



**bellaoggi**  
ITALIA

MKTG PLAN

MARCH 2015



# SPLASH DESIGNER



# SPLASH DESIGNER



## MKTG INFORMATION

Waterproof Eyeliner and lip pencil stain, delivers a decadent dose of budge-resistant color, with an easy-glide, creamy texture. With its built-in sharpener and smudge tip, this liner is your all-in-one must-have for an alluring, enduring, eye-mazing look!

# SPLASH DESIGNER

## TECNICAL INFORMATION

**CANVASS:** II 2015

**PRODUCT REF:** 35412-501

**PRODUCT NAME:** SPLASH DESIGNER

**SHADES NUMBER:** 1

**SHADES DESCRIPTION:** Black Night

**INNER:** 6

**PRIMARY PACKAGING:**

**LABEL:** ppl ean code

**STATUS:** permanent range

**AVAILABLE FROM:** 09/03/2015



# GEL EFFECT KERATIN ( new colours)



# GEL EFFECT KERATIN ( new colours)



## MKTG INFORMATION

Formula Gel Effect

Enriched from Keratin

# GEL EFFECT KERATIN ( new colours)

## TECNICAL INFORMATION

**CANVASS:** II 2015

**PRODUCT REF:** 34760

**PRODUCT NAME:** GEL EFFECT  
KERATIN

**SHADES NUMBER:** FROM 50 TO 61

### SHADES DESCRIPTION:

Eden White- Pink&Milk- Strawberry Ice-  
Glacier Grey- Portofino Green- Tangerine Ice-  
Provence- Bitter Sangria-Aurora Red-  
Marsala-Woodland- Roma Red

**INNER:** 6

### PRIMARY PACKAGING:

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 09/03/2015



# TRENDSETTER





# TRENDSETTER



## MKTG INFORMATION

Mix, match, and layer to create a wardrobe of eye looks. These versatile eye shadow palettes are perfect for sweeping on color that works for everyday looks and for creating dramatic eyes for the evening. Each long-wearing shade is crease- and fade-resistant.

# TRENDSETTER

## TECNICAL INFORMATION

**CANVASS:** III 2015

**PRODUCT REF:** 35380

**PRODUCT NAME:** TRENDSETTER

**SHADES NUMBER:** 8

**SHADES DESCRIPTION:** Naked Feeling – Wooden Rhapsody- Jealousy- Provocative Pinky – Abiss Jump – Night Club – Burlesque – Dolly Eyes

**INNER:**

**PRIMARY PACKAGING:**

**LABEL:** ppl label

**STATUS:** permanent range

**AVAILABLE FROM:** 04/05/2015



# TRENDSETTER LAUNCH DISPLAY

## POS MATERIAL DESCRIPTION

**POS NAME:**

**POS REF:**

**ASSORTMENT :** 32 pcs (4 pcs X 12 col.)

**TESTER:** present

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 04/05/2015



# TOP COAT COLLECTION



# BASE COAT COLLECTION

## MKTG INFORMATION



Three new references to strengthen the seal durability and gloss enamel,

**Booster Effect** – Vitamin booster base & top.

**Forever Young**- filler, for an extra-smooth finish, follow with ridge filling base coat.

**Gentle Touch**- cuticle almond oil . Natural oils provide nourishing moisture for smoother, softer, more supple cuticles

# BASE COAT COLLECTION

## TECNICAL INFORMATION

**CANVASS:** III 2015

**PRODUCT REF:**34866-34868-34870

**PRODUCT NAME:**BOOSTER EFFECT-FOREVER  
YOUNG – GENTLE TOUCH

**REFERENCES:** 3

**REFERENCE DESCRIPTION:** Vitamin booster base &  
top – Filler – Cuticle Oil

**INNER:** 3

**PRIMARY PACKAGING:** glass

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 04/05/2015



# BASE COAT COLLECTION( BEAUTY AND CARE) LAUNCH DISPLAY

## POS MATERIAL DESCRIPTION

### POS NAME: BEAUTY AND CARE DISPLAY

POS REF:

ASSORTMENT (27 pcs 9 references 3 pcs x references)

