



wasim badami

BY HEMANI

ORGANIC  
NATURAL  
*Beautiful You*

MAKEUP

2021 COLLECTION

# Oh So Flawless!

## BB Cream



BB Cream or blemish base is a multifunctional foundation, moisturizer and sunscreen.  
An all-in-one for a naturally flawless look.

- 24hr Moisturizing • SPF 30 • Anti-Blemish • Anti-Aging • Brightening
- Flawless coverage

Recommended for daily sun protection with medium coverage.  
Suitable for all skin types.

## BB+CC Cream



Blemish Balm with Color-Correction is excellent at evening out any skin tone, it's a brilliant all-rounder sunscreen!

- For All Skin Tones • SPF 50+ UVA/UVB
- Anti-Blemish • Anti-Aging • Brightening
- Full Coverage

Recommended for daily sun protection with fuller coverage.

Suitable for all skin types.  
Finish with CC Powder for the flawless matte finish and sealed sun protection.

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## DD Cream

DD Cream is known as dynamic-do-all, and are a blend of BB and CC creams offering a higher SPF protection. Lightweight in texture, it's a one-

- Daily Defence • For All Skin Tones • SPF 50 Broad Spectrum • Anti-Aging
- Hydrating • Brightening

Recommended for daily sun protection with natural and sheer finish.

Suitable for all skin types.

Finish with DD Powder for a perfect matte finish and sealed sun protection.



## Mascara



A multitasking, smooth and pigmented formula to help you achieve fuller, longer and curled lashes with intense color.

- Lengthening • Volumizing • Curling • Easily buildable without clumps • Rich color

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## CC Powder



A color-correcting powder designed for matte, flawless skin. It corrects imperfections like age spots redness and discoloration, leaving skin soft and luminous.

- Buildable • Lightweight • Matte finish • Enhances Complexion • For All Skin Tones

Pair with BB+CC Cream for daily sun protection and full coverage.  
Suitable for all skin types.

## DD Powder



A do-it-all powder designed for flawless matte skin. It corrects imperfections like age spots redness and discoloration, leaving skin soft and luminous.

- Buildable • Lightweight • Matte finish • Enhances Complexion • For All Skin Tones

Pair with DD Cream for daily sun protection with natural finish.  
Suitable for all skin types.

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## Concealer

With Argan Extract



184 Porcelain

185 Ivory

186 Sand

187 Toasty

A creamy, long-wear concealer with medium to full coverage, enriched with Argan Extract to keep the skin nourished while concealing blemishes, spots and dark circles.

- Blends easily
- Medium to full coverage
- Conceals blemishes and spots
- Long-wearing

Pair with Foundation for full and flawless coverage.

## Liquid Highlighter

With Argan Extract



189 Silver Chill

190 Frost Ice

191 Bronzy Glow

A light-reflecting liquid highlighter, supplies an irresistible luminance, with a shimmery finish. Enriched with Argan Extract, the formula is skin nourishing. Dab and add luminosity with buildable coverage.

- Irresistible radiance
- Shimmery, natural finish
- Buildable coverage

For maximum glow, pair with Powder Highlighter or Illuminating Powder.

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## Foundation

With Argan Extract



235 Milky Cool



236 Vanilla Wafer



237 Cashew Nut



238 Golden Toast



239 Roasted Peanut



240 Rich Honey



A matte foundation that glides smoothly on the skin leaving a healthy glow to the skin for long without caking.

- Infused with skin nourishing Argan • Full-coverage • Buildable
- Matte-finish • Oil-Control

## Translucent Loose Powder

With Argan Extract



Set your makeup, mattify skin and get an airbrushed, velvety finish with this lightweight and easy-to-use translucent powder. Infused with Argan Extract known for its beauty benefits that improve skin's tone, texture and elasticity. Argan renews, brightens, enhances glow while smoothing fine lines and uneven texture. Achieve a smooth and flawless finish, naturally!

- Soft matte skin • Airbrushed, velvety look • Light weight • Enhances complexion • Sets foundation, concealer • Used for baking makeup base

For flawless base, use as a baking powder.

