES DESCRIPTION:**

**INNER:** 3 (MAXI BRONZER) 3 (KABUKI – BRUSH)

**PRIMARY PACKAGING:** plastic

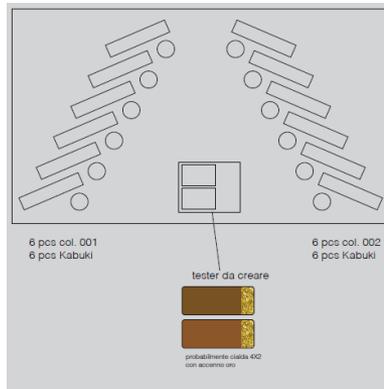
**LABEL:** coupon

**STATUS:** one shot

**AVAILABLE FROM:** 03/07/2017



# SUMMER ON THE GLOW



## POS MATERIAL DESCRIPTION

**POS NAME:** SUMMER ON THE GLOW DISPLAY

**POS REF:**

**ASSORTMENT :** 12 PCS X 2 COLOURS  
FEEL BRONZE GLOWING + 12 KABUKI  
BRUSH

**TESTER:** present

**DIMENSION:** L 37 x W 19,7 x H 24,5

**MATERIAL:** cardboard

**AVAILABLE FROM:** 03/07/2017

# NEW AQUA-ME



# NEW AQUA-ME



NEW TUBE

## MKTG INFORMATION

AQUA-ME FORMULA WITH A NEW  
EXTRACT INSERT

**GLYCOFILM®**

**POLLUSTOP®**

The pollutants which constitute our daily, inside and outside environment, must be rightly considered as important sources of cutaneous stresses, even if they were underestimated for a long time. The evolution of our lifestyles and the increasing urbanization during these past years amplify the risks, making the pollution one of the major sources of concern for the health and beauty. Cells, their lipid and protein components but also their DNA are the targets of pollutants, generators of oxidation and inflammation. Dry skin, reactive and sensitive skin, acne and more particularly premature and accelerated aging are so many consequences known for the pollution.

# NEW AQUA-ME

## TECHNICAL INFORMATION

**CANVASS:** V 2017

**PRODUCT REF:**

**PRODUCT NAME:** AQUA-ME

**SHADES NUMBER:** 6

**SHADES DESCRIPTION:**

**INNER:** 4

**PRIMARY PACKAGING:** plastic

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 04/09/2017

WORK IN PROGRESS

## POS MATERIAL DESCRIPTION

**POS NAME:** AQUA-ME DISPLAY

**POS REF:**

**ASSORTMENT :** 4 PCS X 6 COLOURS

**TESTER:** present

**DIMENSION:**L 37 x W 19,7 x H 24,5

**MATERIAL:** cardboard

**AVAILABLE FROM:** 04/09/2017

# ATTRAZIONE MAT



# ATTRAZIONE MAT



## MKTG INFORMATION

A richly pigmented, extra-matte lip color that delivers for hours of continuous wear without smudging or dryness.

The maxed-out pigment level achieves the highest possible color payoff without compromising the silky feel of the texture.

