



MKTG PLAN

January 2016

# BELVEDERE DOLL EYES EFFECT



# BELVEDERE DOLL EYES EFFECT



## MKTG INFORMATION

This mascara is, offering an ideal lash application for sexy, fanned out lashes. This mascara creates a volumized, yet separated and extended, lifted lash look that's perfect for fine, thin lashes

# BELVEDERE DOLL EFFECT

## TECNICAL INFORMATION

**CANVASS:** I 2016

**PRODUCT REF:** 35924-001

**PRODUCT NAME:** BELVEDERE DOLL EFFECT

**SHADES NUMBER:** 1

**SHADES DESCRIPTION:** black

**INNER:** 6

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 04/01/2016



# BELVEDERE DOLL EYES EFFECT



## POS MATERIAL DESCRIPTION

**POS NAME:** BELVEDERE DOLL EYES EFFECT DISPLAY

**POS REF:** 35924WX

**ASSORTMENT:** 12 units

**TESTER:** none

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 04/01/2016

# BELVEDERE DRAMA EFFECT



# BELVEDERE DRAMA EFFECT



## MKTG INFORMATION

Get dramatic eye looks .The full contact brush, curve, grasps, and coats lashes for a bold, eye-popping, full body fringe— immediately giving a false-lash look.

# BELVEDERE DRAMA EFFECT

## TECNICAL INFORMATION

**CANVASS:** I 2016

**PRODUCT REF:** 35922-001

**PRODUCT NAME:** BELVEDERE DRAMA EFFECT

**SHADES NUMBER:** 1

**SHADES DESCRIPTION:** black

**INNER:** 6

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 04/01/2016





# BELVEDERE DRAMA EFFECT

## POS MATERIAL DESCRIPTION



**POS NAME:** BELVEDERE DRAMA EFFECT DISPLAY

**POS REF:** 35922WX

**ASSORTMENT:** 12 units

**TESTER:** none

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

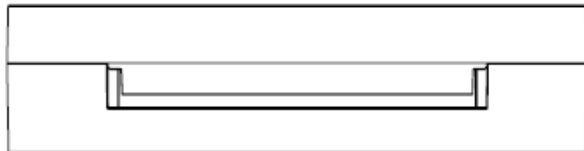
**MATERIAL:** cardboard

**AVAILABLE FROM:** 04/01/2016

# FEEL TRUE



# FEEL TRUE



## MKTG INFORMATION

This foundation provides an all-day radiant finish that nourishes and protects with antiaging benefits. The buildable formula can provide medium to full coverage and offers comfort and all-day wear.