Universal color suitable for all complexions and skin tones.

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## Compact Powder

With Argan Extract



225 Milky Cool



226 Vanilla Wafer



227 Cashew Nut



228 Golden Toast



229 Roasted Peanut



230 Rich Honey



A perfect finishing pressed powder provides a radiant, shine-free, and even natural look. Enriched with the goodness of Argan extract and SPF 30, provides skin with ultimate protection from sun damage while nourishing the skin.

- With SPF 30 • Shine-free, oil control • Matte-finish • Daily sun protection • Radiant, velvety soft skin

Set foundation and creamy concealer base for long lasting flawless coverage or wear alone for daily sun protection.

## Powder Highlighter

With Argan Extract



210 Bright Beam



211 Subtle Flare

Illuminating powder leaves a silky finish on the skin with its radiant texture.

- Silky finish • Natural radiance • Easily blends and layers

Recommended to use after Liquid Highlighter.

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## Blush

With Argan Extract



200 Soft Rose



201 Very Strawberry



202 Coral Vibes



A soft, creamy-textured powder full of true pigment, infused with Argan Extract provides a healthy flush of color to the apples of the cheek with no harsh lines or build-up.

• Creamy, soft texture • Blends seamlessly • Rosy, flush of color

Lightly brush on the temples, nose and chin for an even, healthy wash of color.

## Illuminating Baked Powder

With Argan Extract



217 Beach Goddess



218 Toasted Luminance



219 Pearlescent



A soft, glowing, and silky-textured baked illuminating powder, enriched with Argan Extract, perfectly harmonizes complementing the complexion providing a healthy fresh sun-kissed look.

• Silky, velvety texture • Suits all complexions  
• Enhances healthy radiance

Illuminating Baked Powder, is a 3in1; it can be used as a blush, highlighter and bronzer at the same time.

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## Pro Primer

With Argan Extract

A velvety smoothing primer evens out skin texture by resurfacing, and filling in pores and fine lines for a seamless base for makeup application.

It is the first step to complexion perfection.

- Matte finish • Blurs pores • Brightens complexion • Oil-free • Fills fine lines

For a flawless finish, exfoliate and moisturize well.

Recommended to finish base with Setting Spray for lasting makeup base.



## Setting Spray

With Argan Extract



A budge-proof, makeup setting spray with Argan Extract to fix and set makeup.

- Hydrating • Lasting flawless, dewy finish • Budge-proof

Refresh and touch-up makeup for a velvety texture that can last all night.

Makeup Hack: Use before foundation for makeup to last longer.

For a flawless finish, exfoliate and moisturize well.

Recommended to prime base with Pro Primer.

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## Chiseled Face Contour Palette

With Argan Extract



A perfect palette to contour the cheekbones, nose, and jawline for a sculpted and chiseled-look. The creamy texture finely blends into the skin for a seamless finish.

- Sculpted look • Creamy texture • Finely blends • Seamless finish.

It is more than just a contour palette, the color range makes it multi-purpose to be used for highlighting and concealing too. Universal palette suits all complexions.

## Eyebrow Palette

With Argan Extract



A handy brow palette structures and styles all brows for a tailored natural look adapting to all tones. Five shades with a highlighting and a dark shade and three tones of brown for a perfect ombre-look blend well together to create Brows on Fleek.

- Natural brows • Soft powders • Blends well

Universal palette suits all complexions.

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### Eyeshadow Palette

With Argan Extract

Candid Beauty | Starry Nights | Pretty In Pink

In 3 mesmerizing color picks to create soft day look, a starry night eye makeup look or a heavy bridal eye makeup. These are the perfect mix of matte and shimmering shades.

- 12 Pigmented rich colors
- Easy to blend
- Creaseless smooth
- Soft texture



### Lip & Cheek Tint

With Argan Extract



285 Pink Flush

286 Peach Candy

287 Rosy Red

A glossy hybrid lip & cheek color with a lucent formula enriched with Argan Extract provides a natural saturated flush of color for smooth long-wearing coverage.