# ATTRAZIONE MAT

## TECHNICAL INFORMATION

**CANVASS:** V 2017

**PRODUCT REF:** 35332

**PRODUCT NAME:** ATTRAZIONE MAT

**SHADES NUMBER:** 4

**SHADES DESCRIPTION:** Rose ballet- Primrose-  
Wanted red –Bloody wine

**INNER:** 4

**PRIMARY PACKAGING:** plastic

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 04/09/2017



# ATTRAZIONE MAT

WORK IN PROGRESS

## POS MATERIAL DESCRIPTION

**POS NAME:** ATTRAZIONE MATT  
DISPLAY

**POS REF:** 35332WX

**ASSORTMENT :** 8 PCS X 4 COLOURS

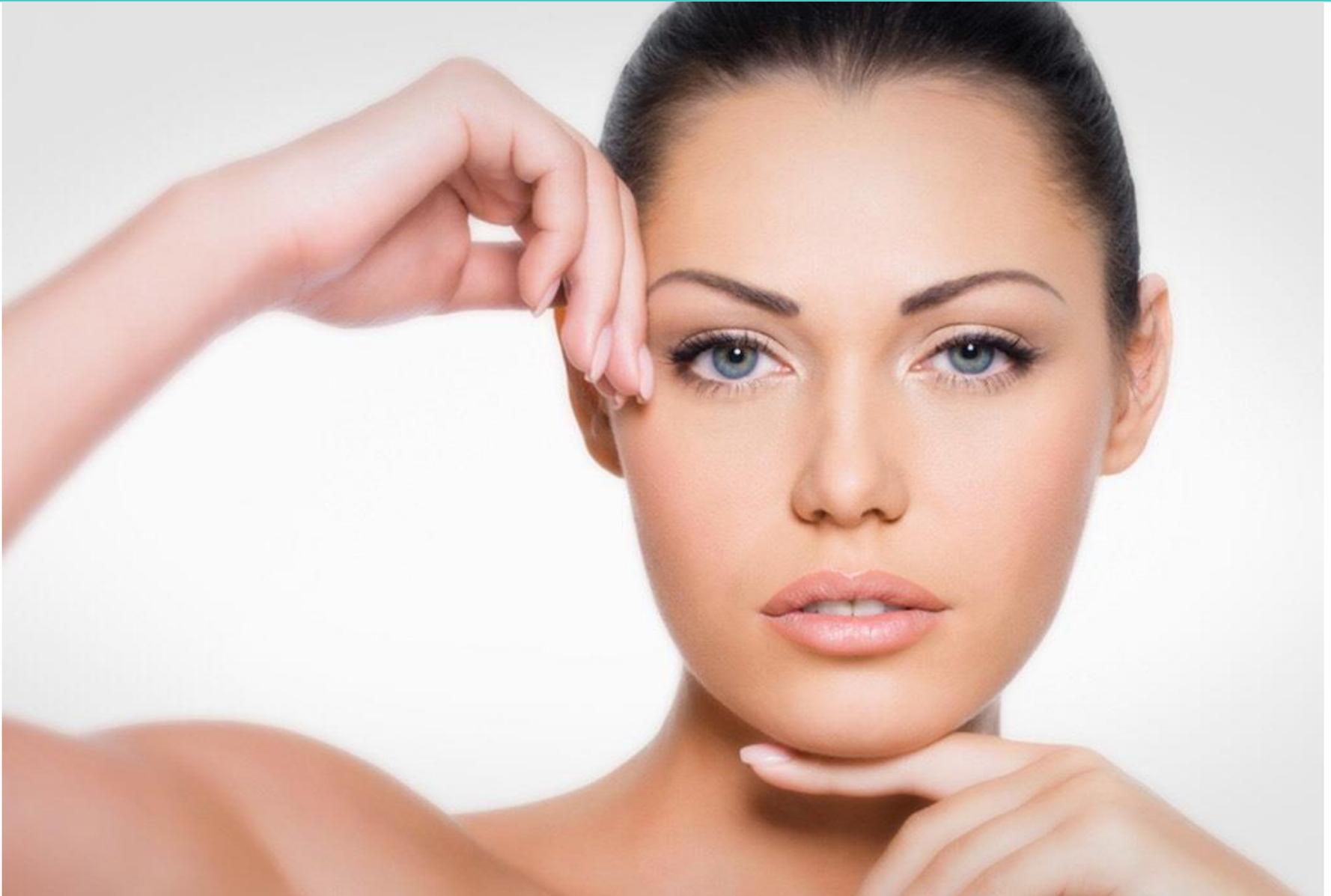
**TESTER:** present

**DIMENSION:**L 37 x W 19,7 x H 24,5

**MATERIAL:** cardboard

**AVAILABLE FROM:**

# PRIMER COLLECTION



# PRIMER COLLECTION



## MKTG INFORMATION

A new collection of primers suitable for a various kind of skin

# PRIMER COLLECTION

## TECHNICAL INFORMATION

**CANVASS:** V 2017

**PRODUCT REF:**

**PRODUCT NAME:** PRIMER COLLECTION

**SHADES NUMBER:** 3

**SHADES DESCRIPTION:**

**INNER:** 4

**PRIMARY PACKAGING:** plastic

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 04/09/2017



WORK IN PROGRESS

## POS MATERIAL DESCRIPTION

**POS NAME:** PRIMER COLLECTION  
DISPLAY

**POS REF:**

**ASSORTMENT :**

**TESTER:** present

**DIMENSION:**L 37 x W 19,7 x H 24,5

**MATERIAL:** cardboard

**AVAILABLE FROM:** 04/09/2017

# GEL EFFECT ( WINTER COLLECTION)

## TECHNICAL INFORMATION

**CANVASS:** V 2017

**PRODUCT REF:** 34760

**PRODUCT NAME:** GEL EFFECT KERATIN

**SHADES NUMBER:** 3

**SHADES DESCRIPTION:** black red-black night-chocolate (72-73-74)

**INNER:** 6

**PRIMARY PACKAGING:** glass

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:**



# FEEL PERFECT NEW COLOURS

## TECHNICAL INFORMATION

**CANVASS:** V 2017

**PRODUCT REF:** 35358

**PRODUCT NAME:** FEEL PERFECT

**SHADES NUMBER:** 2

**SHADES DESCRIPTION:** Olive Skin- Neutral Beige

**INNER:** 3

**PRIMARY PACKAGING:** glass

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 04/09/2017



# FEEL GLAMOUR (new internal diameter 59)

## TECHNICAL INFORMATION

**CANVASS:** V 2017

**PRODUCT REF:** 35575

**PRODUCT NAME:** FEEL GLAMOUR (D.59)

**SHADES NUMBER:** 4

**SHADES DESCRIPTION:** Innocent-Coral-Berry pink-Rose

**INNER:** 4

**PRIMARY PACKAGING:** plastic

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 04/09/2017



# FEEL GLAMOUR (new internal diameter 59)



NEW COLOUR

## POS MATERIAL DESCRIPTION

**POS NAME:** NEW FEEL GLAMOUR  
DISPLAY

**POS REF:**

**ASSORTMENT :** 4 PCS X 4 COLOURS

**TESTER:** present

**DIMENSION:**L 37 x W 19,7 x H 24,5

**MATERIAL:** cardboard

**AVAILABLE FROM:** 04/09/2017

# 24H VALUE KIT

## TECHNICAL INFORMATION

**CANVASS:** I 2018

**PRODUCT REF:**

**PRODUCT NAME:** 24H VALUE KIT

**SHADES NUMBER:** 1 + 1

**SHADES DESCRIPTION:**

**INNER:** 6

**PRIMARY PACKAGING:**

**SECONDARY PACKAGING:**

**LABEL:** coupon

**STATUS:** one shot

**AVAILABLE FROM:** 05/01/2018