Plus: ialuronic acid – baobab extract

# FEEL TRUE

## TECNICAL INFORMATION

**CANVASS:** I 2016

**PRODUCT REF:** 35576

**PRODUCT NAME:** FEEL TRUE

**SHADES NUMBER:** 4

**SHADES DESCRIPTION:** Ecrú— Ivory – Almond-  
Caramel

**INNER:** 4

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 04/01/2015

**01 - ECRU**

**02 - IVORY**

**03 - ALMOND**

**04 - CARAMEL**

# FEEL TRUE

## POS MATERIAL DESCRIPTION

**POS NAME:** FEEL TRUE DISPLAY

**POS REF:** 35576WX

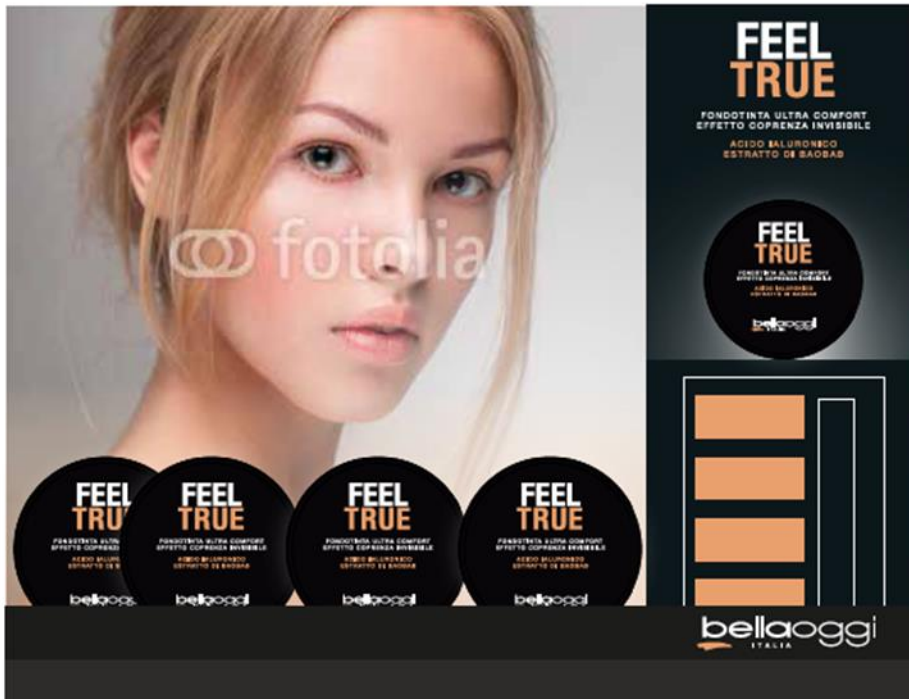
**ASSORTMENT :** 12 units (3 units x 4 colour)

**TESTER:** present

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 04/01/2015



# TOP TREND DUO + TOP COAT



# TOP TREND DUO + TOP COAT



## MKTG INFORMATION

Eye shadow kit  
with – dark  
colour – brilliant  
colour and top  
coat to finish  
look.

# TOP TREND DUO + TOP COAT

## TECNICAL INFORMATION

**CANVASS:** II 2016

**PRODUCT REF:** 35583

**PRODUCT NAME:** TOP TREND

**SHADES NUMBER:** 6

**SHADES DESCRIPTION:**

**INNER:** 4

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 07/03/2016





# TOP TREND DUO + TOP COAT



## POS MATERIAL DESCRIPTION

**POS NAME:** TOP TREND DISPLAY

**POS REF:** 35583WX

**ASSORTMENT:**

**TESTER:**

**DIMENSION:**

**MATERIAL:**

**AVAILABLE FROM:**

# SPLASH DESIGNER LIP



# SPLASH DESIGNER LIP



## MKTG INFORMATION

Long lasting.

Control, customize,  
and accentuate your  
lip look.

# SPLASH DESIGNER LIP

## TECNICAL INFORMATION

**CANVASS:** II 2016

**PRODUCT REF:** 35414

**PRODUCT NAME:** SPLASH DESIGNER LIP

**SHADES NUMBER:** 6

**SHADES DESCRIPTION:**

**INNER:** 6 pcs

**PRIMARY PACKAGING:** plastic

**LABEL:** none

**STATUS:** permanent range

**AVAILABLE FROM:** 07/03/2016



# SPLASH DESIGNER EYES



# SPLASH DESIGNER EYES



## MKTG INFORMATION

Long lasting.

Soft, creamy formula that glides on smoothly and dries instantly, remains true to its name. For maximum durability, this product is waterproof and won't smudge, budge, or dry out. Ideal for travel, it doesn't need a sharpener.