- Natural finish
- Hydrating
- Soft sheen
- Lightweight
- Long wearing

Wear it alone for the most flawless and naturally flushed no-makeup look.

# Lip Gloss

With Argan Extract



245 Fuschia



246 Strawberry



247 Cotton Candy



248 Flamingo



249 Pinkie



A high-shine gloss, enriched with Argan Extract that makes lips look fuller and plumper while hydrating long after application.

- Plumps lips • Hydrating • Sheer color • Lightweight

For lusciously full and colored lips, pair with any lipstick.

# Liquid Lipstick

With Argan Extract



255  
Scarlet

256  
Mulberry

257  
Rouge Petal

258  
Greige

259  
Salmon

This long-lasting matte liquid lipstick is infused with Argan Extract to nourish, gives a weightless matte finish perfect for you, and your pout with a creamy long-wearing lip color.

- Long wearing • Weightless, soft matte finish
- Glides smooth • Does not over dry • Rich color
- Transfer proof

For the softest, smoothest and long wearing lip color, always exfoliate and moisturize lips.

## Creamy Lipstick

With Argan Extract



266 Peaches 267 Cashmere Nude 268 Pink Smoothie 269 Dragon Fruit 270 Watermelon Red

A creamy rich formula, infused with Argan Extract to nourish the lips throughout the day, while flushing the lips with intense color in one swipe. This comfortable texture feels moisturizing and light on the lips with a polished healthy sheen.

- Long wearing • Moisturized sheen • Glides smoothly • Comfortable, light texture • Intense color

For the smoothest, long-wearing lip color, always exfoliate and moisturize lips.

## Matte Lipstick

With Argan Extract



275 Pretty in Pink 276 Berrilicious 277 Warm Red 278 Hot Chilli 279 Blackberry

A matte rich formula, infused with Argan Extract to nourish the lips throughout the day, while flushing the lips with intense color in one swipe. This comfortable texture feels light on the lips giving a smooth velvet finish.

- Long wearing • Velvet matte finish • Smooth application • Comfortable, light texture • Intense color

For the smoothest, long-wearing lip color, always exfoliate and moisturize lips.

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## Max Drama Big Mascara

Nourishing, rich pigmented, formula for long, curled and thick lashes. Created with natural waxes like Carnauba and Beeswax, it is gentle on the eyes and strengthens lashes. Infused with nourishing ingredients like Shea Butter and other plant-derived extracts that help take care of your lashes.

- Exceptional lengthening • Fuller volume • Dark and rich color
- Will not break lashes • Easily buildable • No clumping • Big and full lashes • Sensitive eye friendly



## Bold Beauty Skinny Eyeliner



Enriched with nourishing Coconut Oil, the Skinny Eyeliner has the finest tip with the smoothest application and intense, rich color. The biodegradable, mild formula is based on herbal extracts for your delicate skin.

- Vibrant color • Matte finish • Transfer, sweat and smudge proof • Water resistant finish • Lasts up to 14 hours • Universal colors for all • Sensitive eye friendly

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## Bold Beauty Waterliner Kajal



One-of-its-kind, richly pigmented, chic pencil shaped kajals for the waterline and as an eyeliner.

- Intense color in just one stroke
- Creamy and soft application
- Lasts up to 4 hours on the waterline
- Lasts for 5 hours as an eyeliner
- Universal colors for all
- Sensitive eye friendly

Real White Waterliner Kajal in waterline can make eyes look open and big.

Create a warm, smoky look using Real Black Waterliner Kajal.

## Super Fine Comb & Fill Brow Marker

Auburn

Brunette



Unique Precision  
"Brow Brush"



One-of-a-kind comb & fill eyebrow marker for natural hair-like strokes, with an excellent color pay-off that doesn't budge.

- Comb and fill at the same time
- Buildable natural color
- Soft skin and brow hair
- Gentle and easy removal
- Smudge proof, water resistant finish
- Lasts up to 16 hours
- Pointed tip for precise fill

For lasting and even color pay-off, place it facing downwards.