TESTER: present

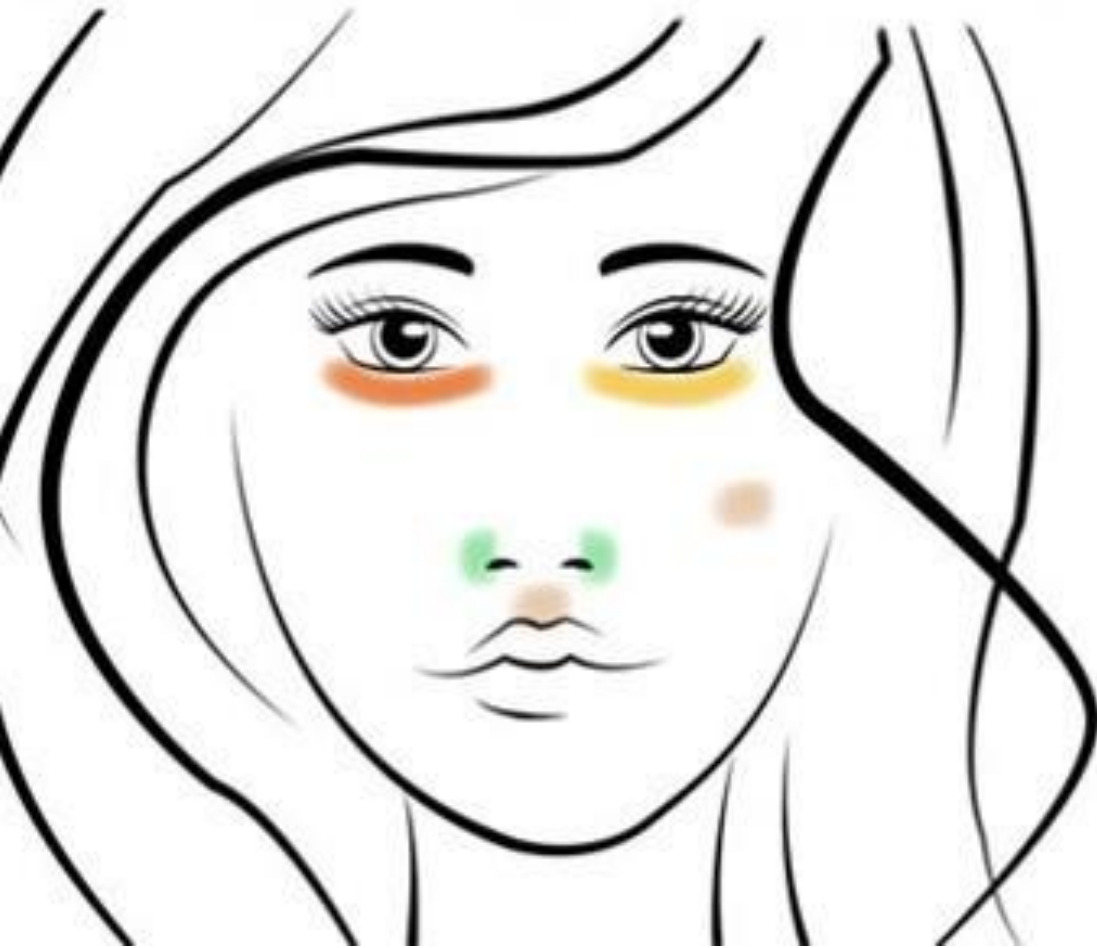
DIMENSION: L 37 x W 19,7 x H 24,5

MATERIAL: cardboard

AVAILABLE FROM: 04/05/2015



# COVER KIT





# COVER KIT



## MKTG INFORMATION

A palette with four camouflage concealer cream shades. Creamy Concealer to instantly camouflage under eye .