# SPLASH DESIGNER EYES

## TECNICAL INFORMATION

**CANVASS:** II 2016

**PRODUCT REF:**35412

**PRODUCT NAME:**SPLASH DESIGNER EYE

**SHADES NUMBER:** 6

**SHADES DESCRIPTION:**

**INNER:** 6 pcs

**PRIMARY PACKAGING:** plastic

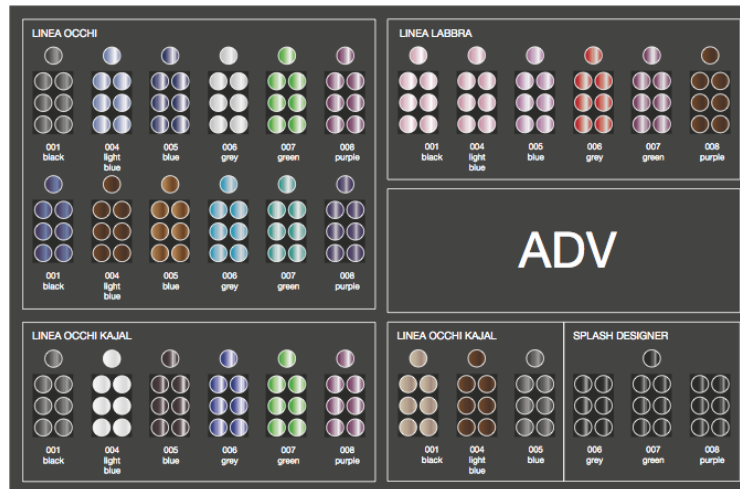
**LABEL:** none

**STATUS:** permanent range

**AVAILABLE FROM:** 07/03/2016



# PENCILS COLLECTION DISPLAY



## POS MATERIAL DESCRIPTION

**POS NAME:** PENCIL COLLECTION DISPLAY

**POS REF:**

**ASSORTMENT:**

**TESTER:** present

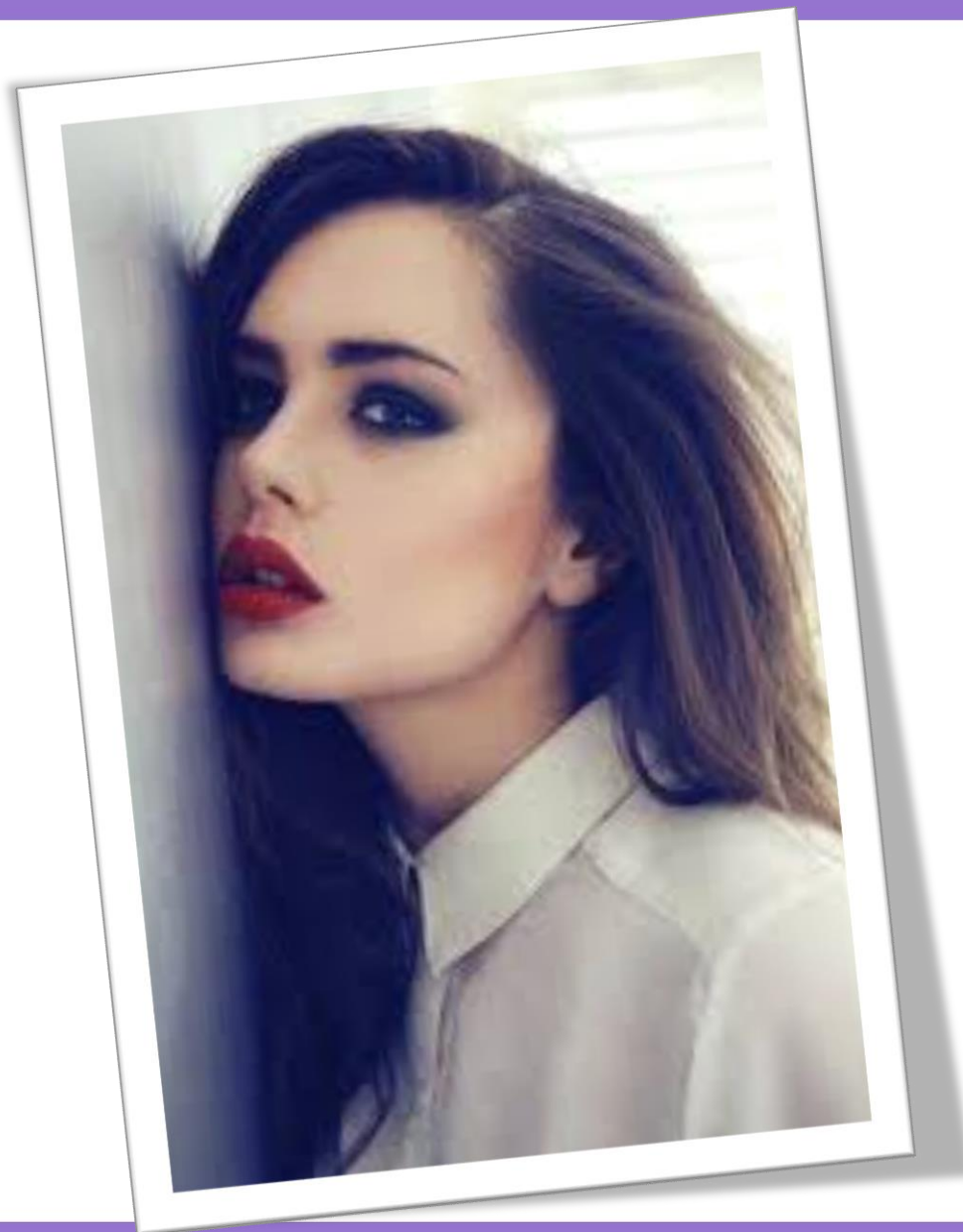
**DIMENSION:** L 37 x W 19,7 x H 24,5

**MATERIAL:** cardboard

**AVAILABLE FROM:** 02/05/2016



# PASSIONE RED – LIMITED EDITION



# PASSIONE RED



## MKTG INFORMATION

Texture by extraordinary characteristics. Bright and brilliant color. Extreme comfort, Creamy and impalpable for a "second skin" effect.

Excellent coverage and lasting ; the strengths of the new BellaOggi Passione lipstick. The drawing is easy, the color vibrates and do not smudge. The new square tip contributes to the application on the outline even without the use of a lip pencil.

Contains hyaluronic acid for sensual and plumped lips.

This new collection is enriched from pearls

6 different pearls each new colour.