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## Super Soft Lip Liner

Universal Blush

Universal Nude



Super soft lips with flush of natural color, enriched with nourishing Marula and soothing Chamomile Extract leaving lips with no dryness, only supple softness.

- No feathering • Excellent, even color pay-off • Contours lips
- Smooth glide application • Lasts for 7 hours • Transfer proof
- Universal colors for all complexions

Pairs excellently with any and every lipstick shade.  
For the smoothest lips, always prep by exfoliating and moisturizing.

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## Beauty Duo



Beauty Duo is a set of a makeup blender and a silicone sponge. This duo set is all you need for a well-blended flawless look.

The silicone sponge is

- Non-absorbent
- Uses less product
- Latex-free

The unique shape allows for perfect blending of make-up

## Makeup Remover



### Aloe Vera Makeup Remover

- Non-greasy
- Gentle and Light Weight
- Removes Waterproof Mascara with Ease

This makeup remover with Aloe Vera erases all traces of makeup, refreshes the eye area and the most significant bonus – it strengthens your lashes. You only need a few drops on a cotton pad to remove the toughest of waterproof makeup without any irritation.



### Pre Facial Cleanser Wet Wipes

- Acetone-free
  - Hydrating
  - Biodegradable
- These wipes lifting off dirt, oil and sweat from skin without irritation, thanks to its hydrating Vitamin E and calming Aloe Vera. Conditioning, soothing, soft, and safe for sensitive skin.

### Makeup Remover Wet Wipes

- Acetone-free
- Hydrating Formula
- Gentle on Skin
- Biodegradable

Easy to use, wipes in a convenient pack, effectively breaks down tough makeup, sweat and oil from skin without any irritation. Makes the skin soft and smooth, and leaves a cooling and refreshing effect.

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MAKEUP BRUSHES & BLENDERS

## Pink Makeup Brush Set

A luxe makeup brush set, features the brushes for face and eyes to master blended and seamless makeup, fitting perfectly in a soft pink matte case, that make it travel friendly.



## Wooden Makeup Brush Set



### 2in1 Highlighter & Contour Brush

A two-sided brush to contour the nose, cheekbones, forehead and jawline from the wide end to perfectly fit and quickly blends for an effortless contour. Highlight from the small fluffy end - the cheekbones, bridge of the nose, cupid's bow and brow bone for a luminous perfect glow.



### Blush Brush

With a tapered brush head to cover the apples perfectly. Smile and sweep the brush across the apples of the cheek, upward to the temples, lightly brush on the nose, forehead and chin.

## Wooden Makeup Brush Set



### Foundation Brush

A flat, slanting brush efficiently stipples and applies foundation for seamless and full coverage.



### Powder Brush

A round fluffy and short brush, used for setting the base with powder by sweeping it all across the face



### 2in1 Eyebrow Brush

A flat, slanting brush efficiently stipples and applies foundation for seamless and full coverage.

### Eye Shadow Brush

With a slim handle and fluffy bristles, it blends eyeshadow effortlessly into the crease for a feathery and smoked-out effect in the eye socket.

### Eyelid Brush

A slim handle, flat brush bristles, pack the shimmers and dark shades on the eyelids. Wet the brush before applying for an intense pay-off.



### Lip Brush

Slim handle, flat and long tip brush applies lipstick to the contours of the lips smoothly and softly. Line your lips and fill them in with color for a soft, long-lasting finish.

# Oh So Flawless!

## NAIL POLISHES



### CLASSIC (25 colors)

A wide range of daily wear, solid, classic colors to choose from, for every mood and every occasion.



### MAGIC FLAKIES (2)

Color-reflecting sparkling flakes, in transparent nail polish base for the celebration mood.



### DAY NIGHT (4)

A unique range of nail polish that change colors in Day & Night.



### THERMO (3)

A unique range of color changing colors in Hot & Cold.



### MIRROR METALLIC (6)

Colored with sparkling glitter, with high-shine gloss and mirror-finish.



### RAINBOW (2)

Color-shifting, shimmering glitters in multiple Rainbow colors.



### QUEEN (4)

A nail polish with fun, sparkling flakes that shimmer like glitter confetti for a party vibe.