# COVER KIT

## TECNICAL INFORMATION

**CANVASS:** IV 2015

**PRODUCT REF:**

**PRODUCT NAME:**

**SHADES NUMBER:** 2

**SHADES DESCRIPTION:**

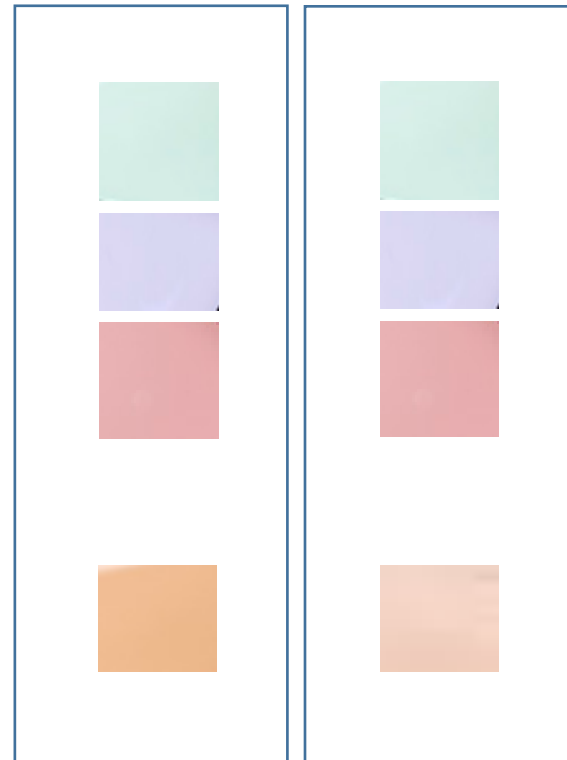
**INNER:** 3

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 06/07/2015



# COVER KIT



## POS MATERIAL DESCRIPTION

**POS NAME:**

**POS REF:**

**ASSORTMENT:**

**TESTER:** present

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 06/07/2015

# VOLUME MASCARA



# VOLUME MASCARA



## MKTG INFORMATION

Ultra Black formula an ingredient recognized for its moisturizing properties. 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.

# VOLUME MASCARA

## TECNICAL INFORMATION

**CANVASS:** V 2015

**PRODUCT REF:**

**PRODUCT NAME:**

**SHADES NUMBER:** 1

**SHADES DESCRIPTION:**

**INNER:** 6

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 01/09/2015



# VOLUME MASCARA LAUNCH DISPLAY



## POS MATERIAL DESCRIPTION

**POS NAME:**

**POS REF:**

**ASSORTMENT:**

**TESTER:** present

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 01/09/2015

# RETRACTLE EYE PENCIL





# RETRACTABLE EYE PENCIL



## 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.

# RETRACTILE EYE PENCIL

## TECNICAL INFORMATION

**CANVASS:** V 2015

**PRODUCT REF:**

**PRODUCT NAME:**

**SHADES NUMBER:** 6

**SHADES DESCRIPTION:**

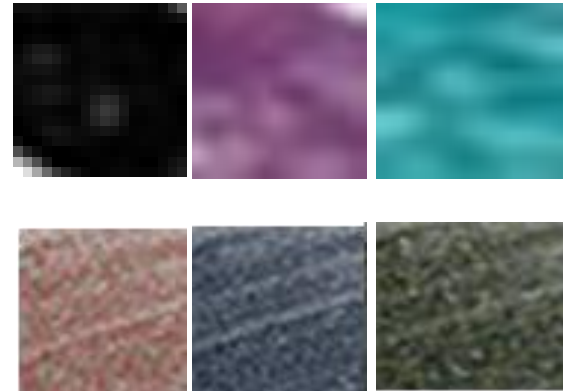
**INNER:**

**PRIMARY PACKAGING:** plastic

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 01/09/2015



# RETRACTABLE LIP PENCIL



# RETRACTABLE LIP PENCIL



## MKTG INFORMATION

Long lasting.

Control, customize,  
and accentuate your  
lip look.

# RETRACTILE LIP PENCIL

## TECNICAL INFORMATION

**CANVASS:** V 2015

**PRODUCT REF:**

**PRODUCT NAME:**

**SHADES NUMBER:** 6

**SHADES DESCRIPTION:**

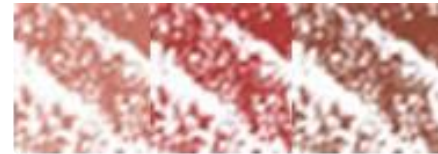
**INNER:**

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 01/09/2015



# FEEL SCULPT

## CONTOURING 101



**Dark colors create shadows and definition.**

Use dark matte shades in the hairline, under the cheekbones, sides of the nose, and jawline.



**Light colors create natural highlights.**

Dust light neutrals on the center of the forehead, cheekbones, bridge of the nose, cupid's bow, and chin.



# FEEL SCULPT



## MKTG INFORMATION

Kit contouring 3d effect

This three-in-one formula is made of ultralight, micronized pigments that effortlessly blend to enhance skintone and give you a flawless, no-makeup look and feel. The coordinated trio includes a luminizer for highlighting cheekbones, a matte satin blush to make cheeks pop, and a matte satin bronzer to contour and define.