# PASSIONE RED

## TECNICAL INFORMATION

**CANVASS:** II 2016

**PRODUCT REF:** 35439

**PRODUCT NAME:** PASSIONE RED LIMITED EDITION

**SHADES NUMBER:** 6

**SHADES DESCRIPTION:**

**INNER:** 4

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 07/03/2016



# GEL EFFECT KERATIN – CARAIBI COLLECTION

## TECNICAL INFORMATION

**CANVASS:** II 2016

**PRODUCT REF:** 34760

**PRODUCT NAME:** GEL EFFECT KERATIN CARAIBI COLLECTION

**SHADES NUMBER:** 6

**SHADES DESCRIPTION:** Antigua – Aruba- Martinica- Porto Rico - Giamaica

**INNER:** 6

**PRIMARY PACKAGING:**

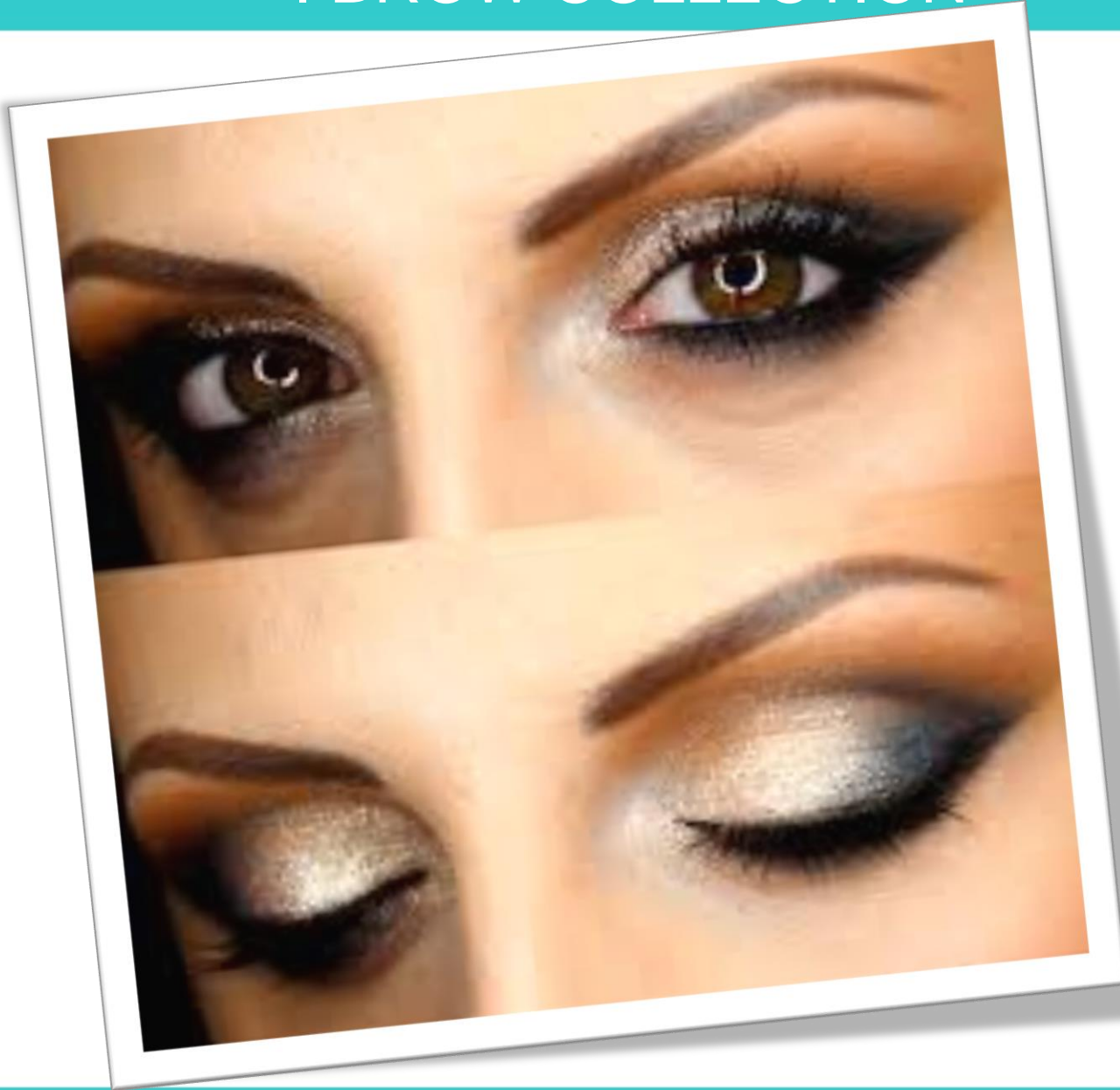
**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 07/03/2016