# FEEL SCULPT

## TECNICAL INFORMATION

**CANVASS:** V 2015

**PRODUCT REF:**

**PRODUCT NAME:** FEEL SCULPT

**SHADES NUMBER:** 2

**SHADES DESCRIPTION:**

**INNER:**

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 01/09/2015





# FEEL SCULPT LAUNCH DISPLAY



## POS MATERIAL DESCRIPTION

**POS NAME:** FEEL SCULPT +  
BRUSH FLOOR DISPLAY

**POS REF:**

**ASSORTMENT :**

**TESTER:** present

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 01/09/2015

# COMPACT FOUNDATION



# COMPACT FOUNDATION



## 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 UV protection, and all-day wear.

# COMPACT FOUNDATION

## TECNICAL INFORMATION

**CANVASS:** VI 2015

**PRODUCT REF:**

**PRODUCT NAME:**

**SHADES NUMBER:** 4

**SHADES DESCRIPTION:**

**INNER:** 4

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 03/11/2015



# COMPACT FOUNDATION LAUNCH DISPLAY

## POS MATERIAL DESCRIPTION



**POS NAME:**

**POS REF:**

**ASSORTMENT :**

**TESTER:** present

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 03/11/2015

# DOLL EFFECT MASCARA



# DOLL EFFECT MASCARA



## 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

# DOLL EFFECT MASCARA

## TECNICAL INFORMATION

**CANVASS:** VI 2015

**PRODUCT REF:**

**PRODUCT NAME:**

**SHADES NUMBER:** 1

**SHADES DESCRIPTION:**

**INNER:** 6

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 03/11/2015





# DRAMA EFFECT MASCARA



# DRAMA EFFECT MASCARA



## 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.

# DRAMA EFFECT MASCARA

## TECNICAL INFORMATION

**CANVASS:** VI 2015

**PRODUCT REF:**

**PRODUCT NAME:**

**SHADES NUMBER:** 1

**SHADES DESCRIPTION:**

**INNER:** 6

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 03/11/2015



# DRAMA EYE PENCIL



# DRAMA EYE PENCIL

## MKTG INFORMATION

A contouring eye pencil for a big, beautiful look for a dramatic effect. Wooden material.



# DRAMA EYE PENCIL

## TECNICAL INFORMATION

**CANVASS:** VI 2015

**PRODUCT REF:**

**PRODUCT NAME:**

**SHADES NUMBER:** 1

**SHADES DESCRIPTION:** black drama

**INNER:** 6

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 03/11/2015



# DOLL/DRAMA MASCARAS EYE PENCIL LAUNCH DISPLAY



## POS MATERIAL DESCRIPTION

**POS NAME:** DRAMA/DOLL  
DISPLAY

**POS REF:**

**ASSORTMENT:** 24 pcs Mascara –  
12 pcs Drama eye pencil

**TESTER:** present

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 03/11/2015

# NEW MONO EYE SHADOW





# NEW MONO EYE SHADOW

## MKTG INFORMATION

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

# NEW MONO EYE SHADOW

## TECNICAL INFORMATION

**CANVASS:** VI 2015

**PRODUCT REF:**

**PRODUCT NAME:**

**SHADES NUMBER:** 12

**SHADES DESCRIPTION:**

**INNER:**

**PRIMARY PACKAGING:**

**LABEL:** coupon

**STATUS:** permanent range

**AVAILABLE FROM:** 03/11/2015



# NEW MONO EYE SHADOW LAUNCH DISPLAY



## POS MATERIAL DESCRIPTION

**POS NAME:**

**POS REF:**

**ASSORTMENT :**

**TESTER:** present

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

**MATERIAL:** cardboard

**AVAILABLE FROM:** 03/11/2015

1<sup>th</sup> PERIOD 2016

COMING  
SOON

A dark, moody interior space, possibly a room or a stage set, with a window in the center. The window is covered with a chain-link fence, and through it, a cityscape with various buildings is visible. The words "COMING SOON" are written in large, bold, black, sans-serif capital letters across the window. The lighting is dramatic, with strong shadows and highlights, creating a sense of anticipation and mystery. The overall atmosphere is gritty and industrial.