# I BROW COLLECTION



# I BROW COLLECTION

## I BROW KIT



## I BROW DUO



## MKTG INFORMATION

Get the arch you've always wanted with this collection of brow essentials

A new collection dedicated to eyebrow look

2 new product together old permanent product \_  
Eye brow pencil

I BROW KIT

Kit eye brow shadow -

I BROW DUO

Double pencil

Wax + Enlightening

# I BROW - DUO

## TECNICAL INFORMATION

**CANVASS:** III 2016

**PRODUCT REF:** 35514-001

**PRODUCT NAME:** I BROW- DUO

**SHADES NUMBER:** 1

**SHADES DESCRIPTION:** WAX + PEARLY CREAM

**INNER:** 6

**PRIMARY PACKAGING:** Wood

**LABEL:** none

**STATUS:** Permanent

**AVAILABLE FROM:** 02/05/2016



# I BROW - TRIO

## TECNICAL INFORMATION

**CANVASS:** III 2016

**PRODUCT REF:** 35581

**PRODUCT NAME:** I BROW- KIT

**SHADES NUMBER:** 3

**SHADES DESCRIPTION:** Blonde- Brown- Brunette

**INNER:** 4

**PRIMARY PACKAGING:** plastic

**LABEL:** ppl label

**STATUS:** permanent

**AVAILABLE FROM:** 02/05/2016



01  
BIONDE/BLONDE



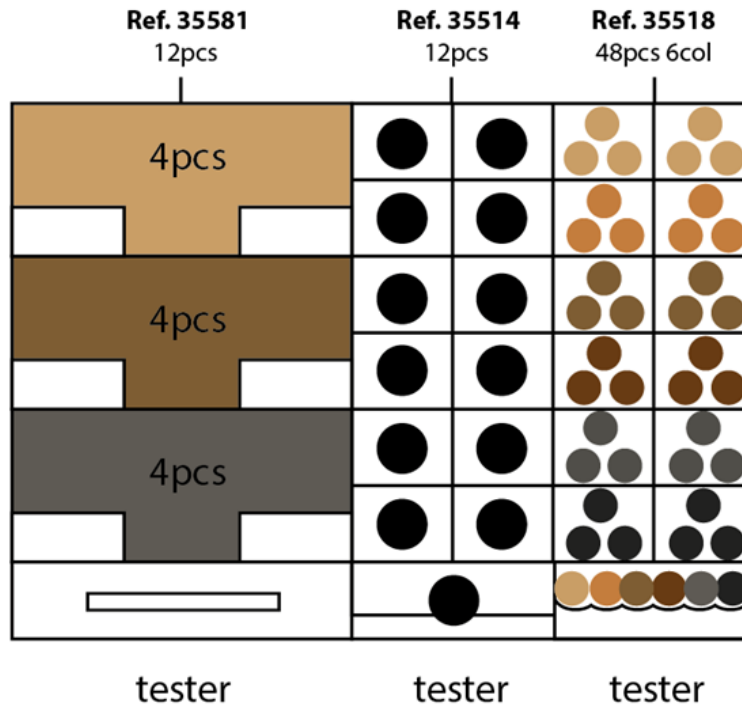
02  
CASTANE/BROWN



03  
MORE/BRUNETTE



# I BROW COLLECTION



## POS MATERIAL DESCRIPTION

**POS NAME:**

**POS REF:**

**ASSORTMENT:**

**TESTER:** present

**DIMENSION:**

**MATERIAL:**

**AVAILABLE FROM:** 02/05/2016

# IN-FUSION



# IN-FUSION



## MKTG INFORMATION

Brilliant color and shine lasts all day without creasing. Cream to powder finish.

# IN-FUSION

## TECNICAL INFORMATION

**CANVASS:** II 2016

**PRODUCT REF:**

**PRODUCT NAME:**

**SHADES NUMBER:** 6

**SHADES DESCRIPTION:** Frost White, Rose Quartz, Serenity Blue, Boreal Green, Tiger Eyes, Liquid Night

**INNER:**

**PRIMARY PACKAGING:** glass jar

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 01/03/2016





## POS MATERIAL DESCRIPTION

**POS NAME:**

**POS REF:** 35478WX

**ASSORTMENT :**

**TESTER:** present

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 01/03/2016

# LOVERDREAM



# LOVERDREAM



## MKTG INFORMATION

This hybrid formula nourishes and moisturizes the lips with a very true color and a unique shine look

# LOVERDREAM

## TECNICAL INFORMATION

**CANVASS:** III 2016

**PRODUCT REF:** 35427

**PRODUCT NAME:** LOVERDREAM

**SHADES NUMBER:** 8

**SHADES DESCRIPTION:** Naked Lips, Rose Blush, Pink Lady, Passion Plum, True Red, Sinful Red, Crimson Red, Cool Grape

**INNER:** 4

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 02/05/2016







## POS MATERIAL DESCRIPTION

**POS NAME: LOVERDREAM  
DISPLAY**

**POS REF: 35427WX**

**ASSORTMENT : 32 units (4 units x 8  
col)**

**TESTER:** present

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 02/05/2015

5<sup>rd</sup> PERIOD 2016

COMING SOON

The logo for bellaoggi ITALIA is displayed in white text on a black rectangular background. The word "bellaoggi" is in a lowercase, sans-serif font, with a small red brushstroke-like mark under the "a". Below it, the word "ITALIA" is written in a smaller, uppercase, sans-serif font.

bellaoggi  
ITALIA